



**WE** *love* **ERIE**  
BUSINESS COLLECTIVE



# OUR MISSION

Through advocacy, promotion, and connection, we strengthen Erie's business community by amplifying visibility, fostering collaboration, and representing your interests with town leaders. Joining the We Love Erie Business Collective is more than membership; it's a partnership and support to help your business thrive. Together, we're creating a vibrant, connected, and resilient Erie, one business at a time.

# OUR 2026 BOARD

## OFFICERS



**Kelly Block**  
**CHAIR**

Tape & Twine | Erie Commons



**Christina Pisano**  
**VICE CHAIR**

Research Boutique | Work from Home



**Lindsay Watne**  
**SECRETARY**

Lottie Lane | Downtown



**Victoria Meyer**  
**TREASURER**

Piripi | Downtown

## EXECUTIVE COMMITTEE



**Ronda Grassi, Director**  
CADCO | Erie Village



**Dan Gump, Director**  
Briggs Books | Downtown



**Chris Recio, Director**  
Erie Duct Cleaning | Work from Home



**Kaleen Royale, Director**  
Java Island | Vista Ridge

## ADVISORY



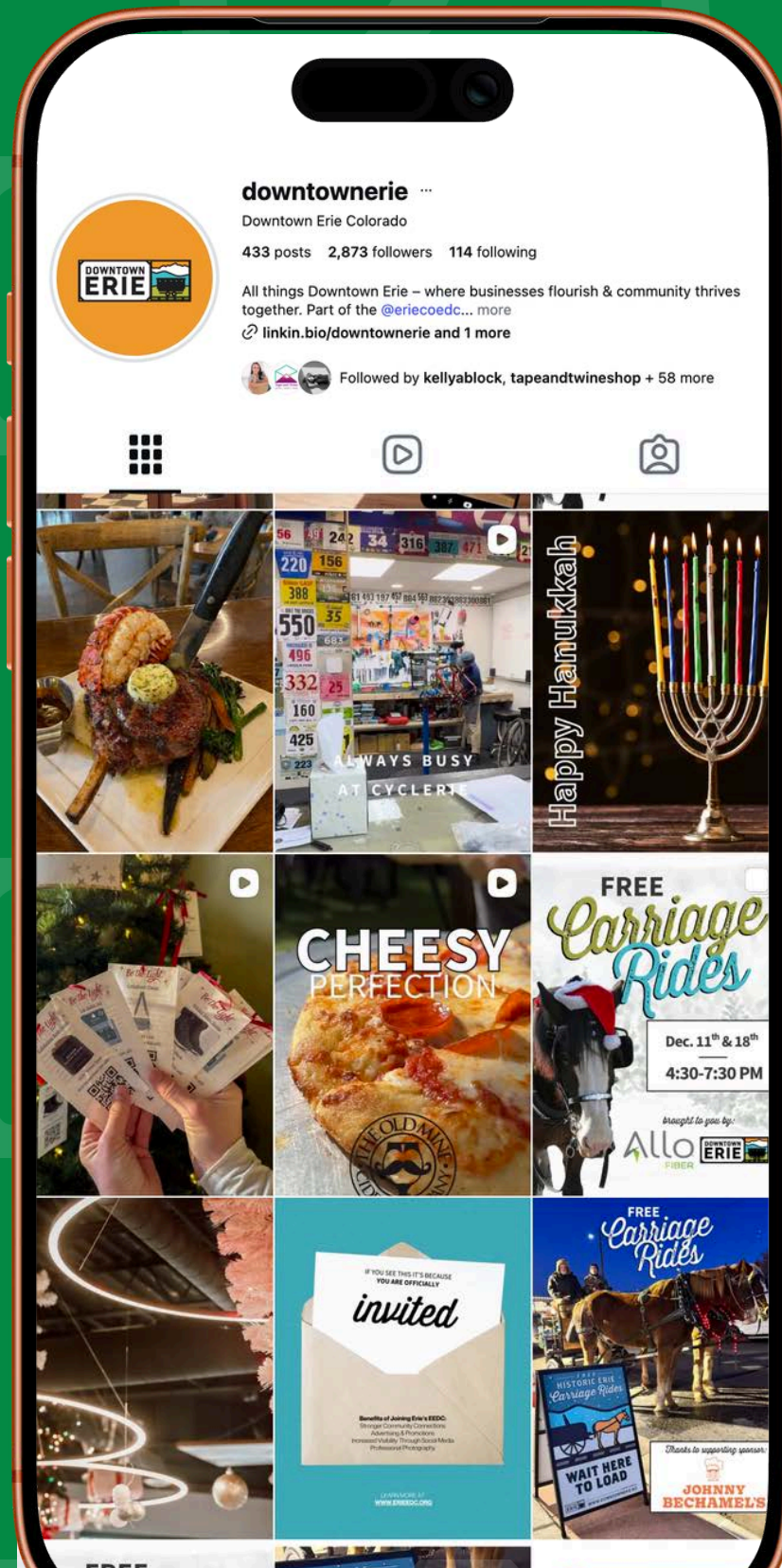
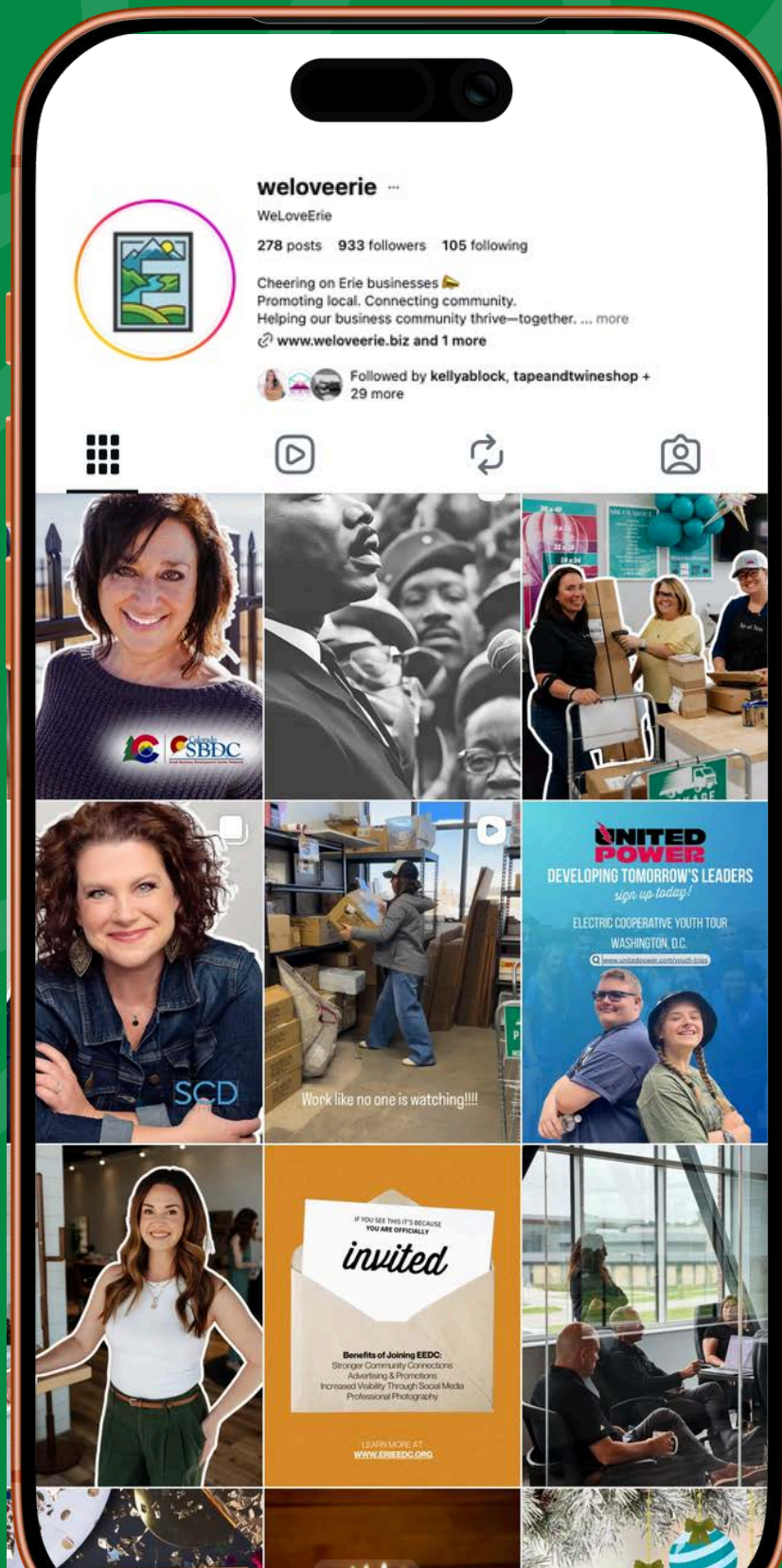
**Ellie Davis, President & Executive Director**

# PROMOTION

Through community campaigns, social media features, and local partnerships, we help amplify your business and ensure Erie residents know about the incredible products, services, and people right here at home.



# OUR SOCIAL PLATFORMS



**8,500 followers between IG & FB**  
**We Love Erie - started in Spring 2025**

**How to get shared on our stories & feed?**

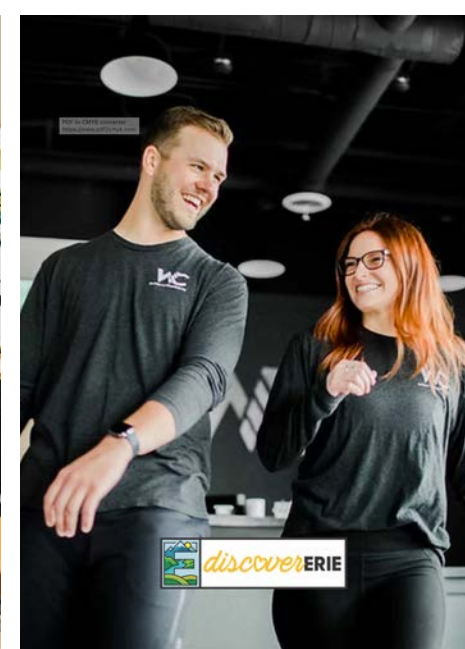
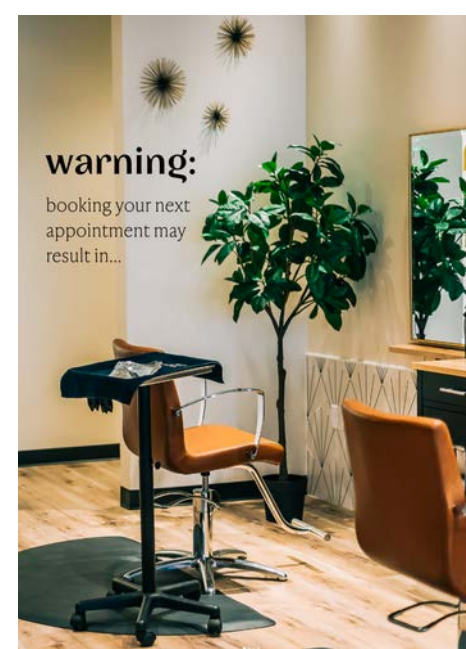
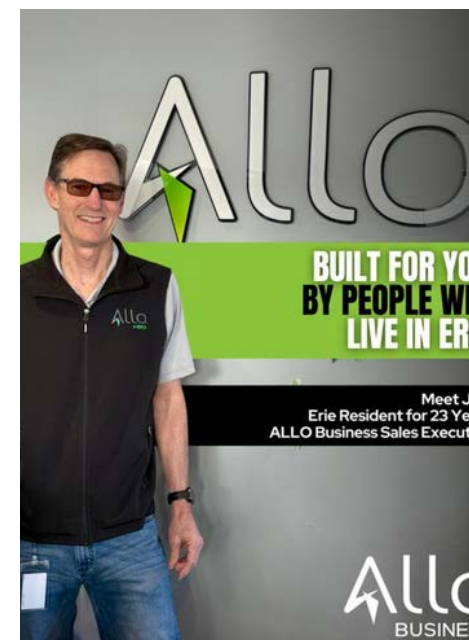
- **Be an Essential Member or above**
- **Tag us in your Stories or Posts**
- **Collab us in your Stories or Posts**

**How to get a Dedicated Marketing Feature as part of our new Discover Erie Series?**

- **Be a Core Member and above**

# Business Promotion & Visibility Experience

We have led coordinated marketing and promotional efforts designed to increase awareness, visibility, and patronage of Erie's local businesses. Rather than relying on individual businesses to carry the full burden of marketing themselves, we create shared promotion platforms that amplify multiple businesses simultaneously.



# CONNECTION

Our community events are designed to strengthen relationships among Erie's business owners, customers, and civic leaders, building a sense of shared purpose and collective success.

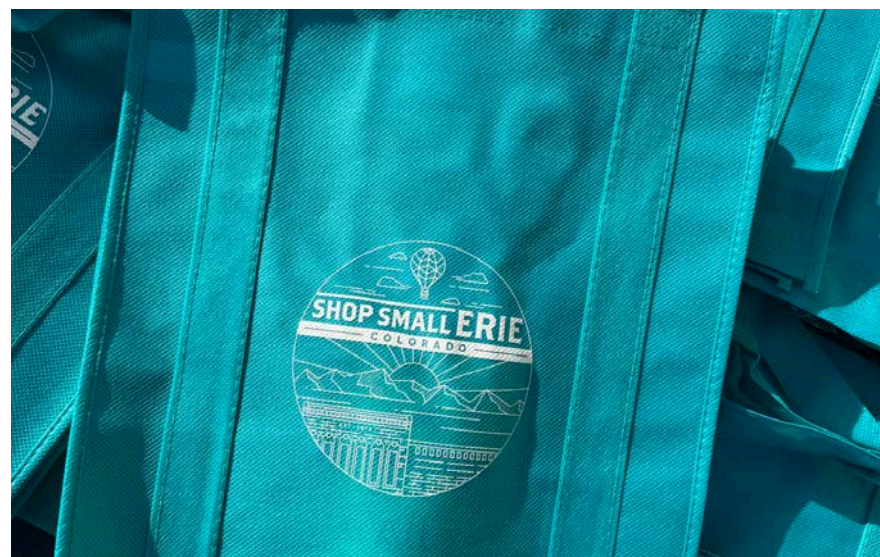


# *Business Engagement & Community Connection Experience*

We regularly convene businesses through events, programming, and collaborative initiatives that strengthen peer relationships and create opportunities for shared growth. Our programming is designed to increase business-to-business collaboration while strengthening connections between businesses and the community.



# SHOP SMALL 2025 RECAP

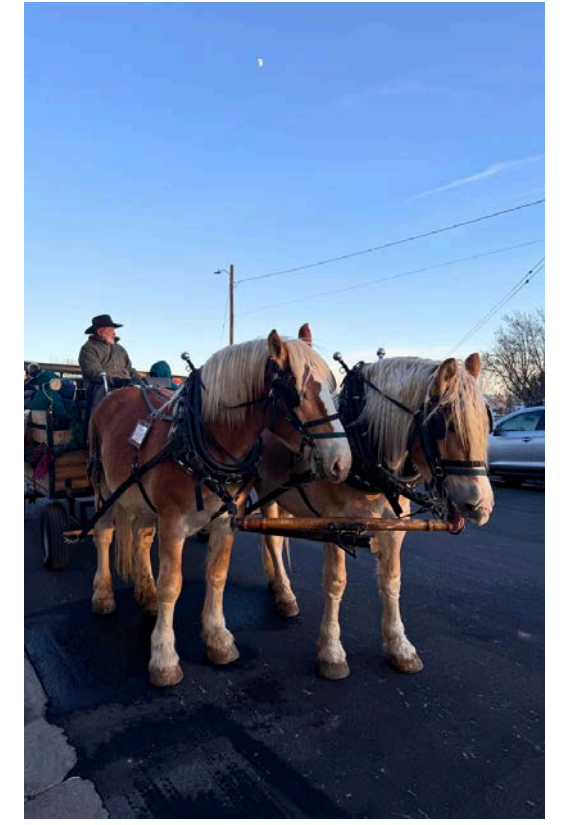


A coordinated community-wide retail and service promotion designed to drive local spending, increase customer awareness of Erie businesses, and support small business revenue during critical retail periods.

The Shop Erie campaign expands this effort beyond a single day, encouraging year-round local-first purchasing behavior.

# HOLIDAY Carriage Rides

A multi-day downtown activation that brings approximately 1,000+ riders annually into Erie's commercial core, increasing foot traffic, supporting local retailers and restaurants, and creating seasonal destination experiences that encourage community gathering and local spending.



*Sponsorship & Visibility made available to local businesses*

*brought to you by:*

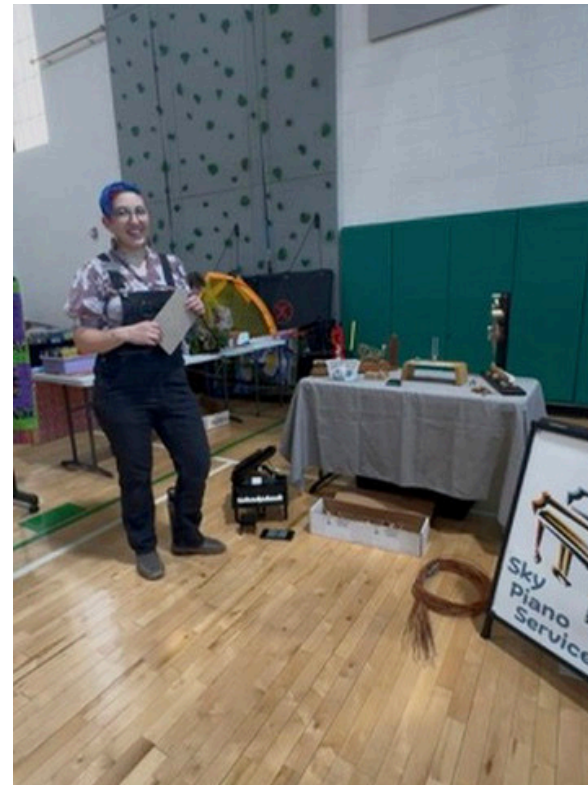
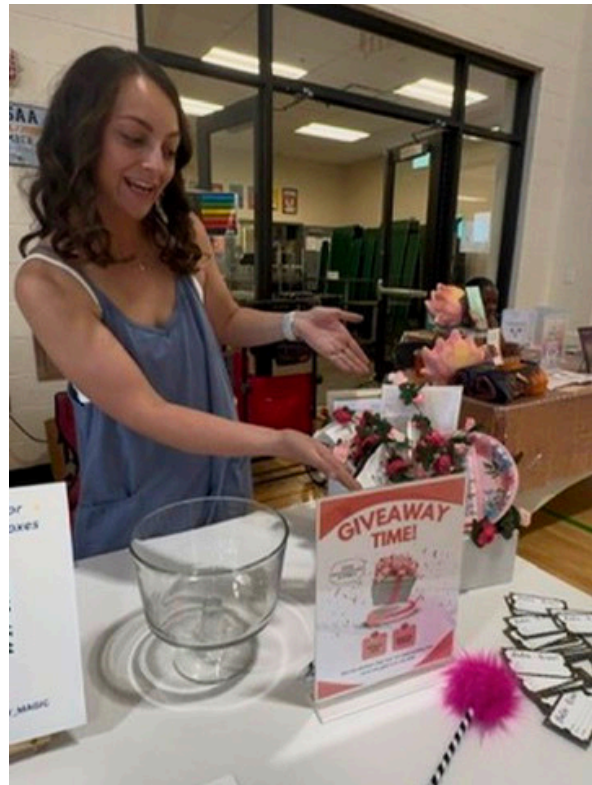


*Thanks to supporting sponsors:*



# shop **ERIE** **SPRING** *pop-up market*

**Sat. May 9th, 1-4 PM**  
**@Aspen Ridge Prep**



## **1<sup>st</sup> Annual Erie Home-Based & Service Business Fair**

Shop Erie Spring Pop-Up Market brought together Erie's home-based businesses for an afternoon of local shopping, community connection, and small business celebration. This family-friendly event featured a curated mix of local vendors offering handmade goods, unique products, and services, giving the community a chance to discover and support the entrepreneurs that make Erie special.

# ADVOCACY

**We serve as the voice of Erie's business community, communicating with town leaders and decision-makers to represent your interests, raise awareness about challenges affecting local businesses, and share important updates that help you stay informed and prepared.**



## *Business Advocacy Experience*

We actively serve as a voice for Erie businesses by maintaining ongoing communication with business owners and helping translate business needs into actionable conversations with Town partners.

Our role includes identifying barriers impacting businesses, helping businesses navigate Town processes, and ensuring business perspectives are represented in broader economic and community conversations.



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