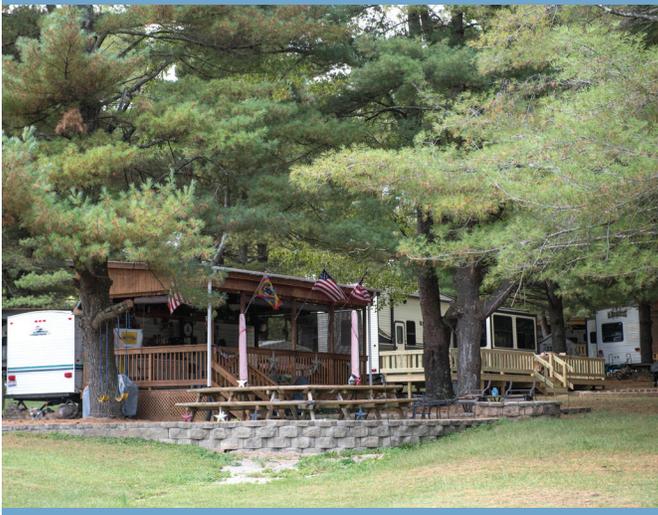


## Success Story

### Long's Retreat Family Resort



Latham, Ohio



Long's Retreat Family Resort, located in Latham, Ohio, a township within Pike County, opened more than 25 years ago, to service the tourist attractions in the surrounding area. With a man-made lake stretching more than 20-acres wide, the resort offers swimming, canoeing, paddle boating, and much more to visitors. The resort also offers recreational land activities such as go-karts, mini golf, carousel, and a video arcade.

Employing more than 100 seasonal employees from Memorial Day to Labor Day, the site has overnight campsites suitable for the biggest RV's to primitive tents, cabin rentals, and seasonal sites. When the resort first opened in 1971, there was little need to consider a marketing strategy. However, as time went on, the resort staff found an increasing need for a user-friendly website.

"It is my job to promote Long's Retreat Family Resort as a network", said Brya Long-Jimison, director of operations at Long's Retreat Family Resort. "This resort is such a great place and I want to use every tool I possibly can to tell people about it".

Long-Jimison reached out to Melissa Carter, a Business Specialist at The Ohio State University South Centers Small Business Development Center (SBDC) for help. The two met at a meeting, where Carter provided guidance on web content and digital marketing strategy. Soon after, Long-Jimison requested immediate assistance from Carter and the SBDC to help create a website for the resort.

"She wanted a website of her own and one that she had complete access to and could update very easily", Carter said. "Today, it is so crucial for a small business to be up to date with all of their digital marketing. We helped Long's Retreat Family Resort achieve that."

Carter and Long-Jimison worked together to create the site through Wix.com, a web development company. They added a new map of the campground to the site, and are currently working on adding an online booking option.

"You can do so much so easily on this site. Melissa has been helping me tremendously with the additions, and she's always available to answer my questions", Long-Jimison said. "She has helped save this company an immense amount of money, and I am so grateful for all of her guidance".

For more information or to plan a trip to Long's Retreat Family Resort, visit: [www.longsretreat.com](http://www.longsretreat.com).

For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: [sbdc.development.ohio.gov](http://sbdc.development.ohio.gov)