



MINUTES

Will send PDF of
Power point
after meeting.
Thanks

Tourism Committee
Warren County Tourism Department
AGENDA
January 25, 2019

Committee Members:

E. Merlino, Chairman
D. Dickinson
J. Strough
E. Frasier
K. Wild
K. Geraghty
J. Diamond
A. Hogan
B. Driscoll

(PAUL TACKETT, ASST. TOURISM
COORDINATOR)

-
- I. Committee meeting called to order by Chairman Merlino.
 - II. Motion to approve minutes of October 3, 2018 Tourism Committee Meeting.
 - III. Action Agenda

Resolution Requests

1. **Request to** authorize an agreement with the Adirondack Regional Tourism Council to continue the contractual relationship for regional marketing services.
Rationale: Warren County supports the Region's marketing efforts through the use of NYS Matching Funds; the regional program includes digital and social media, website, email marketing, public relations, video production and market research.
Attachment #1

- IV. Tourism Department Update
- V. Privilege of the Floor to discuss any additional items to come before Committee.
- VI. Motion to adjourn.

Attachment #1

Resolution Request – To authorize an agreement with the Adirondack Regional Tourism Council

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: 1/25/19

- (a) Purpose of Request:
to continue the contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services.

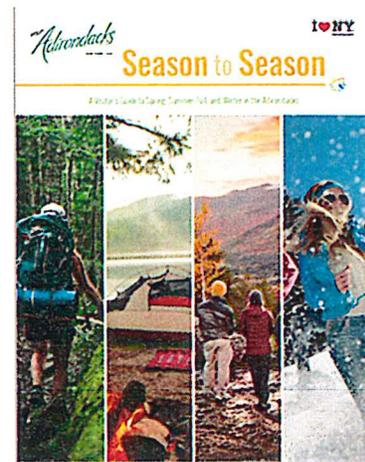
- (b) Details:
Warren County supports the Region's marketing efforts through the use of NYS Matching Funds. Funding supports a Regional Marketing program that includes digital and social media, website, email marketing, public relations, video production and market research.

- (c) Previous Resolution Number:
Res 86 of 2018

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.6417.0001 470, Tourism - Contract \$162,120

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

* as listed in budget and LOGOS



ADIRONDACK REGIONAL TOURISM COUNCIL

Warren County is a participating member of the Adirondack Regional Tourism Council (ARTC), a consortium of seven counties that share resources to promote economic development through destination marketing. This organization is officially recognized by New York State/Empire State Development/I Love New York. As such, we fund ARTC with New York State Matching Funds. This funding is used to promote the Adirondacks as a destination, and also focus on the unique experiences that Warren County has to offer. This is facilitated through a comprehensive marketing program that includes the website VisitAdirondacks.com, digital and social media, public relations, and email marketing. We recognize the importance of aligning ourselves in this strategic partner program, as we know we are a destination for outdoor enthusiasts in our primary markets: those seeking the authentic Adirondack experience! Additional programs and campaigns we participate in with ARTC include the new #SKIADK campaign, Adirondack Legislative Lobby Day, and Adirondack Day of the Track. New in 2019 will be a Canadian research component and 4-Season Visitor's Guide.

2019 MARKETING AND COMMUNICATIONS SERVICES PROVIDED BY ADWORKSHOP

NEW WEBSITE – VISITADIRONDACKS.COM

The foundation with which visitors discover and interact with *Visit Adirondacks* is its responsive and authoritative website. A complete rebuild of the current website in 2019 will serve to keep it interesting and comprehensive. Adworkshop will focus on key areas of content creation and enhancements. An organic search program will optimize the website and listing data.

PAID MEDIA CAMPAIGN

Based upon target audiences and geographic areas, Adworkshop will execute multiple paid media tactics to drive visitation to *VisitAdirondacks.com*, including the use of programmatic display and video ads, native advertising, and paid social media.

ORGANIC SOCIAL MEDIA MANAGEMENT

Adworkshop will continue to build momentum on Instagram and Facebook and maintain a holistic presence on these platforms. This will include initiatives such as contests, IG Stories and takeovers on the ARTC channel focusing on local businesses, influencers, events and other organizations. We will continue to work and build our catalog of UGC focused on areas of need. This includes Sprout Social (management and reporting program) fees.

PUBLIC RELATIONS & INFLUENCER MARKETING

We will maintain our PR strategy as a proactive campaign with a national focus for the region. In addition to media visits and FAM tours, we will continue to execute influencer marketing. Social and brand influencers can be viewed as influential as, or even more so, than some media outlets. We will coordinate visits with influencers to the region for them to then create content, share on their respective channels and cross-promote with *Visit Adirondacks*.

EMAIL MARKETING

Adworkshop will continue the strategy by creating and delivering 12 monthly email newsletters for 2019. These will be focused on seasonal content, new ARTC features and outreach, and other notable news.