

CANAL NEW YORK

Marketing and Business Alliance, Inc.

ERIE • CHAMPLAIN • OSWEGO • CAYUGA-SENECA

A Destination Marketing Organization promoting businesses and organizations in the 234 communities along the 524 mile New York State Canal Corridor.



**CANAL NEW YORK
wants to help YOU tell
the world about
YOUR business.**

Join Us!



CANAL NEW YORK Marketing & Business Alliance, Inc. established in 2005, is a Destination Marketing Organization for businesses, organizations and communities within the New York State Canal Corridor. **CANAL NEW YORK** promotes economic growth through tourism marketing, legislative advocacy and direct to consumer promotion of its members products and services. **CANAL NEW YORK** partners with other canal-related entities to provide comprehensive representation for its members and to keep them current on canal-related issues and initiatives, speaking with one voice for the needs of its members.

We Invite You to invest in **CANAL NEW YORK** and to join with others as they benefit from cooperative programs, advocacy and collaboration related to the New York State Canal Corridor.

Tourism Marketing

CANAL NY reaches international, regional and local markets attending and promoting its members at the World Travel Market in London, the U.S. Travel Association International Pow Wow in Los Angeles and The New York Times Travel Show in New York City. In NY State, CANAL NY works closely with the Erie Canalway National Heritage Corridor, the State Division of Tourism, I Love NY and the NYS Canal Corporation at the NY State Fair, the New York Boat Show and other events. County and Regional Tourism Promotion Agencies and Convention & Visitor Bureaus in the canal corridor are members. CANAL NY participates in events and festivals

throughout the canal corridor promoting its members and distributing their literature.

Member Marketing & Promotion

CANAL NY offers a suite of marketing tools to its members, including a member promotion focused website, social media connections, brochure distribution, and presence marketing at key events throughout the entire canal corridor. Membership in CANAL NY is affordable. Benefits selection is flexible and can be tailored to individual member specific needs.

Legislative Advocacy

CANAL NY works with government agencies and representatives regarding issues important to the operation and continued

improvement of the canal corridor, has begun the process of establishing a Canal Caucus within the NYS Legislature and recommending the Canal Corridor be designated as a separate Tourism Region. CANAL NY engages in lobbying and publishes white paper talking points and position papers on key issues. CANAL NY executives and members attend and speak at the Mighty Waters Conference, NY Works Regional Economic Councils and maintain a constant dialogue with the NYS Canal Corporation management. Canal Corporation executives attend and participate ex-officio at CANAL NY Board meetings

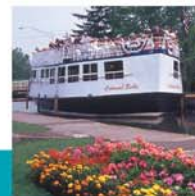
Organization Partnership

CANAL NY as the only private sector business based organiza-

tion has built strong working partnerships for mutual support with other canal related organizations such as The Erie Canalway National Heritage Corridor, the Canal Society of NY State and the Western Erie Canal Alliance.

Member Education & Development

CANAL NY conducts monthly board meetings in locations around the state, members are encouraged to join committees and participate in educational seminars including the NY State Canal Conference and the World Canals Conference. Members have a private password protected section of the website to access resources, share ideas and information and participate in discussion blogs on key issues.





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Marketing & Business Alliance, Inc, founded in 2005, is a private sector destination marketing organization promoting economic growth through tourism marketing of the New York State Canal Corridor to regional, national and international audiences.

Our Mission

To serve as the one generally accepted private sector entity dedicated to tourism, marketing, legislative advocacy and business collaboration; to support existing and new business opportunities within New York State's canal communities.



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