

**ADVERTISING, MARKETING AND PROMOTION**  
**IMPLEMENTATION PLAN**

**A Renewed Path Forward**



**For the Tourism and Economic Development of the**

**TOWN OF JOHNSBURG**

**Town Board**

**Submitted: June 19, 2018**



Prepared by: Website Development Shop, Inc.  
Copyright © 2018 by Website Development Shop, Inc. All Rights Reserved.

## Table of Contents

<b>1. Introduction, Executive and Recommendations Summary and Documents Reviewed</b> .....	<b>3</b>
A. Introduction .....	3
B. Recommendations Summary .....	5
C. Documents Reviewed .....	6
<b>2. FWHC Plans and Implementation Plan Organization</b> .....	<b>7</b>
A. First Wilderness Heritage Corridor Plans .....	7
B. Implementation Plan Organization .....	8
<b>3. Presumptions, Exclusions and Constraints</b> .....	<b>9</b>
<b>4. Management of Implementation Objectives</b> .....	<b>10</b>
<b>5. Phase 1 Implementation Package</b> .....	<b>11</b>
<b>6. Primary Objectives</b> .....	<b>12</b>
A. *** Asset Inventory .....	12
B. *** Website Development .....	14
C. “Trails” Development .....	21
D. Revision or Recreation of the Town Seal/Logo .....	23
E. Social Media Creation, Management and Influencer Marketing .....	25
F. Geocaching, *** GeoTrails and GeoTours .....	28
G. Print and Broadcast Media .....	35
H. Mobile App Development .....	40
I. Kiosk and Graphic Display Development .....	41
J. Contracting with Tourism Promotional Companies .....	45
K. Local Internet Advertising .....	47
<b>7. Modification and Acceptance</b> .....	<b>48</b>
<b>8. Glossary</b> .....	<b>49</b>

# **1. Introduction, Executive and Recommendations Summary and Documents Reviewed**

## **A. Introduction**

This Advertising, Marketing and Promotion Implementation Plan (hereinafter “Implementation Plan” or “Plan”) was created by Website Development Shop, Inc. (hereinafter “WDS”) to enable the Board for the Town of Johnsburg to effectively and efficiently make informed decisions regarding the advertising, marketing, promotion, publicity and branding<sup>1</sup> in order to enhance and increase tourism and economic development of the Town of Johnsburg and its natural, aesthetic, community and commercial assets. This Plan leverages previously recommended approaches as outlined within the many studies and plans preceding this document<sup>2</sup>, and sets forth new objectives which bring fresh and updated methods for consideration.

In accordance with the May 22<sup>nd</sup>, 2018 Proposal to Create Advertising, Marketing and Promotion Implementation Plan, submitted by WDS to the Town of Johnsburg, Economic Development Committee and Advisory Board Members, this Implementation Plan will also contribute additional advertising, marketing and promotional concepts and vectors in consultation with the Economic Development Committee Advisory Board and will provide the costs for the attainment of those objectives that WDS can provide, either as a direct service or as a management consultant for the implementation of objectives directed by the Board.

In pursuit of placing as many objectives as reasonably possible within the remaining budget (\$6,750.00), WDS offers the Town package pricing. This allows the Town to bundle separate yet interrelated WDS professional services and enjoy a 40% cost savings should such services have otherwise been provided resulting in cost-effective and efficient implementations. As a point, the \$6,750 for both the asset inventory and mobile device compatible website development, with SEO and the GPS enabled trails system is below the area standard rate for website development alone<sup>3</sup>.

This Plan answers the following questions as related to the advertising, marketing and promotion of the Town and its segments:

---

<sup>1</sup> As ‘marketing’ is simplistically defined as ‘putting the right product in the right place, at the right price, at the right time’, this document condenses the terms “advertising”, “marketing”, “promotion”, “publicity” and “branding” into the term “marketing” unless otherwise defined and noted.

<sup>2</sup> These studies and plans are set forth within the section entitled “Documents Reviewed”, below.

<sup>3</sup> “Depending on the size and complexity of the website along with the factors noted above, our custom designed, responsive (mobile-optimized), search engine-friendly websites that are easily updatable typically start around \$7,000.”

<https://www.mannixmarketing.com/blog/website-design-cost/>

1. Which previously proposed objectives are still relevant? Objectives no longer relevant (outdated, rail link no longer viable, etc.) have been omitted.
2. Out of the relevant objectives how many have been and have yet to be achieved? Only those objectives which have yet to be achieved are noted within this Plan.
3. What new marketing, advertising and promotional objectives are desirable (such as the development of a holistic view of “Trails” as a definitive tagline for exploration of the Town, how to leverage “Base Camp of the Adirondacks” for the Hamlet of North Creek, development of a GPS mobile app guide that does not rely on cellular service, etc.)? This question is addressed within this Plan.
4. How can existing and emerging marketing, advertising and promotional objectives be unified to be consistent with the First Wilderness Heritage Corridor plans and provide distinct brand and market differentiation (i.e. “identity”) within the First Wilderness Heritage Corridor for the Town and its segments as opposed to other areas within the Corridor? This question is addressed within this Plan.
5. What methodologies, products and/or services and their associated fees and costs are required to achieve the refined list of objectives? This question is addressed within this Plan.
6. What are the time frames for completion of each objective within the refined list? This question is addressed within this Plan.
7. How can the effectiveness of the realization of each objective be measured? This question is addressed within this Plan.
8. Which objectives can be completed within the currently budgetary constraints and in the least amount of time to ensure better exposure for the Town and its segments for the fast arriving 2018 summer and fall seasons? This question is addressed within this Plan.

By answering these questions the Town Board and its associated committees can, upon a cost/benefit analysis, make informed choices as to the prioritization and funding of the objectives.

In addition, costs for the attainment of those objectives that WDS can provide, either as a direct service or as a management consultant for the implementation of objectives directed by the Board

This Plan also sought to provide methods to clarify the purposes and branding of the Town's 4 official websites (<http://www.johnsburgny.com>, <http://myplace.frontier.com/~johnsburgassessor/JohnsburgAssessor.htm>, <http://www.gorechamber.com> and <http://visitnorthcreek.org>), as well as either improvements to or complete redesigns of such websites. Upon more in-depth review, as the focus of this Implementation Plan is for the tourism and economic development of the Town as a whole, as each of the 3 current websites either do not or cannot fulfill that purpose, this Plan instead recommends development of a new, fourth website for the town specifically to fulfill the tourism and economic development website objective.

Search Engine Optimization (SEO) of the content within the new website is addressed as is management of the Town's social media presence, recommendations for off-line advertising and marketing, and additional concepts for the advertising, marketing and promotion of the Town and the segments (sub-regions, hamlets, etc.) contained within it.

All initial implementations (Phase 1) will be in accordance with the current budgetary considerations provided. For those objectives which exceed the current budgetary constraints, timelines and budgets for achieving them are be proposed as Phase 2 or Phase 3 projects.

## **B. Recommendations Summary**

Recommendations were established upon lengthy review of 12 relevant documents, how each recommendation would be consistent with First Wilderness Heritage Corridor plan components, current budgetary constraints, the residual value for the Town following completion of the objective(s), the effectiveness of the objective(s) in achieving positive branding and exposure for tourism and economic development of the Town, the time required to complete the objective(s) in the context of the approaching summer season, which objectives are foundational and prerequisites for other objectives, which objectives can be completed in parallel and which in sequence.

Accordingly, WDS recommends the following objectives be completed during the following phases occurring over a 9-month period;

### **Phase 1: Objectives completed in July 2018**

Creation of an asset<sup>4</sup> inventory and development of a new, responsive (mobile device compatible), search engine optimized tourism and economic development website which is secure and handicap accessible.

---

<sup>4</sup> Defined within the Glossary section, below.

The acquisition, analysis and reconfiguration of 2 kiosks from the Lake George Regional Chamber of Commerce and CVB is also recommended as is the creation/recreation of a Town seal/logo and a conference with tourism promotional company New York's Best Experiences.

### **Phase 2: Objectives completed November 2018 – February 2019**

Additions to the asset inventory for seasonal changes, website feature set additions to include a Business/Attraction Directory System, Event Calendar System, social media integration, metrics code and software installation and monitoring.

Further recommendations for this phase include social media creation, management and influencer marketing, the creation of geocaching GeoTrails and print advertising.

### **Phase 3: Objectives completed in April 2019**

Final additions to the website feature set to include a Photo Gallery System, News System, e-Mail Newsletter System and a Banner Advertising System. Conversion of geocaching GeoTrails into a GeoTour, mobile app development, additional print media marketing, radio and television advertising and local Internet marketing on LakeGeorge.com.

## **C. Documents Reviewed**

In order to provide an adequate basis for the recommended objectives the following documents have been reviewed prior to the preparation of this Plan which include but are not limited to the following;

1. North Creek Action Plan (1993)
2. Rediscovering the First Wilderness – Inter-Municipal Redevelopment Strategy for the Northern Hudson River (2000)
3. First Wilderness Market Study (2003)
4. Town of Johnsburg Comprehensive Plan (2005)
5. Economic Impact Study of Gore Mountain Interconnect (2003-2007)
6. “Purely Adirondack” Johnsburg Marketing Plan (2009)
7. First Wilderness Scenic Byway Corridor Management Plan (2015)
8. Action Plan Update - Rediscovering the First Wilderness (2015)
9. First Wilderness Heritage Corridor – Marketing and Promotional Plan (2016)

10. Warren County Comprehensive Destination Research and Strategic Review - 2016
11. The Economic Impact of Tourism in New York – 2016
12. Leisure Travel Study for Essex, Franklin and Hamilton County Regions – 2016 Country Visitor Profiles and Regional Return on Marketing Investment Analysis – ROOST (related due to the visitor demographics and behaviors within these adjacent counties most closely resembling the target market tourism base for the Town of Johnsborg and Northwest Warren County)

## **2. FWHC Plans and Implementation Plan Organization**

### **A. First Wilderness Heritage Corridor Plans**

The objectives contained within this Implementation Plan are in conformance with the consistency mandate of the following First Wilderness Heritage Corridor (hereinafter “FWHC”) plan components;

1. Rediscovering the First Wilderness – Inter-Municipal Redevelopment Strategy for the Northern Hudson River (2000)
2. Action Plan Update - Rediscovering the First Wilderness (2015)
3. First Wilderness Heritage Corridor – Marketing and Promotional Plan (2016)

The FWHC plan components are submitted as part of the New York Secretary of State’s Local Waterfront Revitalization Program which promotes the creation of Local Waterfront Revitalization Plans (hereinafter “LWRP”) . A distinct benefit of the LWRP is the legal ability for the State of New York to ensure that all actions proposed therein only occur if they are consistent with the LWRP. This is known as the “consistency” mandate and is codified within Title 19, New York Codes, Rules and Regulations (NYCRR) § 601.7;

§ 601.7 Review of approved programs.

(a) The secretary shall periodically review the administration and implementation of every approved LWRP to assure, among other things, that the local government itself acts consistent with the goals of its approved LWRP.

(b) The secretary shall, after written notice to the legislative body of the participating local government, revoke approval if at any time he/she finds that the policies and goals of the approved LWRP are not being carried out in accordance with the terms of such LWRP.

Consistency with the FWHC plan components would also prove useful for seeking out additional funding for the achievement of objectives which this Implementation Plan recommends be pursued in later phases as the objectives recommended for completion in Phase 1 are foundational prerequisites for those future objectives, will result in the Town's acquisition of tangible, sustainable resources (media and a website) and can be achieved using the funds remaining in the current budgetary allotment (\$6,750.00).

The FWHC plan components recommended a broad array of approaches and objectives to market segments of the Corridor with specific sections for each Town. Those objectives were then analyzed for relevancy and viability and removed from consideration accordingly (e.g., those connected to the Saratoga and North Creek rail line service) while others were updated and consolidated with new concepts. The resulting recommendations were then considered in light of 6 factors;

1. Consistency with FWHC plan components,
2. Current budgetary constraints,
3. Residual value for the Town following completion of the objective(s),
4. Effectiveness of the objective(s) in achieving positive branding and exposure for tourism and economic development of the Town,
5. Time required to complete the objective(s) in the context of the approaching summer season,
6. Which objectives are foundational and prerequisites for other objectives, and
7. Which objectives can be completed in parallel and which in sequence.

As the current budget and time constraints do not permit the pursuit of all objectives recommended, the Implementation Plan is divided up into a multi-phase approach. The 3 Phases will encompass a 9-month period which will allow time for additional funding to be sought and most remaining objectives to be achieved before the next summer season.

This Plan directly references those relevant directives provided for within the First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016 where indicated. Some of these directives are expanded upon to allow for more complete fulfillment of the objectives provided herein.



## **B. Implementation Plan Organization**

This Plan is segmented into 3 phases with each objective within the project identified as being completed during Phase 1, Phase 2 or Phase 3 throughout a 9 month period from July 2018 through and including April 2019. Objectives recommended for completion within their respective phases is provided so that foundational prerequisites occur first with subsequent dependent objectives achieved afterward. The period and duration of each phase coincides with funding opportunities utilizing the current budget (Phase 1) and for the upcoming November 2018 (Phase 2) and April 2019 (Phase 3) application windows for occupancy tax grants.

Phase 1: Objectives completed in July 2018

Phase 2: Objectives completed November 2018 – February 2019

Phase 3: Objectives completed in April 2019

This Plan also identifies whether an objective is a foundational prerequisite to the achievement of a subsequent objective. As some objectives may be seen as attractive due to lower cost, and that it may be tempting to pursue lower cost objectives first, care and discipline should be invoked to ensure that objectives which require prerequisite accomplishments are not embarked upon prematurely as such will inevitably lead to loss of time and significantly greater expense over the longer term.

## **3. Presumptions, Exclusions and Constraints**

It is presumed that the Town is familiar with the history of the Town, the Adirondack Region and the First Wilderness Heritage Corridor (hereinafter “FWHC”). Therefore, in the interest of brevity, this Plan does not include a lengthy recitation and repetition of historical facts well and thoroughly presented within the previous studies and plans cited above.

The scope of this Plan is limited to the advertising, marketing, promotion, publicity and branding of the Town of Johnsbury as such are consistent with the series of First Wilderness Heritage Corridor studies and plans. As such, this Plan deliberately omits addressing those sections within such previous studies and plans which focus on infrastructure, architecture, construction, physical maintenance and other peripheral matters.

As many of the marketing recommendations the FWHC plan components were created with a heavy dependence on rail travel into the corridor, those recommendations are either excluded in their entirety or repurposed to fit current circumstances where possible (e.g., acquisition and use of kiosks).

An initial budget of \$10,000 was approved by the Town Board and is considered Phase 1 funding for the purposes of financing this Implementation Plan and those objectives identified as being capable of completion with such allotment.

Volunteer provided labor and/or services is not considered or included as this writer cannot forecast the sources of sufficiently trained and suitable volunteers nor their availability for work on the attainment of the objectives within the time period(s) proposed.

While initially proposed for inclusion within this Plan the formation of a tag line or motto for the Town cannot be provided until after the comprehensive asset inventory is completed as there is no credible way to analyze the totality of the Town's attractions otherwise. Further, the complex and disjointed web and social media presences of the Town need to be refined, in some cases consolidated and in all instances serve their own purposes but with consistency of branding so that users know they are interacting with the same municipality irrespective of the website or social media platform in which they do so. The scope of this Plan was limited to advertising, marketing and promotion of the Town, yet, as more fully explained within Section 6, Primary Objectives, sub-section B, Website Development below, none of the Town's 4 "official" websites can be modified to solely serve this purpose.

## **4. Management of Implementation Objectives**

While there are many talented individuals who may wish to assist in the completion of tasks as enumerated within this Plan, it is critical that all work be centrally coordinated to avoid duplication of effort, the addition of tasks not previously conceived due to work being completed out of proper sequence and the inevitable additional costs that fragmented efforts, no matter how well meaning, will produce due to the lack of consistent and unified conduction of operations undertaken to achieve this Plan's objectives.

Accordingly, WDS proposes to manage the implementation of all objectives for which it is responsible under contract to provide its professional services and to take on the role of Implementation Coordinator in furtherance of those aims. In order to reasonably ensure all efforts toward achievement of such objectives are consistent with WDS' contractual responsibilities, the Town would be required to provide WDS managerial control over the scheduling, staffing (paid and/or volunteer) of all tasks associated with its achievement of such objectives.

## **5. Phase 1 Implementation Package**

The Asset Inventory and Website Development Proposal and Contract, (hereinafter “Contract”), submitted on May 15, 2018 and revised on May 16, 2018 and incorporated herein by reference provides package pricing which encompasses the first two foundational prerequisite objectives as recommended within this Plan for completion during Phase 1. WDS has proposed through such Contract that it act as the asset inventory provider and website developer to achieve the Phase 1 objectives.

Each objective included within the Phase 1 Implementation Package is indicated by a blue triple asterisk (\*\*\*) .

These objectives are more fully described within the Primary Objectives section, below, and are enumerated here for clarity;

1. Asset Inventory: To including the cataloging of all available attractions such as retail and commercial establishments, dining, recreational, entertainment, lodging, camping, hiking and biking trails, snowshoeing, winter hiking, skiing, events, creative studies and such other categories as may later be identified to include new images and video of such attractions where such can be acquired.
2. Website Development: Creation of a new website, including SEO (Search Engine Optimization) solely dedicated to tourism and economic development for the Town of Johnsbury.

The Town will save 40% over WDS standard rates should it accept the package offered. WDS standard rates are generally at or below average industry rates<sup>5/6/7/8</sup> for the level of experience and services provided.

Package Cost: \$6,750.00

Additional implementation packages for the remaining 2 phases will be offered to the Town as funding is made available and as WDS can adequately assess which objectives can be provided to the Town with the funds allotted.

---

<sup>5</sup> <https://www.markbrinker.com/website-cost>

<sup>6</sup> <https://websitesetup.org/website-cost/>

<sup>7</sup> <https://thinkmobiles.com/blog/how-much-does-website-cost/>

<sup>8</sup> <https://digital.klood.com/blog/what-is-average-cost-of-website>

The Contract is relevant only for those objectives stated therein and identified herein for Phase 1 implementation. The Town's acceptance of such Contract does not bind the Town to any future commitment to contract with WDS for any additional work, such as the completion of work to achieve objectives recommended for Phase 2 and/or Phase 3, out of the scope of said Contract.

## **6. Primary Objectives**

The following sections describe the relevant primary objectives as provided for within the most recent FWHC plan component entitled First Wilderness Heritage Corridor – Marketing and Promotional Plan (2016).

### **A. \*\*\* Asset Inventory**

FWHC Directive: “Create and maintain inventory of all recreation trails and associated trailheads”  
First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

This Plan expands upon this asset inventory concept to additionally include the cataloging of all available, relevant assets. “Assets” are defined as attractions available for the use and enjoyment of the general public such as retail and commercial establishments, dining, recreational, entertainment, lodging, camping, hiking and biking trails, snowshoeing, winter hiking, skiing, events, creative studies and such other categories as may later be identified.

The Asset Inventory is a foundational prerequisite to the Website Development and Trails Development objectives with the GPS coordinates taken during the Asset Inventory utilized within the “trails” section of the website and which can be further used for many of the geocaching nodes within a GeoTrail or GeoTour as recommended.

The asset inventory would collect as much information as possible about each asset, complete with GPS coordinates, new images and/or video for use by the Town in its variety of promotional pursuits. Raw video footage can be the basis for production quality material within Instagram YouTube channels, for television commercials and for display within digital kiosks.

Currently, there is no single resource which provides information, images and/or video for the assets of the Town. Resources which are present and could be gathered are largely of insufficient quality (e.g., outdated and/or pixelated images), unorganized and/or have previously been used on the Internet or in publications rendering such media as “duplicate content” to search engines (which lower organic search rankings) or would be redundant to consumers.

Duplicate content is content that appears on the Internet in more than one place. When duplicate content is present, site owners can suffer rankings and traffic losses.<sup>9</sup>

The lack of a proper asset inventory would result in the delayed development of the website, continued and repeated efforts of the Town to seek out and acquire media for each new promotional endeavor (e.g., web, social, promotional video, publications, newsletters, brochures, posters, kiosks, etc.) wasting valuable time and scarce financial resources. The inventory would provide a reservoir of information and imagery for use throughout the Town's various promotional life cycles.

The Economic Development Committee and Gore Mountain Region Chamber of Commerce would be tasked with providing their asset inventory provider (e.g. WDS) with a list of assets. Assets not requiring interaction with local businesses should be visited and cataloged by the provider's personnel. When local business interaction is required, Cassandra Burns should contact such local businesses, acting as introductory liaison between the provider and such businesses. The provider should then schedule dates and times with the businesses to create the respective asset inventory.

It is of the utmost importance that all stakeholders, including all participating local businesses and attraction venues, etc., are informed of the importance of this new inventory, partner with the Town, Cassandra Burns and the asset inventory provider, who should manage and conduct the asset inventory, to acquire the new content quickly and efficiently. In order to minimize the expense to the Town, stakeholders should provide free access to their public-facing facilities if payment for admission is required. Otherwise, the Town is likely to be required to remit additional payment beyond the scope of this Contract for admission.

Phase 2 and 3 of the asset inventory are required to obtain fresh media assets during various seasonal changes and for those assets only available during certain seasons or which have multi-season attractions. The Implementation Plan provides additional details and costs.

Direct measurement for the effectiveness of the asset inventory cannot be adequately made as there is no current inventory for comparison. However, indirect cost savings can be inferred through the Town's examination of past invoices from third parties for the creation of promotional materials for which the acquisition of content was billed.

---

<sup>9</sup> <https://moz.com/learn/seo/duplicate-content>

**Costs:**

PHASE 1 - Objectives completed in July 2018

Asset Inventory (not included within the Phase 1 package): \$ 2,100.00

Asset Inventory (WDS Phase 1 Package): \$ 1,400.00

Asset inventories for the following 2 phases will require less time than the Phase 1 asset inventory as the base inventory format and asset location tasks will be largely completed.

PHASE 2 – Objectives Completed November 2018 – February 2019

Asset Inventory (projected): \$ 750.00

PHASE 3 – Objectives Completed April 2019

Asset Inventory (projected): \$ 750.00

**B. \*\*\* Website Development**

FWHC Directives: “Increase promotion of “shoulder season” events and activities in the Winter and Spring”, “Promote multi-day community events and entertainment that would encourage overnight stays for visitors”, “Find the fit between the community and visitors of the Corridor by preserving the character of the community”, and “Recognize that action plans must be dynamic and continue to respond to changing circumstances and resource requirements”. First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016<sup>10</sup>

No other single objective can, standing alone, offer the accessibility, comprehensiveness, control over presentation and content, uniqueness of branding and functionality and the capacity for interactivity with the community and tourist populations than a website can provide. Whether referred by social media, print promotion, radio or word of mouth, a website is a destination where users from all other vectors converge. According to Forbes, a custom website is “...a big investment at first, but is more beneficial and potentially more cost-effective in the long run.”<sup>11</sup>

---

<sup>10</sup> Although the FWHC plan components contained directives for member communities with relevant regard to their marketing and promotion in many other areas, they only addressed website development for the First Wilderness website. This Plan therefore recommends website development that is not inconsistent with the FWHC plans.

<sup>11</sup> <https://www.forbes.com/sites/forbescommunicationscouncil/2017/04/18/why-you-should-invest-in-a-custom-website/#1fd03332734a>

Further, the website as proposed within WDS Contract would somewhat fill the needs of the development of a separate off-line app in providing GPS file download capability for “trail” routes, integration with the kiosks (recommended below) and near infinite scalability and capacity for rapid change of content which print media (also recommended below) cannot achieve.

The Town currently owns and maintains 4 websites, none of which are currently purposed, nor are they able to be repurposed, for tourism and economic development of the Town as a whole.

1. [www.JohnsburgNY.com](http://www.JohnsburgNY.com): Government portal. Provides utilitarian information. In desperate need of redevelopment but redeveloping this site to include tourism and economic development would require a completely new government site in addition to the website features provided herein. This would require funds beyond the scope of the current budget, but in any case would cause confusion as to the purpose of the website (government or tourism?) for the user base. That approach is not recommended.
2. <http://myplace.frontier.com/~johnsburgassessor/JohnsburgAssessor.htm>: Government portal. A separate website for the Office of the Assessor which is hosted by Frontier Communications and contains a private (not @JohnsburgNY.com) e-mail address as a contact point. Also provides utilitarian information whose content is specific to the assessment of property within the Town. The content of this website should be contained within the JohnsburgNY.com website but nonetheless cannot be repurposed toward the tourism and economic development of the Town.
3. [www.GoreChamber.com](http://www.GoreChamber.com): Chamber of Commerce. Placement within the site requires payment of a membership fee. The tourism/economic development website, in providing a benefit to the entire Town, cannot properly achieve its objective in a “pay to play” environment. This website also requires redevelopment which is also beyond the scope of this Contract.
4. [www.VisitNorthCreek.org](http://www.VisitNorthCreek.org): North Creek Business Alliance. Purpose too narrow (only North Creek) to support Town wide tourism and economic development benefits

A new website which is solely dedicated to tourism and economic development for the entire Town is therefore highly recommended. Pages and/or features defined within each phase are recommended for incremental completion in the orders listed.

## **Website Development - PHASE 1 - Objectives to be completed in July 2018**

1. Home: Showcase of featured attractions and current events.
2. About Us: Current information about the Town of Johnsburg presented with an emphasis on tourism and economic development.
3. History: Historical information about the Town of Johnsburg in order to provide context and generate interest in the Town and its communities.
4. Trails: Showcase various "trails" including but not limited to hiking and biking trails, but expanded to include themed journeys or tours that feature a variety of attractions throughout the Town. This will promote interaction which is designed to convert visitors into purchasers and overnight stays.

Features should include:

- a. Description and images for each trail
  - b. Show all trails on a Google Map
  - c. Export to GPS files (KML/GPX) for download and import into mobile devices
  - d. Trails organized by category
  - e. Search feature for trails by trail topic, title and content
  - f. Dynamic weather forecasting for each route
  - g. Altitude and slope graphing
  - h. User voting feature to rate trail experiences
  - i. Integration with Strava (a social network for bicyclists and other athletes).
5. Contact Us: A form allowing customers to send an email to the Town's business e-mail address (e.g., Info@DomainName.com) for general contact inquiries.
  6. Terms and Conditions: General site usage conditions including a privacy policy page link.
  7. Privacy Policy: Information on how the Town will or will not use the information provided to them by users.



Accessibility for the Handicapped/Web Content Accessibility Guidelines (WCAG): While all websites should be accessible for the handicapped, a website owned by a municipality should be especially sensitive to the accessibility needs of this segment. Importantly, the failure of a website to be handicap accessibility can expose the owner of such website to legal action<sup>12</sup>.The website should be therefore be compliant with WCAG 2.0, ATAG 2.0, ADA, & Federal Section 508 requirements.

SSL Certificate Installation and Configuration: In order to assist in securing the communications between the Town's website and their user base, as well as to increase search engine ranking results and trust with consumers (Google demotes search engine ranking to websites without an SSL certificate and Google will now mark websites without an SSL certificate as "Not Secure") the Town should separately purchase an SSL Certificate from an SSL Certificate provider.

Certificate providers include but are not limited to companies such as GoDaddy, Thwart, VeriSign, GeoTrust and Comodo. SSL Certificates are small data files that digitally bind a cryptographic key to the Town's organization's details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser. SSL Certificates currently cost between \$60 and \$70 per year (from GoDaddy).

Search Engine Optimization (SEO) of Content: Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.

All content (words and images) submitted by the Town to the website developer should be reviewed and edited by the website developer for search term ranking potential and adjusted to meet the demands such analysis dictates in order to assist the Town's website in achieving higher search engine result placement as relevant to the content provided. SEO should include optimizing for content search, image search, local search, video search, academic search, news search, and industry-specific vertical search engines. Should the Town direct, original content provided by Cassandra Burns should be SEO compliant when posted to the website.

The website should be constructed with a Site-Wide Search feature where users will be able to search for content that is contained within the website.

---

<sup>12</sup> See, Mendizabal v. Dr.Jay's, United States District Court for the Southern District of New York, Case 1:17-cv-09277. <https://www.classaction.org/media/mendizabal-v-dr-jays-inc-et-al.pdf>

The Town will likely be required to obtain their domain name and should obtain a hosting contract with GoDaddy.com as one of their websites (for the North Creek Business Alliance) is already hosted there, allowing for more cost effective administration. The website developer should place all website files within the Town's GoDaddy web server. The website developer should create at least three (3) e-mail addresses under the Town's new domain (info@DomainName.com, etc.) should such be required.

The website should be constructed to work in all Grade-A browsers (Internet Explorer, Chrome, Safari, Firefox and Opera). As smartphone and tablet adoption rapidly increases, the website should certainly support mobile-friendly layouts for these devices via a separate mobile interface for the user areas.

**Costs:**

Website Development (not included within the Phase 1 package): \$ 6,300.00

Website Development (WDS Phase 1 Package): \$ 4,500.00

**Website Development - PHASE 2 – Objectives to be completed November 2018 – February 2019**

Any, none or all of the following website development objectives may be chosen by the Town for installation within the website developed during Phase 1. These options are not mandatory and will not affect the function of the Phase 1 website but are recommended based on the additional functionality they will provide which will prove valuable to the user base and for the analysis of users' engagement with the website.

- A. **Business/Attraction Directory System:** As the core purposes of the website are to promote tourism and economic development of the Town, a centralized business directory can be created for access by community members, visitors and tourists. This directory would include Google Maps integration, attraction logos, descriptions, hours of operation and list businesses by name, category or type.

Cost (exclusive of any future WDS package pricing): \$ 1,350.00

- B. **Event Calendar System:** Used to provide a current monthly view of tourism and economic development events as dictated by the Economic Development Committee for the participation of the general public. This System would provide current and prospective events as well as serve as a historical record of events entered after the System is created and events are entered.

Cost (exclusive of any future WDS package pricing): \$ 1,250.00

C. Social Media Integration: The website developer should provide social media integration resulting in the immediate posting of one of the Town's Facebook comments and Twitter feeds (tweets) to the website. The Town will be required to provide the website developer with the Facebook App ID and Secret Key. Information to acquire such can be found → [here](#). The Town will also be required to provide the website developer with its Twitter credentials for connection to the website.

This feature should occur concurrently with the Social Media Creation and Management objective as defined below.

Cost (exclusive of any future WDS package pricing):                   \$ 750.00

D. Metrics Code and Software Installation and Monitoring: Installation of website analytics software, including but not limited to Google Analytics, in order to provide assessments of user traffic and behavioral engagement with the website.

Metrics such as audience location, audience engagement, mobile traffic behavior, traffic sources, social media traffic, website content trends, page bounce rates, website search behavior, and website events will allow for funnel visualization of a user's passage through the website<sup>13</sup>.

This information is highly valuable for determining the effectiveness of website pages and features in fostering engagement and will provide the basis for additions, changes and modifications of website content based on the results.

Monthly reports based on the data gathered by such code and software will be provided for an addition to the monthly maintenance fee.

Cost (exclusive of any future WDS package pricing):                   \$ 850.00

**Total Cost – Website Development – Phase 2:**                   **\$ 4,200.00**

Addition to Website Monthly Maintenance Cost:                   \$ 50.00/mo.

---

<sup>13</sup> These terms are defined within the Glossary section, below.

### **Website Development - PHASE 3 – Objectives to be completed April 2019**

Any, none or all of the following website development objectives may be chosen by the Town for installation within the website developed during Phase 1. These options are not mandatory and will not affect the function of the Phase 1 website but are recommended based on the additional functionality they will provide which will prove valuable to the user base and may provide a revenue generating source which would contribute to the maintenance of the website.

- A. Photo Gallery System: Allows the general public and the Town to post their images and captions to the website. Images submitted by members of the public will first be screened by the website developer and/or the Economic Development Committee to ensure all images are appropriate.

Cost (exclusive of any future WDS package pricing): \$ 1,150.00

- B. News System: Segmented sections within the website which will post news as determined by Town staff to be important to the areas of economic development, tourism, business and general community topics. The News section will not be a single page, but should be a scrolling section of the website visible on select pages (e.g., Home, Event Calendar, etc.).

Cost (exclusive of any future WDS package pricing): \$ 950.00

- C. E-Mail Newsletter System: Used to electronically distribute a monthly periodical to actively inform subscribers of information related to tourism and economic development for the Town of Johnsburg. This should include a sign up form within the website for users, a database for maintaining subscriber preferences for notifications as well as an "unsubscribe" link.

Cost (exclusive of any future WDS package pricing): \$ 850.00

- D. Banner Advertising System: The website's structure should allow for the showcasing of website advertising banners whose products or services may be complementary to that of this website (e.g., featured attractions, featured events, etc.).

Cost (exclusive of any future WDS package pricing): \$ 925.00

**Total Cost – Website Development – Phase 3:** \$ 3,875.00

## **Metrics and Measurement**

The effectiveness of the website development efforts should be measured periodically and refined as necessary. Data should initially be collected from a variety of sources to establish a baseline of activity. Following the establishment of this baseline, the data should be reviewed on an annual basis by the Board.

The following resources will be used to measure success of the website and how the website contributes to the tourism and economic development for the Town.

- Social media engagement rates – likes, comments, shares, etc.;
- Brand sentiment – how people are talking about the Town and its attractions;
- Foot traffic – customers visiting physical assets within the Town;
- Website traffic and analytics;
- Sales – conversions and revenues generated;
- Occupancy tax data;
- Online surveys;
- Social media input and surveys;
- Website traffic and analytics;
- Attendees of events and attractions;
- Stakeholder groups and local official roundtable discussions/interviews.

## **C. “Trails” Development**

Within this context “trails” refers to specifically defined and themed journeys, or tours, that feature a variety of attractions throughout the Town. These attractions should include those assets<sup>14</sup> identified within the Asset Inventory with trails being identified by the Economic Development Committee as a Phase 1 objective to coincide with the Website Development objective, above.

Each stop along a trail should be thematically consistent and present proper signage (e.g., stickers, flags or other designators) which defines the location as a trail point or “node” to provide identifiable markers for visitors and to promote attractions as partners within that point in the trail.

When considering the selection of trail nodes the committee assigned to select such points should consider current tourism trends. For example, the 2018 Travel Trends Report: Experiences, Tours & Activities from TripAdvisor<sup>15</sup> indicates that “[I]conic landmarks and sites remain the most-booked by travelers globally...while cultural categories like food tours, cooking classes, and historical and heritage

---

<sup>14</sup> “assets” are defined within the Asset Inventory objective above and within the Glossary section, below.

<sup>15</sup> <https://www.tripadvisor.com/blog/travel-industry-tourism-trends-attractions-activities-experiences-2018/>

experiences are seeing bookings skyrocket”. Further data provides the conclusion that “Historic and heritage experiences (such as a Charleston Harbor History Tour and a Tour of Historic Fenway Park) saw the most growth (+125% in bookings), and culinary is a clear trend: cooking classes and food tours both appeared among the top five categories, each with 57% bookings’ growth. By gross booking value, food tours saw the most growth in 2017.”<sup>16</sup>

As inclusion of trails is already considered as integral to the development of the new tourism and economic development website, and as a committee is recommended for assignment to provide which trails the Town desires to promote, the only additional costs would be for the creation of the graphic design for the signage elements and their manufacture.

It is therefore recommended that thematic “trails” be established, that theme details and locations be identified, that a graphic design for each trail’s theme be created to be generally consistent with one another but clearly identify the trail such promotes. Due to their low cost, window stickers should be ordered and placed where possible. Small outdoor plaques to be secured upon wood posts should be used for weather sensitive locations.

Once the trails are designated and each node identified, WDS can create both the uniform graphic design for all trails with variations for each trail theme, for up to 5 trail themes, within 3 weeks of their being approved by the Board. This objective is recommended for Phase 1 implementation however such is beyond the scope of the current budget and would require a separate funding initiative.

**Costs:**

WDS creation of trail theme master graphic with up to and including 5 variations (1 for each of the 5 trail themes). Can be used for both stickers and wood signage:	\$ 525.00
Sticker Mule window sticker production (10 outside window stickers for each trail x 5 trails):	\$ 90.00
Outdoor wood signage (18” x 7” – \$70/per sign x 5):	<u>\$ 350.00</u>
<b>Total Cost:</b>	<b><u>\$ 965.00</u></b>

<sup>16</sup> <https://www.tripadvisor.com/blog/travel-industry-tourism-trends-attractions-activities-experiences-2018/>

#### D. Revision or Recreation of the Town Seal/Logo

FWHC Directives: “*Design and produce promotional items and print material to offer at tradeshow and events*”, “*Print media should focus on items that will not be subject to a great deal of change*” and “*Existing print material (brochures, magazines) should be updated*”.

First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

There are apparently two seals (or logos) which could be found for the Town with one shown only on the website for the Office of the County Assessor<sup>17</sup>. This logo depicts the years “1805 – 2005”, a mountainous background, the North Creek station with a train at its terminus, what appears to be a Gore Mountain gondola with a foreground containing a populated white water raft with its watery conveyance trailing behind it.



The second logo is a vertical oval with a split black and white mountain background divided into four quadrants. The left upper quadrant depicts a background of a black mountain silhouette and a white canoe in the foreground with the right upper quadrant depicting a white mountain relief with a ski pole in the foreground. The dividing line between the upper two and lower two quadrants depicts water with the surrounding oval text “TOWN OF JOHNSBURG – FOUNDED 1805”.



Both images are highly pixelated (blurry) and are therefore incapable of being enlarged or enhanced for use in either web or print applications. Unless a high resolution version (300 pixels/inch) of the either seal/logo is located these seals/logos require either reconstruction using graphical elements that closely resemble whichever current seal/logo is chosen to primarily represent the Town, or a new seal/logo needs to be created. It is highly recommended that one of these options be selected as soon as practicable as a Phase 1 or, at the latest, a Phase 2 objective.

<sup>17</sup> <http://myplace.frontier.com/~johnsburgassessor/JohnsburgAssessor.htm>

A seal (or logo) will provide a much needed branding tool which will serve to clearly and quickly identify the Town throughout all facets of its visual marketing efforts. The seal/logo would be used within all of the Town's websites and promotional print material and, should the Town choose to create a "seal" to be used as its logo, this image could be used on official documents as well.

As the new website would be designed for the eventual inclusion of a seal/logo, yet the print media once produced cannot be altered, if design of the seal/logo is approved then such is a foundational prerequisite to the design and production of all printed promotional material as recommended herein.

Should the Town choose to have a new seal/logo created, and considering that such an important representative symbol for the Town would require many hours of design work, committee review, likely redesign, committee and Board approval, a new seal/logo is likely to take months from inception to formal adoption.

WDS proposes to create or recreate (as directed) the Town seal/logo. Whether or not such is approved by the Board, it is first recommended that the Board create a seal/logo committee, or task a pre-existing committee, with the work necessary to finalize the design before such is forwarded to the Board for approval.

Such graphic should contain imagery reflecting the history of the Town and possess an official bearing. The seal/logo should be provided to the Town in numerous image formats including but not limited to .EPS, .TIFF, .AI, .PSD, .PNG, .JPG and .PDF. with a resolution of at least 300 pixels/inch for dissemination to all web and print designers.

As the current budgetary limitations do not permit the inclusion of a new seal/logo creation objective, and as the seal/logo design could be used in official capacities beyond the scope of the marketing of the Town, it is also recommended that this objective be subject to a separate funding initiative.

Following Board approval, WDS can recreate the current logo within 4 weeks and a new logo within 6 weeks, including time for committee meetings to review design concepts and provide directive reviews.

Redesigning the current seal/logo would represent far less cost yet would still require a separate funding initiative as such is beyond the scope of the current budget.



**Costs:**

Cost for Creation of New Town Seal/Logo (WDS): \$ 2,825.00

Cost for Reconstruction of Current Seal/Logo (WDS): \$ 725.00

**E. Social Media Creation, Management and Influencer Marketing**

FWHC Directive: “Social Media applications (apps), such as Facebook, Twitter, Snapchat, Instagram, and YouTube offer businesses and organizations the means to advertise and reach a large audience”, “Typically, social media users are not looking for something in particular. Instead, users stumble upon stories and photos. When marketing the Corridor using social media, Warren County should use professionals proficient in the use of these platforms to ensure the message is succinct, attractive and genuine”, “Another important component of a successful social media First Wilderness Heritage Corridor marketing campaign is travel-based social media sites/apps such as TripAdvisor and Yelp. These sites/apps allow visitors to post reviews and ratings of various attractions, restaurants and the like. Savvy business owners along the Corridor are already monitoring these reviews and adapt to likes and dislikes. Educating business owners of these services and encouraging them to ask clients for reviews can help build their status” and “Procure a marketing professional to develop and maintain a social media presence, which includes Facebook, Twitter, Instagram and YouTube”

First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

The initial intent of the Economic Development Committee was to pursue an initial strategy heavily reliant on social media as the primary communicative medium. While social media is an indispensable component of a modern marketing campaign, additional considerations such as cost, the requirements for constant engagement, effectiveness, the lack of durability of benefits which will not carry over in measurable ways in subsequent years, as well as the change in social media platform algorithms in light of recent privacy and public manipulation scandals must be taken into account. Social media is important, and is expected to remain so, yet social media platforms are a means to an end, not an end in themselves.

While it is recommended that the Town should continue its current efforts in social media, as the Town has at least 1 official (<https://www.facebook.com/Town-of-Johnsburg-144888190765/>) and 1 unofficial (<https://www.facebook.com/northcreekny/>) (maintained by Thomas J. Volcheck of TJs Tech Services) Facebook account, and perhaps additional accounts on this and other social media platforms, the Town is advised to take inventory of their social media presences, official and unofficial, and solidify its social media position with Town residents to clearly define which social media accounts belong to and are maintained by the Town and which are not. At this time for the casual user it is nearly impossible to tell which are which and this ambiguity should be resolved as soon as possible.

Nonetheless, the Town is advised to embrace those additional stakeholders who are venturing to create social media presences on their own in pursuit of gaining tourism for their own businesses and thereby the Town as a whole. Indicative of the social media buy in from local attraction owners, some are already investing in providing their own social media content for the region. For example, Dave Skibinski of Live More Adventures has started the Instagram account NorthCreekADK which will showcase video and images of the Adirondacks and particularly outdoor adventure recreation within the Town of Johnsbury. Mr. Skibinski has indicated his willingness to share otherwise unpublished content in a collaborative effort to enrich the media content of the Town's websites.

However, with regard to "procuring a marketing professional to develop and maintain a social media presence, which includes Facebook, Twitter, Instagram and YouTube" it is recommended that this objective be addressed in Phase 2 due to the cost and time required to correctly and professionally manage the spectrum of social media presences without a foundational website already built and in light of the recent, swift changes to social media platforms and Facebook in particular.

In January 11, 2018 Facebook CEO Mark Zuckerberg announced that Facebook "... is beginning a year-long overhaul of its products to promote meaningful personal connections, starting with a major change to the news feed. The move will prioritize posts by friends, family and groups, while curbing the reach of unpaid content shared by businesses and publishers."<sup>18</sup>

This did not begin with Facebook in 2018. As Michael Stelzner, CEO and Founder of Social Media Examiner, said, "Traffic has been going down, down, down and down. For years! That's the challenge – you're not getting the reach or visibility and we have to be OK with that reality."<sup>19</sup>

Businesses have been reaching fewer people on social media and getting less traffic from social media through organic means. Even publishers, businesses that heavily rely on social media for referral traffic, are getting less social referral traffic. Many major publishers have been seeing a fall in Facebook referral traffic — some as much as 50 percent – and are instead going back to their websites to strengthen their brands through SEO and other methods<sup>20</sup>

Moreover, the social media objective is dependent upon the completion of the recommended website in order to fully realize its effectiveness.

---

<sup>18</sup> <https://www.forbes.com/sites/kathleenchaykowski/2018/01/11/facebook-focuses-news-feed-on-friends-and-family-curbing-the-reach-of-brands-and-media/#5f973b8d5b69>

<sup>19</sup> <https://blog.bufferapp.com/social-media-algorithms-show-notes>

<sup>20</sup> <https://www.socialmediatoday.com/social-business/major-publishers-doubling-down-seo-replace-lost-facebook-referral-traffic>

“If you don’t have a website, you’re loosing a major benefit of having a social media presence. It’s like having an army with no where to send them, or a car with no gas . You need a website so that you have a place to send the fans you’re gaining, so that they can become customers.”<sup>21</sup>

Importantly, only “free” or “organic” Facebook results are affected while paid advertising is not. This translates to a high bar for the Town to create, obtain, manage and monitor paid social media advertising in order to achieve what were previously achievable benefits for little or no cost. Facebook ads cost between \$0.20-\$0.80 per click on average and with just 300 ad clicks, and with no guarantee of any return on investment, an average \$0.50 ad will cost \$150.00 per month.

Finally, the retention of a “social media influencer” also represents a significant expense. A social media influencer (hereinafter “influencer”) is a user on social media who has established credibility on a specific topic or in a specific industry. An influencer has access to a large audience and can persuade others by virtue of their authenticity and reach by creating posts within social media platforms where they maintain their following(s).

Influencers must first be located, researched and retained. Influencer marketplaces such as Influcity provide such fee-based services<sup>22</sup>. Posts from influencers are well compensated as a “rate of \$1000 seemed to be the average price per single Instagram post among larger influencers with ~100k followers, offering varying rates for additional services depending on the business’s needs”<sup>23</sup> Yet micro-influencers, those with “sponsored Instagram posts from people with 5,000 to 10,000 followers can be as low as \$50-100 per post”<sup>24</sup>

While there is a significant cost factor associated with influencer marketing it is relatively effective at brand building and is a good media value compared with other forms of marketing.” For each dollar spent on influencer marketing, marketers see an average of \$7.65 in earned media value returned.”<sup>25</sup> With more than 94% of marketers finding influencer marketing effective and influencer marketing reported to be capable of generating 11 times more return on investment than traditional advertising<sup>26</sup> this is not an avenue of approach to be ignored if possible and affordable.

---

<sup>21</sup> <http://kmguru.com/social-media-without-a-website-is-like-a-car-with-no-gas/>

<sup>22</sup> <http://www.influicity.com/>

<sup>23</sup> <https://later.com/blog/instagram-influencers-costs/>

<sup>24</sup> <https://later.com/blog/micro-influencer-marketing/>

<sup>25</sup> <https://medium.com/crobox/under-the-influence-the-power-of-social-media-influencers-5192571083c3>

<sup>26</sup> <https://www.marketingprofs.com/chirp/2018/33333/the-influencer-marketing-revolution-macro-versus-micro-influencers-infographic>

It is therefore recommended that professional development and enhancement of the social media presence of the Town, as well as the retention of a social media influencer, become a priority objective for Phase 2. Please note, creation of a comprehensive social media presence can easily cost tens of thousands of dollars. Costs represented here are for a minimal presence.

**Metrics and Measurement**

Some of the more common performance metrics which should be utilized for measuring the impact of social media influencers are:

- Engagement rate – likes, comments, shares, etc.
- Brand sentiment – how people are talking about the Town and its attractions
- Foot traffic – customers visiting physical assets within the Town
- Website traffic – customers visiting the new website via custom landing pages and/or coupon codes specifically created to measure such traffic
- Sales – conversions and revenues generated

**Costs:**

<u>Social Media Management (exclusive of any future WDS package pricing):</u>	\$ 2,925.00
Includes all ad and metrics setup and submission, research, recommendation and acquisition of a social media influencer.	
<u>Social Media Advertising Ads (Facebook and Instagram):</u>	\$ 1,000.00
<u>SEO of Social Media Posts (Cassandra Burns, est.):</u>	\$ 500.00
<u>Social Media Influencer with Posts:</u>	<u>\$ 1,000.00</u>

Total Cost

Social Media Creation, Management and Influencer Marketing – Phase 2: \$ 4,925.00

**F. Geocaching, \*\*\* GeoTrails and GeoTours**

FWHC Directives: *“Develop a geocache trail through the Corridor communities”* and *“Increase promotion of “shoulder season” events and activities in the Winter and Spring”*  
 First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

\* It is important to note that the placement of geocaches for direct commercial/retail interaction is discouraged by Geocaching.com as the primary focus of geocachers and the game of geocaching is interaction with the outdoors. However, there are alternative approaches in that rewards for completion of a GeoTrail or GeoTour can be presented within a commercial/retail establishment and can consist of goods and/or services provided by local businesses.

Laws, Rules and Regulations: Any placement of materials within the wilderness of the Adirondack Region must be approached with due deference and sensitivity. Should the Board approve of using geocaching to promote tourism and economic development it is highly recommended that the academic paper entitled Environmental Impacts of Human Activity Associate with Geocaching<sup>27</sup> be reviewed along with all laws, rules and regulations related to geocaching within the Adirondack Region.

The Department of Environmental Conservation provides that geocaching is permitted within the Adirondack Park, with the exceptions being the High Peaks Regions. This includes both Western High Peaks region (zone B) and the Eastern High Peaks region (zone C)<sup>28</sup>. Additional New York State laws, regulations and policies regarding geocaching have been reviewed as well<sup>29</sup>. The New York State Department of Environmental Conservation provides that “Geocaching is allowed on DEC-managed lands as long as the caches are marked with the owner's contact information. Caches may not be placed in dangerous or ecologically sensitive locations.”<sup>30</sup>

Forest preserves located within the Adirondacks are managed by the Bureau of Forest Preserve Management, NYS DEC and fall under the DEC General land policy. State Parks managed by NYS Office of Parks Recreation and Historic Preservation require a geocaching permit. New York State historic sites managed by the Office of Parks Recreation and Historic Preservation fall under the same geocaching permit system as do their parks.

Accordingly, geocaching sites, trails and/or tours within the Town of Johnsbury are permissible if properly created, placed and maintained.

To provide context for the initial recommendations for utilizing geocaching to promote the FWHC, including the Town, the following is excerpted from the 2015 Plan<sup>31</sup>:

“Thousands of people in over 200 countries are discovering a new pastime known as geocaching (pronounced “geo-cashing”). This adventure sport/hobby involves the use of a handheld GPS receiver, and based on information provided on the official geocaching website (geocaching.com), the GPS

---

<sup>27</sup> Brendon G. Patubo and Dr. Gregory S. Bohr, Social Sciences Department, California Polytechnic State University, San Luis Obispo, June 2010. <http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1011&context=erscsp&sei-redir=1>

<sup>28</sup> Department of Environmental Conservation website: <http://www.dec.ny.gov/outdoor/33889.html>

<sup>29</sup> Additional regulations are available here: <https://wiki.groundspeak.com/display/GEO/New+York#NewYork-AdirondackHighPeaksRegions> with general DEC policies here: <https://wiki.groundspeak.com/display/GEO/New+York#NewYork-NewYorkStateDECgeneral>.

<sup>30</sup> Department of Environmental Conservation website: <https://www.dec.ny.gov/outdoor/98952.html>

<sup>31</sup> Action Plan Update - Rediscovering the First Wilderness (2015)

receiver guides its operator to hidden treasures just waiting to be found all over the countryside. A typical cache consists of a waterproof container, a log book, and trinkets. Signing the log book proves you found it, and the trinkets provide trade items; the idea is to take an item, then replace it with an item of equal value. The trinkets make a nice memento of the experience. Once the log book is signed and trinkets exchanged, the container is put back in exactly the same place it was found, to await the next finder.”

“Every geocache hunt proves to be a completely different experience. Each hide is reflective on the person who did the hiding. In many cases, the trip leads the geocacher to new and unusual places they may never have seen if they hadn’t been guided by their GPS receiver and the cache hider’s directions. Geocaching is a great family activity!”

“A geocaching trail is simply a series of geocaches tied together by a common theme. There is not necessarily an itinerary, as one would think of a traditional trail, but rather a series of points of interest in a sort of self-guided goal-oriented plan. The Allegheny GeoTrail is perhaps the largest of its kind, encompassing ten counties throughout northwestern and north-central Pennsylvania. Within each county are between 10 and 20 designated geocaches which make up the “trail”. The quest to find these caches will take participants throughout the rugged and scenic land of the Allegheny National Forest and its surrounding gateway counties.”

“Participants can pick and choose which participating caches they wish to seek, based on their choice of location, difficulty, and terrain levels. Typically, there is an incentive to finding a certain number of caches along the "trail". In the case of the Allegheny GeoTrail, find six or more caches in a county, and earn that county's unique geocoin. Find six caches in each of all ten counties, and earn a special geocoin that represents the entire trail. See the rules for how to go about finding the caches and claiming your coins!”

“Before setting out to find the caches, one will need an official passport booklet. Passports are free and can be obtained at any of the listed validation locations. Each cache will contain a unique stamp, to be used in the passport as proof of finding the cache.”

“The nature of the sport of geocaching is such that trails, locations, and game pieces are often at the mercy of the elements and the non-geocaching public. All participants must understand that geocaching, as well as hiking, backpacking and other outdoor activities involve risk to both persons and

property. There are many variables including, but not limited to, weather, fitness level, terrain features and outdoor experience, that must be considered prior to seeking a cache.”

“A GeoTour is a collection of geocaches that take geocachers on a tour of a specific area. They can be along a trail, through historic sites, in a park, and even in the middle of an urban area. At each stop, you can introduce family-friendly activities, interesting facts, stories, and the best parts of your destination.”

**Updates:** A dedicated stand-alone GPS unit is no longer required as nearly all smartphones are GPS enabled and can be used for geocaching, GeoTrails and GeoTours<sup>32</sup>.

Geocaching has declined significantly in popularity since its 2015 5-year peak (down 32.4%)<sup>33</sup>. However, according to The Spot 518, geocaching is alive and well for those within the Capital Region<sup>34</sup>. Moreover, the Adirondack region is ripe for GeoTourism as there are more than 50 GeoTrails within the Adirondack region<sup>35/36</sup> and the closest GeoTour to the Adirondack Region is located in Cortland, NY<sup>37</sup>.

**Case Studies:** The town of Wilberforce, Ontario is an interesting case<sup>38</sup> in that its circumstance parallels that of many hamlets within the Town of Johnsbury. Wilberforce has a population of 400, the downtown has a single diner, spotty cell phone service, a very small school and in 2017 their only bank branch had closed.

After taking a one-day course in GPS navigation, local resident and post-master Mary Barker began collaboration with her fellow citizens and their local municipality which provided \$5,000 in funding<sup>39</sup>, taking on the moniker “Geocaching Capital of Canada<sup>40</sup>” (as the name wasn’t taken). Wilberforce has since seen a major increase in tourism which has helped sustain the community.

Other success stories abound including Washington County Maryland<sup>41</sup> and Helena Montana<sup>42</sup>

---

<sup>32</sup> These terms are defined within the Glossary section, below.

<sup>33</sup> <https://www.statista.com/statistics/324994/active-geocachers-in-us/>

<sup>34</sup> <https://www.spotlightnews.com/thespot/2017/11/08/geocaching-continues-to-thrill-adventurers-who-seek-the-outdoors-for-family-fun/>

<sup>35</sup> <https://www.geocaching.com/bookmarks/view.aspx?guid=9353f541-2269-4367-9e15-d4417cc638a5>

<sup>36</sup> <https://www.geocaching.com/bookmarks/view.aspx?guid=fb8f9527-c7ea-4168-83a2-62e45b38a806>

<sup>37</sup> <https://www.geocaching.com/play/geotours>

<sup>38</sup> [https://motherboard.vice.com/en\\_us/article/qvxvq5/wilberforce-canada-stuggling-town-geocaching-capital](https://motherboard.vice.com/en_us/article/qvxvq5/wilberforce-canada-stuggling-town-geocaching-capital)

<sup>39</sup> <https://www.muskokaregion.com/community-story/7381630-geocaching-capital-of-canada-haliburton-east-ranks-number-3-in-the-world/>

<sup>40</sup> <https://www.geocachingcapitalofcanada.com/>

<sup>41</sup> <http://www.localdvm.com/news/geocaching-event-expected-to-bring-17-million-to-washington-county/164107448>

<sup>42</sup> [https://billingsgazette.com/news/state-and-regional/montana/rand-mcnally-s-best-of-the-road-award-puts-helena/article\\_9b7eb722-6e35-5964-b12b-f4fb89327213.html](https://billingsgazette.com/news/state-and-regional/montana/rand-mcnally-s-best-of-the-road-award-puts-helena/article_9b7eb722-6e35-5964-b12b-f4fb89327213.html)



While there is a notable decrease in popularity of geocaching, and restrictions on placing geocaches directly within commercial/retail establishments pose a minor hindrance, compared to the potential gains such a program provides and that properly deployed, geocaching is a relatively low cost addition to preexisting assets that is capable of being a 4-season tourism and visitor draw with longer geocaching trails/tours capable of bringing in overnight guests and such is otherwise consistent with the “Trails” metaphor to be employed by the Town.

Supporting the geocaching concept as viable is the location of the Town within an area which is a natural fit for geocachers and that geocaching can heighten the awareness of the cultural, historical, natural and commercial/retail aspects of the Town. Along with the opportunity for commercial/retail establishments to become hosts in providing rewards for completion of GeoTrail and GeoTour segments, such establishments can provide the actual rewards as complementary goods and/or services to boost their brand recognition.

It is therefore recommended that the Town include geocaching within Phase 2 of this Plan initially as a GeoTrail with consideration later given to conversion of the GeoTrail into a GeoTour. The economic and tourism website should include a page listing all GeoTrail nodes (caches) which users can then download into their GPS enabled devices (e.g., a smart phone).

The GPS coordinates taken during the Asset Inventory for use within the “trails” section of the website can be used for many of the geocaching nodes within a GeoTrail or GeoTour.

As a point of example, the North Country Chamber of Commerce leverages their website to showcase their Adirondack Coast GeoTrail<sup>43</sup>.

### **Metrics and Measurement**

- Geocache log book entries
- GeoCaching.com (if GeoTours are to be used)
- Social media engagement rates – likes, comments, shares, etc.;
- Brand sentiment – how people are talking about the Town and its attractions, specifically its GeoTrail(s);
- Foot traffic – customers visiting physical assets within the Town;
- Website traffic and analytics;
- Sales – conversions and revenues generated;
- Occupancy tax data;

<sup>43</sup> <http://goadirondack.com/Adirondack-Recreation/GeoTrail>



- Online surveys;
- Social media input and surveys;
- Attendees of events and attractions;
- Stakeholder groups and local official roundtable discussions/interviews.

**Costs:** Joining Geocaching.com is free as are the placements of individual caches with the exceptions being the minimal costs for cache containers and their contents. For example, a waterproof plastic container, some trinkets and a dollar store note pad to be used as a log book place these material costs at about \$10.00 per cache although more creative caches would be preferred.

However, costs will accumulate as a series of caches are placed for either a GeoTrail or GeoTour.

Either option will require the placement of multiple caches as well as their upkeep and maintenance to ensure that the caches are not destroyed, missing, disturbed or vandalized, will require personnel to follow Geocache.com guidelines, to know, understand and adhere to all applicable laws, rules and regulations, travel/hike to geocache locations, be capable of retrieving and storing GPS coordinate positions and transfer those positions to the Geocache.com website.

Far greater costs are associated with the creation of a GeoTour, which is essentially a GeoTrail that is provided to Groundspeak, Inc., the owners of Geocaching.com. GeoTours are promoted by Groundspeak within Geocaching.com, are placed within their app for immediate access to GeoTour participants, require the use of “passports” (GeoTrail passports are optional but recommended) and allow for the use of “trackables”, including “geocoins” which possess unique codes which prove physical access of the cache by a geocacher and can be measured as to the number of participants accessing the cache and where the geocacher’s home location is (country and city).

Geocaching.com provides a YouTube video as an overview of their GeoTour program<sup>44</sup>.

Jeff Caulfield, Groundspeak’s Business Development Specialist for Travel and Tourism, provided a price quote for the creation of a GeoTour for the Town<sup>45</sup>. The lowest possible cost is set forth as follows<sup>46</sup>:

<sup>44</sup> <https://www.youtube.com/watch?v=rZb8df1iKic&feature=youtu.be>

<sup>45</sup> Entitled “Town of Johnsbury GeoTour Options” dated June 11, 2018.

<sup>46</sup> Prices valid for 90 days and expires on September 11, 2018

Silver Package:

- First Year Setup Fee: \$ 3,000 – reduced 40% from \$ 5,000
- Yearly Maintenance Fee (years 2+): \$ 2,500
- Includes from 5-150 geocaches
- 500,000 Banner ad impressions in 3 geographic regions
- 1 story in Geocaching Newsletter Sent within a 500 mile radius
- Customized GeoTour on the Geocaching® App
- Performance metrics (social media reach, geocache activity, banner ad reports)
- Download of GPX files (files which interface with GPS enabled devices and provide geocache coordinate locations)

WDS proposes to provide all of the following services for the costs indicated. Geocaches exceeding the number quoted will be negotiated separately as 10 is the number recommended for initial deployment.

GeoTrail (10 caches):

Geocache creation (including trinkets):	\$	140.00
Selection of cache locations:	\$	375.00
Travel expense:	\$	150.00
Creation of passport:	\$	125.00
Logging cache coordinates:	\$	145.00
Data entry in Geocaching.com	\$	140.00
Maintenance (annual) of caches:	\$	200.00*
GeoTrail page on website:	\$	350.00
Total Year 1:	\$	<u>1,625.00</u>

Annual Maintenance:

Total Year 2+:	\$	<u>200.00</u>
----------------	----	---------------

All GeoTour costs are in addition to those assessed by Groundspeak as noted above or pursuant to such other package as the Town may later select.

GeoTour (10 caches):

Geocache creation (including trinkets):	\$	140.00
Selection of cache locations:	\$	375.00
Travel expense:	\$	150.00
Creation of passport:	\$	125.00

Logging cache coordinates:	\$ 145.00
Data entry in Geocaching.com	\$ 140.00
Maintenance (annual) of caches:	\$ 200.00*
GeoTour page on website:	\$ 350.00
Groundspeak Setup Fee:	<u>\$ 3,000.00</u>

Total Year 1: \$ 4,625.00

Annual Maintenance:

Groundspeak Annual Fee:	\$ 2,500.00
Manual (annual) of caches:	<u>\$ 200.00</u>

Total Year 2+: \$ 2,700.00

\* Note: The cost for trackables start at \$45 per item in addition to the base GeoTour costs.

### **G. Print and Broadcast Media**

FWHC Directives: “Design and produce promotional items and print material to offer at tradeshow and events”, “Print media should focus on items that will not be subject to a great deal of change”, “Existing print material (brochures, magazines) should be updated”, “Advertise in targeted publications (i.e. Adirondack Sports – to target outdoor recreation enthusiasts)”, “To offset promotion costs, efforts should be made to regularly submit press releases to local and regional newspapers to promote activities, events and accomplishments in the Corridor”, “Local newspapers include The Post Star, The Sun Community News, and The Chronicle. Regional Newspapers include The Daily Gazette, The Albany Times Union, and The Saratogian”, “To promote events or upcoming entertainment, local radio stations can be a great way to reach a number of listeners”, “Submitting press releases or seeking coverage on a particular subject from radio stations, such as North County Public Radio (NCPR) or Northeast Public Radio (WAMC) would reach a majority of Upstate New York and even into neighboring states”, and “Local television station, LookTV (formerly TV8), regularly features area attractions and in the evening hosts a sit-down program interviewing local lawmakers and community leaders. Though the broadcast area for LookTV is much smaller than that of public radio, the station is more open to featuring local happenings”

First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

The FWHC plan components overwhelmingly recommend the use of print and broadcast media as an integral part of a corridor community’s marketing mix. WDS agrees and recommends that print media objectives be scheduled for Phase 2 of this Implementation Plan as the foundational prerequisites should be already in place in support of these objectives. Recommendations regarding the Broadcast Media - Television objectives will be provided within a Plan Supplement as more fully explained within the Radio and Television sub-section (b), below.

The Adirondack region is well known for spotty cell phone service as “[A]lthough coverage maps from Verizon and AT&T, the dominant carriers in the region, show virtually uninterrupted service in New York — with minor exceptions in the Adirondacks and the Catskills — reality is quite different. Across upstate, wide swaths of coverage are non-existent.”<sup>47</sup> United States Senator Charles E. Schumer commented that, with regard to the coverage maps, ““Consumers make decisions based on those maps and they're surprised when many areas turn out to be dead zones,”<sup>48</sup>

While various approaches using the Internet as a medium should be employed to reach out to those planning tourist activities from outside the area, as mobile device usage has exploded in recent years and as over half of all Internet users access the Internet from their mobile devices<sup>49</sup> the lack of Internet connectivity within the Adirondack Region demands that off-line methods for reaching prospective tourists who are already within the Region must be leveraged.

### **Print Media:**

Print media, as defined for this Plan include but are not limited to brochures, printed guides and maps, rack cards, newspaper and magazine ads.

A 2016 survey conducted by the Center for Marketing Technology at Bentley University<sup>50</sup> suggests print remains an important component in providing visitor information to hotel guests.

The “Hospitality Visitor Information Survey” found that 98% of the 1,560 hospitality professionals surveyed value printed visitor information for their guests, and 94% provide guests with brochures, leaflets, and flyers. The hospitality professionals surveyed included concierge and front desk staff from the U.S., Canada, France, Germany, Ireland, and Greece. Eighty-three percent of respondents who have visitor information available for guests via a brochure display in their hotels said they consider providing tourism information to be “extremely important.” Printed brochures (27%), printed maps (26%), printed guides (22%) are the most requested tourism promotional materials.

WDS would prepare designs for the brochure, guide map, and rack card within 7 days of approval by the Board. General rates for preparation, printing, publication and distribution (where applicable) are as follows:

---

<sup>47</sup> <https://www.pressconnects.com/story/news/local/watchdog/2017/10/12/dead-zones-cellular-way-life-many-frustrated-users-across-upstate-new-york/739506001/>

<sup>48</sup> <https://www.timesunion.com/local/article/Schumer-Dead-zones-plague-cell-service-upstate-9209104.php>

<sup>49</sup> <https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/>

<sup>50</sup> <https://www.bentley.edu/files/Hospitality%20Visitor%20Information%20Survey%202016%20.pdf>

a. Brochures:

WDS Tri-Fold Brochure Design:	\$ 575.00
Printing per 100 (VistaPrint):	\$ 40.19
Distribution Lake George/Glens Falls Region: (Ticonderoga, Hague, Silver Bay, Bolton Landing, Diamond Point, Warrensburg, Lake George, Glens Falls, South Glens Falls and Lake Luzerne)	\$ 995.00 / Season

b. Printed Guide Map:

WDS Guide Map Design (tri-fold):	\$ 575.00
Printing per 100 (VistaPrint):	\$ 40.19
Distribution Lake George/Glens Falls Region: (North Country Brochure Distribution; Ticonderoga, Hague, Silver Bay, Bolton Landing, Diamond Point, Warrensburg, Lake George, Glens Falls, South Glens Falls and Lake Luzerne)	\$ 995.00 / Season

c. Rack Cards:

WDS Rack Card Design:	\$ 225.00
Printing per 500 (VistaPrint):	\$ 60.29
Distribution Lake George/Glens Falls Region: (North Country Brochure Distribution; Ticonderoga, Hague, Silver Bay, Bolton Landing, Diamond Point, Warrensburg, Lake George, Glens Falls, South Glens Falls and Lake Luzerne)	\$ 995.00 / Season

d. Newspapers:

WDS would, within 7 days of approval by the Board, prepare each 1/4 page ad at a cost of \$250.00 with ad placement fees varying by publication as follows;

- i. Glens Falls Chronicle: \$ 315.00  
Weekly single 1/4 page ad – per issue. Volume discounts available.
- ii. The Saratogian: \$ 339.60  
Daily. 2 columns x 6". Volume discounts available
- iii. Albany Times Union: \$ 1,180.00  
¼ page color per week for 3 months , with  
75,000 of digital impressions on TimesUnion.com

e. Magazines:

WDS would, within 7 days of approval by the Board, prepare each 1/4 page ad at a cost of \$250.00 with ad placement fees varying by publication as follows;

- i. Adirondack Explorer<sup>51</sup>: \$ 800.00  
Single 1/4 page ad – per issue. Volume discounts available.
- ii. Adirondack Life<sup>52</sup>: \$ 925.00  
Single 1/6 page color ad – per issue. Volume discounts available.
- iii. Climbing Magazine<sup>53</sup>: \$ 1,430.00  
Single 1/4 page color ad – per issue. Volume discounts available.
- iv. Dirt Rag (mountain biking)<sup>54</sup>: \$ 1,590.00  
Single 1/4 page color ad – per issue. Volume discounts available.
- v. Adirondac Magazine: \$ 270.00  
Single 1/4 page color ad – per issue. Volume discounts available.

f. Log books on all trail heads which have pre-existing protective enclosures with monthly collection of data (number of visitors, trails used, etc.).

- i. Cost for log book (per trail): \$2.50  
Dollar store price

<sup>51</sup> <https://www.adirondackexplorer.org/advertise>

<sup>52</sup> <http://www.adirondacklifemag.com/blogs/advertising/advertising-rate-card/>

<sup>53</sup> [https://images.saymedia-content.com/.image/cs\\_srgb/MTUzMDI2MjU5MjUxNjM1MjA3/climbing-2018-media-kit-1.pdf](https://images.saymedia-content.com/.image/cs_srgb/MTUzMDI2MjU5MjUxNjM1MjA3/climbing-2018-media-kit-1.pdf)

<sup>54</sup> [https://www.rotatingmassmedia.com/wp-content/uploads/2012/05/Dirt-Rag-2018-Media-Kit\\_F-2.pdf](https://www.rotatingmassmedia.com/wp-content/uploads/2012/05/Dirt-Rag-2018-Media-Kit_F-2.pdf)

## **Radio and Television:**

Broadcast media such as radio and television are important as well. Such media can reach far beyond the local office base of the media outlet and into surrounding areas in order to reach hundreds of thousands, if not millions of listeners and viewers per broadcast advertisement or underwriting. Objectives for radio and television advertising is recommended for Phase 3 of this Plan as broadcast schedules can be arranged for a lead in and throughout the summer 2019 season.

### **a. Radio**

In order to reach as broad a set of demographics as possible for the lowest possible cost it is recommended that (a) local radio stations which broadcast to the highest population densities in the Region and (b) that major metropolitan area radio stations be used in regular intervals with ads timed to precede seasonal travel. The following is a sampling of offerings:

WNBZ Plattsburg: Broadcasts a mix of adult top 40, adult contemporary, CHR and oldies. Owners Bill Chaisson and Amanda Dagley provided their rates start at \$200, for eleven 30-second (or eight 60-second) spots during prime listening hours. On weekends and in the evenings, \$200 pays for 22 30-second and 16 60-second spots. A "bulk purchase" (11 or more spots per week), of \$200 buys thirteen 30-second spots or ten 60-second spots.

SUNY Adirondack WGFR (Glens Falls): Primary music genres include: AAA rock (Adult Album Alternative), Blue Grass, Reggae, Punk and Alternative Rock. Kevin Ankeny, Professor of Broadcasting, provided their underwriting rates as a Weekly rate of \$10.00 (10-12 acknowledgements per day), a semester rate of \$100.00 (10-12 acknowledgements per day / 15 weeks), an academic year rate of \$150.00 (10-12 acknowledgements per day / 34 weeks – includes 4 week winter break) and an annual rate of \$200.00 (10-12 acknowledgements per day / 52 weeks).

NCPR (North Country Public Radio): News, music and talk radio. Underwriting Director Jon Sklaroff provided rates starting at \$850 for a single underwriting message per week for one year through \$14,700 for daily underwriting for the same full year.

WDS would provide radio commercial scripting starting at \$250.00 per 30-second audio commercial spot. WDS would require 10 days following approval of the Board to create and submit a script suitable for the radio station upon which the commercial will air. Professional voice over services will range from \$150.00 - \$400.00 and will require 10 additional following the receipt of the commercial script.

**b. Television**

A Plan Supplement will be submitted within 10 days to complete this section as a personal meeting is scheduled in Saratoga with LookTV co-owner Antoinette Jackson on Wednesday, June 20<sup>th</sup>, 2018, to discuss a variety of options, for the Town.

**Costs:**

There are a number of variable costs ranging from \$10 to thousands of dollars depending on the options selected by the Town, professional video production costs, etc., and so firm price points cannot be established at this time

As the funds for achieving these objectives are beyond the scope of the current budget a separate funding initiative should be pursued to provide for their implementation.

**H. Mobile App Development**

FWHC Directive: “Consider the development of a mobile device application (app) to announce events, highlight trail maps, etc. for users to access online and offline” First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

With unreliable cell phone service throughout the Region, and the reliance on such service for Internet access<sup>55</sup> of websites and other on-line resources, the trails concept can be furthered by permitting users to download a mobile app that provides self-contained data for use in conjunction with a mobile device’s GPS capabilities (most smart phones are GPS capable) when the device is unable to connect with the Internet.

WDS recommends implementation of this objective during Phase 3 of this plan due to its cost, that the recommended website would be capable of allowing users to download GPS “trail” data in the interim, and that it would take approximately 6 weeks to develop the app with WDS providing the programming and Adirondack Atlas providing the GPS data already in their possession.

---

<sup>55</sup> See, Print and Broadcast Media, above.



Steve Signell of Adirondack Atlas quoted a price of between \$5,000 and \$10,000 for a mobile app with the capabilities required to list “trail” assets<sup>56</sup>., custom routing and information regarding each node within each trail. He provided that the North Creek Mountain Biking app is not adaptable for the “trails” concept as it is not developed to include additional information within its waypoint system (e.g., images and descriptions of nodes) nor is it able to receive push notification updates when new routes are desired to be added which would require revisions to the app source code, recompiling and redistribution of the app for new download users.

WDS has reached a general understanding with Adirondack Atlas in that they would provide the GPS coordinate data and WDS would provide the programming expertise which would bring the cost of the app development to \$5,500 (Android or iOS). By comparison, the specialized North Creek Mountain Biking app cost \$3,000.

### **Metrics and Measurement**

- Number of apps downloaded
- Foot traffic – customers visiting physical assets within the Town;
- Sales – conversions and revenues generated;
- Occupancy tax data;
- Online surveys;
- Social media input and surveys;
- Attendees of events and attractions;
- Stakeholder groups and local official roundtable discussions/interviews.

### **Costs:**

WDS/ Adirondack Atlas Mobile App Development (Android <u>or</u> iOS):	\$ 5,500.00
WDS/Adirondack Atlas Mobile App Development (Android <u>and</u> iOS)	\$ 9,350.00

As the funds for achieving these objectives are beyond the scope of the current budget a separate funding initiative should be pursued to provide for their implementation.

---

<sup>56</sup> See, Trails Development, above.

## **I. Kiosk and Graphic Display Development**

FWHC Directive: “Create graphic displays showcasing Corridor attributes and amenities for public spaces such as Albany International Airport, Rensselaer Train Station, Tannery Pond Community Center, and the Glens Falls Civic Center” First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

The “graphic displays” recommended within the 2016 FWHC plan component can be interpreted in various ways. However, in the context of placement within various railway stations, the Tannery Pond Community Center and Glens Falls Civic Center, interactive electronic displays, kiosks, are most suitable.

A kiosk once meant a small roofed structure limited to displaying fixed information which required significant structural costs to build, the requirement to reprint static fixed displays and the constant stocking of the enclosure with promotional material. However, this perception is outdated as Merriam-Webster now includes within the definition of a kiosk as “a small stand-alone device providing information and services on a computer screen”<sup>57</sup>

These digital kiosks can provide a range of information which, upon the selection of the user, can be sent to their mobile device for later reference. Kiosks can provide points of sale for attraction tickets that could also be made available within the Town’s new tourist and economic development website, as maps or waypoint guides for use within the “trails” to be promoted within the Town and conceivably could be used to generate revenue back to the Town as a result, yet additional study would be required to determine the viability of a revenue generating concept.

Tourists have become accustomed to the conveniences brought by this medium. The new Adirondack Welcome Center, now under construction between exits 17 and 18 on the Adirondack Northway, is embracing interactive kiosks as “I LOVE NY interactive kiosks will showcase locally-based attractions and tourism destinations throughout the Adirondack Park.”<sup>58</sup>

With regard to graphic displays within the Albany County International Airport (hereinafter ALB), With nearly 3,000,000 passengers having traveled through the ALB during 2016 alone<sup>59</sup> an advertisement placed within that facility will gain a great deal of exposure.

---

<sup>57</sup> <https://www.merriam-webster.com/dictionary/kiosk>

<sup>58</sup> <https://www.governor.ny.gov/news/governor-cuomo-announces-beginning-construction-adirondack-welcome-center>

<sup>59</sup> [http://www.aviationpros.com/press\\_release/12298193/albany-international-airport-traffic-increases-in-2016](http://www.aviationpros.com/press_release/12298193/albany-international-airport-traffic-increases-in-2016)

The Lamar Advertising Company holds leases for this venue and can provide advertisements upon a Digital Exit Wall, within their Digital Network within the baggage claim area and 6'h x 6'w tension fabrics.

Digital kiosks are normally significant investments in hardware, software licensing, updates and maintenance. The Lake George Regional Chamber of Commerce and CVB (hereinafter "LGRCC") has invested over \$27,000 over the last 3 years in the hardware acquisition, software licensing and maintenance of their 2 digital kiosks. The LGRCC used these kiosks to place ads for their Chamber members for an additional fee above their Chamber membership dues.

The LGRCC will cease operation of these units after June 30, 2018 due to, among other reasons, significant software licensing costs which resulted in a lack of return on investment for these units. As a result, however, Gina Mintzer, Executive Director of the LGRCC, has offered the Town a unique opportunity to acquire both kiosk units (\$10,000 worth of hardware) at no cost.

Upon examination, these units were found to be housed in durable, weather and tamper resistant steel enclosures, appropriate for indoor or outdoor use and to have built-in Internet connectivity to allow for dynamic updates of both kiosk units from off-site locations without dismantling the actual enclosures to gain access to each machine.

As there will be no licensing agreement for the software currently installed within the units and as the units were pre-owned, each kiosk must be transported, dismantled, analyzed for electronic and computing component integrity and function, then reformatted, reprogrammed and tested to prepare it for use by the Town.

Should the kiosks be deemed physically, electronically and computationally viable for use, new software can be installed within the units which will allow for interactive functionality even more advanced than the software currently installed. WDS is aware of possible hardware (should such be required if current hardware is defective) and software configurations for the units which will not entail any annual licensing costs for the Town.

WDS would, presuming all hardware is operational and compatible, assess total costs for both units for the software and its customization at a one-time payment of \$2,800. Transportation and installation of the units would be provided for no additional charge.

WDS would assess a monthly maintenance and update fee to ensure continued operating system and software security of \$75.00 per unit per month (\$1,800 annually combined for both units) added on as a package price to the monthly website maintenance fee or \$100/month per unit (\$2,400 annually combined for both units) otherwise.

It is recommended that the Town accept the LGRCC's generous offer during Phase 1 and acquire the 2 kiosk units, then permit their evaluation and analysis. Should the units prove viable then the Town should approve the reconfiguration of the units for placement in locations such as the Tannery Pond Community Center and such other location owned by the Town to avoid any possible site leasing fees.

Successful pursuit of this course of action will provide the town with \$10,000 worth of functional hardware, which would otherwise not be usable due to their expired software licenses, for a \$3,400 investment in evaluation, software and configuration costs, a net gain of \$6,600.00 and the ownership of 2 functional kiosk units.

The minimum annual costs for the monthly maintenance of both units (\$1,800) is 64% less than the \$5,000 annual software licensing cost paid by the LGRCC to achieve the same or less functionality.

Additionally, it is recommended that once foundational marketing components are in place (website, social media components, etc.) that advertising within the ALB airport be pursued with advertising in the baggage claim area where many passengers comprise a passive audience while awaiting their luggage from inbound flights and may be preparing to leave the facility on their way up to tour the Adirondack Region.

Should the Board approve WDS' Asset Inventory and Website Development Proposal and Contract WDS would require 2 weeks from the completion of those objectives to properly analyze the 2 kiosk units but possibly less should WDS transport the units to its office at some point within the next few weeks. Otherwise, WDS would require 2 weeks for such analysis following the approval of the Board and the date of WDS' having full access to the units at its office.

As the funds for achieving either of these objectives are beyond the scope of the current budget a separate funding initiative should be pursued to take full advantage of this opportunity as soon as possible to maximize the useful life of the hardware.

## **Metrics and Measurement**

Interaction with kiosks can be measured using the same types of metrics as for a website which include but are not limited to;

- Social media engagement rates – likes, comments, shares, etc.;
- Brand sentiment – how people are talking about the Town and its attractions;
- Foot traffic – customers visiting the physical assets showcased;
- Kiosk traffic and analytics;
- Sales – conversions and revenues generated;
- Occupancy tax data;
- Online surveys;
- Attendees of events and attractions;
- Stakeholder groups and local official roundtable discussions/interviews.

## **Costs:**

### **Kiosk Acquisition, Analysis and Reconfiguration**

<u>Cost for transportation, dismantling, and analysis of 2 kiosk units:</u>	<u>\$ 600.00</u>
<u>Cost for software, installation and transport to new location:</u>	<u>\$ 2,800.00</u>
Total Hardware and Software Cost:	<u>\$ 3,400.00</u>

### **Digital Advertising Albany County International Airport**

Elisa Hyman, Marketing Manager Albany, has provided a price list based on the types, placements and durations of the advertising as follows:

- Digital Exit Wall - \$2,000 per 4 weeks
- Digital Network in Baggage (6 screens) - \$900 per 4 weeks
- 6'h x 6'w Tension Fabrics - \$1,500 per 4 weeks

## **J. Contracting with Tourism Promotional Companies**

*“Consider contracting with tourism promotion companies, like New York’s Best Experiences, that visit events and provide personalized travel recommendations”* First Wilderness Heritage Corridor Marketing and Promotion Plan - June 2016

Tourism promotional companies, and in particular New York's Best Experiences (hereinafter "NYBE"), can provide far-reaching, direct and authentic interactive marketing for the Town and its attractions. WDS has engaged Josiah Brown, President and CEO of New York's Best Experiences and Secretary of the New York State Tourism Industry Association Board of Directors, in various discussions about the unique approach NYBE brings to destination marketing and has provided the following information:

"New York's Best Experiences is basically a mission to recruit more first time visitors into NYS. The tricky thing about first time visitors is that they don't know the names of places, just what they like to do. So we have dispatched ourselves as like "Human Apps" across the East Coast in a Mobile Visitors Center type concept."

NYBE uses a mobile visitor center to promote various destinations in New York State. Essentially, NYBE are real, person-to-person influencers whose authenticity and physical presence throughout the East Coast will provide direct exposure for the Town in venues where cumulative annual attendance reaches near half a million people.

Mr. Brown further provided that they "believe people travel by personal interest first and that recommendations tear down the wall of fear of trying something new. So we ask people what they love to do and recommend where its famous for that in NY" and additionally submitted the following:

#### Key Facts:

- We plan to represent 30 destinations across New York State as a brand, we are up to 22
- We aren't mainly a web product yet, we are a traveling rep service (of course a more robust digital offering is coming)
- We travel to approx. 15-20 major events each year engaging the public and recommending our member destinations.

#### Our Products:

- New York's Best Experiences Mobile Visitors Center – Print Distribution of destination piece
- We set up indoors and outdoors at fairs, festivals, malls, travel shows and tactical events.
- 500,000 gross attendance at events throughout the year
- Print piece distribution used by the team to make recommendations.
- Cost/year \$9,500

## New York's Best Experiences Mobile Visitors Center – Recommendations Guide

- Two page spread about destination: Why it's famous, Plus 8 recommendations
- Distributed on the New York's Best Experiences Tour as the print takeaway
- This guide is also used to make recommendations for the destination
- Cost/year \$9600 (First year discount to \$5,000 – We will explain why)

Mr. Brown offered to travel to meet with WDS and the Town of Johnsburg, at no charge, in order to discuss their services. Accordingly, it is recommended that NYBE's offer of conference be accepted during Phase 1 of this Plan so that discussion can commence on how their services can further the Town's marketing efforts.

### **Metrics and Measurement**

To be provided by NYBE.

### **Costs:**

As costs from this provider are variable and varied depending on the level(s) of service to be provided, and that NYBE has the authority to provide flexible options following a conference with the Town, costs cannot be determined with certainty at this time. However, it is reasonable to presume that costs will range from \$2,500 to \$15,000.

### **K. Local Internet Advertising**

In pursuit of bringing visitors from the Lake George area to the Town of Johnsburg advertising on local website is highly recommended. With nearly 9 million page views per year, more than 169,000 Facebook fans and 29,000 newsletter subscribers LakeGeorge.com would provide excellent exposure for the Town and its varied attractions.

Valleri James, Director of Digital Sales & Strategy of Mannix Marketing, provided that Mannix Marketing would provide a web page for the Town dedicated to mountain biking within either the LakeGeorge.com or Adirondack.net websites wherein they would place a series of search engine optimized sponsored editorials and promote those pieces within their newsletter and Facebook page, as well as provide display ads for a period of six months.

Due to the vast reach of either of those their two websites it is recommended that the Town retain Mannix Marketing for the editorials within Phase 3 of this Plan as while a web page showcasing bicycling within the Town is desirable, it just one segment of the range of attractions throughout the Town and, once the promotional period has expired and should the Town not choose to renew, the Town will not retain any residual benefit.

**Costs:**

Mannix creation of web page within LakeGeorge.com or Adirondack.net:	\$ 1,000 - \$1,500
Price per article (Discounted from \$1,000 per article):	\$ 750.00

As the funds for achieving this objective is beyond the scope of the current budget a separate funding initiative would be required.

## **7. Modification and Acceptance**

The Town is encouraged to provide WDS with any changes or modifications to this Implementation Plan as it may require and as are consistent with the FWHC plan components, as well as the identifying information for its designee who will interact with WDS to affect such changes, within 14 days of the Town's receipt.

WDS will consult with the Town's designee and make such required changes or modifications within 7 days and will resubmit this Plan to the designee for resubmission to the Board.

The Board is further encouraged to vote on whether or not to accept this Plan and adopt its recommendations in order to provide clear directives for additional efforts for the marketing of the Town.



## **8. Glossary**

**asset(s)**: Attractions within the Town of Johnsborg include but are not limited to free outdoor recreation (e.g., biking and hiking trails), paid outdoor recreation (e.g., rafting and tubing), retail, lodging including camping, scenic drives, points of interest and historical sites and such other categories as may later be identified.

**bounce rates**: The percentage of visitors to the website who navigate away from the site after viewing only one page. Please see the definition for “page events” as users who may leave the site after viewing a single page may simply have located the information they were seeking and moved on.

**funnel visualization**: Funnel visualization is used to monitor and analyze the interactions of users leading towards a website goal. In order to understand interactions such as logons, contact requests, page views and bounce rates, it is necessary to define goals and basic conversions for the various interactions.

**geocache**: A hidden container that usually includes a logbook for geocachers to sign. Also known as a cache. However, there are currently over a dozen geocache types, each type being a different variation of the game.

**geocaching**: A real-world, outdoor treasure hunting game using GPS-enabled devices such as a smart phone. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache hidden at that location. The game was created in May, 2000, and is now principally governed by Groundspeak, Inc. of Seattle, Washington.

**GeoTrail**: GeoTrail is an organized set of geocaches designed to bring people to a location, but one that is NOT an official [Geocaching.com](http://Geocaching.com) GeoTour. Geocaching HQ refers to these groups of geocaches as "Reward GeoTrails". This is in reference to the reward that is often given to the finders who complete (or find all the geocaches in) the GeoTrail.

**GeoTour**: GeoTour refers to an official [Geocaching.com](http://Geocaching.com) GeoTour which can be found on their website. According to Geocaching HQ, "These custom tours showcase engaging geocaches designed to introduce you to new locations." As of today there are 48 GeoTours within the United States with none present within the Adirondack Region. GeoTours require payment to Geocaching HQ in exchange for being listed on their website along with marketing and promotion.

**GeoTourism**: Tourism derived from the influx of geocachers attracted to a geocache, GeoTrail or GeoTour.

**mobile traffic behavior**: Measures how users accessing the website from a mobile device engage with the website. The more time a user spends on a mobile site can also indicate a better mobile user experience, since users won't spend much time on a badly optimized mobile version.

**page events**: Clarifies bounce statistics, since a bouncer can leave the page after reading everything and finding what was needed or immediately after arriving. By using a custom JavaScript and the events reports, the website administrator can tell if someone has seen all of the text on that particular page. Among other things, this metric allows a site owner to better place calls to action on a page.

**site content trends**: Performance over time can show such trends as traffic spikes around holidays or the benefits of specific promotions.

**site search term behavior**: The search terms users are using within the search feature within the website itself as opposed to external searches to reach the website. This metric can indicate if visitors are looking for something that isn't obvious in the site. If it needs improvement, remedies can include additional or clearer content, better navigation and better optimized search engine keywords.

**social media referral traffic**: Identifies the top social media referrals and can help target social media marketing.

**trackable**: A Geocache item having a tag with a unique code, a tracking number, that can be attached to an item. The tracking number, when entered into the Geocache app, is used as proof that a geocacher physically came in contact with an item. The trackable can either remain with the item or be carried from cache to cache (or person to person) in the real world, and its progress can be followed on [Geocaching.com](http://Geocaching.com). Also known as Travel Bugs, TBs, and GeoCoins.

**user engagement**: Measures a viewer's time on a page and the number of pages accessed, indicates how well a user's attention is being captured. A web site owner can add calls to action or links to encourage users to visit more pages.

**user location**: The geographic location of website visitors as determined by the location of the computer used to access the website.

**Website traffic sources**: Identifies the online sources referring users to the website such as if a user came from Google, a source link from another website, or a direct link from typing in a URL directly within their web browser.