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## **The Essex Foundation Helps Board of Trade Engage Visitors** *Awards \$6200 Grant for Essex Town Visitor Map*

Essex, CT – The Essex Foundation (TEF) has awarded a \$6200 grant to the Essex Board of Trade (EBOT) to help showcase Essex as a visitor destination and highlight EBOT member businesses and organizations. The grant award will fund the start-up costs of designing and producing 2500 printed visitor maps to be distributed by EBOT to town businesses and frequented locations in Centerbrook, Essex Village, and Ivoryton before the start of the holiday season. The design will feature hand-drawn layouts of Essex Village, Ivoryton, and Centerbrook, highlighting key town landmarks for visitors to orient themselves. EBOT member businesses that add to the visitor experience will also be labeled on the map while EBOT member businesses that don't cater to visitors or do not have a physical location will be listed.

According to EBOT President Cheryl Harger, "Our primary goal is to increase engagement within the villages of Centerbrook, Essex, and Ivoryton, providing a broader reach for marketing Essex as a destination in the region while showcasing EBOT and its members.

With The Essex Foundation's support, visitors and residents can explore more of the town through exploration of stops not along the village Main Streets and enjoy an elevated Essex experience."

"Helping to support and promote our local attractions and businesses is a key part of the Foundation's mission," stated TEF President Strickland Hyde, "The Essex Board of Trade has long been an active voice for all that makes Essex a special place to be – the visitor map is another great tool to spread the word."



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***Pictured Above (from left to right):*** Members of the Essex Board of Trade gathered to accept a grant award from The Essex Foundation board members to help fund design and production costs for a Essex town visitor map.