



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
December 7, 2021**

Committee Members: GERAGHTY, Merlino, Braymer, Wild, Hogan, Beaty, Strough

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

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- I. Committee meeting called to order by Chairman Geraghty
 - II. Motion to approve minutes of Nov 23, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.
 - III. Action Agenda/New Business Items:
 - a. **Resolution Request:** Authorizing Warren County Tourist and Convention Development Agreement for 2022 with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax Special Event Funding in the amount of \$550,000.
Rationale: Annual funding agreement.
 - IV. Discussion Items:
 - a. Review of Media Strategy Plan for Winter 2022 campaign
 - V. Occupancy Tax Special Event Funding Review for Annual/Seasonal Awards
 - VI. Referrals:
 - a. County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee meeting for review. Update: Supervisor Geraghty noted this would be addressed after he was able to meet with the County Attorney. (10.19.21)
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
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Attachment #1: Resolution Request Form No. 20 - Authorizing Warren County Tourist and Convention Development Agreement with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax Special Event Funding in the amount of \$550,000.

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 (Occupancy Tax)

DATE: 11/23/21

- (a) Purpose of Request: Authorizing Warren County Tourist and Convention Development Agreement with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax Special Event Funding

- (b) Details: as expiring

- (c) Previous Resolution Number: Res# 393 of 2019, 259 of 2020; 373 of 2020

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480.05 - Tourism - Business Promotion 550,000

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

* as listed in budget and LOGOS



Warren County Winter (Jan - Mar) 2022

WORKSHOP

2022 TACTICS & THEMES		TARGETING				JANUARY					FEBRUARY				MARCH				BUDGET	
						27	3	10	17	24	31	7	14	21	28	7	14	21		
PAID SOCIAL	LANDING PAGE	GEO	DEMOGRAPHICS	INTERESTS	AUDIENCE SIZE															
CROSS-COUNTRY SKIING	https://visitlakegeorge.com/winter/cc-skiing	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25 - 64	Nordic skiing, cross-country skiing, outdoor recreation, winter sport	7.3M - 8.6M						\$2,500							\$	2,500	
SNOWSHOEING	https://visitlakegeorge.com/winter/snowshoeing	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25 - 64	Snowshoe, outdoor recreation, hiking, trekking, walking, winter sport	7.2M - 8.5M						\$2,500							\$	2,500	
DOWNHILL SKIING & SNOWBOARDING	https://visitlakegeorge.com/winter/skiing-snowboarding	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25 - 64	Alpine skiing, skiing, snowboarding, outdoor recreation, winter sport	7.4M - 8.7M						\$4,000							\$	4,000	
ICE BARS	https://www.visitlakegeorge.com/blog/coolest-ice-bars	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 21+	Alcohol, brewery, cocktail, craft beer, happy hour, bars, beer, wine	9.6M - 11.3M						\$3,500							\$	3,500	
INDOOR ACTIVITIES	https://www.visitlakegeorge.com/blog/10-winter-activities-people-who-dont-like-cold	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester, Burlington/Plattsburgh	Age 25+	Acade games, bowling, escape rooms, indoor golf, indoor water park, laser tag, museum, shopping, theatre	13.1 M - 15.4M						\$4,500							\$	4,500	
EVENTS	https://www.visitlakegeorge.com/winter/events	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Interested in upcoming events, events, festival, entertainment	12.2M - 14.3M						\$4,000							\$	4,000	
ICE CASTLES	https://www.visitlakegeorge.com/events/ice-castles	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester, Burlington/Plattsburgh	Age 25-64	Interested in upcoming events, events, festival, entertainment, winter, frequent travelers, travel	13.5M - 15.9M						\$2,500							\$	2,500	
WINTER CARNIVAL	https://www.visitlakegeorge.com/events/lake-george-winter-carnival	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester, Burlington/Plattsburgh	Age 25-64	Interested in upcoming events, events, festival, entertainment, winter	12.2M - 14.3M						\$1,785							\$	1,785	
MAPLE WEEKENDS	https://www.visitlakegeorge.com/events/thurman-maple-days	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester, Burlington/Plattsburgh	Age 25-64	Maple syrup, natural product, organic farming, organic product, agriculture	6M - 7M											\$1,500		\$	1,500	
LODGING	https://www.visitlakegeorge.com/looding/winter	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25+	Travel, frequent travelers	11.9M - 14M						\$3,500							\$	3,500	
CANADIAN	Canadian Specific - TBD	Quebec, Ottawa, Montreal	Age 25-64	Travel, frequent travelers, frequent international travelers	3.1M - 3.6M						\$2,000							\$	2,000	
																	PAID SOCIAL	\$32,285.00		
NATIVE ADVERTISING	LANDING PAGE	GEO	DEMOGRAPHICS	INTERESTS	IMPRESSIONS															
WINTER ACTIVITIES FOR PEOPLE WHO DONT LIKE THE COLD	https://www.visitlakegeorge.com/blog/10-winter-activities-people-who-dont-like-cold	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Travel, winter travel, shopping	550,000						\$5,000							\$	5,000.00	
5 THINGS TO KNOW ABOUT WINTER IN THE LAKE GEORGE AREA	https://www.visitlakegeorge.com/blog/five-things-to-know-about-winter-lake-george-area	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Travel, winter travel, outdoor activities, outdoor enthusiasts	550,000						\$5,000							\$	5,000.00	
THE 12 BEST TOWNS FOR A WINTER ESCAPE	https://www.visitlakegeorge.com/blog/12-best-towns-winter-escape	NYC, Hartford, Philadelphia, Syracuse, Utica, Buffalo, Rochester	Age 25-64	Travel, winter travel, outdoor activities, outdoor enthusiasts	550,000						\$5,000							\$	5,000.00	
WHAT TO DO IN THE LAKE GEORGE AREA WHEN SEEING THE ICE CASTLES	TBD	Albany, Burlington/Plattsburgh	Age 25-64	Travel, winter travel, outdoor activities, outdoor enthusiasts	550,000						\$5,000							\$	5,000.00	
																	NATIVE	\$20,000.00		
GOOGLE ADS	AD TYPE	AD GROUPS - Keywords & Landing pages are specific to each ad group				IMPRESSIONS														
BRANDING	Text/Search	Branding				Dependent on search traffic						\$4,700							\$	2,350.00
SEASONAL	Text/Search	Winter (Jan - Feb), Spring (Mar)				Dependent on search traffic						\$2,350							\$	2,350.00
ACTIVITIES	Text/Search	Factory Outlets, Attractions, Dining, Museums & History, Craft Beverages, Couples Activities, Free Activities, Arts & Theatre				Dependent on search traffic						\$9,400							\$	9,400.00
WINTER RECREATION	Text/Search	Ice Fishing, Skiing & Snowboarding, Ice Skating, Winter Hikes, Snowshoeing, Sledding & Tubing, Snowmobiling, XC Skiing				Dependent on search traffic						\$7,730							\$	7,730.00
EVENTS	Text/Search	Events, Ice Castles (Jan-Feb), Winter Carnival (Jan-Feb), Maple Weekends (Feb-Mar)				Dependent on search traffic						\$8,460							\$	8,460.00
LODGING	Text/Search	Cabins, Packages, B&B's & Inns, Lodging, Resorts, Pet Friendly				Dependent on search traffic						\$4,700							\$	4,700.00
ICE BARS	Video/YouTube	Ice Bars				Dependent on search traffic						\$1,550							\$	1,550.00
MAPLE WEEKENDS	Video/YouTube	Maple Weekends				Dependent on search traffic											\$1,175		\$	1,175.00
																	GOOGLE ADS	\$37,715.00		
RETARGETING	LANDING PAGE	AUDIENCE			IMPRESSIONS															
BANNER ADS - 160x600, 300x250, 300x600, 320x50, 728x90	https://www.visitlakegeorge.com/	Users who have been to the visitlakegeorge.com website within the past 30 days			Dependent on site traffic							\$10,000							\$	10,000.00
																	RETARGETING	\$10,000.00		
<p><i>Note: All rates are estimated and for planning purposes only</i></p>																				
																	TOTAL BUDGET	\$100,000.00		

WORKSHOP

Warren County Winter 2022 (Jan. - Mar.) Strategy

December 7, 2021

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1. Current Performance
2. Winter 2022 Themes
3. Winter 2022 Tactics
4. Media Plan
5. Canadian Marketing
6. Next Steps

Current Performance

Nov. 1 - Dec. 3, 2021

PAID SOCIAL: 1,316,798 impressions, 53,930 clicks, CTR of 4.10% (356% above the benchmark). Top themes are Ice Castles, Lodging, and Events

NATIVE ADVERTISING: 702,158 impressions, 2,146 clicks, CTR of 0.31% (3% above the benchmark)

RETARGETING: 803,245 impressions, 886 clicks, CTR of 0.11%

GOOGLE ADS: 208,408 impressions, 56,385 interactions, interaction rate of 27.06%

Current Performance

Top Ads

Sponsored By [visitlakegeorge.com](https://www.visitlakegeorge.com)



Look No Further For This Must-See Winter Phenomenon

Looking for winter fun? It doesn't get more unique than this. The Lake George Ice Castles - fun for the whole family.

Sponsored By [visitlakegeorge.com](https://www.visitlakegeorge.com)



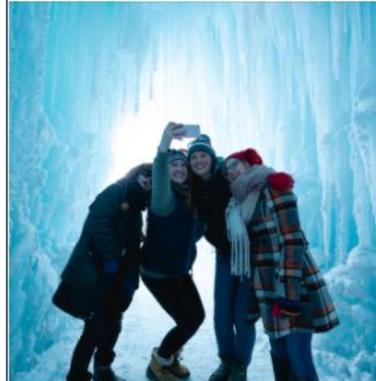
Plan Your Winter Getaway Out of the Cold

Leave your snow gear behind for a vacation to the Lake George Area this winter with fun that keeps you out of the cold.

 **Lake George Area**
Sponsored · 🌟

...

Ice Castles, ice slides and ice caverns oh my! Check out Lake George's ice castles for an unforgettable experience.



[VISITLAKEGEORGE.COM](https://www.visitlakegeorge.com)
One of a Kind Ice Castles
Reserve Tickets Now

[LEARN MORE](#)

 **Lake George Area**
Sponsored · 🌟

...

Immerse yourself into the Adirondacks for winter getaway. Find the homebase for your retreat and start planning.



[VISITLAKEGEORGE.COM](https://www.visitlakegeorge.com)
Incredible Winter Lodging
Winter in the Lake George Area

[LEARN MORE](#)

Winter 2022 Themes

Top Warren County Winter Offerings

OUTDOOR WINTER RECREATION (xc skiing, snowshoeing, downhill skiing & snowboarding, ice fishing, ice skating, winter hikes, sledding & tubing, snowmobiling)

TOP ATTRACTIONS (ice bars, indoor activities, shopping/factory outlets, dining, museums & history, craft beverages, couples activities, free activities, arts & theatre)

EVENTS (general winter events, winter carnival, ice castles, maple weekends)

LODGING & where to stay when traveling to Warren County

Winter 2022 Tactics

Digital Media Tactics & Descriptions

PAID SOCIAL is sponsored advertising on social networking platforms by targeting a specific audience. Warren County's paid social campaigns run on Facebook & Instagram and use behavioral targeting to reach an "in market" and interested audience.

NATIVE ADVERTISING is a type of advertising that matches the format and function of the platform (or website, app, etc.) upon which it appears. Examples include "Related articles" or "Recommended for you" on a news site and "Sponsored" blogs/stories. Audiences can be selected behaviorally and contextually (i.e. related to the content of the platform)

GOOGLE ADS is a type of online advertising where marketers bid to display video, shopping, and search/text through audience and keyword targets. Warren County utilizes text/search and video ads.

RETARGETING is a form of targeted advertising which targets users that have previously engaged with a brand. Warren County primarily targets recent website visitors.

Canadian Marketing

Plan A, B, and C

PLAN A - Current plan if travel restrictions remain the same

- Utilize a limited budget to re-enter the Canadian market as a unique campaign
- Target “in market” travelers
- Direct users to a Canadian-specific landing page
 - Top things to do if visiting less than 72 hours with internal links to other pages on the site
 - What to know and do if visiting longer than 72 hours
 - Updated information on travel guidelines and where to get COVID tests if applicable

PLAN B - If travel restrictions are loosened/lifted

- Remove Canadian-specific campaign and integrate that budget and audience into the other paid social, native, Google Ads, and retargeting campaigns

PLAN C - If travel restrictions are tightened, Canadian travel is restricted altogether, or Canadians are not responsive to marketing efforts

- Turn off campaign and reallocate that remaining budget to another successful tactic and theme or add a new theme into the mix

Next Steps

Each season a new media plan is developed once a final budget is given by the client. Below is where we are at in the process for for the Winter 2022 Jan-March and next step are as follows:

1. **Client Seasonal Kick-off Meeting**
 - a. Determine target audiences, messaging, goals, budgets etc.
2. **Media Plan Build & Approval**
 - a. Media plan build
 - b. Share media plan with client
 - c. Media plan client feedback
 - d. Media plan client approval
3. **Asset Determination**
 - a. Determine all assets needed and due dates of each asset
4. **Creative Build**
 - a. Ad mockups delivered to client for feedback/approval
5. **Campaign Set-up for Digital Tactics**
 - a. Tracking code creation
 - b. Upload all ads and tracking to each platform
 - c. Campaign set-up with budgets, target demographics & geographics
 - d. Internal campaign setup, review and approval
6. **Campaign Launch**
7. **Campaign Management**
 - a. Daily & weekly campaign monitoring
 - b. Optimizations made, as needed
8. **Campaign Reporting**
 - a. In-depth campaign report created
 - b. Report delivered to client
 - c. Meeting with client to discuss report
 - d. Client meeting to discuss report

THANK YOU