

# The Chamber Connection

January

2012

## *A look back at our year...*

### **Christmas Advertising**

In addition to the Topeka TV spots sponsored by the Travel and Tourism Committee, the Chamber purchased 355 spots that ran on the Southeast Nebraska cable outlet. Reinforcing the "Shop Seneca" theme were our Highway 36 billboards and the [visitseneca.com](http://visitseneca.com) website.

Our popular, and always welcome, Chamber Gift Certificates were spotlighted by our two ads in the Courier-Tribune.

### **Santa's Arrival**

In spite of the steady, cold, gusting wind, Santa and Mrs. Claus arrived on time and listened to about 230-240 kid's wishes for Christmas. After talking to Santa and getting their pictures taken, each received a bag of candy and an apple compliments of our member, LifeCare of Seneca.

This annual event draws families from surrounding communities to Seneca and is paid for through our Members' annual dues.

### **Kids Matinee Movie**

With admission of a food item, 115 kids and a few adults saw their choice of "The Muppets" or "Mr. Poppers Penguins." After the movie, Santa and Mrs. Claus passed out Christmas candy canes. The food was donated to our local food pantry.

This event is also funded by Members' dues.

### **Annual Golf Tournament**

Other than annual dues, this is our most important fundraiser. This year's event raised \$1,950 for our operating funds. Equally important, it brought visitors to Seneca (many for the first time) and showcased our golf course and community.

The tournament continues to grow in popularity and all the tee times were again filled.

### **Highway 36 Treasure Hunt & Garage Sales**

This was the 6<sup>th</sup> year for the event and our community is one of the most popular stops.

The Highway 36 Association reported out-of-state license plates seen this year were from Alaska, Arizona, California, Colorado, Florida, Illinois, Indiana,

Iowa, Kentucky, Louisiana, Maine, Michigan, Missouri, Montana, Nebraska, New Jersey, New Mexico, North Carolina, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Washington, Wisconsin and Wyoming.

In addition to the usual bargain hunters and "antiquers," we saw serious collectors and professional dealers. Many were pulling trailers.

The \$7 ad and map placement fee covers most of the production and promotion expenses. Our requests for e-mail copies of the maps and ads has grown to 250+.

### **Cruise Nite**

This event has become so popular, we've had requests to consider making it a monthly event. The Board of Directors will be discussing it soon.

The Cruising is "officially" from 7 to 8:30 pm, but it gets started much earlier and continues long into the night. Many of the Sunday Car Show entrants staying overnight take part along with our locals. The variety of models seems to continue growing.

This event is another that's funded by the Chamber with an assist from the Seneca Travel and Tourism Committee.

### **Mutton Bustin'**

Unfortunately, this year's Bustin' was cancelled by the rain.

### **Spring Garage Sales**

The first weekend of June always finds a lot of folks finding bargains in Seneca. Ours is the largest sale in NE Kansas, drawing shoppers from a 30-mile radius.

### **Kansas Sampler Festival**

Sponsored by the Kansas Sampler Foundation, this event offers small communities to showcase their area as a Travel and Tourism destination. For the past two years the Chamber has put up and staffed a space promoting Seneca.

This is from their website:

"WHAT IS THE KANSAS SAMPLER FESTIVAL

The Kansas Sampler Festival is like a living

brochure of Kansas! In 2010, over 150 communities provided a sample of what there is to see, do, hear, taste, buy, and learn in Kansas!

The Kansas Sampler Festival was designed to bring communities and attractions from all over the state together to make it easy for the public to discover day trip possibilities. In other words, the primary purpose of the festival is to provide the public a sample of what there is to see and do in Kansas.

Whether you are looking for hiking trails, historic sites, natural landmarks, unique restaurants, off-the-beaten track eateries, architectural gems, hole-in-wall performing centers, artists-at-work, specialty shops, or have-to-be-there Kansas events, this festival is for you!"

### **Ft. Riley Travel Expo**

Begun in 2007, this event is designed to promote day and overnight trips to communities within a day's travel

from Ft. Riley. The Expo is open to all Ft. Riley military and civilian personnel.

Ft. Riley has a population of 47,751 military, 9,452 civilians and 3,243 retirees. The military payroll alone is \$849 million!

The Chamber pays for a display space and promotes Seneca and all of our businesses and attractions.

### **Highway 36 Billboards**

The Chamber's two billboards are available to promote community events or organizations. We pay for the upkeep and annual rental, and offer the space at no charge except production and erection costs.

In the past we've seen: Spring Creek Golf Course, The Aquatic Center, The Bridal Show, The Downtown Walking Tour, Nemaha County Fair, Nemaha Community Hospital, and Shop Seneca.

If you're interested in using the space, contact the office (336-2294 or [seneca\\_chamber@yahoo.com](mailto:seneca_chamber@yahoo.com)). Requests are scheduled and approved by the Board of Directors. A tie-in with [visitseneca.com](http://visitseneca.com) is included.

## ***A look at the coming year...***

### **Our Calendar**

March  
    Ft. Riley Expo  
April  
    Board of Directors Election  
    Annual Chamber Dinner  
May  
    Kansas Sampler Festival  
June  
    Garage Sales  
July  
    Cruise Nite  
    Mutton Bustin'  
September  
    Golf Tournament  
November  
    Santa Arrives on Main St.  
December  
    Kids Matinee Movie

### **Next Board Meeting**

The next regularly scheduled Board meeting is Wednesday, January 10, at 11:30, in the Chamber office. All Members are always welcome to attend.

### **And here's to...**

a very healthy, happy New Year! May all your hopes and dreams come true and all your efforts be rewarded!