



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
November 21, 2016**

Committee Members:

E. Merlino, Chairman
D. Dickinson
R. Conover
E. Frasier
E. Wood
R. Vanselow
M. Simpson
C. Leggett
R. Seeber
J. Strough
D. Beaty

-
- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of September 26, 2016 Committee Meeting
 - III. Action Agenda/New Business
 - IV. Information for Discussion/Review
 1. Report on Revenue – Michael Swan, County Treasurer
 2. Broadcast and Digital Media Buying Services RFP – Peter Girard
 3. Smith Trend Reports – Sam Luciano, Fort William Henry
 4. Tourism Department Update - Joanne Conley
 5. Group Tour Update – Tanya Brand
 6. Lake George Chamber of Commerce and CVB update – Kristen Hanifin
 - V. Privilege of the Floor to discuss any additional items to come before Committee
 - VI. **Referral/Pending Items**

Contract for consulting services to perform a study of tourism in Warren County awarded to BBG&G; BBG&G to assist in developing an RFP for data oriented services. (02.22.16)
 - VIII. Motion to adjourn



**November 2016 Lake George Regional CVB
CVB Report presented by Kristen Hanifin
Special Events & Convention Sales Director**

Please find below, the Lake George CVB activities for the month of November 2016. This has been a very active month so far, with six new leads coming into the CVB, including the following open/pending proposals:

Current/Pending/Confirmed New Events for November:

Santa Hustle (Dec. 2 or 16, 2017- proposals received and have been sent to the organizer for review. They will be reviewed over the next month. Site visit scheduled tentatively for February. (over 3,000 runners expected – new event – hoping to go to contract in Feb). They usually bring in over 2000-3000 people, have an average between 796-up to 2,501 room nights over the course of 2 days. We will need at least 2-3 downtown hotels to bid to get this event in town. Economic impact in other cities running this event averages \$1.5 to \$3M per event.

Ride for Hope & Gratitude (Sept. 22-24, 2017)– Organizer came on site visit two weeks ago – currently looking at two properties in the area. **Confirmed new event.**) Met with the organizer of this new charity It is a charity bike ride to benefit the Cedar Cancer Foundation in Montreal. Organizer anticipates potentially 50-100 riders

NYS Conference on Mental Health Directors (Sept 24-25, 2018) – RFP sent out last week – Proposal extension to FRIDAY, Nov. 18. (75-80 attendees) **Pending hotel decision in Dec.**

Rock Maple Snowmobile Racing (Feb. 4, 2017)– They will be racing in Lake Luzerne. Looking for properties in or near Lake Luzerne. Approximately 60 -80 rooms – Fri-Sun (3-5 Feb). This is also the kickoff weekend to Winter Carnival in Lake George and will tie into the marketing and promotion of the Carnival celebrations/activities. (150 racer expected. **Confirmed new event**)

Law Enforcement Officers Festival (May 19-21, 2017) – Received rates from hotels and have passed information to organizer to put up on their website. **Confirmed new event.**

NYS Association of Land Surveyors (Nov. 9-11, 2017) – RFP sent out 11/10/16. Proposals received. **Pending hotel decision in Dec.**

Adventure Travel Trade Association 2019 North America Adventure ELEVATE Conference
This would be a NEW event for 2019 – a proposal will be submitted at the end of the month by the CVB. More details forthcoming.

Prime Time Lacrosse – Tournament July 7-9, 2017 They have just re-renewed the contract with Golden Goal for 2017. They will be returning at the end of July. An RFP will be sent out shortly. Will be working with the organizers regarding room block requests and total numbers.



LEO Festival (Law Enforcement Officer's Festival) May 19-21, 2017 Met with the Mayor's office and the organizer, Austin Glickman (NYPD) on 10/6/16 to discuss planning of this event. This event is a new event for Lake George and is slated for May 19-21, 2017. Website for the event is now up and active – <http://www.leoweekend.com/> . Requests for rooms was sent out on 11/2/16 and responses have been forwarded to the organizer.

As the year comes to a close, the CVB will be working on the following initiatives in the coming months:

- 1) Developing content, layout & design for new collateral pieces for Festival Commons, the meetings/events markets and the sports markets.
- 2) Developing a MASTER Calendar of all special and sporting events, meetings, conferences, reunions in the Lake George area.
- 3) Updating the new NYMeetings.com website as part of NYSDMO Association.
- 4) Developing a MASTER Calendar for CVB advertisement/marketing/PR/social media initiatives in 2017. This will also include a monthly timeline for storyline ideas, based upon events in the area, newsworthy items and economic impact of new events to the area. This will be broadcast across print, digital and social media on a monthly basis.
- 5) Reviewing proposals to purchase print/digital advertising to support the SMERF, SPORT, CORPORATE and ASSOCIATION markets in 2017.
- 6) Developing a sports initiative strategy/researching resources with local sport venue partners to grow the lucrative sporting events/youth sports market in the Lake George to increase tourism spends (increase "sport-cations").
- 7) Continue to with the NYSDMO (NYS Destination Marketing Organization Association) and other local DMO's on several new promotional initiatives, including the collaborative marketing initiative at the CONNECT Marketplace 2017.

MARKETING/ADVERTISING

There are three main collateral pieces being considered for publication in 2017 by the CVB. They include the following:

- 1) **Meeting/Special Events Brochure** – the concept for this publication would be a co-op opportunity between the CVB and hospitality partners. It would include high level photography, advertorial, space layouts/dimensions, local information, dining information, local attractions and outdoor recreational opportunities. Will likely combine the information for Festival Commons into this piece to save on production costs. **Deadline:** Produced by March 1, 2017 to launch into trade show season in 2017.
- 2) **Sports Planner** – New piece, highlighting the various sports venues and sporting opportunities in the area. It is anticipated to also be a co-op piece, would include high level photography, copy, space/venue descriptions and contact information. **Deadline:** Produced by March 1, 2017 to take to NASC.
- 3) **Festival Commons brochure** – New piece to replace outdated current piece. Will include new photography, layout and showcase the opportunities available within this space year-round. **Deadline:** Produced by March 1, 2017 to launch into trade show season.



TRADE SHOWS

In looking at the overall potential market for the Lake George Region, the CVB will be actively pursuing the sports market in 2017. With its consistent 5% growth annually over the last 5 years, the youth sports market in particular, has a tremendous amount of potential for the Lake George region and is responsible for over \$7 billion in destination revenues across the country. With many children playing multiple sports year-round, and parents having limited vacation time, more and more families are opting for “*sport-cations*,” over traditional vacations, creating multiple (10-20, depending on how many children and how many sports they play) 3-4 day stays throughout the year to attend tournaments.

While at a tournament, these families will spend on a average around \$900 per tournament, (this includes lodging, food, gas and activities for a family of 4 over 2-3 days). Given the fact that the Lake George area is known as a “*family-friendly*” destination and currently hosts a number of softball, soccer, lacrosse, hockey, baseball and winter tournaments, this market has strong potential to sustain further growth year-round to increase the economic sustainability of the region. With this information, CVB will be moving forward on an aggressive sports marketing initiative and is currently researching additional resources to support this new initiative.

In 2017, the CVB is scheduled to attend 8 appointment-based marketplace shows to represent the Lake George region. These will include the following sport marketplaces: National Association of Sports Commissions, Connect Sports, Teams17, Sports Relationship Conference, as well as additional CONNECT Specialty, Corporate and Association Marketplaces (this was part of a package with advertising and media value added components), Small Market Meetings Conference, CONNECT NY and ESSAE.

The CVB is currently reviewing the tradeshow calendar to see if there may be opportunities to bring partners, at discounted rates.

NEW BUSINESS FOR NOVEMBER

Tiny Trailer Campers Reunion – CONFIRMED – Sept. 2017 coming to Moosehillock Campground. 100-200 people total.

Phi Sigma Kappa – CONFIRMED – Jan. 21-21, 2017. Lead from CONNECT Specialty Show.

NE District Barbershop Quartet – May 4-6, 2017 – CONFIRMED. 200-300+ ppl. Will also be using Festival Commons. Currently working on itinerary and program.

ECHL Hockey All Star Game & Festival – Jan. 16-19, 2017. CONFIRMED. Working with GFCC, organizer, village, FWH for fan fest event in town.

WIT (Winnebago International Travelers) Reunion - Sept. 15-17, 2017 – CONFIRMED

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

**Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.*

DEPARTMENT NAME: Tourism

DATE: 11/21/16

- (a) Purpose of Request:
to authorize amendment agreements between municipalities in Warren County and the County of Warren for Tourism Promotion and Tourist and Convention Development Services - Occupancy Tax

- (b) Details:
to continue the same amounts given to the municipalities and the Adirondack Civic Center Coalition under the County Tourist & Convention Event Development Fund as was authorized by the 2016 Spending Plan in Resolution # 151 of 2016

- (c) Previous Resolution Number:
Res# 151 of 2016

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.6417 469, Other Payments/Contributions \$405,000
A.6417 480.02, Tourism-Convention Event Development Fund \$250,000

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. ~~151~~ OF 2016

Resolution introduced by Supervisors Conover, Seeber, Sokol, Simpson, Merlino, Dickinson, Girard, Frasier, Beaty, McDevitt and Braymer

AUTHORIZING AMENDMENT AGREEMENTS BETWEEN MUNICIPALITIES IN WARREN COUNTY AND THE COUNTY OF WARREN FOR TOURISM PROMOTION AND TOURIST AND CONVENTION DEVELOPMENT SERVICES - OCCUPANCY TAX

WHEREAS, the County derives revenues from the Occupancy Tax authorized by act of the New York State Legislature (Chapter 422 of the Laws of 2003) and, after deducting the amount provided for administering such tax, is to allocate the funds to enhance the general economy of the County of Warren and its cities, towns and villages through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supported activities, and

WHEREAS, the Warren County Board of Supervisors has previously authorized contracts with the various municipalities in Warren County to provide funds, annually, to enhance the general economy of the various municipalities and therefore, the County of Warren, through the promotion of tourist activities, conventions, trade shows, special events, and other directly related and supported activities, and

WHEREAS, it has been proposed to provide the following additional amounts to the various municipalities for ²⁰¹⁷2016 and accordingly amend the aforementioned contracts to provide the following stated additional funds in January, ²⁰¹⁷2016 or as soon thereafter an amendment agreement between Warren County and the various municipalities can be executed and payment thereunder processed:

Warren County	\$150,000	(Wood Park, Fair Grounds, Up Yonda, Invasive Species control, as examples) Warren County 2016 allocation will be reduced by \$33,287 to cover festival space fence cost paid in 2015.
Lake George	\$150,000	(Combined Town and Village allocation)
Bolton	\$60,000	
Queensbury	\$60,000	
Towns & City GF	\$135,000	(\$15,000 for each of the eight remaining towns & Glens Falls)
County Tourist & Convention Event Development Fund	\$250,000	Maximum 3 year funding
County Special Event, Tradeshow, Activity Discretionary Fund	\$75,000	(All municipalities eligible to apply for discretionary funding on a competitive basis)
Total Expense	\$880,000	
	<i>655,000</i>	
Revenue		
County Event Funding Reduction 2016 ²⁰¹⁷	\$175,000	(Remaining County event funding for major regional activities only)
Required Fund Balance 2016 ²⁰¹⁷	\$705,000	<i>480,000</i>
Total Revenue 2016	\$880,000	

2017 655,000

RESOLUTION No. 151 OF 2016

PAGE 2 OF 2

now, therefore, be it

RESOLVED, that the Chairman of the Board of Supervisors be, and hereby is, authorized and directed to execute amended or revised agreements providing additional funds for the various municipalities as stated in the preambles of this resolution in a form to be approved by the County Attorney, and be it further

RESOLVED, that the terms and provisions of the prior contracts shall otherwise continue to remain in force and effect except as now amended by the amendment agreements authorized hereby, and be it further

RESOLVED, that the Warren County Treasurer be, and hereby is authorized and directed to pay to each municipality the amounts specifically set forth herein above as soon as possible upon receipt of a fully executed amendment agreement from the municipality with the remaining amounts provided for under the previously existing agreements to be distributed as provided therein and based on the formula previously approved by the Warren County Board of Supervisors in distributing one percent (1%) to the municipalities.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 11/21/16

- (a) Is this a Result of a Bid or Request for Proposal? yes - WC 73-16
- (b) Purpose of Contract: **Contract for Broadcast and Digital Media Buying Services; 4.25% commission fee for broadcast media buying**
- (c) Name of Contractor: **Lake Placid Advertisers Workshop, Inc.**
- (d) Address of Contractor: **PO Box 645 Lake Placid, NY 12946**
- (e) Contractor's Contact Person and Telephone Number:
Tom Connors 518-523-3359
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **1/1/17**
- (h) Termination Date of Contract: **12/31/17**
- (i) Payment Provisions:
 - i) lump sum amount **1,000,000**
 - ii) hourly rate amount
 - iii) total amount not to exceed **1,000,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of various aspects of work**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **A.6417 481, Promotion \$1,000,000****

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

*as listed in budget and LOGOS

**WARREN COUNTY
BID TABULATION SHEET**

BID NO.: WC 73-16 ITEM(S): RFP FOR BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT DATE: OCTOBER 25, 2016 TIME: 3:00 PM.	NAME & ADDRESS OF BIDDER	NAME & ADDRESS OF BIDDER	NAME & ADDRESS OF BIDDER	NAME & ADDRESS OF BIDDER	NAME & ADDRESS OF BIDDER
	Stratton Partners Attn: Susan Stratton PO Box 626 Round Lake, NY 12151 Ph: 265-3737 Fax: 888-899-3225	AdWorkshop Attn: Adele Connors PO Box 645 Lake Placid, NY 12946 Ph: 523-3359 Fax: 523-0255	Desmond Media & Marketing Attn: Denise Desmond 11 Saratoga Farm Rd. Malta, NY 12020 Ph: 584-1690 Fax: 584-1725	DVG Media, Inc. dba Brawn Media Attn: Donna Brownson 441 New Karner Rd. Suite 2 Albany, NY 12205 Ph: 472-0060	BBG&G Advertising, Inc. Attn: Deborah Garry 3020 Route 207, Suite 101 Campbell Hall, NY 10916 Ph: 845-615-9084
DESCRIPTION OF ITEM	BID PRICE	BID PRICE	BID PRICE	BID PRICE	BID PRICE
Commission Percentage Fee for Broadcast Media	2.75%	4.25%	7.5%	10%	12%
Buying Services:					
Other Fees not included in the above:					
BID AWARDED TO:					
Term of Contract: January 1, 2017 through December 31, 2017					
JULIE A. BUTLER, PURCHASING AGENT Resolution No. of 2016					



October 25, 2016

Julie A. Butler, Purchasing Agent
Warren County Human Services Building
1340 State Route 9, Lake George, NY 12845

Dear Julie Butler and the Warren County Tourism Department:

It is with great enthusiasm that we answer this Request for Proposal. Adworkshop's team of 35 professionals are thrilled for the opportunity to continue promoting the Lake George / Warren County area.

Adworkshop strives to stay ahead of the curve in tourism promotion and we constantly look for new ways to get involved in the industry— both to share our knowledge and learn from our peers. Most recently, members of our staff attended the E-tourism Summit in San Francisco, October 20-21, 2016 and was a feature presenter at the 2016 ISKINY/PSAA Expo, September 19-21, 2016.

At the ISKINY/PSAA Expo, Account Executive, Kari Hoffman presented on "Extending your Marketing through Relationships: Working with NYS Partners" to provide ski areas throughout NYS with information on building relationships with their TPAs for mutual benefit. Director of Client Services, Dave Conlan presented on brand storytelling and the role it plays in the travel decision making process.

We look forward to working with you on the media services set forth in the Request for Proposal. Orchestrating a powerful media campaign is a challenge we are excited once again to undertake.

Sincerely,

A handwritten signature in black ink that reads "Adele P. Connors". The signature is written in a cursive, flowing style.

Adele P. Connors

CEO

WC 73-16 - REQUEST FOR PROPOSALS FOR BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: OCTOBER 25, 2016

TIME: 3:00 PM

PLACE: HUMAN SERVICES BLDG

PROPOSAL

PROPOSAL OF: Lake Placid Advertisers Workshop, Inc aka Adworkshop
COMPANY NAME

TO: Julie A. Butler, Purchasing Agent
Warren County Human Services Building, 3rd Floor
1340 State Route 9
Lake George, NY 12845

The undersigned having carefully examined the specifications and having to their satisfaction ascertained all the facts concerning these specifications, herewith submits the following proposal.

4.25 % commission fee for broadcast media buying services

As a separate attachment, please indicate any additional costs to perform the services as per the requirements of the specifications. See Section IV(D) above. There shall be no other amounts due and payable by the County regardless of costs or expenses of the Contractor except for additional services requested by the County which are beyond the Scope of Services or those services customarily performed as part of the scope of services.

Please attach all other information requested in these specifications.

Date: 10/21/16 Federal ID# 14-1620899

Contractor Signature: Adele P. Connors

Contractor name (Printed): Adele P. Connors

Name of Firm: Lake Placid Advertisers Workshop, Inc.

Business Address: PO Box 645, 44 Hadjis Way, Lake Placid, NY 12946

Phone # (518) 523-3359 Fax # 518-523-0255

E-mail: adele@adworkshop.com

NOTE: The Following Iran Divestment Act compliance, Certification and Corporate Resolution, must accompany this proposal. Financial statement, if desired, will be requested at a later date. D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

WC 73-16 - REQUEST FOR PROPOSALS FOR BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: OCTOBER 25, 2016

TIME: 3:00 PM

PLACE: HUMAN SERVICES BLDG

CERTIFICATION

Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 675 of the Laws of 196, and further amended by Chapter 56 of the Laws of 2010, effective June 22, 2010.

- (a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies, as to its own organization, under penalty of perjury, that to the best of knowledge and belief:
 - (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;
 - (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
 - (3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.
- (a-1) Notwithstanding the foregoing, the statement of non-collusion may be submitted electronically in accordance with the provisions of subdivision one of section one hundred three of the General Municipal Law.
- (b) A bid shall not be considered for award nor shall any award be made where (a) (1) (2) and (3) above have not been complied with; provided however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth, in detail, the reasons therefor. Where (a) (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.
- (c) The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing on its behalf;
- (d) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, on behalf of the corporate bidder.

Individual Bidder

Co-Partnership

By _____
Partner

Lake Placid Advertisers Workshop, Inc.
Corporation

By Adele P. Connors
President
Adele P. Connors, CEO

WC 73-16 - REQUEST FOR PROPOSALS FOR BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: OCTOBER 25, 2016

TIME: 3:00 PM

PLACE: HUMAN SERVICES BLDG

CERTIFICATION OF COMPLIANCE WITH THE IRAN DIVESTMENT ACT

As a result of the Iran Divestment Act of 2012 (the "Act"), Chapter 1 of the 2012 Laws of New York, a new provision has been added to State Finance Law (SFL) § 165-a and New York General Municipal Law § 103-g, both effective April 12, 2012. Under the Act, the Commissioner of the Office of General Services (OGS) will be developing a list of "persons" who are engaged in "investment activities in Iran" (both are defined terms in the law) (the "Prohibited Entities List"). Pursuant to SFL § 165-a(3)(b), the initial list is expected to be issued no later than 120 days after the Act's effective date at which time it will be posted on the OGS website.

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, each Bidder/Contractor, any person signing on behalf of any Bidder/Contractor and any assignee or subcontractor and, in the case of a joint bid, each party thereto, certifies, under penalty of perjury, that once the Prohibited Entities List is posted on the OGS website, that to the best of its knowledge and belief, that each Bidder/Contractor and any subcontractor or assignee is not identified on the Prohibited Entities List created pursuant to SFL § 165-a(3)(b).

Additionally, Bidder/Contractor is advised that once the Prohibited Entities List is posted on the OGS Website, any Bidder/Contractor seeking to renew or extend a Contract or assume the responsibility of a Contract awarded in response to this solicitation must certify at the time the Contract is renewed, extended or assigned that it is not included on the Prohibited Entities List.

During the term of the Contract, should the County receive information that a Bidder/Contractor is in violation of the above-referenced certification, the County will offer the person or entity an opportunity to respond. If the person or entity fails to demonstrate that he/she/it has ceased engagement in the investment which is in violation of the Act within 90 days after the determination of such violation, then the County shall take such action as may be appropriate including, but not limited to, imposing sanctions, seeking compliance, recovering damages or declaring the Bidder/Contractor in default.

The County reserves the right to reject any bid or request for assignment for a Bidder/Contractor that appears on the Prohibited Entities List prior to the award of a contract and to pursue a responsibility review with respect to any Bidder/Contractor that is awarded a contract and subsequently appears on the Prohibited Entities List.

I, Adele P. Connors, being duly sworn, deposes and says that he/she is the Principal, CEO of the Lake Placid Advertisers Workshop, Inc.

Corporation and that neither the Bidder/Contractor nor any proposed subcontractor is identified on the Prohibited Entities List.

Adele P. Connors
SIGNED

SWORN to before me this

21st day of October

20116

Notary Public:

Amanda S. Johnson
Notary Public State of New York
Lic. #01J06253008
Qualified in Franklin County
Commission Expires December 19, 2019

WC 73-16 - REQUEST FOR PROPOSALS FOR BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: OCTOBER 25, 2016

TIME: 3:00 PM

PLACE: HUMAN SERVICES BLDG

CORPORATE RESOLUTION

RESOLVED that Lake Placid Advertisers Workshop, Inc. aka Adworkshop
(Name of Corporation)

be authorized to sign and submit the Bid, or Proposal, of this Corporation for the following project:

Warren County Broadcast and Digital Media Buying Services
(Title of Project)

and to include in such Bid Proposal the Certificate as to non-collusion required by Section 103-d of the General Municipal Law as the act and deed of such corporation, and for any inaccuracies of misstatements in such certifies this Corporate Bidder shall be liable under the penalties of perjury.

The foregoing is a true and correct copy of the Resolution adopted by Lake Placid Advertisers Workshop, Inc.

Corporation at a meeting of its Board of Directors held on

the 21st Day of October, 2016, and

is still in force and effective on this 21st Day of October,

2016.



SECRETARY
(Signature)

(SEAL OF CORPORATION)

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Butler, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Danielle M. Parker, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie Butler, Purchasing Agent
DATE: October 4, 2016
SUBJECT: **ADDENDUM #1: WC 73-16 - REQUEST FOR PROPOSALS FOR BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT**

Please sign and return the following to our office with your proposal:

I, Adele Connors, of
Lake Placid Advertisers Workshop Inc Adworkshop (company) have received the following
addendum and will include it with the above quote.

Addendum:

The following questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1. Whether companies from outside USA can apply for this? (From India or Canada)
- A. Companies outside of the United States may submit proposals, however, they must be registered to do business in New York State. It is preferred that there's a nearby account manager to work with as necessary - please also see the answer to Q2 below.
- Q2. Whether we need to come over there for meetings?
- A. On page 2 of the specifications, Section II. Scope of Services Requested, Part A. Services - Generally, at the bottom of page, reads as follows: Successful Contractor/Professional may be required to attend at least one meeting of the Tourism/Occupancy Tax Committee to be determined by the Tourism Department.

Also, refer to page 6 of the specifications, Section D. Additional information, interviews and/or presentations may be required at the option of County. In no event shall the County or it's Boards, Officers and employees be liable for any costs incurred for the preparation of and participation in the submission of responses to this request or subsequent interviews of persons or companies.

Q3. Can we perform the tasks (related to RFP) outside USA? (From India or Canada)

A. See Q1 & Q2 above.

Q4. Can we submit our proposals via e-mail?

A. No. Proposals must be submitted in sealed envelopes and delivered to the Purchasing Department at the address listed in the specifications.

All other terms and conditions of the bid shall remain the same. If you have any questions, please contact me at (518) 761-6538.

Signature: Paul P. Conners

Date: 10/25/16

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Butler, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Danielle M. Parker, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie Butler, Purchasing Agent
DATE: October 17, 2016
SUBJECT: **ADDENDUM #2: WC 73-16 - REQUEST FOR PROPOSALS FOR BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT**

Please sign and return the following to our office with your proposal:

I, Adele Connors, of

Lake Placid Advertiser Workshop, Inc Adworkshop (Company) have received the following addendum and will include it with the above quote.

Addendum:

The following questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1. Will the campaigns be as they have been (3): Summer/Fall/Winter?
A. Yes.
- Q2. Do you have a percentage of digital versus broadcast budget laid out for each campaign, or is this an allocation we recommend? If so, what percent do you prefer to go to digital?
A. The Tourism Department would like to strategize with the successful contractor to make this determination. The Department currently skews to more broadcast, however, they would like some flexibility with regard to changing with the market.
- Q3. Are you including Facebook sponsored ads as a part of your digital outreach?
A. Yes.

All other terms and conditions of the bid shall remain the same. If you have any questions, please contact me at (518) 761-6538.

Signature: Adele P. Connors

Date: 10/25/16

WC-73-16 –Proposal for Broadcast and Digital Media Buying Services

Warren County Tourism

October 25, 2016

PREPARED FOR:

Julie Butler, Purchasing Agent

Warren County Human Services Building, 3rd Floor
1340 State Route 9, Lake George, NY 12845
518.761.6538

adworkshop
AN EMPLOYEE-OWNED COMPANY

HQ: 44 Hadjis Way, P.O. Box 645, Lake Placid, New York 12946
CAPITAL DISTRICT: 333 Broadway, Suite 360, Troy, New York 12180
518.523.3359 • www.adworkshop.com

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Introduction

Adworkshop has provided this region and its hundreds of clients, four decades of award-winning advertising, marketing and media campaigns. Headquartered in Lake Placid, with a Capital Region office in Troy, our thirty-five-person team knows and understands our region like no other agency could. Our Adworkshop team doesn't just work here, we live here. Our lifestyles give us firsthand experience in everything our region has to offer. Whether it is athletic, artistic or leisurely lives we live, if you can do it here, we have experienced it. The love our team has for this area makes us innovative, enthusiastic and adventurous when it comes to researching, creating, planning and implementing highly effective multi-dimensional marketing campaigns.

It is true that we are proud of our future-forward, innovative approach to marketing. We see our history as evolutionary, sometimes even revolutionary, resulting in making our approaches to marketing continually advancing and always ahead of the curve.

This culture was established at concept when two partners decided to make the radical decision of starting an advertising agency north of the Capital District. It turned out to be a great idea. Many other great ideas have followed.

Adworkshop developed a web department ahead of other traditional marketing agencies because our marketing team saw the potential, and we adopted responsive web design practices years ahead of other agencies as mobile device adoption began to grow. Then, Adworkshop created a search marketing team at a time when colleges hadn't even thought to add it to their marketing curriculum.

Seeing firsthand the benefits of continual information processing and communication, Adworkshop merged search marketing, content, public relations, social media and media into a comprehensive digital marketing team to enhance collaboration and coordination from strategizing to executing. This department spring boarded the implementation of three in-house platforms for programmatic media buying, which takes audience targeting to a new level of segmentation for greater media buying efficiency.

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With no marketing trend ever overlooked, influencer marketing, persona development, crisis communication, user testing, as well as reporting and analysis have been added to our depth of marketing services, ensuring that the newest approaches are available to all our clients.

The reason our Adworkshop team has grown from a one-site, two-person operation to a multi-location agency with thirty-five advertising and marketing specialists is because we are a company that understands and respects the fast pace of our changing digital world. We offer all employees access to an aggressive continuing education program, comprehensive training and networking that keeps the team and its approaches ahead of the trends, and positions Adworkshop as a leader.

Understanding the most efficient and effective approaches to digital and traditional media, search marketing, website development and account services, is the bedrock of Adworkshop's award winning collaborative approach to offering clients the best possible return on investment marketing services.

Our team is excited to continue our partnership with Warren County and look forward to working with you on your continued success.



Our Experience

AGENCY QUALIFICATIONS

Fully Integrated Team of Specialists

Our teams of Paid Media, Search Marketing, Web Development, Creative Services, Account Service and Management/Operations deliver strategic and creative solutions for clients within the destination marketing and economic development industries. We are a carefully constructed team of specialists who collaborate with clients and each other to achieve business objectives and ensure brand consistency. Regardless of what aspect of marketing a client needs assistance with, Adworkshop's full team will evaluate and generate ideas and develop a strategy to accomplish client's goals. This is what we do every day.

Internationally Recognized Agency

We are recognized for our creative and marketing expertise nationally and internationally. Last year alone, we earned two national awards and two international awards for our creative work. Our team members are frequently invited to speak on a wide-range of marketing topics at national, tourism, and destination marketing conferences and events.

Tourism Experience

Our expertise in tourism, economic development, and destination marketing enables our team to leverage national and international tourism trends, as well as stay on the pulse of what's happening locally through ongoing dialogues, research, news and surveys. We have a demonstrated ability to work effectively with services and system providers in New York State. Our client list ranges from regional tourism promotion agencies to chambers of commerce, visitor bureaus, county tourism agencies & attractions, and lodging properties. With an intimate understanding of the essential elements of destination marketing, we examine what a client needs, what will propel them forward, and then we execute accordingly.

Compliance, Budgets and Reporting

We have been working in New York State as a fiscally-sound business for nearly 40 years. When we issue and sign a work agreement or contract, we comply to the letter with the terms upon which we've agreed. We also provide clients with accurate and timely reporting. At Adworkshop,

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it is a company-wide understanding that we will stay on-time and on-budget. As a corporation, we fully comply with all applicable rules and regulations.

Experience with NYS Matching Funds

Adworkshop has the experience to do the job and do it well. Adworkshop has worked very closely with regional and county TPAs throughout New York State to extend their advertising through the NYS Matching Funds program. From assistance with applications, to consulting and coordination, we have worked on different levels with partners and TPAs to secure program funding and implementation. On a regional level, this includes working with the Adirondack Regional Tourism Council. It also includes working with the county TPAs to coordinate regional programs. Some of these counties include, Warren County Tourism, Thousand Islands Tourism, Cooperstown and Steuben County Tourism.

Adworkshop WBE Certification

Lake Placid Advertisers Workshop Inc., d/b/a Adworkshop has status as a Women-Owned Business Enterprise and is listed in the State's Directory of Certified Businesses (file ID #54226.)

Management Structure and Staff

We work in a highly collaborative environment that ensures we can produce quality, creative work. Our culture instills and exudes ownership-quality work with a commitment to making a difference for our clients, our community, and the environment. Adworkshop is an Employee Stock Ownership Plan (ESOP).

Broadcast & Digital Media Buying Experience

Adworkshop has been buying broadcast media for nearly 40 years. Three members of our Paid Media Department are seasoned professionals in buying broadcast / TV. Our long-term relationships with media vendors allows us the best rates in the region. We specialize in buying broadcast/television in the Northeast Region, with the NYC DMA as our primary market.

All members of our paid digital team have years of experience in buying digital media. All team members are trained on every platform we use to execute campaigns, e.g. Facebook, AdWords, programmatic, etc. Continuous education is a pride point at Adworkshop. Our team members keep current on all media issues to ensure that we are always providing our clients with the most

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effective means of promotion. Well-rounded and fully cross-trained, our team is ready and capable of executing all of your digital needs.

How people consume media has changed significantly over the past two decades. In turn, the way media is purchased has changed as well. Digital media has quickly become a dominate arena in advertising, and Adworkshop has been ahead of the curve in all things digital. In 2014, we started offering programmatic buying to our clients. By keeping our programmatic in-house, we are able to keep cost down and pass that savings on to our clients. Our in-house team handles all day-to-day management of our clients' campaigns and monitors progress in real time, ensuring we are on budget, on target, and performance is always optimal.

See what some media outlets have to say about working with Adworkshop...

"I have worked closely with Tom and his team at Adworkshop for many years, and have always been impressed by the sophisticated approach he and his team takes to reaching consumers. When it comes to online and digital media, Adworkshop is one of the most advanced agencies in the marketplace. The Adworkshop team regularly adjusts their approach to reflect the changing media landscape, and we enjoy collaborating with them to help find the most effective audiences for their clients."

JIM TOLLAR, GENERAL MANAGER, CENTRAL NY DIVISION, TIME WARNER CABLE

"Adworkshop, on average, receives a 40% discount on our rate card rates, which is on the very low end for all of our advertisers. That does not count an additional 30 no-charge bonus spots per week on all of their campaigns, when we are not in a political window."

CHRISTINA WILLIAMS, REGIONAL ACCOUNT EXECUTIVE, HARTFORD/NEW HAVE INTERCONNECT,
COMCAST SPOTLIGHT

"Not only are the media buyers at Adworkshop consummate professionals and very tough negotiators, but they are also creative thinkers as well as early adapters to new technologies. When News12.com launched its "News on Demand" channel, Adworkshop realized the potential that it had in showcasing long form content and its ability to drive leads."

GERALD HEALY, VICE PRESIDENT, NATIONAL SALES,
NEWS 12 NETWORKS-NYC INTERCONNECT/ALTICE MEDIA SOLUTIONS

Account
40% discount

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"After looking at the buy you put together, we realized you did much better than most of our clients. Pricing out where your spots landed and what they normally cost, the buy would have been over three times what you negotiated. In fact, I never told you this, but I was called into my bosses' office when I submitted the buy, to explain why you were getting so much for so little. Good job."

JERRY ADAMS, ACCOUNT EXECUTIVE, NBC NEWS 22, SPRINGFIELD, MASS

"The Adworkshop Media Buyers have always been tough negotiators. There have been several times where I've had to justify the rates we have for Adworkshop across all of Upstate NY. We do it for them because of the relationship we have built over the years and the partnership that we have. Adworkshop also challenges us to bring them opportunities that deliver results for their clients. They hold us to very high performance standards and often we involve our product team to discuss capabilities and deliverables that we can customize just for Adworkshop."

JOHN TANNER, GENERAL MANAGER, ALBANY DIVISION, TIME WARNER CABLE



Our Approach

TRADITIONAL & DIGITAL MARKETING

Before a single plan is developed, it's important to evaluate the existing landscape of your previous and current marketing efforts and develop a strategic media plan based on our analyses. Having worked closely with your team over the past several years, we will quickly and thoroughly do a complete analysis. This analysis will identify your current strengths and weaknesses and pinpoint your competitors. With this information, we will effectively structure your unique differentiators and put a plan in place that will maximize your return on investment.

We'll start our partnership with a kick-off meeting. We'll then take a deep dive into your existing branding, messaging, target audiences and previous marketing strategies to ultimately make next-step recommendations. This will include a review of your current goals, expectations, and suggestions on how to structure campaigns through a strategic mix of services.

With a deep understanding of traditional and digital media, out-of-the-box strategic planning and access to the lowest media rates in the region, Adworkshop can create a powerful Warren County Tourism presence among all of its target audiences.

MEDIA STRATEGY

Attention to detail from audience analysis, to media decision, to performance analysis is what sets us apart from other agencies our size. It is also what will set you apart. We do it because we have been buying media for our clients for nearly 40 years and know that your results are all that matter.

Our team researches your target audience, determining their media consumption habits by their demographics, attitudes, electronic devices and frequented media channels. We employ unique tools to find more specific data about your audience which enables us to hyper-target based on behavior, context, geographic location, and even time of day.

As a reminder, we purchase media directly through our programmatic platform—a web-based trading desk—to cut out traditional ad networks that act as purchasing middlemen, and to



ensure that you get the lowest ad rates possible. We will also regularly review your campaign metrics and employ "A/B Testing" to see where your message and content are performing well and what types of people they're reaching. We then continuously optimize your campaigns to ensure the right people are reading your message at the right time.

Our experience has taught us that a varied and integrated media plan proves most effective in maximizing your return. Working with you, we'll determine what mediums can make that happen to form an effective strategy and ultimately exceed your marketing goals.

PROPOSED BROADCAST MEDIA

Broadcast / Television

We have developed relationships with media vendors both in the U.S. and Canada. The success of our media-buying services is judged by both the effectiveness with which we reach our target audiences and the low costs we negotiate for our clients. We utilize Neilson and Scarborough research services for broadcast media planning.

We analyze all relevant information including, but not limited to: demographic and behavioral studies of subscribers, viewers through primary and secondary research, media profiles, coverage maps, gross rating points & cost-per-point, market share and viewership with all media outlets.

PROPOSED DIGITAL MEDIA

Adworkshop strongly believes that traditional and digital media should be complementary. Our recommended digital tactics will provide measurable results and will be optimized based on each of your seasonal campaigns, determining who best to target for each season. In summer, families with children is a strong demographic to target, as families tend to travel when children are out of school. In the fall months, we may target travelers with more flexible schedules and leisurely interests.

Connected TV

Connected TV are spots bought programmatically or vendor direct. Inventory can be served on devices such as Apple TV, Roku, Amazon Fire and others, which are commonly found on Smart TVs and mobile devices/desktops. Impressions are delivered through apps such as Hulu, Crackle, DirectTV, ESPN, NBC, A&E, etc. Connected TV is a growing alternative to traditional TV and allows



us to reach an audience that would not otherwise be reached through broadcast and/or cable. The number of Connected TV households has grown from 56 million in 2014 to over 68 million in 2015, therefore making it a viable tactic.

Programmatic Buying

Programmatic buying is the automated buying of online advertising using computer algorithms that target specific audiences, often in real-time, across the web. Historically, agencies determined which online sites were best suited for a client and would call the publisher to purchase ads directly.

When ad networks began aggregating inventory from thousands of publishers, their methods more easily matched a client's targeting needs to the available inventory, creating a more efficient campaign.

Programmatic buying takes it to the next level – it uses the brilliance of the ad network model and gives an agency greater control over targeting and inventory, all for a lower rate.

Working within our programmatic platform also allows us to build out hyper-targeted audiences specific to each individual campaign's needs. Some examples of hyper-targeting include:

- Geographic: target by state, DMA or even by zip code.
- Behavioral: use 1st and 3rd party data to target our demographic, e.g. choose the HHI, age and interests of our desired audience.
- Contextual: target websites based on the content, e.g. target skiers and/or target websites with ski-related content.
- Device and Channel Targeting: target PCs, tablets and/or mobile devices, or pre-roll.
- Cross-Device Targeting: allows us to reach a single user on multiple devices resulting in extended audience. This also allows us to extend our reach for retargeting purposes.

The following recommended tactics are purchased by our in-house team using our programmatic platforms.

Retargeting: Retargeting allows a brand to further communicate a message to a user who has engaged in some way with a brand. For example, if a user visits VisitLakeGeorge.com and leaves the website without completing a goal (e.g. email sign-up, downloads, purchases, etc.) we can then serve ads to the user once they have left, keeping Lake George Area top of mind and ultimately enticing them to return to the site to complete one of the identified goals. A



successful national example of this is Amazon.com. If you have visited a specific product page and did not complete a purchase, you are likely to be served up “reminder ads” about that product with the hopes you will return and ultimately purchase.

Video-event retargeting can also be used to retarget users who watch a pre-roll video, but do not visit the website. A tracking pixel is embedded in the video allowing us to retarget the user with specific messaging at a later date.

Private Marketplace: Private Marketplace refers to premium inventory that can be purchased programmatically at a lower cost than site-direct buys. This inventory is still bought in a real-time bidding environment, however pre-determined CPM floors and on-site placements are in play. These auctions are invite only.

Some examples of publishers that are participating in private marketplace include *The New York Times*, *Travel Channel* and *Meredith Digital* properties (e.g. *Martha Stewart* and *Better Homes and Gardens*).

Geo-Fencing: Geo-fencing allows targeting at a specific location or event and inventory is mobile in-app. Using the GPS on users’ phones, we can target the users who fall into the defined “geo-fence.”

Example: Targeting motorcycle enthusiasts at a motorcycle event leading up to Americade.

Native Advertising: Native advertising is a form of display advertising that integrates branded content into the organic experience of a website. The rise of native was born out of the need for advertising to be less disruptive to the user experience. Native ad units conform to the look and feel of other content on a site and are sometimes referred to as “sponsored stories.”

Native Retargeting: One of our newest tactics, native retargeting, allows us to cookie the browser of website visitors who are engaged with the brand, but do not complete a goal. (The same as standard retargeting). Once they leave your site and travel to another, we can serve them special native ads to encourage them to come back and consume content, complete a goal, etc. This will drive more engagement with current customers, win new ones, and continue to bolster Warren County Tourism as the place to visit.



Paid Social Media

Since its inception, social media has transformed our lives. It's how we connect, communicate, share, and discover. Millions of people login to their social profiles on a minute-by-minute basis every day – for brands and businesses, that means big potential to build brand awareness, broadcast your message, and reach brand advocates, both new and old.

By leveraging the most appropriate social networks (e.g. Facebook, Instagram, etc.) we can target your audience effectively through paid and promoted posts that captivate, engage, and inspire them to click or interact otherwise with your brand.

Some successful social campaigns include paid newsfeed or carousel ads, video ads, “likes” campaigns, and Facebook lead generation.

Paid Search Marketing

Adworkshop has a team of Google-certified experts with over 10 years of experience in search marketing. We have countless hours of hands-on knowledge and have been actively engaged in search since its early days. We continue to pride ourselves on our expertise by attending and presenting at industry conferences. Our team is dedicated to their craft and it shows through the results we garner.

Our ongoing paid search efforts offer a constant systematic optimization process with proven results. We use a data driven technique to optimize keywords, bidding strategies, audience segments and ad copy to get the most of your marketing dollar. Paid search marketing continues to be an industry leading tactic for conversions and excels in reaching an extremely relevant audience.

In addition to our own in-platform optimizations, we utilize SEO Moz & SEM Rush to monitor factors such as competitor keywords & bidding amounts, trending topics, on-site elements and competitive ad copy analysis. Analytics will also be used to aid in the above efforts and to address any performance issues.

Search Remarketing: Search remarketing efforts involve reaching people who have previously visited specific pages on your website. We are able to segment them and then show them search ads for more broad based queries related to that segment. It allows us to reengage previous visitors when they are searching for related content to keep your brand top of mind.



Performance Measures

Our team will provide you with robust and comprehensive reporting in addition to insights into the tactics implemented for a respective campaign. We can arrange for flexible, high-level reporting throughout the contract period, in addition to end-of-campaign reports.

MEDIA METRICS

Our media buyers and strategists will ensure the best media plans are executed across the most effective channels for Warren County Tourism. We will use the inherent metrics for both traditional and digital ads to evaluate the efficacy of a particular campaign with the capability to tie conversions (i.e. travel pack downloads, time on site, clicks to website) back to our digital efforts on your behalf.

For traditional tactics, using unique URLs, phone numbers, coupons, and other differentiators will help us determine which creative is producing most effectively in specified markets. Our digital media capabilities provide precise measurement for reporting and offer virtually real-time data allowing our team to optimize campaigns in-the-moment for best results.

RESEARCH TACTICS & PLATFORMS

To provide you with the best research and reporting around, our team uses several different platforms including, but not limited to Scarborough & Neilson for broadcast, Google Analytics, E-marketer for research and NinjaCat, our newest reporting platform. NinjaCat has full integration into many of our online advertising and analytics platforms. This will allow us to automate monthly and end-of-campaign reporting as well as any client-requested progress reports throughout a campaign.

WEBSITE INSIGHTS & ANALYTICS

With Google Analytics changing their features frequently, you may be left wondering how to accurately track the success of your website and digital marketing campaigns. Our team of



analysts provide insights on overall website sessions, goal conversions, user information, behavior flow, and other information. We can track a visitor's action on a website from start to finish. Analyzing the data, we can then help determine the efficacy and success of your digital marketing tactics.

The custom reports we prepare identify basic and detailed information such as:

- **WHO** is visiting your website?
- **WHAT** are they doing when they get there?
- **WHEN** are they visiting your website?
- **WHY** and **HOW** are they visiting your website and **WHAT** is driving them there?

Analytics will be used by our team to inform strategy for content, creative messaging, and further optimization of tactics used.



Success Stories

Our team has a strong track record in providing goal-based solutions for our clients. As an agency, we have been providing marketing and advertising solutions for decades. We have the knowledge and experience to mitigate potential pitfalls and propose industry-leading solutions. Our team brings professional insight to the table and we have the enthusiasm to make your experience not only productive, but enjoyable.

We are especially proud to share with you the following three successful campaigns:

THOUSAND ISLANDS REGIONAL TOURISM DEVELOPMENT CORPORATION

Goal of the campaign: To increase email subscribers' year-over-year.

Targeting Central & Western New York State, Pennsylvania, and Ontario, Canada in the summer of 2016, the Thousand Islands Regional Tourism Development Corporation launched a fully integrated broadcast & digital marketing campaign supporting, and supported by 25 partners located in the US and Canada, including DMOs, attractions, CVBs and lodging properties.

The partners were divided into three levels based on their financial contribution. For TV, the Level One partners were guaranteed 500 spots. The Level Two partners were guaranteed 300 spots, and Level Three partners were only included in the digital portion of the campaign.

Digitally, the campaign included programmatic display, native advertising, email takeovers, retargeting, and a rotation of ROS banners on Trip Advisor. Digital buys were audience- and geo-targeted based on each client's specific needs. Level One partners were guaranteed 500K impressions, Level Two partners 250K impressions and Level Three partners were guaranteed 125K impressions.

The campaign outperformed expectations and significantly outperformed industry standards. Level One partners received an average of 741 TV spots, 48% more than the guaranteed number. Level Two partners received an average of 416 TV spots, 28% more than the guaranteed number. The programmatic display campaign resulted in over 18M impressions and 43,262 clicks. The campaign aided in producing 24K new email subscribers, a 20% year-over-year increase.



ADIRONDACK REGIONAL TOURISM COUNCIL

Goal of the campaign: Generate website visitation & referral traffic to Adirondack Region partner counties.

In 2015, the Adirondack Regional Tourism Council ran multiple campaigns that incorporated digital and traditional tactics. The summer/fall 2015 campaign focused on regional recreation as a point of attraction (golf, hiking, paddling, biking, camping, and fishing). The winter campaign focused on encouraging users interested in snowmobiling to download a free sled map.

The summer/fall 2015 campaign targeted New York City, Long Island, New Jersey, Westchester NY, Fairfield CT, Hudson Valley, Capital District, Montreal and Eastern Ontario. The campaign included broadcast television and such digital tactics as: programmatic display, programmatic video (pre-roll), native advertising and third party display through TripAdvisor. More than 3,200 spots ran in the targeted areas for broadcast television. The display campaign delivered 3,199,213 impressions and generated 2,506 clicks. The overall CTR was 100% better than a standard display campaign. The pre-roll campaigns delivered 1,455,367 impressions and had 2,977 clicks with 45% of all users watching the video until completion. The native campaign garnered 15,494,856 impressions with 111,176 clicks and generated a CTR of 0.72% (44% better than a standard native campaign). The TripAdvisor campaign delivered 397,744 impressions and 860 clicks. As a result of the summer/fall campaign, Visit Adirondacks web traffic increased by 20% (over 120,000 visits).

The winter campaign targeted Long Island/NJ, Hudson Valley, Albany, Syracuse, Rochester, and Central PA. The campaign included broadcast television and such digital tactics as: programmatic display, programmatic video (pre-roll), geo-fencing, native advertising, retargeting, and paid Facebook. More than 1600 spots ran in the targeted areas for broadcast television. The display campaign was a success with 1,461,148 impressions delivered and 1,720 clicks. The CTR was 200% better than a standard display campaign. The pre-roll campaign yielded 128,144 impressions and 220 clicks. Engagement with pre-roll video was great with 60% of all users watching until completion. The geo-fencing campaign focused on targeting in-app inventory of people at snowmobile retail stores and snowmobile events. There were 64,909 impressions and 199 clicks generated from the geo-fencing campaign and it allowed us to target users in a very specific, qualified way. The native campaign finished with 447,117 impressions and 3,464 clicks. The CTR was 54% better than a standard native campaign CTR. The Facebook portion of the



campaign focused on acquiring conversions (users downloading a free sled map). The post reached 275,976 people and had 774 people taking action to download a map.

WARREN COUNTY TOURISM

Adworkshop has been buying broadcast media for Warren County Tourism for the past 6 years.

Goals of the campaign: Generate brand awareness of the Lake George area, increase traffic to brand entities (website & Facebook page), and build email database through travel pack requests.

Some highlights from our 2016 campaigns:

- Our summer campaign provided over 9,550 TV spots across 6 markets with an average GRP of 80 per week in every market.
- A Facebook “Likes” campaign garnered over 85,000 likes for the Official Lake George Area Facebook page.
- Lakegeorgeny.com received nearly 41,500 clicks from Jan 1, 2016 to October 21, 2016 with 8,000 travel pack requests.
- Our native campaigns delivered 20 million impressions with 124,000 clicks to visitlakegeorge.com, which resulted in an overall click-through-rate of 0.62%. The highest performing campaign was just this past fall with nearly 30,000 clicks and a 1.36% click-through-rate. That is over 200% above the average we’ve been seeing for native campaigns across all of our clients.



Meet Your Team

One of our greatest strengths as an agency is the ability to understand challenges facing our clients. Collaboration is absolutely essential, and we expect our clients to be involved throughout the process. While a core team is assigned to your account, achieving a higher level of results across platforms requires a team effort of our 35 in-house specialists. We approach every communication challenge with clear vision afforded by multiple perspectives and encourage frequent communication with project stakeholders. As a client, you would be relied upon to provide input on project scope and sign-off on components throughout campaign life cycles.

CORE TEAM

Tom Connors, Senior Partner

Tom has combined the savvy of a business entrepreneur with the wisdom of a traditional marketer. As co-founder of Adworkshop, Tom brings to the table the depth of marketing experience necessary to effectively develop and implement successful marketing and media strategies for clients such as Pepsi Cola, Ski-Doo and others. Putting his business education to work immediately upon graduation from Boston College, Tom joined the ad business and now has over 35 years of experience developing, implementing and seeing strategies through to fruition. This experience has given him the knowledge necessary to be a marketing specialist with a concentration in broadcast production and media planning.

Kari Hoffman, Account Executive

Kari joined Adworkshop in 2005 as a media buyer and broadcast producer. In this role, she handled many of our traditional television clients with television production, trafficking, and broadcast negotiations. Today, she is well versed in all aspects of the marketing mix, and currently plays a role in strategic account planning. Kari works primarily with destination travel and ski clients, putting her creative and strategic backgrounds to work. She is a true partner with her clients and works collaboratively on partnership initiatives and cooperative projects on behalf of her clients. Kari holds an A.A from Florida State University and a B.S. in marketing from SUNY Plattsburgh.



Kristy Mihill, Senior Media Planner/Buyer

Kristy has been with Adworkshop for nearly 11 years, and has been planning and buying media for Warren County Tourism for the past 6 years. She has a broad knowledge of all forms of advertising, including print, TV, radio, outdoor, social and digital media. In addition, Kristy has extensive programmatic buying and campaign management experience. She holds a Bachelor's Degree in Sports Management from Iowa State University.

Brandon Mallory, Director of Paid Media

Brandon came to Adworkshop with a strong background in Digital Marketing, Brandon has worked as a digital specialist managing fully integrated campaigns and is a pro with analytics and campaign optimization. In his current role, Brandon executes media buys, researches new technologies, and works with our Account Executives and clients in developing media plans and marketing strategies. Brandon holds two bachelor's degrees, Political Science and Philosophy, both from the University of Missouri. He also has a Master's Degree in Philosophy from the University of Nebraska at Lincoln.

SUPPORT TEAM

Adele Connors, CEO

As one of the founders of Adworkshop, Adele has an intimate knowledge of print creative as well as the economic landscape of Northern NY. She has garnered this from not only building a successful business, but also by forming strategic partnerships with a host of clients within New York State, as well as working closely to manage cooperative programs with economic development agencies. Throughout her career, Adele has volunteered on numerous not-for-profit boards including the executive boards of Adirondack Health and Adirondack Foundation. She is currently serving on the board of the National Center for Employee Ownership (NCEO).

Timothy Kelleher, President

Tim is a longtime business owner and graphic arts professional with over 35 years of experience. A graduate of St. Michael's College, he spent his career growing and creating one of the leading commercial sheet-fed printing companies in the New York metropolitan area, serving premier clients that include such recognizable names as Merck, Estée Lauder, Chanel and Wells Fargo. Until recently, Kelleher served as President of GJ Haerer, a commercial printing company in Clifton, NJ.



Dave Conlan, Director of Client Services

As Director of Client Services, Dave works closely with the team of Account Executives on a strategic level for client relations, idea generation and internal processes. Previous to serving in a Director position, Dave worked closely with clients in a variety of industries and continues to retain key accounts. Dave holds a Bachelor's in Business Education from Bloomsburg University and an MSIT from California State, Chico.

Natasha Bristol, Broadcast Producer

Natasha is an Adirondack native who relocated herself, husband and expertise back to the area after working in creative project management and recruiting in Philadelphia. She brings her passion for client services, highly organized and outgoing personality to develop, negotiate and plan radio, photo and video shoots. Not only will you find her planning behind the scenes but on the set, pulling it off. She holds a bachelor's degree in Digital Design and Illustration from the University of the Arts in Philadelphia.

Adam LaFountain, Digital Marketing Specialist

Music has always been Adam's first passion and that's why he earned his Bachelor's Degree in Music Industry from SUNY Oneonta. His college internship as a marketing and promotions assistant in radio allowed him to experience the world of media. Before arriving at Adworkshop, he held titles in the radio and print industry that included Traffic Coordinator, Digital Projects Coordinator and Digital Sales Supervisor. As Digital Marketing Specialist, he assists with media planning & execution, invoice reconciliation and optimizing digital campaigns.

Aaron Keet, Digital Marketing Specialist

Aaron has been with Adworkshop for 2 years and he focuses on PPC, paid social, and programmatic tactics. Analytics driven and data focused, he is responsible for the implementation of campaigns across a wide array of platforms and their day to day optimizations. Aaron holds a Bachelor of Fine Arts Degree from Briarcliff College.



Fee Proposal

BROADCAST & DIGITAL MEDIA FEES

A commission fee of 4.25% includes:

- All time spent against media negotiations and purchases.
- Media strategy and account service as it relates to broadcast and digital media plans.
- Managing all broadcast traffic including creating and monitoring ISCI codes for all broadcast creative to ensure traffic and billing accuracy.
- Producing and managing tracking codes for all online advertising.
- Placing all retargeting pixels on all appropriate websites/pages.
- Daily monitoring of all digital campaigns with real-time optimizations to ensure campaign success.
- Weekly analysis of www.VisitLakeGeorge.com as well as the www.LakeGeorgeNY.com landing page.

The table below offers our Cost-Per-Thousand Impressions (CPM), and Cost-Per-Click (CPC).

A range is given for CPM due to seasonal, competitive, and industry fluctuations in pricing.

PLACEMENT TYPE	CPM	CPC
Programmatic Display	\$2.00 - \$4.00	~\$3.80
Programmatic Mobile	\$2.00 - \$4.00	~\$2.50
Programmatic Video	\$13.00 - \$15.00	~\$4.89
Programmatic Native	\$5.00 - \$7.00	~\$1.00
Geo-Fencing	\$5.00 - \$6.00	~\$3.13
Retargeting	\$6.00 - \$7.00	~\$1.40
Facebook	\$5.00 - \$7.00	~\$.50

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The Adworkshop Difference

THIRD-PARTY VENDORS VS. IN-HOUSE BUYING

No third-party media buyers or ad networks are contracted to purchase media on our client's behalf. We buy all of our traditional media as well as digital media in-house. We use several different programmatic platforms in order to buy digital inventory, make real-time optimizations and reporting.

One of the most important benefits to working with Adworkshop is how we handle our programmatic buying. Our in-house team handles all day-to-day management of our clients' campaigns and monitors progress in real time, ensuring we are on budget, on target, and performance is always optimal. All management and optimization of your campaigns are handled by your core team at Adworkshop. This in turn allows for cost efficiencies that are passed on to the client; this is not typically the case if a media agency contracts with a third-party vendor.



References

Warren Hart

Director of Economic Development, Tourism & Planning

Greene County Tourism

700 Route 23B, Leeds, NY 12451

518.719.3290 • whart@discovergreene.com

Ron Ofner

Executive Director

Adirondack Regional Tourism Council

1992 Saranac Avenue Suite 3, Lake Placid, NY 12946

518.597.3588 • ron.ofner@gmail.com

Deb Taylor

Tourism Director

Destination Marketing Corporation for Otsego County

20 Chestnut Street, Cooperstown, NY 13326

607.322.4046 • deb@thisiscooperstown.com



Closing

Thank you for taking the time to review and consider Adworkshop as your partner over the next year. We look forward to presenting to your committee and sharing more insight on how our technical analysis coupled with a strong strategic approach with the right creative will positively impact Warren County Tourism.

If you should have any questions please contact Adele P. Connors, CEO directly by phone 518.523-3359 or email adele@adworkshop.com.

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WC-73-16: Appendix

Sample Campaign Report

3/1/2016 - 8/31/2016

adworkshop
AN EMPLOYEE-OWNED COMPANY

44 Hadjis Way, Cold Brook Plaza
P.O. Box 645, Lake Placid, New York 12946
518.523.3359 • www.adworkshop.com



Executive Summary

It's been a fantastic 6-months for the SAMPLE DESTINATION'S digital marketing program. Between the launch of a new website, excellent returns on digital video, and organic traffic up nearly 17 percent year over year – there's a lot of excellent news to report.

Overall, we've had a great performance so far this year, especially in video, native advertising. As a baseline, last year during this same reporting period, we garnered a total of 18.5MM impressions and 15,797 clicks producing a CTR 0.09%. In 2016, we garnered 21.1MM impressions and 21,686 clicks producing a CTR of 0.10%. We hope to continue this trend in 2017.

Native continues to produce great engagement and a high volume of clicks. Our recommendation is to continue to produce new and enthralling content. This tactic is great for building awareness and can continue to inspire throughout the customer journey.

We're also seeing growth in engagement and results in Facebook advertising, especially with the new(ish) Facebook lead generation campaign. Your Facebook campaigns have already reached more than 1.2 million people.

In terms of organic search, after the new site launched on, we're seeing traffic up by more than 17 percent year-over-year, which is excellent. Though the new site launch did not impact the majority of the core content or the overall architecture, usability was improved. This may have indirect positive impacts on organic search.

For paid search, the branded ad groups continue to drive the majority of the traffic. Of note, however, is that we are breaking into the top 3 position with lodging. This group has a very low click-through rate but it converts its clicks at a very high percentage. 38.7% of people who click on a lodging ad complete a goal on the site.

Organic social followings continue to grow, especially Facebook, supported by the paid likes campaign, and Instagram, which has seen excellent growth and continued engagement over the last six months.

Areas we see for improvement: Refining of our retargeting strategy and some refreshed creative to support the specific goals of the retargeting campaign. We'll continue to work to optimize existing ad sets and propose new ideas for the latter half of 2016, and use all of our learnings towards developing a stellar campaign for 2017.



Paid Media – SAMPLE EXCERPT

The following is an excerpt from a paid media campaign for a current destination client. Some elements of the report have been removed for client privacy.

FINE ARTS CAMPAIGN

OVERVIEW

Audience: Users that are interested in fine arts (both visual and performing arts) who like to travel.

Geo: We changed things up a bit in 2016. We targeted a 3-hour drive in NYS, but we also ran the same ads in the markets where the extended campaign was running.

Dates: March 18th – August 31st

TACTICS

Display

Results

Impressions: 3,352,449

Clicks: 3,927

CTR: 0.12%

Insights

The CTR for this campaign was 200% above industry standard. In 2016, we were able to produce more than 1,300 more clicks than in 2015. This was due to an overall increase in the CTR. We recommend the same targeting for 2017 as it worked well.

Optimizations (Real-Time)

Optimizations included improving performance in the following categories: location, technology, and time. The hours that performed the best were: 1 a.m., 2 a.m., 3 a.m., 4 a.m., 5 a.m., 6 a.m., 7 a.m., 6 p.m., 8 p.m., 10 p.m., and 11 p.m.

Technology optimizations included enhancing all PC devices, Windows XP, Windows Vista and Windows 7 & 8.

Locations with increased optimizations included: Baltimore, Buffalo, Philadelphia, and Utica.

Geo-fencing

Audience: we geo fenced galleries, theatres, and museums in the Albany and NYC DMAs.

Results

Impressions: 329,151



Clicks: 1,315

CTR: 0.40%

Insights

This campaign produced a CTR 166% higher than the industry average.

DEVICE PERFORMANCE (DISPLAY)

Device Type	Impressions	Clicks	CTR
Mobile	1,443,274	1,934	0.13%
Other	145,456	142	0.10%
PC	1,775,774	2,805	0.16%
Tablet	317,079	361	0.11%

Insights

While mobile and tablet exceeding industry standards, PCs stand out as the number one device for this campaign. We recommend working on the mobile creative to boost performance.

CREATIVE PERFORMANCE

Creative	Impressions	Clicks	CTR
Artists – 300x250	302,475	399	0.13%
Surprise – 300x250	299,819	388	0.13%
Early – set 2 – 300x250	290,304	220	0.08%
Early – set 3 – 300x250	288,977	205	0.07%
Early - set 1 – 300x250	288,383	216	0.07%

Video

Results

Impressions: 445,743

Clicks: 3,497

CTR: 0.78%

Completion Rate: 60%

Total Time Viewed 1,514 hours



Insights

The video campaign produced a CTR that is 143% higher than the industry average of 0.32%. Moreover, the completion rate, at 60%, is 15% higher than industry average.

GEO PERFORMANCE (VIDEO)

Market	Impressions	Mins Viewed	Completion Rate	Clicks	CTR
Brooklyn	36,359	7,402	59%	189	0.52%
NYC	27,408	5,597	63%	110	0.40%
Bronx	19,211	3,892	59%	78	0.41%
Philly	18,499	3,266	56%	131	0.71%
Newark, NJ	4,420	804	59%	20	0.45%

Native

Dates: June 14th – August 31st

Results

Impressions: 387,231

Clicks: 2,313

CTR: 0.60%

Avg. Time on Site: 1m

Insights

The native campaign performed well. The CTR is 20% above industry benchmark and time on site was 1m. However, we do see opportunity in continuing to create new content and doing additional A/B testing on creative.

Paid Search

The paid search campaign consisted of the same historical ad groups we have run previously, but with an effort to mitigate the rising cost per click we have been seeing. Since we've been monitoring, we've seen the cost of core branding keywords has increased, limiting clicks. We made headway with this problem by slightly broadening up keywords and pausing some expensive and underperforming keywords we identified.



The branded ad groups continue to drive the majority of the traffic. Of note, however, is that we are breaking into the top 3 position with lodging. This group has a very low click-through rate but it converts its clicks at a very high percentage. 38.7% of people who click on a lodging ad complete a goal on the site.

Clicks vs Avg. CPC Weekly



ON SITE STATISTICS

The onsite statistics for the PPC campaign are very promising. The campaign drove 26,300 sessions on the site. The 37.49% bounce rate is fairly low for a PPC campaign. The average pages per session and time on site show there is significant engagement being driven. These sessions also drove 2,610 goal completions at a 9.92% conversion rate.

Sessions vs Select a metric

Day Week Month

Sessions

2,000



Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
26,300 % of Total: 5.78% (454,783)	69.00% Avg for View: 75.95% (-9.15%)	18,148 % of Total: 5.35% (345,406)	37.49% Avg for View: 45.95% (-18.41%)	3.70 Avg for View: 3.13 (18.29%)	00:02:53 Avg for View: 00:02:40 (8.34%)	9.92% Avg for View: 7.70% (28.94%)	2,610 % of Total: 7.46% (35,001)
26,300 (100.00%)	69.00%	18,148 (100.00%)	37.49%	3.70	00:02:53	9.92%	2,610 (100.00%)

Warren County
Occupancy Tax
2016

2016 Revenues

Revenue Collected through 11/17/16	\$ 3,473,114.12
Revenue Collected through 11/17/15	\$ 3,498,427.60
Increase/(Decrease) from 2016	<u>\$ (25,313.48)</u>
Increase/(Decrease) from 2016	-0.73%

Occupancy Tax Fund Balance

General Ledger Balance at 12/31/15	3,068,104.99
Appropriated 2016 Budget	<u>(76,526.00)</u>
Occupancy Tax Fund Balance at 12/31/15	<u>2,991,578.99</u>
Res#47 '16; Budget Amendment	(7,440.00)
Res#80 '16; Based on Proposed Tax Spending Plan	(176,713.00)
Res#81 '16; Events approved at 12/3/15 Occ Tax Meeting	(58,500.00)
Res#82 '16; Funding for Water Feature at Charles R Wood Park	(150,000.00)
Res#123 '16; BBG&G Advertising - toursim strategies	(27,600.00)
Res#228' 16; LG Regional Chamber - Exit 17 Info Center	(25,000.00)
Res#355 '16; Occ Tax Distribution Payments	<u>(83,393.00)</u>
	<u>2,462,932.99</u>
Designated Reserve; per Res #558 '14	1,000,000.00

Reserve Balances Prior Years

<u>2004</u>		<u>2011</u>	
G/L Balance	2,049,475.22	G/L Balance	2,714,786.13
Approp 2005 Budget	<u>(1,500,000.00)</u>	Approp 2012 Budget	<u>(1,866,673.00)</u>
	<u>549,475.22</u>		<u>848,113.13</u>
<u>2005</u>		<u>2012</u>	
G/L Balance	2,280,971.34	G/L Balance	2,496,472.28
Approp 2006 Budget	<u>(2,150,000.00)</u>	Approp 2013 Budget	<u>(1,890,353.00)</u>
	<u>130,971.34</u>		<u>606,119.28</u>
<u>2006</u>		<u>2013</u>	
G/L Balance	2,247,400.00	G/L Balance	2,713,243.98
Approp 2007 Budget	<u>(2,150,000.00)</u>	Approp 2014 Budget	<u>(2,031,239.00)</u>
	<u>97,400.00</u>		<u>682,004.98</u>
<u>2007</u>		<u>2014</u>	
G/L Balance	2,481,414.57	G/L Balance	3,018,439.36
Approp 2008 Budget	<u>(2,150,000.00)</u>	Approp 2015 Budget	<u>(179,889.00)</u>
	<u>331,414.57</u>		<u>2,838,550.36</u>

	<u>2008</u>
G/L Balance	2,542,772.45
Approp 2009 Budget	<u>(2,320,000.00)</u>
	<u>222,772.45</u>

	<u>2015</u>
G/L Balance	3,068,104.99
Approp 2016 Budget	<u>(76,526.00)</u>
	<u>2,991,578.99</u>

	<u>2009</u>
G/L Balance	2,408,097.77
Approp 2010 Budget	<u>(1,650,000.00)</u>
	<u>758,097.77</u>

	<u>2010</u>
G/L Balance	2,656,100.01
Approp 2011 Budget	<u>(1,486,870.00)</u>
	<u>1,169,230.01</u>