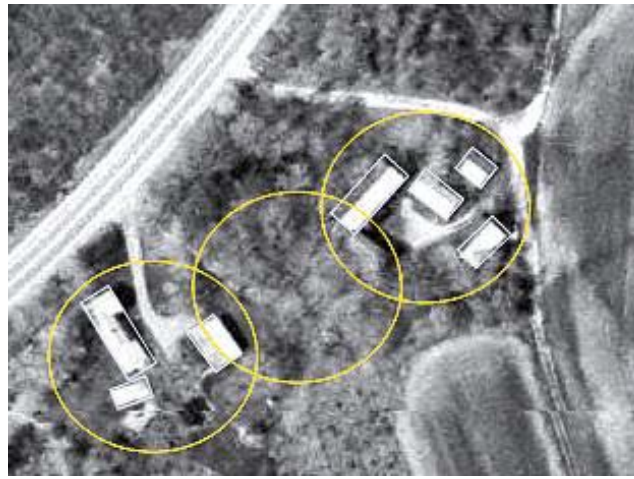


# A Feasibility Study for the Eden Regional Farm Museum



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# Introduction

## ***Purpose of this feasibility study***

The Town of Eden, located southwest of Buffalo in Western New York State, is a rural township comprised of farmlands and small hamlets. The town has recently decided to consider establishing a regional farm museum in the hamlet of Eden in order to promote the agricultural heritage of the area to visitors and residents, and provide a focal point for the town's farm resources. This report examines the feasibility of this farm museum for the town, and identified museum components that will be needed in order to make the farm museum a success. The purposes of this plan are to:

1. To determine the feasibility of the Eden Regional Farm Museum concept.
2. To identify the promotional, managerial, and educational components needed to make the Eden Regional Farm Museum feasible.
3. To identify the progression of steps needed to successfully create the Eden Regional Farm Museum.

This report is broken down into two main sections: a tourism assessment of the town of Eden and adjacent towns, and recommendations for future tourism and educational efforts in the town of Eden and at the Farm Museum. Both the Town of Eden and the proposed Farm Museum are examined in this report since the success of the farm museum is strongly dependent on maintaining the high quality of life and open space of the Town of Eden. For the purposes of this report, the term "agriculture" is used to refer to all farming in the Town of Eden, including floriculture, crop farming, greenhouse plantings, dairy and livestock farming, and fruit production.

## ***Vision and Goals***

In order to guide future planning efforts for the Eden Regional Farm Museum, the tourism planning class generated a vision statement and planning goals for the Town of Eden and the Farm Museum. These were revised according to comments from the Eden Regional Farm Museum Committee. The concept of the Eden Regional Farm Museum needs to be developed in conjunction with a vision for the Town of Eden as a whole since maintaining the rural character of the Town is integral to the long-term success of the proposed museum.

### **The vision statement is as follows:**

We envision, in the next ten years, for the Town of Eden to develop (if determined by the planning committee to be feasible) a farm museum that:

1. Helps maintain the Town's rural character and that of surrounding rural areas.
2. Promotes agricultural knowledge, heritage and values to visitors and residents.

3. Complements the town's existing economic base by benefiting local commercial businesses.
4. Unifies agriculturally-related activities and interests throughout the Town of Eden and with adjacent townships.

**The goals for the Eden Regional Farm Museum are as follows:**

1. To educate visitors to the Eden Regional Farm Museum about the cultural and economic importance of farming and farm heritage within the Town of Eden and Western New York in general.
2. To create an agritourism center that showcases farm products, practices, and technologies, and displays and protects historic farming artifacts and equipment from the region.
3. To preserve existing open space and maintain rural character within the Town of Eden and other surrounding towns through educational efforts at the Eden Regional Farm Museum.
4. To create educational and promotional opportunities that link the Eden Regional Farm Museum with attractions and commercial businesses within the Town and Hamlet of Eden, as well as adjacent towns, hamlets, and villages.
5. To enhance agritourism-related connections between the Town of Eden and adjacent towns through regional efforts by the Farm Museum.

***Interpretive theme and subthemes***

In order to guide interpretive (i.e., educational) efforts at the proposed museum, the class developed an interpretive theme. This theme, for use by museum and town staff, will help focus all future programs, exhibits, and publications developed for the farm museum. In addition, input from the Eden Regional Farm Museum planning committee suggested the addition of subthemes related to this overall theme: The theme and subthemes are as follows:

**Theme:**

The Eden Regional Farm Museum serves as a means for interpreting the economic and social importance of farming in the past, present, and future by connecting agriculture to visitors.

**Subthemes:**

Historic social and cultural resources and events greatly affected the development of agriculture in the Town of Eden and in western New York.

Farm life has changed significantly over the past two hundred years, as new technologies and farming techniques have evolved.

Today, agriculture within the Town of Eden and in Western New York is diverse and an essential component of local communities and rural life.

## Assessment of proposed museum sites

Three sites were considered as potential museum sites. Two of these sites (i.e., the Zittel property on Rte 62 in the hamlet of Eden and the Horton property south of the hamlet of Eden on Rte 62) were identified as the most suitable sites (Table 1). The third site, because of its location on a back road and potential difficulties for visitors to locate, is not included in this assessment.

**Table 1.** Factors considered in the assessment of the two potential museum sites.

Consideration	Horton site		Zittel site	
	Benefit	Cost	Benefit	Cost
Purchase of property	Possible	Funding needed	Possible	Funding needed
Location	On main travel route	Not in the center of hamlet of Eden	On main travel route in center of Eden	
Proximity to local schools		Within 2 miles of Eden school	Across the street from Eden school	
Proximity to Eden fairgrounds		Within two miles	Across the street	
Proximity to local businesses		Within 1-2 miles	Within walking distance of Eden businesses	
Acreage available for museum programs/facilities	Large acreage available			Low acreage available (would limit programs)
Parking availability	Good potential for on-site parking			Limited potential for on-site parking
Repair needed to existing buildings on site		Unknown what repair is needed		Repair needed to on-site buildings
Existing on-site structures	Numerous structures exist			Several structures exist
Structures surrounding property	None – rural setting			Apartment building adjacent to site
Facilities adjacent to property	Snowmobile trails adjacent to property		Pedestrian sidewalks adjacent to property	
Traffic considerations		On blind curve on high speed portion of Rte. 62		Traffic congestion possibility due to in-village location



## **Assessment of Local Attractions and Resources**

The attractions in the Town of Eden and adjacent towns include agritourism businesses and farm markets, parks and village greens, a few beaches, historical sites, fairground sites (Tables 1, 2, and 3). Parks and green spaces comprise the majority of local attractions and recreation for this particular region. In addition, historic sites, museums, and scenic vistas are prevalent throughout the area.

### ***Local Farms***

Many local farms exist in the Town of Eden and adjacent towns. While only those farms within the Town of Eden and its surrounding towns are included in Table 2, it is important to note that many farm businesses exist outside of this area in western New York as well that could provide opportunities for regional tourism development in conjunction with the Eden Regional Farm Museum. In addition to these farm businesses, the town of Hamburg has a Farmer's market every Saturday morning that draws in over thirty-five different farmers selling over ninety kinds of various goods and items. The Town of Brant may be the location of a MegaMAIZE corn maze in the future. Currently a large corn maze exists in Hamburg.

### ***Parks***

Eden and surrounding towns contain numerous green spaces. The Town of Hamburg, containing the most parks in this area, has 35 parks ranging in size from 0.44 acres to 464 acres (Table 3). The Town of Evans has the second largest number of parks and green spaces of the five towns, as well as three beaches on Lake Erie and the Ayer-Stevenson Wildlife Sanctuary. Both the Towns of Eden and Boston have six parks or green spaces, each with a park that is currently not open for use. One of the parks that is currently not open is Boston Forest in the Town of Boston, a 707-acre park with the potential to accommodate the recreational needs of many residents and visitors. Franklin Gulf Park in the Town of Eden is also not currently open. At 637 acres in size, Franklin Gulf is the largest green space and only forested park in Eden. Because most of the remaining parks in Eden are athletic fields, opening Franklin Gulf Park as a natural area could be advantageous to the town.

### ***Fairs and Festivals***

Two main festival sites are found in the Town of Eden and surrounding towns. The American Legion Fairgrounds in Eden host the annual Corn Festival, a four-day extravaganza held in early August that attracts both tourists and local residents. Activities at the Corn Festival include local league baseball games, live entertainment, demonstrations, carnival rides, food, craft shows, and carnival games. The Hamburg Fairgrounds is host to an array of year-round activities, including "Christmas in the Country" (a holiday arts and crafts show held in early November), the "International Freedom Challenge" (a cheerleading and dance competition held in mid November), the "Greater Buffalo Toy & Train show" (held towards the end of November), and, the largest event that takes place at the fairgrounds, "America's Fair" (held in the month of August).

**Table 2.** Farm businesses and farmers’ markets in the Town of Eden and surrounding townships.

<b>Township</b>	<b>Farm Name</b>	<b>Address</b>	<b>Products</b>	<b>Open season</b>
Eden	Agle’s Farm Market	7960 Gowanda State Rd. Eden, NY	Plants, produce, Christmas trees	Feb. – Dec.
	Andolina Angus Farms	7974 Jennings Rd. Eden, NY		
	Brockman Greenhouses	9758 Gowanda State Rd. Eden, NY	Flower and vegetable plants.	Summer
	Eden Valley Growers Greenhouse Outlet	7502 N. Gowanda St. Eden, NY	A farm cooperative offering locally grown bedding plants	May - June
	The Lord’s Garden	9998 Clarksburg Rd. Eden, NY		
	Rizzo’s Little Roadside Stand	2467 W. Chruuch St. Eden, NY	Vegetables and fruits	May - October
	Schummer’s Eden Edge	9779 Route 62 Eden, NY	Flowers, crafts, Halloween events	May – Oct.
	Thomas’ U-pick and Roadside Markets	Rte. 62 Eden, NY	Strawberries, corn.	June – Aug.
	W. D. Henry & Sons	7189 Gowanda State Rd. Eden, NY	Bedding plants and vegetables.	
	Weiss Farms	7828 East Eden Rd. Eden, NY	Strawberries and other produce.	June – Oct.
Boston	Red Barrel Cider Mill	8978 Boston St. Rd Boston, NY	Cider, flowers, produce, specialty foods	Sept. – Dec.
Brant	Our Family’s Harvest Market	11086 Brant Res. Rd. Brant, NY	Flowers, produce, berries, farm animals.	April – Dec.
Evans	Bella Terra Greenhouse	8607 N. Main St. Angola	Plants	Jan. – Dec.
	Chiavetta’s Farm Market & Greenhouse	9784 S. Main St. Angola, NY	Fresh produce	April – Dec.
	Philip Siragusa Farm	S. Main St. Angola, NY	Produce	April – Dec.
	Vacco Farms	1524 Cain Rd. Angola, NY	Berries, grapes, corns, pumpkins.	July – Sept.
Hamburg	Braymiller’s Market	6936 Gowanda State Rd. Hamburg, NY	Produce, fruit baskets, deli.	
	Dreams End Farm	8655 Feddick Rd. Hamburg, NY	Plants, including perennials, crafts, and display gardens	April – Dec.
	Eckhardt Farms	3546 Eckhardt Rd. Hamburg, NY	Fruit and vegetables.	
	Garden Sensations	7003 Gowanda State Road Hamburg, NY	Plants, flowers. growing products	April - October
	Hamburg Farmers’ Market	Main & Buffalo Streets Hamburg, NY	Local produce, crafts, flowers, etc...	May – Nov.
	Miller’s Farm Market	5292 Bayview Rd. Hamburg, NY	Flowers, produce, Christmas trees	Jan. – Dec.
	Village Green Nursery	3110 Lakeview Rd. Hamburg, NY	Plants, large corn maze, crafts, Halloween and Christmas events, seminars.	Jan. – Dec.
	Zittel’s Country Market	4415 Southwestern Blvd. Hamburg	Plants, produce, straw maze, farm animals, Christmas tree.	April – Dec.
N. Collins	Bowman Farms	11259 Gowanda State Rd. N. Collins, NY	Fresh produce and berries	June – Oct.
	Stonehill Orchard	2356 Shirley Rd. N. Collins, NY	Apples, grapes, other fruit.	Sept. – Nov.
	Awald’s Berry Farm	Gurney Ave. N. Collins	Berries	June – Oct.

**Table 3.** Parks and Green Spaces in the Town of Eden and surrounding towns.

Town	Park name	Ownership	Acreage	Facilities
Eden	Eden Legion Grounds			Swim, athletic facility, pic,
	Franklin Gulf Park	County	637	currently use is prohibited
	Flower field	Town	4	athletic field
	Gorcica Field	Town	20	athletic field
	Minekime field	Town	2	athletic field
	Swartz field	Town	7	athletic field
Evans	Centennial Park	Town	0.49	*
	Bennett Beach	County	47.53	Beach, swim, fish, access, wc, pic, wf, shel, grill
	Derby Park	Town	0.7	bins
	Evans Community Center Playground	Town	0.5	diam, pg, bins
	Evans town Park	Town	11	swim, beach, ten, courts, diam, pit, access, wc, pg, tot, gaz, pic, wf, shel, grill, bins
	Nettle Creek Park	Town	8.8	pg, pic, bins
	South Creek Park	Town	*	swim, courts, wc, pg, pic, wet, grill, bins
	Lake Erie Beach Park	Town	5.3	swim, beach, fish, courts, access, wc, pg, tot, pic, wf, shel, bins
	Wendt Beach	County	178	swim, beach, nt, bp, wp, fish, ss, x, soc, diam, rb, access, wc, pav, pg, pic, wf, shel, grill, bins
North Collins	Langford Recreation Area	Town	10	bw, ss, x diam, access, wc, pic, shel, bins
	Marion J. Fricano Town Park	Town	100	nt, wp, bw, ss, x, foot, access, wc, pav, pg, tot, run, bocce, courts, diam, pic, wf, shel, bins
Boston	Boston Common	Town	0.25	bins (municipal green)
	Boston Forest	County	707	use currently prohibited
	Boston Town Park	Town	50.33	swim, foot, ten, courts, diam, pav, pg, tot, wet, grill, bins
	Creative Playground	Town	1	pg, bins
	North Boston Stadium	Town	7.31	soc, diam, access, wc, wf, bins
	South Boston Park	Town	4.3	ten, courts, diam, pit, wc, pg, tot, pic, shel, bins
Hamburg	Centennial Gardens	Town	*	wp, gaz, bins
	Amsdell Park	Town	2.3	NT, wp, bw, ss, x, ten, diam., access, pg, pic, bins
	Armor Complex	Town	10.2	wp, bw, ss, x, ten, courts, diam., rb, access, wc, pg, tot, pic, wf, shel, bins
	Bayview Village Park	Town	3.3	bp, wp, bw, ss, x, ten, courts, diam, rb, access, pg, pic, bins
	Benz Park	Town	0.5	bp, wp, bw, ss, x, ten, courts, rb, access, pg, pic, bins
	Bethford Park	Town	7.4	wp, bw, ss, x, ten, courts, rb, access, pg, pic, shel, bins
	Big Tree Park	Town	8.1	access, pg, shel, bins

**Table 3 (continued).** Parks and Green Spaces in the Town of Eden and surrounding towns.

Town	Park name	Ownership	Acreage	Facilities*
Hamburg	Birchwood Park	Town	6	bw, ss, x, ten, courts, diam, rb, access, pg, tot, pic, bins
	Burke Road Park	Town	12.3	bw, ss, x, soc, ten, courts, diam, rb, access, wc, pg, tot, pic, wf, shel, grill, bins
	Carnegie Park	Town	10	bw, ss, x, foot, ten, courts, diam, rb, access, wc, pg, tot, pic, wf, shel, grill, bins
	Clifton Heights Mini-Park	Town	0.44	access, wc, pg, tot, pic, bins
	Durham Park	Town	5	bw, ss, x, ten, diam, rb, access, pg, tot, pic, bins
	Eighteen Mile Creek	County	464	Passive Use Policy being considered, use is prohibited
	Electric Annex	Town	6.3	access, bins
	Fairgrounds Village Park	Town	2.2	bp, wp, bw, ss, x, ten, courtsd, rb, access, pg, pic, shel, bins
	Osborne Heights	Town	7.1	wp, bw, ss, x, ten, courts, diam, rb, pit, access, pic, bins
	Roundtree Park	Town	4.87	bw, ss, x, soc, ten, diam, rb, access, pg, tot, pic, shel, bins
	Sagamore Park	Town	8.1	bp, wp, bw, ss, x, soc, ten, courts, diam, rb, access, pg, pic, bins
	Scranton Park	Town	*	bw, ss, x, courts, diam, access, pg, pic, shle, bins
	Steelton Park	Town	5.5	bp, bw, ss, x, soc, run, ten, diam, access, pg, pic, bins
	Tomaka Park	Town	8.1	bw, ss, x, ten, courts, rb, access, pg, pic, bins
	Vail Playground	Town	0.5	ss, x, access, pg, pic, shel, bins
	Willow Run Mini Park	Town	5	nt, wp, bw, ss, x, ten, access, pg, pic, shel, bins
	Woodlawn 4th	Town	1.7	wp, bw, ss, x, courts, rb, access, pg, tot, pic, bins
Woodlawn School Park	Town	7.1	wp, ss, x, ten, diam, rb, access, pg, pic, bins	

**\*KEY:**

Ss = snowshoeing  
 Tot = tot lot  
 Bocce = bocce courts  
 X = cross country skiing  
 Nt = nature trails  
 Bw = bird watching  
 Wp = walking paths  
 Pg = playground  
 Bins = trash bins  
 Ten = tennis courts

Courts = basketball courts  
 Pav = rentable pavilion  
 Bp = bike path  
 Bl = boat launch  
 Wc = restrooms  
 Soc = soccer fields  
 Wf = water fountains  
 Shel = shelters  
 Rb = roller blading  
 Wet = shower facilities

Run = running track  
 Pit = horseshoe pit  
 Pic = picnic tables  
 Foot = football field  
 Access = handicapped accessible  
 Gaz = gazebo  
 Grill = grills  
 Fish = fishing  
 Beach = beach  
 Diam = baseball and softball fields

## ***Historic Attractions***

The Town of Eden's attractions focus on the history of the town, and could act as a crucial link between the prospective Farm Museum and the town. Cemetery tours and historic buildings, including the ASA Warren House educate local residents and visitors about the town's origins and its history up to present time. The Kazoo Museum in Eden provides an in-depth history of the discovery and manufacture of the kazoo. The original equipment used to manufacture kazoos is still on display for tourists to see. The museum and gift shop are open Tuesday through Saturday from 10 am until 5 pm, and on Sunday from 12 pm until 5 pm. Admission is free and group tours can also be arranged by contacting the museum at (716) 992-3960. Surrounding towns have historic sites as well (Table 4). The Boston Historical Society arranges educational tours for various groups, most of which are at the Boston Historical Museum.

## ***Other attractions***

Numerous recreational facilities such as bowling alleys, shopping centers, and golf courses are found throughout the area. These are listed in Table 4. Additionally, Boston offers the Lake Effect Harmony Chorus for entertainment. The group performs all over New York State, but is stationed in Boston, NY.

## ***Summary***

Creating a linkage between what the region already has to offer and the proposed Farm Museum will likely increase visitation to the town and to the region. Most of Eden's attractions focus on agriculture and the history of the town. Eden prides itself in the continuance of its agricultural heritage from generation to generation. The Farm Museum could serve as an outlet for this pride, and help to connect the town's tourism attractions and resources. Currently, the Town of Eden has ten farms, farm markets, and nurseries that are open to the public. Participation from local farms in the planning and development of the Farm Museum will ensure that the museum presents information about farming accurately and enhances local farm businesses.

**Table 4.** Attractions in the Town of Eden and adjacent towns.

<b>Town</b>	<b>Type</b>	<b>Attraction</b>	<b>Location</b>
Eden	Historic site	ASA Warren House	Main Street, Eden, NY 14057
		Kazoo Factory	8703 South Main St., Eden, NY 14057 (716) 992-3960
		Croop's Mill	East side of the South branch of 18 mile creek
		Clarksburg Mill	Clarksburg Rd., Eden, NY
		Cemetery tours (Quaker Cemetery)	Route 62, Eden, NY
	Recreation facility	Whack-A-Ball Golf Range	
		Eden Bowling Center	8716 South Main St., Eden, NY 14057 (716) 992-4687
		Eden Valley Golf Course	10401 Sisson Highway, Eden, NY 14057
	Festival	Corn Festival	Route 62, Eden (American Legion Fairgrounds)
Winter Fest		Route 62, Eden (American Legion Fairgrounds)	
Hamburg	Festival	America's Fair	5600 McKinley Parkway, Hamburg, NY 14075 (Hamburg Fairgrounds)
	Recreation facility/service	Penn Dixie Paleontological & outdoor ed. Program	4050 North Street, Hamburg, NY 14075 (716) 627-4560
		South Shore Country Club	5076 Southwestern Blvd., Hamburg, NY 14075 (716) 649-6674
		Town of Hamburg Golf Course	6374 Boston State Rd., Hamburg, NY 14075 (716) 646-5145
		Town of Hamburg Skate Park	S-6100 South Park Ave., Hamburg, NY 14075 (716) 646-5145
		Taylor Road Recreational facility	S-6736 Taylor Rd., Hamburg, NY 14075 (716) 646-5145
		Leisureland Lanes	S-5220 Camp Road, Hamburg, NY 14075 (716) 649-4050
		Lakeview Road Recreation Area	2982 Lakeview Rd., Hamburg, NY 14075 (716) 646-5145
		Hamburg Town Arena	2982 Lakeview Rd., Hamburg, NY 14075 (716) 646-5145
		Hamburg Fitness Center	2982 Lakeview Rd., Hamburg, NY 14075 (716) 646-5145
		Braymiller's Lanes	39 Buffalo Street, Hamburg, NY 14075 (716) 649-1413
Shopping	Shopping Plazas	BJ's, Brierwood, Hamburg Village Square, Big Lots, McKinley	
North Collins	Recreation facility/service	Campland RV's	
Evans	Recreation facility/service	Sturgeon Point Marina	Evans, NY 14006
Boston	Historic site	Boston Historical Museum	9410 Boston State Road, Boston, NY 14025 (716) 941-3475
	Recreation facility/service	Boston Historical Society	9410 Boston State Road, Boston, NY 14025 (716) 941-5139
		Lake Effect Harmony Chorus	8651 Boston State Road, Boston, NY 14025

# **Assessment of Local Transportation**

## ***Major Transportation Routes***

The major transportation routes in the Town of Eden are state highways 62 and 75. State highway 62 receives approximately 15,000 cars per day from Hamburg, 2,500 of which turn off at Route 75 and another 2,500 of which turn off to the south onto Jennings Road. From I-90, Eden receives approximately 2,900 cars per day and 2,800 cars per day mid-way to Eden on Derby Road. In the hamlet of Eden where East Church Street and West Church Street meet Route 62, there are approximately 3,400 cars per day (per information from Glenn Nellis and Mike Askler, 2004). Lastly, Eden is within 15 miles of Lake Erie and a National Scenic Byway, the Seaway Trail.

Some towns close to Eden have taken the initiative to expand the Seaway Trail. The town of Evans has developed some segments paralleling the Seaway Trail for hiking and biking. The Town of Evans received grants from the state of New York, Erie County, and the federal government through the T-21 program. However, the maintenance of these segments will be the responsibility of the Town of Evans. The Chair of the Planning Division and Board, Sandra Brant, believes strongly in these segments because “they promote grants, encourage regional tourism, and offer another outlet for communities to preserve themselves” (per conversation with Sandra Brant 2004). In addition, spurs off of the Seaway Trail have been made in the village of Angola in the Town of Evans. These spurs extend inland and help to encourage tourism in that area. This project was funded without any grant assistance.

## ***Modes of Transportation***

The *Eden Trail Blazers Snowmobile Club Inc.* has trails in the Town of Eden. The trails extend north to Orchard Park, west to Evans, and south to South Dayton. In addition, a freight train route runs through Eden to Buffalo. Currently, there is no bus transportation in Eden, but there is the potential for a future connection with downtown Buffalo through the Niagara-Frontier Transportation Authority (per conversation with Glenn Nellis). Finally, there is no foot-trail system near Eden.

## ***Transportation Improvements***

The state roads crossing through the Town of Eden are in good shape. State highway 62 contains wide shoulders that have potential for road bicyclists. Maintenance on these state roads, according to town supervisor Glenn Nellis, is conducted approximately every 8 or 9 years. While improvements to these roads are not needed for tourism purposes, enhancements (e.g., sidewalks and crosswalks) along Route 62 within the Hamlet of Eden would be useful (per conversation with Glenn Nellis). The town of Eden has received a grant from the NYS Department of Transportation to help beautify areas along state highway 62. The town of Eden, under this grant, had 28 trees planted by a landscape architect consisting of red maples, dogwoods and pear trees along state highway 62 from the north end of the hamlet to the south end. In addition, 8 to 10 benches, 8 flower planters, 8 to 10 garbage

containers, and 3 bicycle racks were put in around the hamlet along state highway 62. Also, the state paid for new sidewalks along state highway 62 from the elementary school down to the Shurfine and Eckerd drug store. Total funding provided for these enhancements was \$70,000 (Nellis 2004).

### ***Directional Signage***

From I-90, the only sign for the hamlet of Eden is a sign that was installed by the state of New York. However, the town of Evans owns this land. Upon entering the town of Eden on state highway 62 from both the north and south are signs stating Welcome to Eden and the town's population. The NYS DOT turned down the town of Eden's proposal to put up a cornucopia sign because it did not qualify under the grant program for the beautification along state highways mentioned earlier. In addition, there is no directional signage to guide visitors to the Asa Warren House or the Kazoo Factory. Furthermore, there is no signage that guides visitors to public parking areas.



## **Public Facilities**

The Township of Eden and some of its neighboring towns are limited in the tourism-related facilities that are open to the general public. Designated public parking areas, restrooms, and picnic areas open to the public are of limited availability through out the area. The following pages show what public facilities currently exist in the Town of Eden and its surrounding townships.

### ***Parking***

Parking in the center of Eden is ample given the amount of use the downtown businesses and attractions presently get. There is parallel parking on either side of the street as well as spacious parking lots near the town hall, fairgrounds, and the boys and girls club. The side walks and crosswalks around these areas are in good condition and of adequate size. Given the fact that Eden is a small, rural community with moderate use of the downtown area, existing parking does not need to be expanded. If tourism increases to Eden, there should be enough parking to bring people close to the downtown businesses. Existing parking areas and walkways appear to be accessible to people with physical disabilities. Existing parking along Route 62 in the hamlet of Eden could, however, pose a problem for those with disabilities for exiting cars, especially if there is a large amount of traffic on the road. Having a parking lot that is more handicapped friendly is advisable if tourism increases to the degree where this is needed. Crosswalks are needed near Eden's attractions (i.e., the Asa Warren House and the Kazoo Museum). There are designated crosswalks at intersections. There currently are no car pullovers near scenic vistas in the Town of Eden. Gorcica Field in East Eden has a parking area that can fit an estimated twenty cars.

### ***Restrooms***

The number of public restrooms in Eden is limited. The Eden town pool has a public bathroom and changing area that is open in the summer from Memorial Day to Labor Day. The town and county fairground area also has bathrooms, but these are not opened for year-round use. The only restrooms open to the public on a consistent basis are those in the town municipal building and the library.

### ***Picnic and Sitting Areas***

There are several picnic areas throughout the Town of Eden. The Asa Warren House has a large lawn with three picnic tables. Gorcica Field in East Eden has a covered pavilion with four picnic tables and lots of open space, as does Swartz Field in the hamlet of Eden. The fairgrounds adjacent to the American Legion also have a large covered pavilion with plenty of tables and the Hamburg Fairgrounds has a very large facility with many public amenities. There are areas suitable for picnicking at the various town parks and green spaces but no other areas with tables specifically set up for picnicking.

At the four corners in the hamlet of Eden is the Eden Chamber Park, a well-kept sitting area about one tenth of an acre in size. It is at a perfect location on the corner of Main Street in the center of town for a possible information kiosk in the future, this small park has several benches.

### ***Sports facilities***

Athletic fields are found throughout the Town of Eden. The schools in Eden have an array of fields set up for different sports. Another area with athletic facilities is Gorcica Field with a total area of twenty acres. The town of Eden has an outdoor swimming pool that is about an acre in total area and located on the American Legion grounds. Swartz field is seven acres in size, Minekime is two acres, and Flower Field is four acres. These are all community playing fields that provide an opportunity for the public to play sports, walk their dog, and participate in other outdoor activities. All are located within a few miles of the center of town and have parking areas of varying sizes.

### ***Recreational Access***

The largest tract of public land in the Towns of Eden and North Collins is a county-owned property called Franklin Gulf Park. The park is 637 acres in size. Erie County closed the area until a passive use policy can be developed. There are currently no visitor facilities in this park such as parking, trails, or restrooms.

### ***Summary***

Given its size and current use, the town of Eden has adequate public facilities for local residents. The existing facilities are maintained regularly and appear to be in sound condition. However, if an increase in tourism is wanted in Eden, an increase in or enhancement of public facilities will likely be needed. In particular, access to restrooms within the hamlet of Eden will need to be enhanced. Additional crosswalks will be needed near attractions. The town does have a good number of recreational areas suitable for its local residents. Tremendous potential exists for creating access to currently unused areas such as Franklin Gulf Park.

## Emergency Services

### ***Police/Fire/Ambulance Services for Eden and Surrounding Areas***

~ **911 service**

~ **Police Department**

2795 East Church St.

Emergency only

911

Non-emergency:

(716) 992-9211

~ **Eden Fire Department**

2791 E. Church St.

Emergency Only

911

Non-emergency:

(716) 992-4062

~ **East Eden Fire Department**

8097 East Eden Road

Emergency only

911

Non-emergency:

(716) 992-3160

Information:

(716) 992-4062

~ **Ambulance/Emergency & Rescue Squad**

2795 E Church St.

Emergency only

911

Non-emergency:

(716) 992-9211

~ **AAA**

24hr. Road Side Service:

1-800-AAA-help

1-800-222-4357

~ **Gas Stations**

Shurfine, 8041 N. Main St., Eden

(716) 992-9111

Spicola Service Inc, 8396 N Main St., Eden

(716) 992-4224

Gas & Go, 3179 N. Main St., Eden

~ **Auto Mechanics in Eden**

Eden Collision, 8220 N. Main St., Eden

(716) 992-3530

Service Tech. 8640 S Main St.

(716) 992-3338

Napa Auto Parts. 8082 N Main St.

(716) 992-4378

~**Brant/Fire/Police/Ambulance**

(716) 549-3600

~**Evans/Fire/Police/Ambulance**

8787 Erie Rd. site 1, Angola

(716) 549-3600

**~Hamburg/Fire/Police/Ambulance**  
6100 S Park Ave. (716) 648-5118

**~Boston/Fire/Police/Ambulance**  
8550 Boston State Rd. (716) 941-9300

**~North Collins/Fire/Police/Ambulance**  
10508 Main St. (716) 337-3214

### ***Summary***

The Town of Eden appears to be well prepared for major emergencies. Because of this, recommendations for emergency services included in the recommendations sections of this report will focus primarily on the proposed museum site.

## Marketing and Promotions

The assessment portion of the market section of this plan is intended to:

- identify the marketing position of the Town of Eden and the proposed farm museum;
- identify potential marketing statements (i.e., slogans that can be used on promotional materials) for the Eden Regional Farm Museum;
- propose potential visitor markets for the farm museum; and
- assess current and potential visitor markets associated with local attractions, resources, and activities.

### Marketing Position

The following marketing position is a brief paragraph that summarizes how the Town of Eden and the proposed farm museum are situated with regard to attractions, resources, and visitor market groups:

*An established rural community, Eden is the epicenter of farming in Western New York. This rural township is situated along a major transportation route (Interstate 90) that connects Buffalo, Syracuse, and Albany and is just minutes away from the famous Seaway Trail. The town of Eden's location makes it an ideal place for the establishment of a farm museum. Both large and small urban areas -- including Buffalo, Hamburg, and North Collins -- are within a 30-minute drive of Eden. Eden's beautiful countryside is comprised of large open tracts of land mainly used for various types of farming. There are nine farms and twelve greenhouses that offer the freshest vegetables, fruit, and flowers of Western New York. A number of farms are also used for dairy and Angus beef production. The wealth of opportunities and experiences in Eden are extensive, and include touring the exquisite country side, visiting the first kazoo factory, taking advantage of local parks and an exciting calendar of events, or simply appreciating inspirational landscapes. A farm museum that exhibits these wonderful experiences will strengthen the fabric of local communities and allow visitors to sample the natural, historical, and cultural significance of the Town of Eden, New York.*

### Marketing Statement

The marketing statement is a slogan used to promote the proposed farm museum. Since it is difficult to capture the central theme of the proposed farm museum in one appealing statement, it is recommended that people living in the Town of Eden participate in the creation of the marketing statement. Some examples of marketing statements are presented below:

- 1) *Eden Regional Farm Museum: Go back to your roots*
- 2) *Eden Regional Farm Museum: The gateway to farming in the East*
- 3) *Eden Regional Farm Museum: Discover farming in your own backyard*
- 4) *Eden Regional Farm Museum: A lifetime of farming heritage*
- 5) *Eden Regional Farm Museum: It's not just a farm, it's an education*

## **Visitor Markets**

Existing market groups to attractions within the Town of Eden include local residents, history buffs, families, senior citizens, and school groups. Visitor market groups that have the greatest potential for visiting the proposed farm museum include:

- Local residents, residents of surrounding counties in western New York, and residents of Buffalo;
- Families;
- School groups and other organizations for children;
- Motor coach tours (especially for senior citizens);
- History buffs; and
- People traveling on I-90 and the Seaway Trail.

## **Promotion**

To assess the feasibility of the farm museum, an assessment of how local attractions and resources have been promoted in the past is needed. In recent times the Internet has become one of the best means for low cost tourism promotion. The Town of Eden has a website that provides much information to both the citizens of Eden as well as anyone with interest in the area. While the content of the site is excellent, the large amount of text could be converted into photos and short captions to make it more attractive to tourists. On the main page there is a slide show of pictures, some of which appear to have been taken at local festivals. This is great. However captions for these photos are needed (Town of Eden 2004).

There are other websites that are publicizing information about Eden as well. The Western New York Regional Information Network is an Internet resource that disseminates information about towns and villages in western New York, including Eden. Their website has good information that is presented like raw data and is not an aesthetically pleasing promotional tool. This site lacks a link to Eden's website. Eden may want to increase communication with this network so that both groups work together to promote each other (WNYRIN 2004). Another point of critique is that this site had nothing about the Kazoo factory.

There are various sites with information about the various festivals; one of note is the "thefreedictionary.com." This site contains some details on Eden and the Corn Festival. Another great resource is the "I Love NY" program (I love NY 2004) which produces both a website and published literature. This is a great resource for people planning a vacation to New York. Both the I Love NY website and guide contain limited information about the Kazoo Museum alone. Information about the Asa Warren House and the Corn Festival needs to be added to this site and publication. The website does have a link to the Kazoo website, but no link to Eden's website (I love NY 2004).

Other printed material comes from the New York State Department of Agriculture & Markets in its "Guide to Farm Fresh Foods." This publication includes information on farm businesses in the Town of Eden, but does not include information about the town or its festivals. There was no mention of the *Corn Festival* and the *Yuletide in the Country*, two

events that are very marketable to all demographics (New York State Farmers' Markets 2004).

Within the Town of Eden, the three attractions that have been promoted to a limited extent are the Kazoo factory, the Asa Warren House, and the Corn Festival. These attractions are currently not being promoted through signage at the main entry points to Eden or along Interstate 90. Of the three attractions, the Kazoo Museum and the Corn Festival have their own websites. However, the Kazoo Museum website had no links to or from the Eden site (Kazoo 2004).



**Figure 1.** Historic depiction of the Asa Warren House.

The Asa Warren House is promoted on the Internet only through the Town of Eden's website, [www.edenny.org](http://www.edenny.org), where it can be located under the *Visit Eden* section, then under the *Attractions*. Once found, the link connects to the Asa Warren House site, which tells the history of the house and shows an historic depiction of the museum (fig. 1). Visitors to the museum could potentially have difficulty visiting it due to the lack of information about hours of operation, contact information and current picture (which would help them find the museum).

The Eden website does have limited information about these local attractions. This information needs to be expanded with current photos and short captions. Currently, information about the Asa Warren House contains text and a sketch of the house. I would suggest that 4 to 5 pictures with relevant concise descriptions of the pictures be included to showcase the current appearance of the building as well as exhibits and events at the museum. Online activities related to both the Kazoo Museum and the Asa Warren House could also boost interest in these attractions, especially among children. With regard to the Corn Festival information, no pictures are associated with them. In order for Eden to attract people to this festival, the smiling faces of people enjoying the festival and activities at the festival are needed.

In order for the Farm museum to be able to sustain itself, the town of Eden will need to effectively promote this attraction. Promotions through both websites and publications will be needed for the farm museum to reach its full potential. In addition, promotion of the museum to local schools will need to become high priority.

## Interpretation

“Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource.”

*(National Association of Interpretation, 2000)*

### ***Interpretation within the Town of Eden***



**Figure 2.** Interpretive signage.



**Figure 3.** Proximity of the two museums to each other.

Interpretation is an important part of any tourism resource since it enables communication between the visitor and site. An assessment of interpretation and interpretive sites was conducted for the Town of Eden, New York. There are also two interpretive signs within the town, both erected by the Dept. of Education in 1932. One sign is in front of the Asa Warren House, telling about Col. Asa Warren and the building of house and dates of inhabitation (Figure 2). The other sign is at the intersection of Church Street and Route 62. That sign tells about an historic moment in Eden’s history.

The assessment also yielded two interpretive sites within the town: the Asa Warren House and the Kazoo Museum. The interpretive sites are located within walking distance of each other, on Rt. 62 on the southern end of Eden (Figure 3). The walking distance is a positive point for both attractions, allowing the visitor to easily move from one site to the other. There is, unfortunately, no signage at either place indicating where to find other tourist sites. Signage within Eden pointing to or mentioning either site is also lacking. Adding this type of signage is important for increasing visitor numbers at the existing sites, as well as for the future Eden Regional Farm Museum.

Once at the sites, there are a variety of interpretive experiences to engage the visitor. The Asa Warren House displays artifacts from Eden’s history. These artifacts offer

a wide range of clothes, kitchen utensils, kitchen appliances and other pieces of furniture from the 1800s. Interpretation at the Asa Warren House is based upon what the visitor can read and hear. There are a few opportunities to touch and use several of the kitchen appliances and utensils. The Asa





**Figure 4.** Kazoo Museum

Warren House does not offer the opportunity for visitors to go home with anything such as brochures or postcards.

The Kazoo Museum provides a visitor experience completely different from the Asa Warren House. The visitor could have a problem actually finding the museum because there is no indication of a museum mentioned on the outside of the building. The museum is located at the back of the Eden Kazoo Gift Shop (fig. 4), in the old factory portion of the building. On the trip through the gift shop to the museum, the visitor is barraged with tempting purchases (i.e., kazoos and period toys) suited to the historical toy/instrument theme of the museum. Once in the museum the visitor is exposed to a variety of interpretive possibilities. The first thing the visitor is going to see is the vintage belt-driven machinery that was used to make the kazoos. There is a railing that keeps people safe, away from the machinery and also serves as a platform for interpretive signs. These signs depict the process of how kazoos were made

at the factory. They encourage the visitor to read about a process, then look up and see what they were reading about. A couple of signs allow the visitor to read, see and touch. For example, the sign that discusses the belt drive system has a piece of a belt that is attached to the railing for visitors to touch. Along with the signs there is a video showing the factory producing kazoos and telling the story of the kazoo. A gem of the interpretive exhibits at the museum is the make your own kazoo machine, which lets the visitor purchase the parts of a kazoo from the gift shop, and assemble them using the machine. The visitor is also able to purchase a pre-assembled kazoo at the gift shop, which they have to pass through on the way out.

### ***Interpretation outside the Town of Eden***

Nearby interpretive sites can be studied to get different ideas for the Farm Museum and to avoid duplication between the Farm Museum and other sites. Adapting ideas from other sites and creating connections to these sites would make the farm museum different and successful. One possible connection could be with The Seaway Trail. The Seaway Trail follows a coastal corridor that runs from Massena, New York along the waterways to Erie, PA. The trail promotes attractions along the corridor and those sites that are within a short drive. On the western end of the trail, it passes within a twenty-minute drive of Eden. The connection to the trail would give the Eden Regional Farm Museum access to diverse visitor markets.

Another possible connection for the Eden Regional Farm Museum is the Sanborn Area Farm Museum, which is located north of Buffalo in Niagara County. The Sanborn Museum is centered upon the crop-growing base of agriculture, with exhibits showcasing heritage plants, gardens and orchards ([www.sanbornhistory.org/farm.htm](http://www.sanbornhistory.org/farm.htm)). Many of these exhibits are similar to what the Eden Regional Farm Museum is interested in exhibiting. To prevent duplication, the Eden Regional Farm Museum might want the majority of its interpretation to

highlight its dairy and greenhouse industry, with the crop-growing becoming a smaller part. Other ways to prevent duplication is through the development of classes and activities not offered at Sanborn. By highlighting the differences between the two farm museums, the Eden Regional Farm Museum might be able to develop a strong working relationship with Sanborn that highlights the activities of both museums in order to bring more visitors to both museums.

Another interpretive site to which the Eden Regional Farm Museum can look for ideas is the R&R Dude Ranch ([recreationranch.com](http://recreationranch.com)). The ranch is located about 45 minutes south of Eden in Otto, New York. This ranch does not have a museum but does offer an interpretive Horse Camp, a week-long program that lets visitors have their own horse for the time they are there. Campers learn about the care and maintenance of horses, English and Western riding, and team drills for presentation at graduation at the end of camp. The idea of a week long camp can be adapted to the farm museum, where the campers spend the week learning about and working at the farm museum, again offering something different.

## **Summary**

Interpretation is an integral part of any tourist destination and can be communicated many different ways. The Town of Eden has two interpretive tourist destinations, each depicting a different story about Eden's history. The addition of a farm museum telling the story of Eden's farm heritage would be an excellent opportunity for the town. By distinguishing itself apart from other attractions through new alliances and original programs, the Eden Regional Farm Museum can succeed in becoming an important component of tourism in the region and town for both local residents and visitors.

## Local Commercial Tourism Businesses

There are 11 hotels/motels, 4 bed and breakfasts and 2 campgrounds in Eden and the surrounding communities. Table 5 lists the overnight accommodations available.

**Table 5.** Overnight accommodations in Eden and surrounding townships.

Type of Accommodation	Business Name	Address	Phone	User Type
Hotel/Motel	Days Inn	5220 Camp Road Hamburg, NY 14075	(716) 649-8100	Family/ Business
	Tally Ho Inn	5245 Camp Road Hamburg, NY 14075	(716) 648-2000	Family/ Business
	Red Roof Inn	5370 Camp Road Hamburg, NY 14075	(716) 648-7222	Family/ Business
	Stadium View Inn	4414 Southwestern Blvd Hamburg, NY 14075	(716) 649-6206	Family/ Business
	Holiday Inn	5440 Camp Road Hamburg, NY 14075	(716) 649-0500	Family/ Business
	Comfort Inn	3615 Commerce Place Hamberg, NY 14075	(716) 648-2922	Family/ Business
	McKinley Park Inn	3950 McKinley Pkwy Blasdell, NY 14219	(716) 648-5700	Family/ Business
	Econo Lodge	4344 Milestrip Road Blasdell, NY 14219	(716) 825-7530	Family/ Business
	Twin Oak Motel	3949 Southwestern Blvd Orchard Park, NY 14127	(716) 823-6684	Family
	South Towns Motel	3923 Southwestern Blvd Orchard Park, NY 14127	(716) 648-6543	Family
	Angola Motel	9159 Erie Rd Angola, NY 14006	(716) 549-9866	Family
Bed & Breakfast	Colonel's Retreat Bed and Breakfast	222 Pierce Ave Hamburg, NY 14075	(716) 646-1880	Couples
	Morning Glory Bed and Breakfast	45 Kent Ave Blasdell, NY 14219	(716) 824-8989	Couples
	Green Glen Bed and Breakfast	898 Main Street East Aurora, NY 14052	(716) 655-2828	Couples
	Parkedge Farm Bed and Breakfast	140 Gypsy Lane East Aurora, NY 14052	(716) 652-5600	Couples
Campgrounds	Point Breeze Campground	9456 Lake Shore Rd. Angola, NY 14006	(716) 549-3768	Family
	Colden Lakes	Heath Rd. Colden, NY	(716) 941-5530	Family

There are 10 restaurants within the town of Eden that provide a variety of dining experiences. The nearby towns also supply many fine restaurants. Table 6 contains a list of restaurants by town.

**Table 6.** Overnight accommodations in Eden and surrounding townships.

<b>Restaurant</b>	<b>Address</b>	<b>Phone</b>	<b>Cuisine</b>	<b>Clientele</b>
American Legion Newell-Faulkner Post 800	2912 Legion Drive Eden, NY 14057	(716) 992-3304	Bar & Grill	Adult
Dairy Queen of Eden	8380 N. Main Street Eden, NY 14057	(716) 992-9410	Fast Food	All
Eden Memorial Post 8265 Veterans of Foreign Wars	2551 March Road Eden, NY 14057	(716) 992-9400	Bar & Grill	Adult
Eden Seafood & Pizzeria	8530 N. Main Street Eden, NY 14057	(716) 992-9020	Seafood/ Pizza	All
Eat'sa Pizza	8569 N. Main Street Eden, NY 14057	(716) 992-9054	Pizza	Family
East Eden Ranch House	8163 E. Eden Road Eden, NY 14057	(716) 992-3483	Bar & Grill	Adult
Katherine's Restaurant	8149 N. Main Street Eden, NY 14057	(716) 992-4911	Fine Dining	Adult
Four Corners Café	8571 Main Street Eden, NY 14057	(716) 992-4347	Café	Adult
Subway	8151 N. Main Street Eden, NY 14057	(716) 992-9252	Delicatessens	All
Oriental King	8572 N. Main Street Eden, NY 14057	(716) 992-3888	Chinese	All
Bob Evans Farms Restaurant	3679 Commerce Place Hamburg, NY 14075	(716) 649-2090	Casual	All
China King Restaurant	5999 S. Park Ave Hamburg, NY 14075	(716) 648-2918	Chinese	All
Daniel's Restaurant	174 Buffalo Street Hamburg, NY 14075	(716) 648-6554	Casual	All
Hoak's Restaurant	4100 Lake Shore Rd Hamburg, NY 14075	(716) 627-4570	Casual	All
Jacobi's Restaurant	5842 Camp Rd Hamburg, NY 14075	(716) 649-6100	Casual	All
Leisureland Family Restaurant	5220 Camp Rd Hamburg, NY 14075	(716) 646-2377	Casual	Family
Mammoser's Tavern & Restaurant	16 S. Buffalo Street Hamburg, NY 14075	(716) 648-1390	Bar & Grill	Adult
Pegasus Family Restaurant	5748 S. Park Ave Hamburg, NY 14075	(716) 649-9639	Casual	All
Peg's Place Restaurant	4046 Lake Shore Rd Hamburg, NY 14075	(716) 627-7800	Casual	All
Perkins Family Restaurant	4245 McKinley Rd Hamburg, NY 14075	(716) 646-1600	Casual	All
Promenade Family Restaurant	32 Main Street Hamburg, NY 14075	(716) 646-5527	Casual	All
Rodney's Restaurant & Lounge	4179 Lake Shore Rd Hamburg, NY 14075	(716) 627-5166	Bar & Grill	Adult
Romanello's Restaurant	5793 S Park Ave Hamburg, NY 14075	(716) 649-0450	Casual	Adult

**Table 6 (continued).** Overnight accommodations in Eden and surrounding townships.

<b>Restaurant</b>	<b>Address</b>	<b>Phone</b>	<b>Cuisine</b>	<b>Clientele</b>
Uncle Joe's Restaurant	4869 Southwestern Blvd, Hamburg, NY 14075	(716) 648-7154	Casual	All
Z J's Family Restaurant	140 Pine St Hamburg, NY 14075	(716) 646-5950	Casual	All
Langford Hotel	Sisson Highway Rt 75 N. Collins, NY	(716) 337-2682	Bar & Grill	Adult
JJ's Grill	10806 Sisson Hwy N. Collins, NY 14111	(716) 337-2002	Bar & Grill	Adult
Piz-A-Italia	10518 Main Street N. Collins, NY 14111	(716) 337-2591	Pizza	All
Speedy's Restaurant	10507 Main Street N. Collins, NY 14111	(716) 337-3242	Casual	All
Uncle Frank's	10803 New Oregon Rd N. Collins, NY 14111	(716) 337-2463	Casual	All
Boston Inn	9373 Boston State Rd, Boston, NY 14025	(716) 941-5320	Casual	Adult
Girls Café	8373 Boston State Rd, Boston, NY 14025	(716) 941-3250	Café	Adult
Liberty Tavern	9368 Boston State Rd Boston, NY 14025	(716) 941-6886	Bar & Grill	Adult
Valley View Inn	8326 Boston State Rd Boston, NY 14025	(716) 941-5640	Casual	Adult
Austin's Awesome Barbeque	9675 Kenmore Street Angola, NY 14006	(716) 549-2700	American	All
Cheech's Chicken & Ribs	8291 Erie Rd Angola, NY 14006	(716) 549-3854	American	All
Chick's Pizza Chicken Kitchen	8196 Erie Rd Angola, NY 14006	(716) 549-4922	American/ Pizza	All
Castaway's Waterfront Bar & Grill	188 Kennedy Ave Angola, NY 14006	(716) 549-6090	Bar & Grill	Adult
Captian Kidds	8934 Lakeshore Rd Angola, NY 14006	(716) 549-9828	Casual	Family
Fat Guys	9542 Lakeshore Rd Angola, NY 14006	(716) 549-4665	Pizza	All
Taco Cantina	8641 Lakeshore Rd Angola, NY 14006	(716) 549-0100	Mexican	All
Denny's Restaurant	Inwood Ave Angola, NY 14006	(716) 549-3007	Casual	All
McDonald's Restaurant	NYS Thruway Angola, NY 14006	(716) 549-3605	Fast Food	All
Maria's Pizzeria & Restaurant	9120 Erie Rd Angola, NY 14006	(716) 549-3407	Pizza	All
Tubby's Take Out	9297 Erie Rd Angola, NY 14006	(716) 549-1666	Fast Food	All
Evangola Pizza	8923 Erie Rd Angola, NY 14006	(716) 549-7117	Pizza	All
The Backroom Deli	8814 Erie Rd Angola, NY 14006	(716) 549-3849	Delicatessens	All
Evans Hill Pizzeria	9632 Erie Rd Angola, NY 14006	(716) 549-3000	Pizza	All
Henri's Restaurant	8563 Erie Rd Angola, NY 14006	(716) 549-9873	Casual	All
Pizza House	22 South Main Street Angola, NY 14006	(716) 549-3777	Pizza	All

There are a variety of other tourism-related businesses in and around the town of Eden. Table 7 lists some local businesses that may appeal to visitors.

**Table 7.** Tourism businesses in Eden and surrounding townships.

Type of Business	Business Name	Address	Phone	User Type
Antiques	Barb's Barn	8741 Homer Ave Eden, NY 14057	(716) 992-3895	Adult
	Tom Jones Antiques & Collectables	8492 Main Street Eden, NY 14057	(716) 992-9768	Adult
	Sunnyside Antiques	2736 West Church Street Eden, NY 14057	(716) 992-9105	Adult
	Antiques of Hamburg	11 Buffalo Street Hamburg, NY 14075	(716) 648-2341	Adult
Dive Shops	Lake Erie Diving Center	8542 Rt. 5 Angola, NY 14006	(716) 549-3338	Adult
	Professional Scuba	5777 Camp Road Hamburg, NY 14075	(716) 648-3483	Adult
Golf	Eden Valley Golf Course	10401 Sission Hwy Eden, NY 14075	(716) 337-2190	Adult
	Hamburg Fun Center	5505 Southwestern Blvd. Hamburg, NY 14075	(716) 648-3541	Family
Bicycle Shops	Eric's Cycle Works	12 E. Main Street Hamburg, NY 14075	(716) 649-8590	All
	Southtown BMX	2982 Lakeview Rd Hamburg NY 14075	(716) 646-9214	All
Sporting Goods	Curtis Sport Connection Windsurfing & Kite Surfing	4276 St. Francis Drive Hamburg, NY 14075	(716) 627-2247	All
Skating Rink	Hamburg Ice Arena	2982 Lakeview Rd Hamburg, NY 14075	(716) 649-8771	All
Fishing Charter	St. George Fishing Charter	2918 George Street Eden, NY 14075		All
Bowling	Eden Bowling Center	8716 S. Main Street Eden, NY 14075	(716) 992-4687	All

## Monitoring and Evaluation

### ***Demographics for the Town of Eden***

Existing visitor data for the Town of Eden is minimal, but it can show the prospects for the Eden Regional Farm Museum. Current census information states that the population for the Town of Eden in the year 2000 was 8,076, up from 7,416 in 1990. This represents an overall growth rate of 8.5%. The median age for this population is 38.8 years. The number of total estimated households is 2,855 with 73% (2,236) of those being family households (Table 8). These households represent an immediate target market for the farm museum (U. S. Census 2000).

**Table 8.** Household Characteristics (2000)

Type of Household	Number	Percent of Total
Family	2,236	73 %
Family/Married	1,921	67
Family/Married w/ Children	895	31
<b>Total</b>	<b>2,855</b>	<b>100 %</b>

### ***City of Buffalo and Erie County Demographics***

Current census information states that the population for the City of Buffalo in the year 2000 was 292,648, down from 328,123 in 1990. This represents an overall population decline of 10.8%. These data indicate that people have been moving out of the City of Buffalo (Census 2000). The population for Erie County in the year 2000 was 950,265, down from 968,532 in 1990. This represents an overall decline of 1.9%. Of the 35,475 residents that have moved from the Buffalo area, only 18,267 have left the county entirely. People appear to be resettling from Buffalo to nearby “bedroom” communities. These growing communities can represent potential benefits and problems for the Town of Eden. First, beneficially, they are bringing potential visitors closer to our site. Negatively, this shift in population may make Eden vulnerable to the influx of unwanted growth due to additional settlement within the town and to the fragmentation of rural landscapes.

The Bureau of Economic Analysis (BEA) Regional Economic Accounts data show us that the overall personal income of county residents has increased substantially within the last four years, from \$24,321,663,000 to \$27,537,477,000 (Table 9; BEA 2004), an increase of 13%. With residents having more disposable income, possibilities for expanding recreational opportunities with attractions such as the farm museum may increase if personal income continues to increase.

**Table 9.** Total personal income in Erie County in thousands of dollars (1998-2002)

1998	1999	2000	2001	2002
\$24,321,663	\$25,092,802	\$26,426,347	\$26,766,611	\$27,537,477

Due to the dependence of Eden on agriculture, we have also analyzed the current number of jobs related to farm and non-farm employment, and the total net income to Erie County farms (Tables 10 and 11). These data are relevant because it indicates that the raise in overall income has not directly benefited the farming community. This information should be considered carefully due to the fact that we are trying to maintain and promote the Town of Eden’s rural character and agricultural-based economy through the efforts of the museum. These data should be monitored in the future to see if farm income increases once the museum is put into place.

**Table 10.** Erie County employment in number of jobs (2001-2002).

<b>Employment</b>	<b>2001</b>	<b>2002</b>
Farm Employment	1,917	1,915
Non-Farm Employment	549,880	550,639

**Table 11.** Total net income (i.e., income minus expenses) to Erie County farms (1998-2002).

<b>Sales and Income</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>
Total Net Income (including corporate farms)	\$6,099,000	\$7,562,000	\$9,710,000	\$9,179,000	\$5,543,000

### ***Existing tourism attractions***

Erie County offers many attractions for visitors to enjoy. There are 67 museums, 86 libraries, and 638 parks and recreational facilities in the county (Culture: Erie County 2004). To gain a better understanding of visitor characteristics near and within the Town of Eden, the supervisors of four museums and the Corn Festival were contacted. Current collection of visitor data for these attractions is minimal and consists mainly of name taking and car counting. No in-depth methods have been applied to accurately identify visitor demographics within the area. To overcome these limitations, attraction supervisors were asked to approximate open hours per week, total yearly hours, visitor attendance at special events, annual visitor counts (including visitors of events), and their observations of the location of residence of their visitors. From this information, the visitor/hour ratio was calculated in order to judge the visitor potential for the Eden Regional Farm Museum. Table 12 lists the varying data for the Bois – Lord Museum (Hamburg, NY), Dunn House (Hamburg, NY), Hamburg Historical Museum (Hamburg, NY), Asa Warren House (Eden, NY), and the Corn Festival (Eden, NY). The average visitor/hour ratio was calculated to be 16 during weekend hours of operation. Based on this information, the farm museum has the potential to capture a minimum of 16 visitors per hour during the summer season on the weekend. Promotional methods could help increase this visitor base further.



**Table 12.** Visitor data for local attractions.

<p><b>1. Bois- Lord House Museum - Hamburg NY</b>          Supervisor: Marcia Van Brocklin          Hours Open: Visitation by Appointment          Total Hours: 100+/yr          Special Event: "Doors Open" (600 – 700)          Annual Visitor Count: 1500+          Visitor Demographics: 90% Local 10% Regional          Visitor/Hour Ratio: 15 : 1</p>	<p><b>2. Dunn House - Hamburg NY</b>          Supervisor: Joseph Stereamer          Hours Open: April-Nov. 1pm-3pm: 1st &amp; 3rd Sun. &amp; Appointments          Total Hours: 44+/yr          Special Events: Art &amp; Craftshow (500 – 600)          Annual Visitor Count: 800+          Visitor Demographics: 90% Local 10% Regional          Visitor/Hour Ratio: 18.2 : 1</p>
<p><b>3. Hamburg Historical Museum - Hamburg NY</b>          Supervisor: Joseph Stereamer          Hours Open: April-Nov. 12pm - 3pm Sat. &amp; Appt          Total Hours:101+ /yr          Special Event: Chicken BBQ (600 - 700)          Annual Visitor Count: 850+Visitor          Demographics: 90% Local 10% Regional          Visitor/Hour Ratio: 8.4 : 1</p>	<p><b>4. Asa Warren House - Eden NY</b>          Supervisor: Dorthea Myer          Hours Open: April-Dec. Sun. 2pm-4pm: &amp; Appointments          Total Hours: 70+/yr          Annual Visitor Count: 500+          Visitor Demographics: 90% Local 10% Regional          Visitor/Hour Ratio: 7.1 : 1</p>
<p><b>5. Corn Festival</b>          Supervisor: William Faircloth          Schedule: August 5th – 8th          Hours Open: 11am – 11pm          Total Hours: 48          Visitor Count: 125+ cars daily / 375 visitors daily          Total Visitor Attendance: 600+ cars / 1500+ visitors          Visitor Demographics: 50% local 50% Regional          Visitor/Hour Ratio: 12.5 : 1 / 31.25:1</p>	

## Financial and Technical Support

There are diverse government agencies, community groups, and NGOs that could potentially provide technical and/or financial support to the Eden Regional Farm Museum. It is important to note that there are many private foundations, organizations, and residents near the Town of Eden (or located in the City of Buffalo) that would be willing to donate grants for establishing or purchase the land for the Eden Regional Farm Museum. Excellent networking and support exists within the Town of Eden, both of which are essential for establishing and maintaining the Eden Regional Farm Museum. Tables 13 through 16 show the agencies and groups that could provide technical and financial support to the farm museum. Table 17 presents agencies and programs with funding opportunities.

**Table 13.** Federal organizations and agencies.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Contact</b>
USDA Rural Development Service	Rural Business-Cooperative Service supports economic and business development in rural communities.	<a href="http://www.rurdev.usda.gov/ny/">http://www.rurdev.usda.gov/ny/</a> USDA RD Service Center Office Ellicottville Service Center 8 Martha St., Ellicottville, NY 14731-1765 Phone: 716-699-2375 ext. 4 Fax: 716-699-5357
USDA Natural Resources Conservation Service	The Natural Resources Conservation Service provides leadership in a partnership effort to help people conserve, maintain, and improve our natural resources and environment.	<a href="http://www.nrcs.usda.gov/">http://www.nrcs.usda.gov/</a> Conservation Planning and Technical Assistance Division 14th and Independence Ave., SW. Room 6032-S Washington, DC 20250 Phone: 202-720-6731 Fax: 202-720-3052
Lake Plains Resource Conservation and Development Council, Inc.	Accelerates the conservation, development and utilization of natural resources, improves the general level of economic activity, and enhances the environment and standard of living in authorized RC&D areas.	<a href="http://www.ggw.org/~lakeplainsrcd/whatisr cd.htm">http://www.ggw.org/~lakeplainsrcd/whatisr cd.htm</a> Robert Remillard USDA Natural Resources Conservation Service Lake Plains Resource Conservation and Development Service 446 West Avenue Albion, NY 14411 Phone: 585-589-5320 ext. 112 Robert.Remillard@ny.usda.gov
National Trust for Historic Preservation	Provides leadership, education and advocacy to save America's diverse historic places and revitalize America.	<a href="http://www.nationaltrust.org/about_the_trus t/regional/northeast.html">http://www.nationaltrust.org/about_the_trus t/regional/northeast.html</a> Northeast Office Seven Faneuil Hall Marketplace Boston, MA 02109 Phone: 617-523-0885 Fax: 617-523-1199 nero@nthp.org

**Table 14.** State level organizations and agencies.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Contact</b>
NYS Department of Economic Development, Empire State Development Corporation	<p><i>Tourism Division:</i> Coordinate marketing and promotion of tourism attractions statewide and by tourism region.</p> <p><i>The Business Council of New York State, Inc.:</i> Provide statewide services that help their member companies succeed in their business.</p> <p><i>Small Business Division:</i> Provide advice for starting or growing small business in New York State.</p>	<p><a href="http://www.iloveny.com">www.iloveny.com</a></p> <p><a href="http://www.empire.state.ny.us">http://www.empire.state.ny.us</a></p> <p><a href="http://www.nylovesmallbiz.com/home.asp">http://www.nylovesmallbiz.com/home.asp</a></p>
NYS Environmental Facilities Corporation	Promotes environmental quality by providing low-cost capital and expert technical assistance to municipalities, businesses and state agencies for environmental projects in New York State.	<p><a href="http://www.nysefc.org/">http://www.nysefc.org/</a>          625 Broadway          Albany, NY 12207-2997          Phone: 800-882-9721          518-402-6924</p>
NYS Department of Agriculture & Markets	Promotes a viable agricultural industry, fosters agricultural environmental stewardship, and safeguards the food supply.	<p><a href="http://www.agmkt.state.ny.us/">http://www.agmkt.state.ny.us/</a>          10B Airline Drive          Albany, NY 12235          Phone: 800-554-4501</p>
NYS Office of Parks, Recreation, and Historic Preservation	<i>The NYS Historic Preservation Office</i> helps communities identify, evaluate, preserve, and revitalize their historic, archeological, and cultural resources.	<p><a href="http://www.nysparks.state.ny.us/shpo">http://www.nysparks.state.ny.us/shpo</a>          Peebles Island State Park          PO Box 189          Waterford, NY 12188-0189          Ruth Pierpont, Director          Phone: 518-237-8643 ext. 3269          Richard Lord          Phone: 518-237-8643 ext. 3276</p>

**Table 15.** County/Region level organizations and agencies.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Contact</b>
Buffalo Niagara Convention & Visitors Bureau	Provides and promotes tourism information for the City of Buffalo and Erie County.	<a href="http://www.visitbuffaloniagara.com/">http://www.visitbuffaloniagara.com/</a>
Erie County Department of Environment and Planning, Division of Planning and Economic Development	Plans and implements physical development projects that are consistent with County-wide goals and provides administration and delivery of federal funds for the Community Development Block Grant and HOME Investment Partnership Consortiums.	<a href="http://www.erie.gov/environment/planning_ecdev/index.asp">http://www.erie.gov/environment/planning_ecdev/index.asp</a> Andrew M. Eszak, AICP - Deputy Commissioner for Planning and Economic Development Edward A. Rath County Office Building 95 Franklin Street, 10th Floor Buffalo, New York 14202 Phone: 716-858-8390
Cornell Cooperative Extension of Erie County	Offers a wide range of program resources tailored to the needs and interests of Erie County residents, including agriculture.	<a href="http://www.cce.cornell.edu/~erie/erie.html">http://www.cce.cornell.edu/~erie/erie.html</a> Cooperative Extension Agent/Educator Sally Cunningham Phone: 716-652-5400 Ext. 138 <a href="mailto:sjc22@cornell.edu">sjc22@cornell.edu</a>

**Table 16.** Town and community groups.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Contact</b>
Town of Eden Building Department	Reviews, checks and approves plans submitted with permit applications for compliance with the building code and local land use controls prior to issuing permits; inspects buildings and structures in the process of construction or repair for compliance with the approved plans and the code; and issues a certificate upon completion of the work.	<a href="http://www.edenny.org/buildingdept2.html">http://www.edenny.org/buildingdept2.html</a> Scott Henry, Building & Zoning Inspector Eden Town Hall Town of Eden Building Department 2795 East Church Street Eden, NY 14057 Phone: 716-992-3576 <a href="mailto:Scott@edenny.org">Scott@edenny.org</a>
Town of Eden Highway Department	Maintains the condition of roads, basins, and storm water drains for Town of Eden.	<a href="http://www.edenny.org/highway.html">http://www.edenny.org/highway.html</a> 8197 North Main Street Eden, NY 14057 Phone: 716-992-3823 Fax: 716-992-2787 <a href="mailto:Highway@edenny.org">Highway@edenny.org</a>
Town of Eden Agricultural Advisory Committee	Coordinates the local farm and greenhouse businesses.	David Zittel , Chairman
Eden Conservation Advisory Board	Advises the Town in the development, management and protection of its natural resources.	<a href="http://www.edenny.org/consindex.html">http://www.edenny.org/consindex.html</a> Frank Mantione, Chairman <a href="mailto:Franknan@localnet.com">Franknan@localnet.com</a>
Town of Eden Planning Board Department	Reviews site-plans that have been submitted to the Building Inspector for approval.	<a href="http://www.edenny.org/plan.html">http://www.edenny.org/plan.html</a> Catherine A. Swiech, Planning Board Secretary 2795 E. Church Street, Eden, NY 14057 <a href="mailto:Cathy@edenny.org">Cathy@edenny.org</a> .
Eden Alumni Association	Awards scholarships to local students.	<a href="http://www.edenny.org/edenalumni/">http://www.edenny.org/edenalumni/</a> P.O. Box 66 Eden, New York 14057-0066 Jean Muck, Alumni Coordinator <a href="mailto:Stubber75@aol.com">Stubber75@aol.com</a>
Boys and Girls Club of Eden	Provides diversified activities that meet the interests of local youth.	<a href="http://www.bgcaofeden.org/">http://www.bgcaofeden.org/</a> 8284 Main Street in Eden, NY, 14057 Phone: 716-992-2702
Eden Corn Festival, Inc.	Organizes and promotes the Eden Corn Festival.	<a href="http://www.edenny.org/edencornfestival">http://www.edenny.org/edencornfestival</a> Robert J Reed, Chairman PO Box 86 Eden, NY 14057 Phone: 716-992-9141 Fax: 716-627-3279 <a href="mailto:RTBReed@aol.com">RTBReed@aol.com</a>
Eden Chamber of Commerce	Advances the commercial, industrial, civic and farming interests of the Town of Eden.	<a href="http://www.edenny.org/chamber.html">http://www.edenny.org/chamber.html</a> Allen Schuster, President P.O.Box 2Eden, NY 14057, Phone: 716-992-4799

**Table 16 (continued).** Town and community groups.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Contact</b>
Eden Community Foundation, Inc.	Provides funds for projects that would enhance life in the Eden community and create a more desirable place to live.	<a href="http://www.edenny.org/foundation.html">http://www.edenny.org/foundation.html</a> P.O. Box 96 Eden, New York 14057 Phone: 716-992-4799 <a href="mailto:edenfund@yahoo.com">edenfund@yahoo.com</a>
Eden Historical Society	Researches and records the history of the Town of Eden.	Dorothea Meyer Town Historian Phone: 716-992-3488
Eden Central School District	Coordinates Grover L. Priess School, and Eden Elementary and High Schools.	<a href="http://www.edencentral.org/index.html">http://www.edencentral.org/index.html</a> PO Box 267 Eden NY 14057-0267 Phone: 716-992-3629 Fax: 716-992-3656 <a href="mailto:EdenCSD@aol.com">EdenCSD@aol.com</a>

**Table 17.** Grant opportunities and programs.

<b>Name of Organization</b>	<b>Grant Program</b>	<b>Contact</b>
National Endowment for the Humanities	<p><i>We the People America's Historic Places—Consultation Grants for Museums, Libraries, and Special Projects:</i> supporting the costs of conferring with a team of advisors to help identify key humanities themes and questions during the early stages of a project's development. Grants award up to \$10,000 for a period of 6-12 months.</p> <p><i>We the People Challenge Grants in US History, Institutions, and Culture:</i> supporting long-term costs such as construction and renovation for farm heritage. Grants range between \$300,000 and \$1,000,000.</p> <p><i>Implementation Grants for Museums and Historical Organizations:</i> supporting interpretive museum exhibitions and historical sites. Awards of up to \$350,000 for a period of 24 to 36 months.</p>	<p><a href="http://www.neh.gov/grants/guidelines/public-consult.html">http://www.neh.gov/grants/guidelines/public-consult.html</a>            Consultation Grants            Division of Public Programs            Room 426            1100 Pennsylvania, NW, Washington, DC 20506            Phone: 202-606-8269  <a href="mailto:publicpgms@neh.gov">publicpgms@neh.gov</a></p> <p><a href="http://www.neh.gov/grants/guidelines/challenge.html">http://www.neh.gov/grants/guidelines/challenge.html</a>            NEH's Office of Challenge Grants            1100 Pennsylvania, NW, Washington, DC 20506            Phone: 202-606-8309  <a href="mailto:challenge@neh.gov">challenge@neh.gov</a></p> <p><a href="http://www.neh.gov/grants/guidelines/implementation-museums.html">http://www.neh.gov/grants/guidelines/implementation-museums.html</a>            NEH's Office of Public Affairs            1100 Pennsylvania, NW, Washington, DC 20506            Phone: 202-606-8446  <a href="mailto:publicpgms@neh.gov">publicpgms@neh.gov</a></p>
NYS Office of Parks, Recreation and Historic Preservation, NYS Historic Preservation Office	<p>Administer funds for federal historic preservation and park programs.</p> <p><i>Historic Preservation Grants Program:</i> improving, protecting, preserving or restoring historic properties. Grants award up to \$350,000.</p> <p><i>NYS Barns Restoration and Preservation Program:</i> restoring and preserving of barns and related agricultural buildings in NYS. Awards up to \$25,000.</p> <p>Other grants are also available for <i>trail development</i>.</p>	<p><a href="http://www.nysparks.com/offices/">http://www.nysparks.com/offices/</a>  <a href="http://www.nysparks.com/grants/">http://www.nysparks.com/grants/</a>            Noelle Kardos            Niagara Reservation State Park, PO Box 1132, Niagara Falls, NY 14303            Phone: 716-278-1761            Fax: 716-278-1744</p>

**Table 17 (continued).** Grants opportunities and programs.

<b>Name of Organization</b>	<b>Grant Program</b>	<b>Contact</b>
NYS Department of Agriculture & Markets	Farmers' Market Grant Program: for constructing, improving and developing farmers' markets in NYS. Grant Awards for a project should not exceed \$50,000.	<a href="http://www.agmkt.state.ny.us/">http://www.agmkt.state.ny.us/</a> Jonathan Thomson 10B Airline Drive Albany, NY 12205 Phone: 518-457-7076 Fax: 518-457-2716 Jonathan.thomson@agmkt.state.ny.us
Erie County Department of Environment and Planning, Division of Planning and Economic Development	<i>Community Development and Housing—the Rural Transit Service:</i> improving infrastructure improvements. Different projects may be awarded grants from \$120,000 to \$195,000.	<a href="http://www.erie.gov/environment/planning_ecdev/communitydev_housing.asp">http://www.erie.gov/environment/planning_ecdev/communitydev_housing.asp</a> Thomas J. Dearing Community Planning Coordinator Edward A. Rath County Office Building 95 Franklin St., 10 <sup>th</sup> Floor Buffalo, NY 14202 Phone: 716-858-8390
The History Channel	<i>Save Our History National Grant Program</i> provides funding for projects that help students learn about and appreciate the history of their local communities. Grants range between \$1,000 and \$10,000.	<a href="http://www.saveourhistory.com">www.saveourhistory.com</a>



## Management Structure

An assessment of the existing structure of the Town of Eden government was done in order to identify how the future management structure of the Eden Regional Farm Museum would connect to the existing town government and community support structure. The town board and town government structure are identified in Tables 18 and 19.

The current planning committee for the Eden Regional Farm Museum includes the following: Town of Eden supervisor, personnel from the Natural Resources Conservation Service (NRCS) and Erie County Soil and Water Conservation District, local farmers and farm business owners, historians, and residents. The Chair of the committee is Town Supervisor, Glenn Nellis. The committee is currently discussing the possibility of creating a farm museum in the Town of Eden. No museum development actions have been taken at this time, and no mission or vision statements for the museum have been developed yet. Committee members have no assigned duties or responsibilities at this time.

A formal committee needs to be established that includes existing committee members and is expanded to include individuals representing the county tourism industry, local businesses, and other existing committees and local government departments. Some important Town of Eden committees to consider are: Agriculture Advisory Committee, Comprehensive Master Plan Implementation Committee, Conservation Advisory Board, Economic Development Committee, Hamlet Revitalization Implementation Committee, and the Planning Board.

After this formal committee has been established, the type of organizational/management structure that could best administer the Eden Regional Farm Museum will need to be determined. Potential management structures for the Eden Regional Farm Museum can be assessed by looking at other educational, agritourism destinations. A not-for-profit organization is likely to be the best choice for managing this farm museum because of increased grant opportunities. These organizations typically have a director, board of directors, and other needed staff. Some examples of farm museums run by not-for-profit organizations are:

- Sanborn Area Farm Museum, Sanborn, NY ([www.sanbornhistory.org/sanborn.htm](http://www.sanbornhistory.org/sanborn.htm))
- Garfield Farms, Geneva, Illinois ([www.garfieldfarm.org](http://www.garfieldfarm.org))
- Coopersville Farm Museum, Coopersville, NY ([www.coopersvillefarmmuseum.com](http://www.coopersvillefarmmuseum.com))
- New Hampshire Farm Museum, Milton, NH ([www.farmmuseum.org](http://www.farmmuseum.org)).

A for-profit business could also be established to manage the site. In order to obtain information about the management structure of a for-profit agritourism business, Critz Farms in Cazenovia, NY was assessed. This business is an educational Christmas tree farm that houses year-round interpretive programs for school groups, the general public, and families. The farm is run by a staff of approximately 35 people during its busiest season of Christmas. The staff is broken down into categories for each main function of the farm – Wreath Production, Farm Maintenance, Christmas Tree Sales, Gift Sales, Café Sales, and Educational School Tours. The different teams take on different roles to help cover other management needs during other seasons. Some staff only work the busier seasons when tours

are conducted or products are being harvested. The nature of a farm carries responsibility throughout the entire year, though. The website for this business is “[www.critzfarm.com](http://www.critzfarm.com).”

Overall, the Town of Eden has an impressive system of community leadership already established as well as an excellent emergency services system in place. The organization or business chosen for managing the farm museum will have many existing government agencies and committees to network with.

**Table 18.** Membership of the Eden Town Board.

**Glenn R. Nellis, Supervisor**

Director of Civil Defense  
Economic Development  
Drainage Committee  
Comprehensive Plan Implementation Committee  
Hamlet Revitalization Committee  
Association of Erie County Governments  
NEST - Solid Waste Committee  
Historic Preservation Committee

**Mary Lou Pew, Deputy Supervisor**

Eden Disaster Preparedness Committee  
Eden Fire Department  
East Eden Fire Department  
Eden Emergency and Rescue Squad  
Zoning Board of Appeals  
Technology Committee  
Code Review Committee

**Vincent Vacco, Councilman**

Agriculture Advisory Committee  
Street Lights Committee  
Traffic Safety Advisory Committee  
Eden Recreation Advisory Committee  
Eden Fire Dept  
East Eden Fire Dept  
Drainage Committee

**Timothy Walker, Councilman**

Traffic Safety Advisory Committee  
Eden Recreation Department  
Assessment Board of Review Committee  
Records Management Advisory Committee  
Code Review Committee  
Economic Development Committee  
Planning Board Committee

**Edward Krycia, Councilman**

Economic Development, Chair  
Library Committee  
Conservation Board  
Agricultural Advisory Committee  
Planning Board  
Eden Chamber of Commerce  
Comprehensive Plan Implementation Committee

**Table 19.** Town of Eden Departments and Volunteer Services.

Administrative Department  
Agriculture Advisory Board  
Assessors' Department  
Assessment Board of Review Committee  
Attorney (Town)  
Bingo Inspector  
Building Department  
Code Review Committee  
Comprehensive Masterplan Implementation Committee  
Conservation Advisory Board  
Clerk & Tax Receiver Dept.  
Council Members  
Court Department  
Dog Control Department  
Drainage Advisory Committee  
Economic Development Committee  
Eden Emergency & Rescue Squad  
Eden Disaster Preparedness Committee  
Eden Fire Dept.  
East Eden Fire Dept.  
Eden Police Dept.  
Eden Reserve Police  
Hamlet Revitalization Implementation Committee  
Highway Dept.  
Historian (Town)  
Historic Review Advisory Committee  
Library (Eden) Review Committee  
Organizations in Eden  
Planning Board  
Recreation Advisory Board  
Small Business Revolving Loan Committee  
Senior Citizens' Dept.  
Supervisor's Office  
Technology Advisory Committee  
Zoning Board of Appeal

## Recommendations

### ***Should the Farm Museum be developed?***

While only the Town of Eden can answer this question, SUNY CESF's tourism class believes that this museum does have the potential to be successful. This determination is based on the following:

- 1. Leadership and volunteerism are exceptional in the Town of Eden.** Eden is found to be a town with great leadership and a great ability to respond to community needs. These two qualities make Eden a good candidate to start a farm museum and to handle increased numbers of visitors to the Town and surrounding area.
- 2. The residents of Eden have determination to accomplish their goals.** Two recent efforts -- the community library and the boys and girls club -- indicate the perseverance that exists in the Town of Eden. This type of dedication will be needed to make the farm museum a reality.
- 3. The concept of a farm museum fits well with the current values and interests of residents of the Town of Eden.** This similarity of purpose between museum purposes and the local residents will likely make it possible to obtain the support of residents that is necessary for creating the museum.
- 4. An extensive and effective network of technical support for the proposed museum already exists.** There are several town committees already established that could assist the undertaking of a farm museum. Among these committees were the Agriculture Advisory Committee, Comprehensive Master Plan Implementation Committee, Conservation Advisory Board, Economic Development Committee, Hamlet Revitalization Implementation Committee, and Planning Board. In addition, government agencies such as the USDA Natural Resources Conservation Service are highly supportive of the effort.

The Town of Eden needs to carefully consider whether to move forward with the proposed museum because of the large impact this effort could have on staff and financial resources. Starting with a small facility based in the existing farm buildings and gradually turning the facility into a state-of-the-art interpretive center by adding new facilities (e.g., a rest room building and greenhouses) would be most effective for slowly creating a tourist attraction without creating financial difficulties. Fundraising efforts will be needed to purchase the museum property initially, and later for facility enhancements and construction. After the museum is in operation, membership dues, admission and program fees, campground fees, leasing property to farmers, and gift shop sales should be considered to maintain the economic viability of the museum.

## **Recommendations for the Farm Museum Site**

**Assess standing buildings on the proposed museum site.** Due to the inability of ESF's tourism planning class to visit the preferred museum site (i.e., the Horton property), the condition of each building must be assessed for its potential as a safe venue for interpretation to visitors. The structures on the site must be in good condition, allowing them to be rehabilitated for the Museum, or will need to be removed so that suitable facilities can be built.



**Figure 5.** Barnyard area.

**Enhance the external appearance of the farm museum.** The exterior of the facility will be the first thing that local residents and tourists see when driving by or visiting. The facility will need to look interesting in order to draw people in to explore the new establishment. It is recommended that the farm buildings be enhanced and beautified and that vegetation be removed from alongside the road so that the museum can be easily seen from the road.



**Figure 6.** Farmhouse complex.

**Layout of the farm museum complex.** It is recommended that the museum complex be initially divided into four sections:

1. a barnyard area,
2. a farmhouse complex,
3. a midway area, and
4. surrounding farm fields.

According to aerial photos, the barnyard area has four buildings of varying sizes and shapes within close proximity of the farm fields (Figure 5). The farmhouse complex (Figure 6), located south of the barnyard area, consists of three buildings -- the large farmhouse and two outbuildings. The midway, located between the barnyard area and the farmhouse complex, is currently devoid of any structures and is a prime area for program development (Figure 7). Farm fields are found to the east of these latter three zones. Each zone in the museum complex tells a different story that could be communicated in different ways.



**Figure 7.** The midway.

**1. The Barnyard Area.** This area contains four structures within close proximity to a farm field. All the recommendations made for this area are centered on the “working farm.” The first overall recommendation is that the Museum remains an active farm. The fields, orchards and barns should be used for demonstrations for farming. There should also be a variety of farm animals, commonly raised in the Eden area. The barns could also be used for a farm machinery display, showing both antique and new farm equipment. The dairy industry is highlighted in this area with two recommendations. The first is a display of different breeds of dairy cattle (a live cattle exhibit is preferred) with information about each breed. The second display depicts the evolution of milking, highlighting some of the more important innovations. There should be separate sections for each innovation displaying the equipment and showing how it works.

**2. Farmhouse Complex.** There are three parts to this area: the farmhouse and two outbuildings. The farmhouse looks, at least from an aerial view, to be of significant size. There are many possible uses for this building: (1.) a caretaker’s residence for the farm museum, (2.) a bed & breakfast, or (3.) museum staff offices. The bed & breakfast could accommodate those visitors who would like to experience life on a farm. Visitors could spend the day working on the active farm as part of the museum’s overnight experience. This type of program would likely be popular with families. It is recommended that the two outbuildings within this zone be used for educational purposes. The first building could house displays on agricultural processes and the industry as a whole. For example, a display entitled *World Wide Connections* could illustrate, on a globe, the places to which Eden’s produce has been shipped. The second building could house educational classrooms (that could also be used as community rooms) and museum offices.

A large parking lot placed near the farmhouse complex zone will be needed, considering that the proposed location is on a busy main road where roadside parking would be dangerous. The parking lot must be able to accommodate buses as well as cars, given that a primary purpose for the museum will be for school children and possibly motorcoach tours. A parking lot must be able to accommodate at least thirty cars along with three buses. Because on-site parking will be the only available place for vehicles to park, the lot needs to be able to accommodate visitors for the museum’s busiest times, including festivals and special events. It is recommended that a field adjacent to the main parking area be identified for overflow parking.

**3. The midway.** This area is located between the other two zones and, upon development of the museum, would serve to connect them. In this area are the farm’s vegetable and flower gardens and greenhouses, rest room building, and access to farm trails. Local garden clubs, or the visitors staying in the bed and breakfast, could help tend these gardens. There could also be an outdoor gathering space, containing a pavilion with picnic tables that fits both large and small groups, and an open space for interpretive demonstrations to take place.

Located in the Midway would be a series of newly-constructed greenhouses. The greenhouses could display Eden’s floriculture and specialty greens industries, by showing the processes that the plants go through from seed pot through maturity. A display entitled *From Seed to Salad* could educate visitors about the production of specialty greens grown in the

Town of Eden. The resulting greenhouse plants could be sold to visitors or at a variety of farmer's markets, with the profits going back to the museum. Educational classes could be offered in the greenhouses, allowing visitors (including school children) to learn about plant growth processes and plant their own seeds that they can take home.

In addition, a public restroom facility that meets all access regulations for visitors with disabilities is another necessity. This facility should be placed near the midway zone in order to be easily accessible to visitors from all three museum zones. A bathroom that can accommodate a busload of school children or a tour bus will require a moderately-sized building with five stalls for each gender at the minimum in order to serve the needs for visitors without creating lines and crowding. Drinking fountains are also a worthwhile addition to the bathroom facility. If a small campground facility is added to the site, a shower stall should also be considered for the bathroom. The facade of the rest room facility should reflect the farm atmosphere (e.g., a building that looks like a barn from the outside would be suitable). It would be optimal for the bathrooms to be open year-round, but this will cost more with regard to heating. The bathroom should be built so that the interior plumbing for the bathroom can be open through out the year, with the option of closing the outdoor plumbing for drinking fountains and the washing area. In addition to the rest room facility, one or more outside hand-washing stations will need to be built in the barnyard area to protect visitor health after petting animals or participating in other farm activities.

A picnic area that is large enough to handle large school groups in relative comfort needs to be included in the midway zone (in close proximity to the rest room building). The picnic area should include a covered pavilion to shield visitors from the weather. Picnic tables to accommodate 100 visitors at one time (i.e., two bus loads) should be considered. If a smaller number of tables is preferred, use of the picnic area by school groups can be staggered through scheduling. An inclusion of ten additional picnic tables outside the main pavilion area should be included to provide visitors a variety of options for eating, as well as the ability to take advantage of favorable weather. The inclusion of permanent grills next to these other picnic tables would encourage families to stay at the museum for the entire day. Trash receptacles should be included in the design of the picnic area. Installing a kid-safe playground (preferably with a farm theme incorporated into its design) adjacent to the picnic area would keep children entertained while adults prepare meals.

Finally, the midway could provide access to a series of trail loops that circle the farm fields and direct visitors through the greenhouses and farm buildings. These trails would be for pedestrian use only, but could provide access to the farm museum site from adjacent snowmobile trails. In addition, these trails could provide the means of creating self-guided tours of the farm museum property for visitors, either through the use of a brochure that educates visitors as they walk the trails or through interpretive signage along the trails.

**4. *Surrounding farm fields.*** The farm fields surrounding the three main zones could be used primarily for farming demonstration purposes. Leasing these fields to local farmers could continue on-site farming for visitors to see while reducing the workload of museum staff.



In the long-term, consideration should be given to converting a small portion of the farm fields into a small campground area. A campground would enable visitors to experience life on a farm throughout the day and night, and could be closely linked to hands-on interpretive programs. The campground should be placed near the proposed restroom building. In order to keep the campground a manageable size, a small campground loop consisting of ten campsites is recommended. The sites should be accessible by trailers, and a pump-out station and water spigots will be needed. These additions would cause a large increase in maintenance costs, but could enhance visitor experiences at the museum. The campground would also provide a source of income for the museum.

**Visitor safety considerations.** Visitor safety is of the utmost importance at the Eden Regional Farm Museum. Because of this, several considerations are important for the museum:

- Have a risk assessment of the site completed by a certified insurance agent to identify any potential risks to visitors;
- Carefully examine all existing farm structures prior to the opening day of the museum for potential hazards to visitors and redesign and refurbish as needed so that facilities meet local building code ordinances;
- Have employees undergo first aid training on an annual basis;
- Create an emergency plan for the museum that identifies what actions employees will take in the case of an emergency and includes emergency contact information;
- Have the museum director or other property manager assess the museum grounds every morning before the museum opens for any potential risks to visitors and maintain records of these daily assessments;
- Immediately repair any damaged facilities and keep visitors away from hazardous sites until repairs are made;
- Have a first aid station complete with first aid supplies and eye wash system in case of accidental contact with eye irritants (this station should be easily identified by visitors) and staffed by a museum employee at all times;
- If a petting zoo is included, have a hand-washing station next to it and, where necessary, barriers to separate large animals from visitors;
- Where appropriate, post hazard signage (talk to an insurance consultant about this);
- Extend the slow speed limit within the Hamlet of Eden to the entrance driveway of the proposed museum site;
- Alter the existing entrance to the proposed museum site so that it is not on a blind curve and so that vegetation blocking sight of the museum is removed.

**Visitor accessibility to the Eden Regional Farm Museum.** The Farm Museum will need to be in compliance with the Americans with Disabilities Act. Considerations for parking places for disabled visitors, wheelchair accessible building entrances and trails connecting buildings, accessible rest rooms, and educational programs for visitors with visual, auditory, and cognitive disabilities should be incorporated into museum activities and facilities.

**Museum security.** Depending on the items that will be on display in the farm museum, it may be necessary to purchase a security system and motion detection lights.

## ***Recommendations for Activities and Educational programs at the Farm Museum***

**Information facilities at the farm museum.** An information area needs to be included in the plans for the farm museum. This area should include information about surrounding attractions and businesses both within and outside the town, including but not limited to restaurants, hotels, other attractions and recreation areas. Directions and/or maps to these places as well as other public facilities within the town should be provided.

**Workshop facilities.** A large meeting room complete with kitchen facilities is needed for parties, meetings, and workshops. Local clubs such as the Future Farmers of America and 4-H that could hold their meetings in this space. The museum could also facilitate after-school programs for local schools and workshops for various agencies. Existing on-site buildings will need to be assessed to identify appropriate space for this type of facility.

**Interpretive and educational programs.** It is highly recommended that the Eden Regional Farm Museum develop a diversity of educational programs for visitors of all ages, from small children to older adults. Programs should be offered all year long, and should change with the seasons. The Museum could also offer classes to both visitors and community residents at times when it is possible for them to attend (e.g., in the evening and on weekends). Because of the focus of the developing Sanborn Area Farm Museum on crop farming, it is suggested that the Eden Regional Farm Museum highlight Eden's dairy farm, greenhouse, and floriculture history and industry. Crop fields should be included, but an effort will be needed to prevent extensive overlap with the Sanborn Museum. Off-site programs in local schools should also be considered. Many examples of educational programs offered at other farm museums could provide basic ideas for the Eden Regional Farm Museum (for example, the Billings Farm & Museum, in Woodstock, Vermont, offers a wide range of educational programs that vary from season to season). Some examples of programs that could be offered at the Eden Regional Farm Museum include:

- Enactments of historic farm life.
- Demonstrations of farming techniques (historic and current).
- Halloween-related events sponsored by local clubs.
- Educational programs such as "Quilting," "Propagating plants," and "Canning produce."

**Special events at the Farm Museum.** In addition to the educational components, various events could be held at the museum. Each different event will attract a different type of tourist group. New, annual festivals that educate visitors about and celebrate the importance of agriculture could be held at the museum. Some ideas of types of festivals include quilting shows, antique shows, craft fairs, antique car and farm equipment shows and demonstrations, and farm heritage days where on-site interpreters portray farmers from the past. Activities, such a chicken barbecues, craft show, or corn-judging contest, could be conducted at the museum as part of the corn festival. Events held at the museum can also include special parties such as themed birthday parties. In order to maintain visitation to the museum through

the winter, fun winter activities could be planned such as a horse-drawn sleigh ride or a snow sculpture competition. Because of the close proximity of the proposed museum site to snowmobile trails, snowmobile gatherings could also be held at the Farm Museum during the winter months.

**School programs.** The museum should focus efforts on becoming a popular destination for field trips for local schools. It is recommended that the farm museum work closely with local schools and teachers to develop farm-related curricula that teachers can use in their classes before and after visits to the museum. Special interpretive programs for school children at the museum will also need to be developed. It is highly recommended that school children leave the museum site with a memento of their visit (e.g., a small plant that they potted themselves) and an invitation to bring their parents and siblings back for a visit.

**Commercial enterprises at the museum.** It is recommended that several commercial enterprises be added at the farm museum. These enterprises would provide a source of revenue for the museum, enabling it to become a self-sufficient establishment, while boosting the local economy and benefiting local businesses. These services could be provided by local business owners, lightening the workload of museum staff. Some types of commercial enterprises that could be considered are:

- A country store could be added to the museum, where local farm goods from local producers are sold.
- A cider mill located at the museum but managed by a local entrepreneur. This type of facility would provide a great educational experience for visitors and a product for sale in the gift shop.
- A small corn maze (avoid competition with large corn mazes nearby).
- U-pick crops.
- A small campground and/or bed & breakfast.
- A weekly farmers' market.
- A snack bar selling local, farm foods.

**Self-guided and guided tours at the museum.** It is recommended that a trail system be developed around crop fields, greenhouses, barns, and other farm demonstration sites in order to facilitate the development of self-guided and/or guided tours of the museum property. A brochure and/or interpretive signage could be used to guide visitors along trail routes.

## ***Recommendations for Marketing and Promotions of the Farm Museum***

**Create a marketing and promotion plan for the farm museum.** A marketing and promotion plan for the proposed farm museum should be created that identifies target markets for specific promotional efforts, how and when promotional efforts will be implemented (include budgetary and staff considerations), how admission fees will be adapted to these groups, what activities and events will be provided to meet the recreational and educational needs of these groups, and local services and accommodations in the surrounding area that will meet their additional needs.

**Promotion of the farm museum in western New York schools.** It would be beneficial to promote the museum to teachers. A few teachers should be contacted initially to work with farm museum staff to identify educational materials and topics that would complement school curricula. Farm Museum programs reflecting these subject areas could be developed and promoted for school field trips. Potential subjects that would have a direct reference to the museum would be science, economics, and history.

**Promoting through a Farm Museum website.** A website should be devoted solely to the Farm Museum. Web pages for this site could contain information on the facilities that the museum has to offer, programs available for visitors, information about the history of the area, the purpose of the museum, and any other services offered at the museum. It is important to use many visuals on this website, provide interactive games and web-based activities, and keep the site updated with new information about museum events.

Links to the farm museum from the Town of Eden, Niagara Frontier, and “I love New York” websites will be needed. The homepage for the farm museum should be monitored to assess the characteristics of individuals visiting the website. Monitoring can be achieved in several ways. First, the farm museum link should have an active counter so hits the site receives may be tabulated. Next, this site should be utilized to obtain information on potential visitors by creating an inquiry link so that brochures may be sent out to potential visitors. This link would collect name, address, and email information, which would provide insight into the demographics of web browsers. It would also allow us to send follow up surveys, promotions, event information, and newsletters to their email accounts (a low cost form of promotion).

**Promotion of the Farm Museum through local businesses.** A strong relationship is needed between the farm museum and local businesses. The farm museum will assist local businesses by promoting their farm-based products and services to visitors. Local businesses can assist the museum by providing farm museum brochures to their customers and letting out-of-town customers know about this attraction.

**Monitoring promotional strategies.** Monitoring the effectiveness of promotional strategies is essential to identifying if they are effective at attracting customers or need to be stopped.

Seeking new markets through unique and ever-changing promotional strategies will be essential to the long-term success of the museum. Tapping into local markets such as schools and clubs will likely be the most useful method of promotion for the museum. However, effective monitoring efforts needs to be conducted as promotions to new market groups are organized in order to identify if marketing and promotional efforts are cost-effective.

Visitor trends in the Town of Eden suggest that a diversity of groups should be taken into account when developing questionnaires for evaluating visitor experiences at the Farm Museum. We suggest the utilization of several different types of survey devices. First, names and mailing/e-mail addresses should be obtained from all visitors. Individuals of groups should be recorded together under the specific title of their group, in separate logs.

Second, visitor surveys should be visitor specific. Follow up packages for teachers should be used to judge the children's experience and distinguish their likes and dislikes, so that exhibits and presentations may be created that better suit and interest children. Other visitors should have simple questionnaires that ask for feedback about their experience at the farm museum and the appearance of facilities. Surveys for visitors should be limited to one page and be multiple choice, with spaces provided for additional comments (Appendix A).

Using information collected from visitors, the museum should create a yearly report on visitor evaluation data. Visitor demographics as well as a discussion of feedback and possible improvements should be included in this report. This report would be very useful in guiding future visitor programs and efforts. The farm should also try to collaborate with other surrounding museums to discuss the characteristics of the visitors, and possible collaborative promotional and marketing strategies.

## **Recommendations for Management of the Eden Regional Farm Museum**

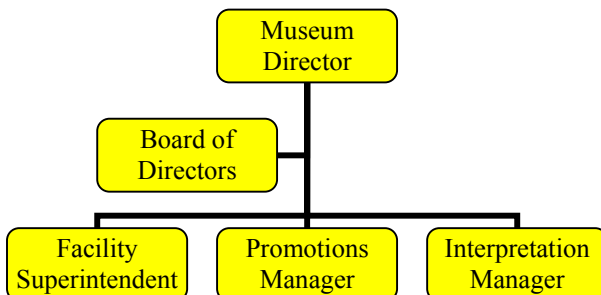
Several steps are needed in order to create a management structure that is effective for developing the museum and maintaining it once it is developed.

**1. Establish a formal Eden Regional Farm Museum Planning Committee.** This committee would be responsible for initiating the development of the farm museum. This group should consist of government leaders and staff, local historians, organization leaders, school district representatives, local business owners, chamber of commerce staff, attraction managers, and other residents interested in the development of the museum. This group's purpose will be to conduct initial fundraising efforts, obtain the property for the farm museum site, and create the not-for-profit organization that will eventually run the museum.

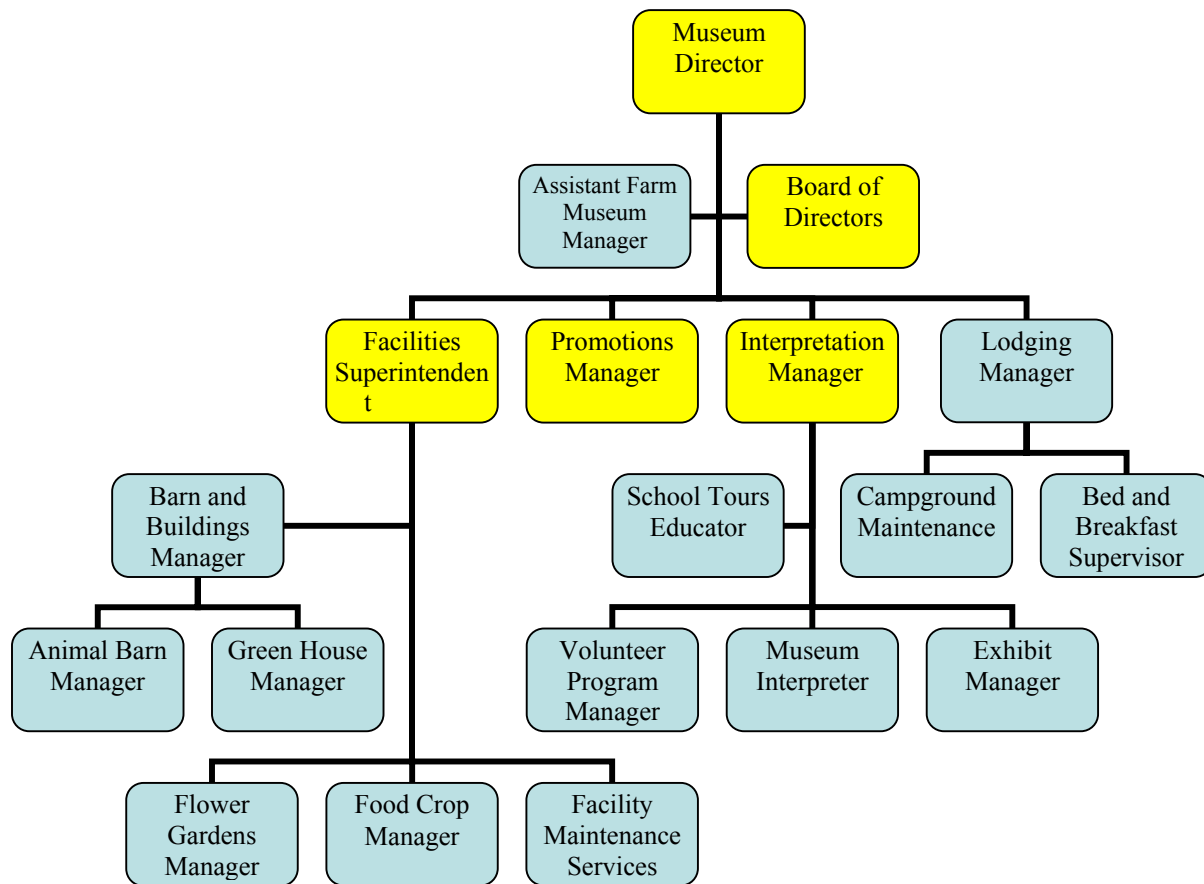
**2. Create a non-governmental, not-for-profit 501(c) (3) organization to develop and run the museum.** This organization should be membership-driven. The organization will initially function primarily for fund raising. After construction of the farm museum, this organization will manage and maintain the facility. This type of organization would be best for the farm museum because of its ability to accomplish the following:

- Obtaining local, state, and federal grants.
- Providing a needed community service without stressing the existing local government.
- Providing a mechanism through which members can accomplish similar goals.
- Providing a unified voice for community residents and businesses involved in farming and farm heritage.
- Obtaining tax and postage benefits.

**3. Implement a museum management structure in several stages.** Prior to the opening of the museum, the management structure should be comprised of the museum director and Board of Directors of the not-for-profit organization only. After the facility is ready for exhibit development, a professional interpretation manager with interpretation experience will be needed. One facility superintendent responsible for facility maintenance will also be needed. Once open, the management structure could appear as shown in Figure 8. Figure 9 shows a potential management structure for the facility in the long-term. Many of the museum positions in the long-term could be filled by volunteer staff.



**Figure 8.** Early stage of the Eden Regional Farm Museum management structure.



**Figure 9.** Long-term Eden Regional Farm Museum management structure.

## ***Recommendations for Financial and Technical Support***

**Planning the Eden Regional Farm Museum development.** In the early stage of museum planning, several sources can provide funding and technical assistance. Consultation Grants for Museums, Libraries and Special Projects provided by the National Endowment for the Humanities, We the People of America's Historic Places program can support the costs of conferring with a team of advisors to help identify the interpretive exhibits and themes for the Museum. The New York State Office of Historic Preservation can help the Town of Eden identify, evaluate, preserve and revitalize their historic and culture resources. This agency also provides grants for restoring and preserving barns and related agricultural buildings. The USDA Natural Resources Conservation Service can provide technical support. Four community groups – the Town of Eden Agricultural Advisory Committee, Eden Conservation Advisory Board, Town of Eden Planning Department, and Eden Historical Society -- are highly recommended to participate in the early planning stage.

**Building construction and restoration.** In this next stage, support will be needed for rehabilitation of existing farm buildings and the new construction of a rest room facility and greenhouses. A grant provided by the National Endowment for the Humanities, We the People Challenge grants program could support costs of construction and renovation of the Museum. New York State Office of Parks, Recreation and Historic Preservation—Historic Preservation Grants Program provides funding to improve, protect, and restore historic properties. Erie County Department of Environment and planning and Cornell Cooperative Extension of Erie County could provide technical support for the development of this project, as well as assistance with identifying other sources of funding. Local organizations within the Town of Eden (e.g., the Eden Community Foundation, Inc.) could help with fundraising in the community for construction-related projects.

**Museum maintenance, operations, and monitoring.** Few funding opportunities exist for long-term maintenance, operations, and monitoring. Because of this, it is highly recommended that the organization operating the Eden Regional Farm Museum quickly establish a membership and volunteer base that can assist with museum maintenance, operations, and monitoring. Local sponsors for the museum should also be identified. The National Trust for Historic Preservation does provide leadership, education, and advocacy for Museum maintenance and administration, and would likely be of assistance to the Eden Regional Farm Museum.

**Promotions and Marketing.** Several organizations are recommended for the financial and technical support for the recommendations of promotion. New York State Department of Economic Development, Empire State Development Corporation, Tourism Division coordinates marketing and promotion of tourism attractions statewide. Buffalo Niagara Convention & Visitors Bureau provides and promotes tourism information of Erie County. Boys and Girls Club of Eden and Eden Central School District can provide information and work together for the promotion strategies of the Museum.



**Interpretive exhibits.** Implementation Grants for Museums and Historical Organizations provided by the National Endowment for the Humanities can support internal and external interpretive exhibits at the Eden Regional Farm Museum. It is recommended that the Eden Regional Farm Museum cooperate with the Eden Corn Festival, Inc. and Eden Chamber of Commerce to create additional attractive sites and events. The Save Our History National Grants Program provided by The History Channel could also be a source of financial support for the Museum to enhance students' knowledge and appreciation of the agricultural history of Town of Eden. Technical support for exhibits could also be sought from local educational institutions such as the Cornell Cooperative Extension of Erie County and colleges such as SUNY Buffalo.

**Commercial tourism businesses.** There are several organizations and agencies that can provide financial and technical support for the development of tourism businesses within the Town of Eden. The USDA Rural Development Program is a potential source of support for economic and business development in the Town of Eden. The Business Council of New York State, Inc. and the Small Business Division of the New York State Department of Economic Development, Empire State Development Corporation can provide advice and statewide services for starting or growing businesses. A Farmers' Market Grant Program provided by the New York State Department of Agriculture & Markets can facilitate developing a farmers' market in the Town of Eden and at the farm museum site. The Eden Chamber of Commerce can work with the farm museum to benefit the commercial and industrial interests of the Town of Eden.

**Public facilities, security and transportation.** Public facilities improvement and construction within the Town of Eden and at the farm museum site will greatly benefit the museum. The Erie County Department of Environment and Planning could provide support to improve the infrastructure in Town of Eden. The Federal Highway Administration provides grants for transportation enhancements. The Town of Eden Highway Department and Planning Department could provide technical support for the improvement of infrastructure, public security, and transportation.

## ***Recommendations for the Town and Hamlet of Eden***

**Promotional recommendations for businesses in the Town of Eden.** Many local tourism-related businesses exist in the town of Eden that could be promoted in conjunction with museum operations. The farm museum must become a central player in promoting local business and attractions. For example, there are three antique shops in town that are promoted mainly on the Eden web page. These businesses could be advertised and perhaps incorporated as part of a tour between local communities that begins at the farm museum. The Kazoo factory and the Asa Warren House, along with local flower and produce stands, should be incorporated in a local tour as well. The museum should also be host to craft and antique shows to encourage family groups to come to the museum and promote local merchants.

**Regional inventory.** A new coalition of the towns of Eden, Evans, Brant, and North Collins and the villages of Angola, Farnham, and North Collins is currently working together to obtain funding to conduct an inventory of area cultural, tourism, and business assets. The proposed inventory will be used to promote area attractions to individuals and families as they leave the NYS Thruway at the Eden/Evans exit. A visitor center or vehicle pull-off with informational kiosk (described below) could be used to provide this information to visitors.

**Vehicle pull-offs.** To take advantage of the scenic roadside views of farmland and open spaces within the town of Eden, roadways should be assessed for scenic views and vehicle pull-offs installed at certain scenic locations. One place in particular that could have a pull-off would be on the Eden-Evans Center Road near the NYS thruway exit. The pull-off would have adequate space for several cars and would have a small information kiosk with information about the area as well as the services and attractions within and surrounding the town. Directions to parking and public facilities should be shown on this kiosk. Also, if there is space, two or three picnic tables and possibly grills could be placed at this area.

**Self-guided and guided tours.** Each attraction within the Town of Eden could be connected by either a guide or self-guide tours that are based on themes of farm heritage. This tour plan will allow each attraction, big or small, to be equally represented. Motorcoach tours could be scheduled as part of the Corn Festival to attract the largest number of visitors.

**Directional signage.** Signs directing visitors to various facilities and attractions are needed throughout the Town and Hamlet of Eden. Signage on I-90 should be installed since the constant flow of traffic lends itself to constant viewing by the general public. Also there should be adequate signage at the four corners in the center of the town and at major intersections within the town, pointing the way to local attractions. In the hamlet of Eden, attractive signs that reflect the historic character of the town should be used.. Signage should be considered for the following:

- Public parking (e.g., at the Town Hall);
- Attractions (i.e., farm museum, Kazoo Museum, Asa Warren House, Quaker Cemetery, historic mills, festival sites, etc...);
- Rest rooms.

**Rest room facilities in the hamlet of Eden.** Within Eden, a bathroom facility is needed that is open to the public throughout the year and that is easy to find. This does not mean building a new bathroom. It could simply mean putting up signs to the town hall and ensuring that this bathroom facility is maintained for public use, open throughout the week, and accessible by people with disabilities.

**Information kiosk at the Eden Chamber Park.** An information kiosk about the town and its surroundings is absolutely essential for the downtown area. The key attractions and businesses of the town and surrounding areas could be identified on a map located at this kiosk for visitors. Developing the Eden Chamber Park in the center of town as an information center could communicate to visitors what the area has to offer as well as directions to parking and restrooms. Interpretive information about the history of the town and local attractions would also be useful to visitors and would help to promote these sites.

**Picnic areas within the town.** Picnic areas at recreation facilities exist in varying sizes but there could be an increase in the number of picnic tables at some of these sites. For example, East Eden Park has a covered pavilion with only four picnic tables. In addition to more tables, permanent grills could enhance the picnic area. Trash receptacles should also be in place at all picnic sites or signs that direct ‘carry in-carry out’ use.

**Franklin Gulf Park.** Constructing basic visitor access facilities at the Franklin Gulf Park area should be a goal for the town as well as the county. At the minimum, the park could have an information kiosk located in a small parking lot and hiking trails. The parking lot could be small, with a carrying capacity of no more than one dozen cars. The information kiosk could show a map of hiking trails in the area and descriptions of each trail. A port-a-jon could be installed adjacent to the parking area. Using local volunteer groups such as the Boys and Girls Club and the scouts, the county could create a trail system with a minimal financial investment.

**Develop marketing statements.** Marketing statements are five-to-six word slogans used to promote the Town of Eden and the proposed farm museum. It is recommended that two marketing statements be developed: one for the Town of Eden and one for the Eden Regional Farm Museum. Both should reflect the history of farming in the area. The marketing statements will best benefit the Town of Eden and the proposed farm museum if the community participates the creation of the statements, either through a local contest or a community brainstorming session.

**Town of Eden marketing study.** When looking up demographic information for the Town of Eden, little information could be found with regard to visitor demographics. Demographic information should include type of visitor group currently coming to Eden (e.g., families, clubs, tour groups), why are they coming, when they coming, their gender, age, and where are they coming from. To get a better grasp on the who, why, when, and where, it is recommended that the Town of Eden do a marketing study. It is important that this be done before any major promotional decisions are made. Marketing studies are meant to give project planners a firm base on who they are going to market to. Potential visitor markets include: school groups, local families, families from outside the Town of Eden, individuals

interested in history (seniors are likely to comprise a large portion of this group), and motor coach tours. Once a marketing study is conducted, it will be more apparent who the target markets will be.

**Town of Eden Website promotions.** The Internet has become an important, cost-effective way to promote tourism attractions to visitors. The Town of Eden's website is a great resource that needs some minor modifications reach its potential as a promotional tool. As of right now, there is a considerable amount of text written about the local attractions on the website. Some text should be replaced with photographs or illustrations, and remaining text to be reduced to short paragraphs presented in an easy-to-read font. Text should be moved to an area where it is not the first thing that people see. The idea is to capture the viewer's attention and keep it on those first few pages. Recent photos of festivals should always be included. Being current and up to date is key to an impressive website. In addition, major search engines should be enhanced so that searches for "Eden NY," "tourism in Western New York," "agritourism," and "historic sites in Western New York" appear at the top of the search list. Eden needs to utilize existing sites by establishing links with the Kazoo Museum, *I love NY*, and Western New York Regional Information Network sites.

**Event evaluations within the Town of Eden.** Information from visitors to the Corn Festival should be gathered as well. Currently a car count is the only form of monitoring. We suggest that the parking attendants ask for group size and record this information. Volunteers can also be used to hand out small surveys to visitors as the visitors leave the festival site. These surveys may ask for information such as location of residence of visitors, how the visitors heard about the festival, group size, expected length of stay, and expenditures at the festival site and in the hamlet of Eden.

**Thematic banners in the Hamlet of Eden.** A popular way to advertise local attractions is the use of banners or flags. The existing American flags on telephone poles within the hamlet could be alternated with banners depicting the local attractions (e.g., the Corn Festival, the Asa Warren House, Kazoo Factory, and, should the Farm Museum become a reality, it as well).

**Develop a promotional brochure for local agritourism.** Creating a pamphlet that can be distributed at interstate rest stops, along the Seaway Trail, in stores, and at tourism promotion agencies is another tool for promoting the farm museum and other agritourism businesses and attractions within the town of Eden and surrounding towns.

**Enhance transportation connections between Buffalo and the Town of Eden.** A future connection to downtown Buffalo by bus through the *Niagara-Frontier Transportation Authority* is possible. This connection would greatly expand the potential visitor market for the farm museum in Eden and could help to educate thousands of residents in the city of Buffalo about farming in Eden and New York State.

**Enhance connections between the Seaway Trail and Eden.** Creating a spur that connects the *Seaway Trail* to the hamlet of Eden could greatly diversify the visitor markets traveling into Eden. The spur could go through the town of Evans to the *Seaway Trail* via West

Church Street to Eden Evans Center Road. The chair of the Planning Board and Division in the town of Evans, Sandra Brant, encourages the town of Eden to make such a proposal and would like to see some collaboration between the two adjacent towns. Developing a plan for this proposed spur would be needed in order to increase opportunities for funding. This spur could help the town of Eden enhance the regional tourism potential in the area, specifically between the town of Evans and the town of Eden. In addition, the spur could potentially encourage the *Seaway Trail* to add to its list of byway themes that of agritourism.

**Create additional protection mechanisms for preserving farmland in the Town of Eden.**

Farmland is rapidly disappearing in New York State. The town of Eden is currently located in an area that, according to the *American Farmland Trust*, that has “high quality farmland and high development” potential (American Farmland Trust 2004). The town of Eden has managed to maintain its agrarian culture. However, this could change as people living in urban and suburban areas decide to move into more rural areas. While zoning is currently in place to protect farmland, more permanent protection mechanisms should be considered by the Town. One option is creating a Purchase of Development Rights Program, whereby the Town of Eden would purchase from farmers their right to develop their farmland for purposes other than agriculture. In other words, the land could only be used for agricultural and other open space purposes in the future, no matter who purchases the land. Preserving open space is of particular importance to the success of the Eden Regional Farm Museum (this type of museum in a highly developed area would not be effective).

**Bicycle riding in the Town of Eden.** The town of Eden could promote road biking. The two state highways located within the town, 62 and 75 have nice shoulders for potential road cyclists who want to ride through a rural landscape. The hamlet of Eden already has 3 bicycle racks in place for bicyclists to use while enjoying a bite to eat at some of Eden’s local restaurants and convenience stores. Many of these bicyclists could potentially ride through Eden from the spur previously discussed off of the *Seaway Trail*, or visit from the nearby city of Buffalo. Organized bike events could also be created to promote the rural roads within the Town of Eden.



## Related Literature and Websites

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