

## Collaborative Marketing Makes Sense for Small Businesses

**S**mall businesses in coastal communities across Long Island must find innovative ways to compete for the public's shrinking disposable income in this global recession.

New York Sea Grant (NYSG), the Long Island Convention and Visitors Bureau (LI CVB), and Stony Brook University Small Business Development Center hosted a collaborative marketing seminar, where participants learned about the benefits of creating partnerships with other sectors that share the same market, and about the new tools developed by the LI CVB to promote angling.

As a result of the feedback from the seminar, NYSG is cooperating with a travel agency and other small businesses to build a program to offer standard sportfishing packages from different ports across Long Island. Small businesses will improve their ability to connect with new markets through partnerships with hotels and restaurants.

The ensuing discussions among several fishing businesses from Montauk to Freeport (LI) resulted in:

- Development of a basic package featuring hotel accommodation, breakfast, welcome gift, and ½ day of fishing from head boats in Captree. This information was submitted to the LI CVB, and subsequently distributed at the annual World Travel Mart (WTM) Expo attended by more than 50,000 travel professionals in London in Fall 2008.



*Above: The Robert Moses Causeway Bridge and the Tower in Jones Beach State Park serve as a backdrop to the "largest fishing port on the East Coast." Photo: ©Captree Boatmen Association*

- Outreach at the WTM generated a request for a two-day surfishing package on the North and South Forks of Long Island. One surfishing guide has already signed up to deliver part of the sportfishing packages.
- The list of vacation options being developed in different parts of NY State was expanded to include marine sportfishing on LI, and this information was incorporated in the booklet of a tour operator from the U.K. Two million booklets will be distributed in the U.K. and Europe.
- Other businesses in LI angling communities have come forward to participate in the collaborative marketing program for the 2009 fishing season.

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*New York Sea Grant is a cooperative program of the State University of New York and Cornell University.  
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