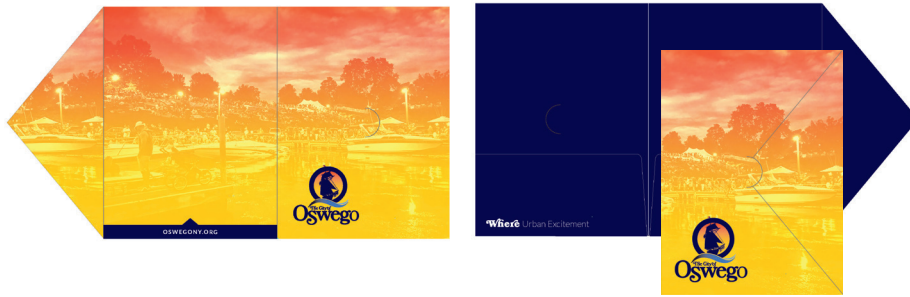


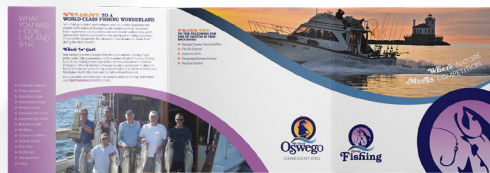
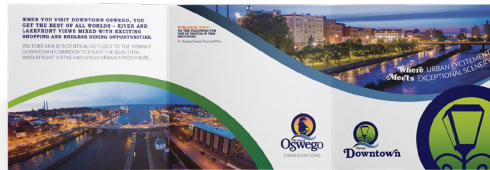
OSWEGO CANAL CORRIDOR BOA

APPENDIX B: MARKETING COLLATERAL

NOVEMBER 2019



Strategic Messaging
Copywriting & Editing
Graphic Design & Production
Brand Development
Logos
Collateral



WHAT THE CLIENT HAD TO SAY...

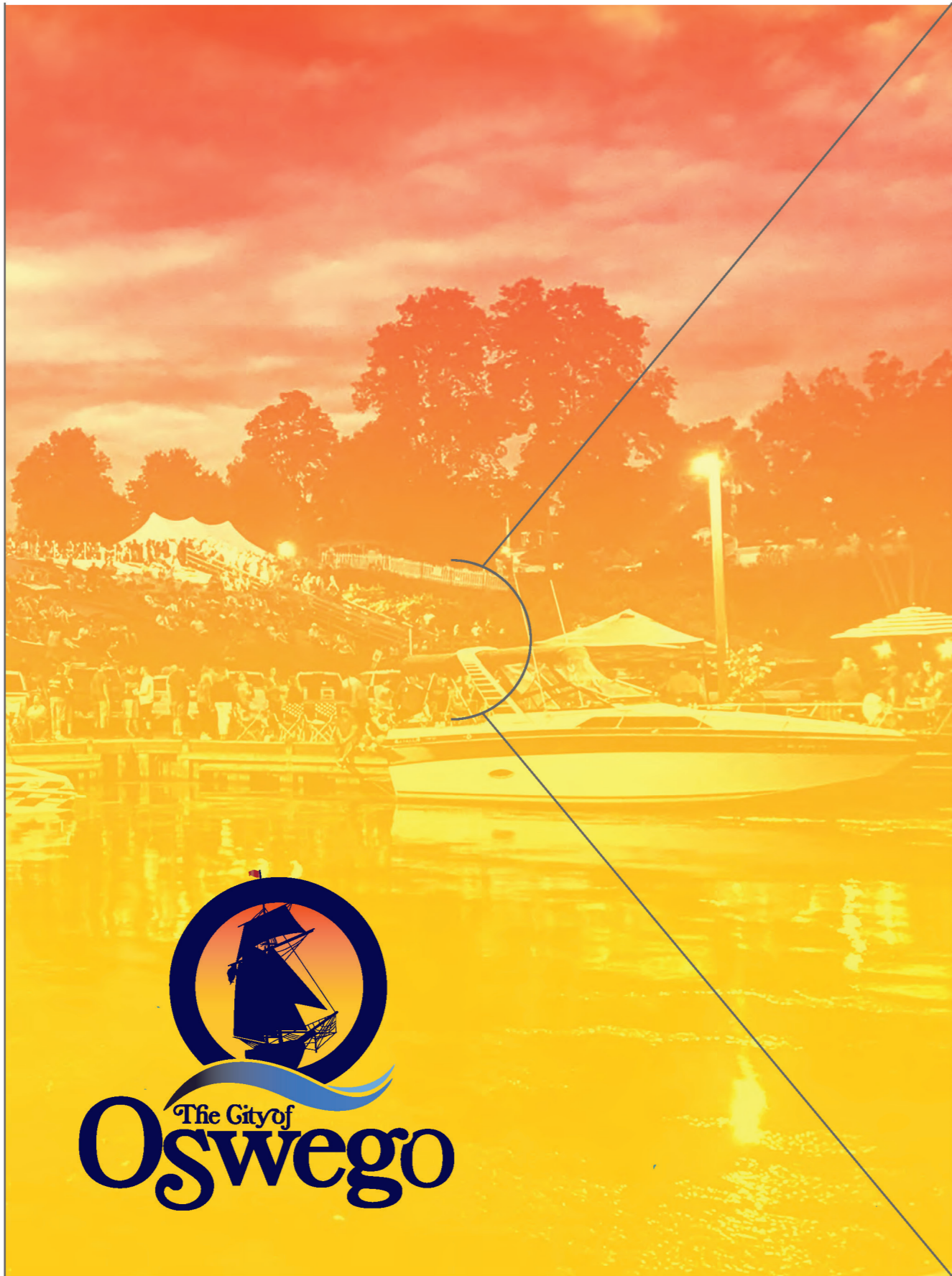
"Allieaway Marketing has a true talent for creating branding strategies and working with community stakeholders. For Oswego, the Allieaway team developed a brand and strategy that was authentic to our city and spoke to our target audiences. Everything they developed for Oswego reflected Allieaway's deep understanding of our community and was creatively conceptualized to be carried throughout many marketing opportunities in the community. We are thrilled with the final product!"

WILLIAM BARLOW JR.
City of Oswego, Mayor

APPROVED CONCEPT 2

The vibrant landscape background captures the beautiful downtown Oswego waterfront during sunset.
The detailed folder exterior is contrasted with a simple interior.

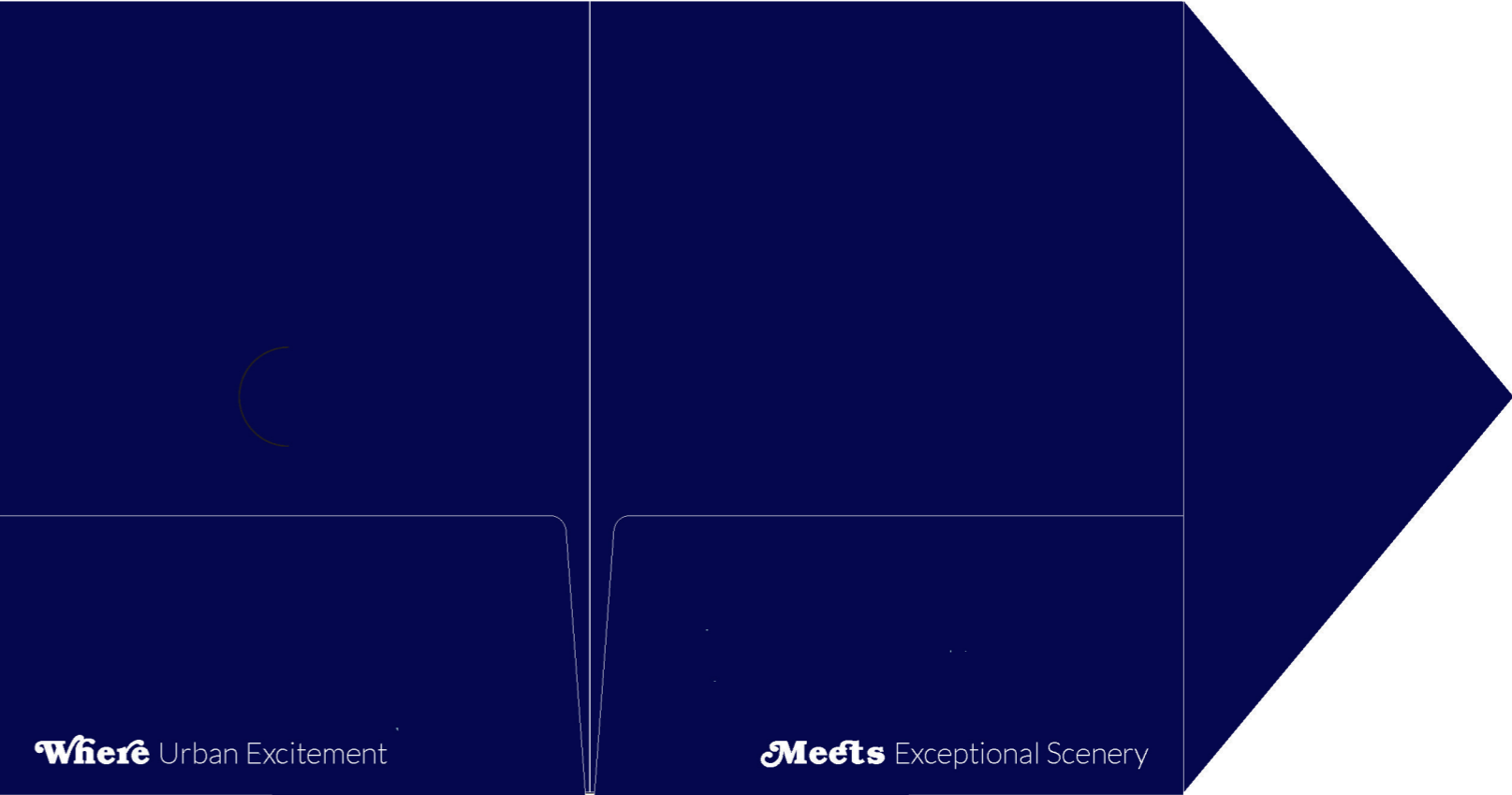
Folded/outside view



Back view



Inside view



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**WHEN YOU VISIT DOWNTOWN OSWEGO, YOU
GET THE BEST OF ALL WORLDS – RIVER AND
LAKEFRONT VIEWS MIXED WITH EXCITING
SHOPPING AND ENDLESS DINING OPPORTUNITIES.**

VISITORS AND RESIDENTS ALIKE FLOCK TO THE VIBRANT
DOWNTOWN CORRIDOR TO ENJOY THE BEAUTIFUL
WATERFRONT VISTAS AND LIVELY URBAN ATMOSPHERE.

THANK YOU
TO THE FOLLOWING FOR
USE OF PHOTOS IN THIS
BROCHURE:

- Oswego County Tourism Office
- Demetri Andritsakis
- Charles Wainwright

Where URBAN EXCITEMENT
Meets EXCEPTIONAL SCENERY





WELCOME TO DOWNTOWN OSWEGO

Shop

Wander through Oswego's quaint, tree-lined downtown streets to uncover an array of charming shops. Whether you're looking for antiques, handmade goods, sweets or a special gift, you will find it downtown. Our hometown merchants provide unique and quality products to neighbors and visitors alike. Venture over to Canal Commons on West First Street to discover one-of-a-kind shops or stop by The East Side to shop at larger brand name department stores.

Stroll

Oswego's Riverwalk surrounds downtown and provides endless opportunities for taking in the natural beauty of Oswego's waterfront community. The Riverwalk also hosts a summer concert series and offers many water-centric activities for families and individuals of all ages.



Dine

If you visit Downtown Oswego, be sure to bring your appetite. Along the waterfront you will find a wide variety of menus and ambiance – not to mention spectacular views. Whether you seek a sunset on the water over martinis or a cozy dinner indoors, you will find what you are looking for.



Waterfront & Parks

- Breitbeck Park
- Lower Harbor Trail
- Riverwalk West
- Riverwalk East
- O&W Railroad Promenade & Bikeway Bridge
- Market Street Pocket Park



Get the Best of All Worlds...

Go to Market

Don't forget to check out the downtown farmer's market every Thursday night from June through October! The Oswego Farmers Market fills an entire downtown block every Thursday evening from 4:30 until after dark, during Oswego's warmer months. The entire family will love browsing around the farm stands on West First Street. Those who browse will find fresh produce, arts and crafts, and delicious specialty treats. Family and friends can also gather for live music, entertainment, shopping, and delicious eats at any of the many downtown restaurants.



Stay

The city offers several hotel, motel and B&B options, including familiar national brands along with independent and special one-of-a-kind properties that are unique to our area. Specific to downtown, several spectacular lodging choices overlooking the Oswego River and Lake Ontario are not to be missed.



Harborfest

Harborfest is a four-day admission-free festival during the last week of July and brings over 100,000 people to the City of Oswego each year. Since its founding in 1988, Harborfest has brought to its stages more than 600 national, regional and local performing artists. The small part-time staff and a volunteer board of directors work hard to provide quality entertainment and memorable experiences for people of all ages

from the arts and crafts venue at River Walk East, the Jazz and Blues Stage in Washington Square Park (East Park), the Veteran's Stage at River Walk West, the Children's Park in Franklin Square Park (West Park), the Midway on the north end of West First Street, the Lakeview Stage at Breitbeck Park and the world famous Grucci Fireworks display in the harbor.

OSWEGOHARBORFEST.COM



FOR ALL

THANK YOU TO THE FOLLOWING FOR USE OF PHOTOS IN THIS BROCHURE:

- Oswego County Tourism Office
- Demetri Andritsakis
- Kyle Hurley
- Oswego Speedway
- Susan Brathen
- Charles Wainwright
- K&G Charters



Where **DIVERSION**
Meets **DELIGHT**



FOR ACTIVE ADVENTURERS

Fishing

In the fishing capital of the Northeast, year-round fishing opportunities abound in the waters of Oswego County. Anglers seeking that record-breaking salmon or trout, as well as the ever-popular walleye, bass, perch, carp or other species, can expect to have an enjoyable fishing experience. Prime ice fishing opportunities abound on Oneida Lake and Sandy Pond during the winter months. For a complete list of where to fish, charters and other fishing information, visit VISITOSWEGOCOUNTY.COM.

Boating

Oswego Wright's Landing Marina is a City of Oswego owned and operated marina for boats of all sizes with water, power and Wi-Fi accessibility right in the Oswego Harbor. Wright's Landing also has canoe, kayak and paddle boat rentals along with public restrooms, a picnic area, a harbor walking trail and public facilities for all boaters and marina users.

Waterfront Dining

If you visit Downtown Oswego, be sure to bring your appetite. Along the waterfront you will find a wide variety of menus and ambiance – not to mention spectacular views. Whether you seek a sunset on the water over martinis or a cozy dinner indoors, you will find what you are looking for.

Farmer's Market

Be sure to check out the downtown farmer's market every Thursday night from June through October! The Oswego Farmers Market fills an entire downtown block every Thursday evening from 4:30 until after dark, during Oswego's warmer months. The entire family will love browsing around the farm stands on West First Street. Those who browse will find fresh produce, arts and crafts, and delicious specialty treats. Family and friends can also gather for live music, entertainment, shopping and delicious eats at any of the many downtown restaurants.



FOR FOODIES...

FOR FAMILIES...

FOR HISTORY BUFFS...

FOR MUSIC LOVERS...



Oswego Speedway

The Oswego Speedway is one of the most distinct and exciting features of Oswego. This legendary race track was built in 1951 and hosts numerous car series including the Budweiser International 200, arguably, the most famous open wheel short track event in the country. For all ages, the Speedway is a great way to spend an afternoon with family.

OSWEGOSPEEDWAY.COM

The Children's Museum of Oswego (CMOO)

Bring the family together for an afternoon of fun and learning! Children and adults alike will have one-of-a-kind interactive experiences with CMOO's numerous exhibits. Families will find a variety of explorative opportunities, activities and entertainment designed to promote physical and intellectual development.

CMOO.ORG

Fort Ontario

Visitors to Fort Ontario State Historic Site today will see the star-shaped fort, originally erected in 1755 during the French and Indian War in order to bolster defenses already in place at Oswego on the opposite side of the river. Since its original construction, Fort Ontario has been destroyed and rebuilt twice. During World War II, Fort Ontario was home to almost 1,000 Jewish refugees.

Located on the east side of the Oswego River on high ground, Fort Ontario shares both a beautiful view of Lake Ontario and a unique glimpse into the history of Oswego. Visitors can take tours that visit the site's two Guardhouses, a Powder Magazine, Storehouse and Enlisted Men's Barracks. Windswept ramparts feature magnificent views of Lake Ontario and underground stone casemates and galleries.

FORTOSWEGO.COM

Summer Concert Series

Who doesn't love live music in a uniquely gorgeous setting? Residents and visitors can enjoy live music all summer long thanks to Oswego's Summer Concert Series. Free of charge, listeners can take in tunes from local and nationally touring bands right on the waterfront. Guests of all ages are encouraged to grab a bite, bring a chair, and enjoy a lively atmosphere every Thursday night during July and August (6:00PM-9:00PM) along the West Riverwalk at the Veterans Park Stage. The Market Street Pocket Park also offers casual performances and musical acts.

Safe Haven Museum

Safe Haven Holocaust Refugee Shelter Museum is dedicated to keeping alive the stories of the 982 refugees from World War II who were allowed into the United States as "guests" of President Franklin D. Roosevelt. These refugees were housed at Fort Ontario in Oswego, from August 1944 until February 1946. The Safe Haven Museum is open for tours and hosts various events throughout the year.

SAFEHAVENMUSEUM.COM



Fort Ontario

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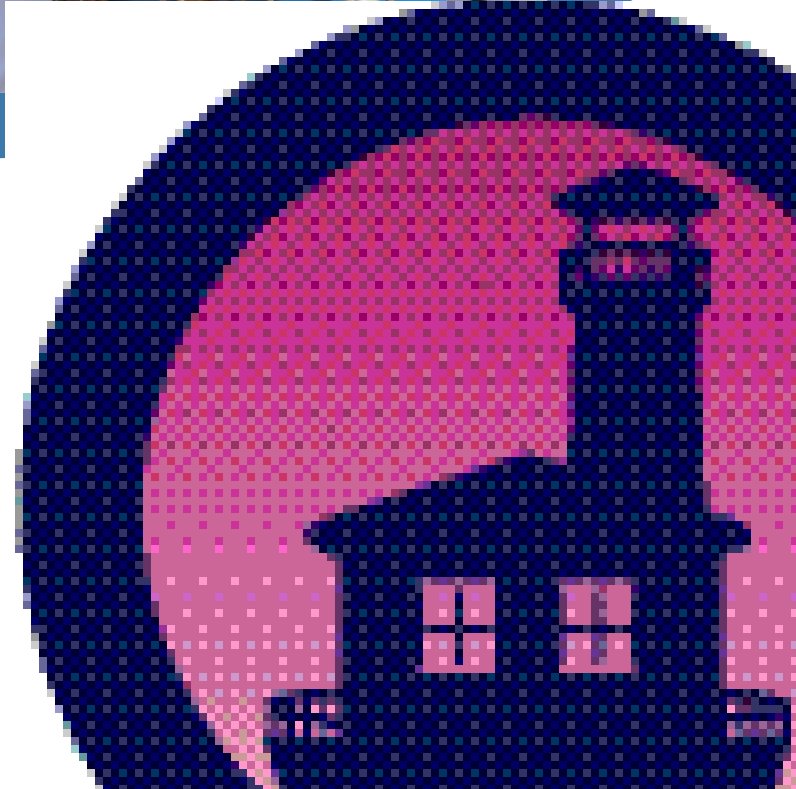
Ontario and a unique glimpse into the history of Oswego. Visitors can take tours that visit the site's two Guardhouses, a Powder Magazine, Storehouse and Enlisted Men's Barracks. Windswept ramparts feature magnificent views of Lake Ontario and underground stone casemates and galleries.

FORTOSWEGO.COM



THANK YOU TO THE FOLLOWING FOR USE OF PHOTOS IN THIS BROCHURE:

- Oswego County Tourism Office
- Demetri Andritsakis



Oswego Food & History Tours

DINE & DASH

This 1.5-mile walking tour provides views of historic buildings and stories of Oswego's past while enjoying food and beverages from many local merchants. Tours are offered year-round:

OSWEGOFOODHISTORYTOURS.COM

Richard Bates House Museum

Founded in 1896, the Oswego County Historical Society has preserved and promoted the history of the greater Oswego area for more than 100 years. In 1946, the Historical Society received a generous gift of a historic 19th century Italian villa to serve as the permanent headquarters for a public museum. Listed on the National Register of Historic Places, the Richard-Bates House offers a unique glimpse of the lifestyle of a wealthy and prominent Oswego family, as well as a museum dedicated to interpreting the history of the people and places in Oswego County through exhibits and educational programs.

RBHOUSEMUSEUM.ORG



Safe Haven Museum

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SAFEHAVENMUSEUM.COM



H. Lee White Maritime Museum

The H. Lee White Maritime Museum at Oswego was founded in 1982 and is located at the end of West First Street Pier in Oswego, within the Oswego Harbor and Oswego's Historic Maritime District. The Maritime Museum offers educational programming, a history lecture series, and hosts several unique events throughout the year. Visitors will enjoy a self guided tour of the museum which showcases an array of maritime artifacts from the 17th through 19th centuries. Highlights include ship models, navigational equipment, maritime paintings and an exhibit of the history of the Oswego Lighthouse.

HLWMM.ORG



Glimpse Aboard History

DURING YOUR VISIT TO THE H. LEE WHITE MARITIME MUSEUM, DO NOT MISS SEEING THE NATIONAL HISTORIC LANDMARK WWII TUGBOAT, LT-5, WHICH SERVED IN THE NORMANDY INVASION.

BUILT IN 1943, IT HAS BEEN CAREFULLY RESTORED AND IS BELIEVED TO BE THE LAST REMAINING TUG OF ITS KIND. SHE WAS NAMED TO NATIONAL HISTORIC LANDMARK STATUS DUE TO THE HEROIC ACTIONS OF HER CREW ON D-DAY. OTHER VESSELS TO VIEW ARE THE 1927 CANAL BOAT, DERRICK BOAT 8, WHICH SERVED ON THE BARGE CANAL FOR CLOSE TO 60 YEARS AND THE ELEANOR D, THE LAST REMAINING U.S. COMMERCIAL FISHING BOAT TO WORK LAKE ONTARIO.

**UNIQUELY POSITIONED AT THE INTERSECTION OF
LAKE ONTARIO AND THE OSWEGO RIVER, OSWEGO
IS A ONE-OF-A-KIND WATERFRONT COMMUNITY.**

VISITORS AND RESIDENTS ENJOY YEAR-ROUND ACTIVITIES
ON AND AROUND THE WATER INCLUDING BOATING,
FISHING AND SPORTS – NOT TO MENTION SIMPLY ENJOYING
THE BREATHTAKING BEAUTY OF THEIR SURROUNDINGS.

THANK YOU
TO THE FOLLOWING FOR
USE OF PHOTOS IN THIS
BROCHURE:

- Oswego County Tourism Office
- Demetri Andritsakis

Where WATERFRONT EXPLORATION
Meets BREATHTAKING BEAUTY



Experience Oswego on the Water

OSWEGO LIGHTHOUSE TOURS

The West Pierhead Lighthouse was built in 1934 and automated in 1967. One of Oswego's most recognizable landmarks, it remains an active navigational aid at the entrance to Oswego Harbor. Visitors are transported to and from the lighthouse by boat.



H. LEE WHITE MARITIME MUSEUM
1 W. 1st St. Pier, Oswego

Tours run end of June through August,
Fridays & Saturdays

September - Saturdays

HLWMM.ORG



WRIGHT'S LANDING MARINA
41 Lake Street
Oswego, NY 13126

OSWEGONY.ORG

Waterfront & Parks

- Breitbeck Park
- Lower Harbor Trail
- Riverwalk West
- Riverwalk East
- O&W Railroad Promenade & Bikeway Bridge
- Market Street Pocket Park



H. Lee White Maritime Museum



The H. Lee White Maritime Museum at Oswego was founded in 1982 and is located at the end of West First Street Pier in Oswego, within the Oswego Harbor and Oswego's Historic Maritime District. The Maritime Museum offers educational programming, a history lecture series, and hosts several unique events throughout

the year. Visitors will enjoy a self guided tour of the museum which showcases an array of maritime artifacts from the 17th through 20th centuries. Highlights include ship models, navigational equipment, maritime paintings, an exhibit of the history of the Oswego Lighthouse and the National Historic Landmark WWII Tug, LT-5, which participated in the Normandy Invasion.

HLWMM.ORG

FROM LIGHTHOUSES AND FORTS TO MUSEUMS AND HISTORICAL SETTINGS,
OSWEGO IS TEAMING WITH ATTRACTIONS THAT HIGHLIGHT THE AREA'S CAPTIVATING HISTORY.

Marina & Boat Launches

With so much waterfront opportunity, Oswego boasts numerous marinas and boat launches. Three marinas located inside Oswego Harbor offer a variety of options for temporary or seasonal mooring. Boat launches are located by the Coast Guard Station near Second Street on the west side of the harbor.

- Oswego Marina
- Wright's Landing Marina
- The Oswego Yacht Club
- Veteran's Park Landing (Riverdock)



Breitbeck Park

Breitbeck Park is one of Oswego's most spectacular locations for experiencing Lake Ontario. Recently updated docks allow visitors to walk out onto the water and take in the truly exceptional beauty of Oswego's waterfront.



Friday

1-9-7 Bar & Bistro
197 W 1st St, Oswego, NY
(315) 343-2930

Or try Azteca, a downtown staple for those who enjoy Mexican fare.

Azteca Mexican Grill
53 E Bridge St, Oswego, NY
(315) 341-7045

4:00PM If you arrive to Oswego a little earlier than expected, stop by Bridie Manor's Friday night happy hour from 4-9PM.

Bridie Manor
1830 Bridie Manor, Oswego, NY
(315) 342-1830

7:00PM Arrive in Oswego and check into your room at the historic Beacon Hotel. Located in the Franklin Square Historic district, the Beacon Hotel is a charming architectural piece of Downtown Oswego.

Beacon Hotel
75 W Bridge St, Oswego, NY
(315) 343-3300

8:00PM Head over to 1-9-7 Bar & Bistro for fantastic food and artisanal cocktails in a beautiful waterfront setting.

Saturday

8:00AM Fuel up for an action-packed day at Oswego Bagelry & Sandwich Shop.

Oswego Bagelry & Sandwich Shop
205 W 1st St, Oswego, NY
(315) 342-6070

10:00AM Start your day at Fort Ontario and get lost in one of Oswego's many historic treasures. Enjoy views of both the Oswego River and Lake Ontario as you discover the fort's role in the French and Indian War as well as its role during World War II as home to almost 1,000 Jewish refugees.

Fort Ontario State Historic Site
1 E 4th St, Oswego, NY
(315) 343-4711

1:00PM Overlooking the Historic Oswego Harbor, GS Steamers Bar & Grill offers a relaxing nautical atmosphere and amazing views of Downtown Oswego and Lake Ontario that are perfect for your casual dining and drinking pleasures.

GS Steamers Bar & Grill
70 E 1st St, Oswego, NY
(315) 342-0000

2:00PM Kayak & Bicycle Rentals. Explore the city of Oswego by bike or kayak. Sport bikes and a variety of sit-on-top or inside, single and tandem kayaks are available for rent.

Oswego Expeditions
11 Lake St, Oswego, NY
(315) 561-0223

MAKE THE MOST OF YOUR WEEKEND IN OSWEGO.

PERFECT FOR
TRAVELING WITH
FRIENDS OR AS A COUPLE.



7:00PM Relax in the refreshing breeze and capture nature's spectacular colors as the sun quietly sinks over Lake Ontario from Breitbeck Park.

Breitbeck Park
91 Lake St, Oswego, NY
(315) 342-8180

8:00PM La Parrilla boasts a menu influenced by Italian, Spanish, American and Argentine cuisine. Chef/owner Raymond Jock, who opened a restaurant in Manhattan in the 90s and worked as a personal chef for celebrities, returned to his hometown and Oswego is glad he's back.

La Parrilla Grill & Wine Bar
156 W 2nd St, Oswego, NY
(315) 216-4179

10:00PM If you aren't ready to call it a night, stop by Spencer's Ali for a nightcap and live music.

Spencer's Ali
26 W 2nd St, Oswego, NY
(315) 342-4304

Sunday

8:00AM Rise and shine at Port City Café & Bakery where you can enjoy a cup of coffee and breakfast pastry before you start your final day in Oswego.

Port City Café & Bakery
209 W 1st St, Oswego, NY
(315) 343-2412

9:00AM Spend the morning visiting the Safe Haven Holocaust Refugee Shelter Museum. This museum is dedicated to keeping alive the stories of the 982 refugees who were housed at Fort Ontario.

Safe Haven Holocaust Refugee Shelter Museum
2 E 7th St, Oswego, NY
(315) 342-3003

12:00PM Before you head home, try the quintessential Oswego dining experience at Jocko's Famous Ritz Diner. Make sure to beat the lunch rush – this is a favorite spot for visitors and locals alike.

Jocko's Famous Ritz Diner
359 W 1st St, Oswego, NY
(315) 342-0947

2:00PM If you have time before you hit the road, grab a cup of coffee at Canal Commons and wander through Oswego's quaint, tree-lined downtown streets to uncover an array of charming shops. Whether you're looking for antiques, handmade goods, sweets or a special gift, you will find it downtown.

Canal Commons
197 W 1st St, Oswego, NY
(315) 342-2161



Friday

The views from the patio are breathtaking – not to mention the exceptional menu.

Alex's On the Water
24 E 1st St, Oswego, NY
(315) 343-7700

If you are more in the mood for Italian, try Vona's or Canale's – two of Oswego's most popular spots.

Canale's
156 W Utica St, Oswego, NY
(315) 343-3540

Vona's
9 Willow St, Oswego, NY
(315) 343-8710

7:00PM Arrive in Oswego and check into your room at the waterfront Best Western Plus. Breathtaking views and an indoor pool for the kids make this an ideal spot to stay with the entire family.

Best Western Plus Oswego Hotel and Conference Center
26 E 1st St, Oswego, NY
(315) 342-4040

8:00PM Simply head downstairs for an amazing dining experience in your hotel at Alex's On the Water.

Saturday

8:00AM Fuel up for an action-packed day at Oswego Bagelry & Sandwich Shop.

Oswego Bagelry & Sandwich Shop
205 W 1st St, Oswego, NY
(315) 342-6070

10:00AM Bring the family together for an afternoon of fun and learning! Children and adults alike will have one-of-a-kind interactive experiences with the Children's Museum of Oswego's numerous exhibits. Families will find a variety of explorative opportunities, activities and entertainment designed to promote physical and intellectual development.

The Children's Museum of Oswego
7 W Bridge St, Oswego, NY
(315) 216-6387

12:00PM Before you head home, try the quintessential Oswego dining experience at Jocko's Famous Ritz Diner. Make sure to beat the lunch rush – this is a favorite spot for visitors and locals alike.

Jocko's Famous Ritz Diner
359 W 1st St, Oswego, NY
(315) 342-0947

2:00PM The Oswego Speedway is one of the most distinct and exciting features of Oswego. This legendary race track was built in 1951 and hosts numerous car series including the Budweiser International 200, arguably, the most famous open wheel short track event in the country. For all ages, the Speedway is a great way to spend an afternoon with family.

The Oswego Speedway
300 E Albany St, Oswego, NY
(315) 342-0646

7:00PM For Saturday night dinner, try Red Sun's wood-fired pizza – perfect for the entire family. Many say the wood-fired Buffalo wings are also worth a try if you can stand the heat!

Red Sun Fire Roasting Co.
207 W 1st St, Oswego, NY
(315) 343-2418



MAKE THE MOST OF YOUR WEEKEND IN OSWEGO.

IDEAL IF YOU ARE HITTING THE ROAD WITH THE WHOLE FAMILY.

Sunday

8:00AM Rise and shine at Port City Café & Bakery where you can enjoy a cup of coffee and breakfast pastry before you start your final day in Oswego.

Port City Café & Bakery
209 W 1st St, Oswego, NY
(315) 343-2412

9:00AM The West Pierhead Lighthouse was built in 1934 and automated in 1967. One of Oswego's most recognizable landmarks, it remains an active navigational aid at the entrance to Oswego Harbor. Visitors are transported to and from the lighthouse by boat.

*H. Lee White Maritime Museum/
The West Pierhead Lighthouse*
1 W 1st St, Pier, Oswego, NY
(315) 342-0480

12:00PM Before you hit the road, swing by The Press Box for a burger in an interactive sports themed setting.

The Press Box
29 E 1st St, Oswego, NY
(315) 343-0308

2:00PM If the family still has a little extra energy left after their time in Oswego, Fort Ontario is a must-see historical site. Enjoy views of both the Oswego River and Lake Ontario as you discover the fort's role in the French and Indian War as well as its role during World War II as home to almost 1,000 Jewish refugees.

Fort Ontario State Historic Site
1 E 4th St, Oswego, NY
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OSWEGONY.ORG