



## 2017-18 East Rochester Chamber of Commerce Scholarship Program

The East Rochester Chamber of Commerce will be awarding a **\$1,500** college scholarship to an outstanding ER High School senior who demonstrates (1) strong leadership skills, (2) an understanding of the geographic dynamics between ER's residential and commercial districts, and (3) a positive outlook on the economic advancement of ER as a thriving business community. This year's theme is **"Re-branding ER's Image for 2019."**

**Eligibility:** Applicants must (1) be a graduating senior of ER High School for the 2017-18 academic year and (2) plan to attend an accredited college or university in the 2018-19 academic year.

**Selection process:** The scholarship recipient will be selected based on his/her academic performance, community involvement, extracurricular activities, and Part A and Part B responses. The winner will be notified on or before Wednesday, May 2, and be presented with his/her scholarship at the ERHS Awards Assembly (Thursday, June 14).

**Application process checklist:** To apply, students must complete and submit this application in full to Mrs. Verdi in the Guidance Office by Thursday, April 12. Your application packet must include the following:

this application     transcript     a list of extracurricular and community service activities  
 academic written recommendation     personal written recommendation  
 Part A: essay     Part B: choose one option

**Part A: Essay on "Re-branding East Rochester's Image for 2019" (must complete)**

You have been commissioned to design a Marketing Plan that outlines your vision of East Rochester as a shopping destination for 2019. Describe your target audience, and address ER's business highlights/strengths – along with any untapped potential. Describe what marketing materials/methods that enhance ER's commercial image you intend to produce, distribute, and/or commission, and the content you'll include. Explain why people should visit and shop in ER (as opposed to, for example, Fairport or Pittsford). Discuss how you support local businesses by providing examples of your local shopping habits.

**Part B: Choose one of the options below. (please circle your option)**

- Option 1 – Film a commercial promoting ER as a shopping destination.
- Option 2 – Write and record a jingle promoting an ER business, or ER as a shopping destination.
- Option 3 – Write a brief essay addressing these questions: In a landlocked community such as ER, how do/can businesses market and reinvent themselves? How do/can they continue to establish and demonstrate their value?
- Option 4 – Interview two ER business owners. Ask them, for example.... What are their views on ER as a place for their business? How do they envision ER's future? Provide a written record of the questions and their responses, and include a few of your thoughts and opinions on what they had to say.
- Option 5 – Interview a local government official about the Eyer Building and its impact on ER's future.

Please feel free to visit our Website at [www.erchamber.org](http://www.erchamber.org). And if you have any questions, email us at [info@erchamber.org](mailto:info@erchamber.org).

Name \_\_\_\_\_

Phone number(s) \_\_\_\_\_

Email address(es) \_\_\_\_\_

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