

WORKSHOP

Warren County Summer 2022 (Apr. - Aug.) Strategy

March 21, 2022

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2021 Performance

Highlights from Jan. 2021 - Dec. 2021

TELEVISION & CONNECTED TV: 8,847 traditional TV spots across 5 markets during 3 different seasons and 7,482,258 impressions from Connected TV.

PAID SOCIAL: 29,682,319 impressions, 679,982 clicks, CTR of 2.29% (154% above the benchmark)

NATIVE ADVERTISING: 7,279,868 impressions, 19,569s, CTR of 0.27%

PRE-ROLL VIDEO: 800,017 impressions, 609,624 completions, completion rate of 0.80%

RETARGETING: Website retargeting received 4,213,100 impressions, 4,786 clicks, CTR of 0.11%.
Video event retargeting received 1,915,034 impressions, 2,337 clicks, CTR of 0.12%.

GOOGLE ADS: 3,004,206 impressions, 269,253 clicks, CTR of 8.96% (91% above the benchmark)

Current Performance

Jan. 1 - Mar. 17, 2022

PAID SOCIAL: 9,211,941 impressions, 224,841 clicks, CTR of 2.44% (171% above the benchmark). Top performing themes are Ice Bars, Ice Castles, Indoor Activities, and Events.

NATIVE ADVERTISING: 2,590,446 impressions, 13,084, CTR of 0.51% (70% above the benchmark)

RETARGETING: 1,625,840 impressions, 3,922 clicks, CTR of 0.24% (60% above the benchmark)

GOOGLE ADS: 370,807 impressions, 79,748 clicks, CTR of 21.51% (366% above the benchmark)

YOUTUBE ADS: 30,599 impressions, 11,523 interactions, 37.66% interaction rate

Current Performance

Top Ads

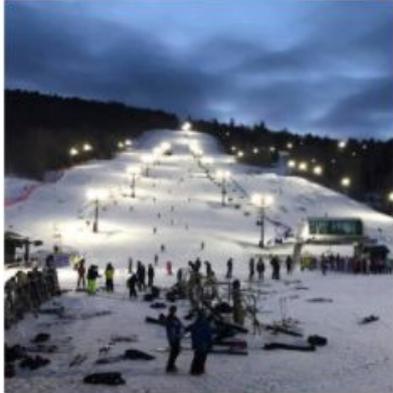
Sponsored By visitlakegeorge.com



The 12 Best Towns for a Winter Escape

Every town has its own charm. Whether your goal is exploration or relaxation, we have something for everyone.

Sponsored By visitlakegeorge.com



5 Things to Know About Winter in the Lake George Area

From cozy cabins and interiors, to delicious food and dining options, the Lake George Area is a tranquil escape.

Lake George Area
Sponsored · 🌐

There's no better way to enjoy an evening than sipping on delicious hand-crafted beverages at one-of-a-kind ice bars.



VISITLAKEGEORGE.COM
Ice Bars and Ice Venues
Pull up a stool and enjoy

LEARN MORE

Lake George Area
Sponsored · 🌐

Slip and slide into winter and discover the Ice Castles in the Lake George Area. You won't want to miss this magical event!



VISITLAKEGEORGE.COM
Ice Castles - Lake George
Ice Adventures Await

LEARN MORE

Summer 2022 Themes

Top Warren County Summer Offerings

OUTDOOR SUMMER RECREATION (hiking, camping, boating, beaches, rafting, biking, air adventures)

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

FAMILY ACTIVITIES (The Great Escape, mini golf, drive-in, arcades, ice cream)

EVENTS (fireworks, 4th of July, Americade, Food & Wine Festival, Summer Concert Series, Arts & Crafts Festival, Music Festival, BBQ Festival)

LODGING & CAMPING for overnight stays when traveling to Warren County

Summer 2022 Tactics

Digital Media Tactics & Descriptions

TELEVISION advertising for Warren County runs in the NYC, Albany, Syracuse/Utica, Hartford/New Haven, and Boston markets for brand awareness. The lion's share of the budget is utilized in the pre 4th of July flight.

CONNECTED TV serves commercials on streaming devices and platforms. With so many cord-cutters, streaming TV has surpassed linear television so we take a multi-faceted approach. Platforms include Hulu, Disney +, Roku, Fubu, Sling, Pluto, Samsung, LG, and more).

PRE-ROLL VIDEO is a video ad that plays directly before a featured video on mobile and desktop devices.

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.

Summer 2022 Tactics

Digital Media Tactics & Descriptions

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)

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

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.

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 Summer 2022 campaign 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. TV Placements**
 - a. Negotiating rates and spots with TV vendors
 - b. Sending traffic to TV vendors
- 6. 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
- 7. Campaign Launch**
- 8. Campaign Management**
 - a. Daily & weekly campaign monitoring
 - b. Optimizations made, as needed
- 9. 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



**Tourism Committee
Warren County Tourism Department
AGENDA
March 21, 2022**

Committee Members: MERLINO, Dickinson, Braymer, Wild, Runyon, Strough, and Leggett

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.

- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of the February 25, 2022 Tourism Committee Meeting.
 - III. Action Agenda/New Business Items: None
 - IV. Discussion Items:
 - a. Workshop presentation – Summer 2022 Media Buy
 - b. Working Pictures - Summer 2022 Video Production
 - V. Referrals: None
 - VI. Privilege of the floor and public comment
 - VII. Motion to adjourn
-

RESOLUTION REQUEST FORM NO. 11

Request to Create New Position

DEPARTMENT NAME: Tourism Department

DATE: March 22, 2022

- (a) Title of Requested Position: **Principal Account Clerk - Per Diem**
- (b) Annual Base Salary (and Grade if Applicable): **Grade 10-22/\$24.7685/hr**
- (c) Effective Date for New Position:* **4/4/2022**
*Please do not backdate unless the purpose is to correct an error.
- (d) List Any Position in the Department's Table of Organization Being Deleted as a Result of this Request: (Include annual salary and grade if applicable):
Defund Full Time position, Salary \$51,518, Grade 10 - 23
- (e) Where are Funds in the Budget for this Position? List Budget Code, Object Code, Full Title and Amount:
A.6417.0001 110 Principal Account Clerk Full Time salary \$51,518 Grade 10-23
- (f) Has Personnel Officer Reviewed and Approved of the New Position Title?
(This is necessary **BEFORE** bringing the request to committees.)
Yes
- (g) Is this a mandated position? If so, please explain:
No
- (h) Is there expected revenue from this position? If so, please explain:
No

RESOLUTION REQUEST FORM NO. 12

Schedule "A"

NOTICE OF INTENT TO FILL VACANT POSITION

This notice of intent is filed whenever a department head plans to fill an *existing* funded position in their budget that is vacated due to a retirement, resignation, termination or promotion. This notice may not be used for requests to create a *new* position. For complete instructions on the procedure to be followed, see the reverse of this form.

DEPARTMENT HEAD COMPLETES THIS SECTION

Department: Tourism Department Payroll Dept. No: 5303
Title of Position: Principal Account Clerk - Per Diem Base Salary of Position: 35,000 Grade: 10-22
Filling at Step # (If Known): _____ \$ 24.7685/hr
Budget code and title: Salaries -Part Time Tourism A.6417.0001.130 Union Non-Union
This position is vacated due to: Retirement Resignation Termination Promotion Other
Employee No./Last Name: 9949/Grant Date of Vacancy: March 31, 2022
Is this position mandated? Yes No Is the position reimbursable? Yes No (creation)
Source of reimbursement: Federal _____% State _____% Other _____%

CIVIL SERVICE STATUS AND HUMAN RESOURCES DIRECTOR APPROVAL

Competitive-active eligible list Competitive-no list (*hiring would be provisional*) Non-Competitive Other _____
Actual Impact to Budget Report will be provided monthly by Human Resources Director.
Candidate's qualifications must be approved by Personnel Officer prior to hiring. POV 1/15/22
Human Resources Director has approved this form when initialed. PO 2/15/22

COUNTY ADMINISTRATOR COMPLETES THIS SECTION

- The Administrator has no objection to the filling of the vacancy.
 The Administrator objects to the filling of the vacancy.

Administrator Signature _____ Date _____

BUDGET OFFICER COMPLETES THIS SECTION

- The Budget Officer has no objection to the filling of the vacancy.
 The Budget Officer objects to the filling of the vacancy.

Budget Officer Signature _____ Date _____

SUPERVISORY COMMITTEE COMPLETES THIS SECTION

Name of Committee _____

- The committee has no objection to the filling of the vacancy.
 The committee objects to the filling of the vacancy.
 In the case of an emergency, Committee Chair has no objection to the filling of the vacancy.
 In the case of an emergency, Committee Chair objects to the filling of the vacancy.

Ranking Committee Member Signature _____ Date _____

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: MARCH 21, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
BRAYMER (ZOOM)
WILD
RUNYON (ZOOM)
STROUGH (ZOOM)
LEGGETT

OTHERS PRESENT:

REPRESENTING LAKE PLACID ADVERTISER WORKSHOP INC.
TIM KELLEHER, PRESIDENT
ALLIE WITHEE, MANAGER SEARCH & PAID MEDIA
CAROLYN BORDONARO, ACCOUNT EXECUTIVE
REPRESENTING THE TOURISM DEPARTMENT:
JOANNE CONLEY, DIRECTOR
PETER GIRARD, CREATIVE DIRECTOR
KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD (ZOOM)
RYAN MOORE, COUNTY ADMINISTRATOR
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER (ZOOM)
SUPERVISOR DRISCOLL
FRASIER
GERACI (ZOOM)
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
EXECUTIVE DIRECTOR
SCOTT SOPCZYK, TRANSPORTATION DIRECTOR, GREATER GLENS FALLS
TRANSIT
MICHAEL SWAN, COUNTY TREASURER
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the March 21, 2022 meeting of the Tourism Committee; the meeting in its entirety can be viewed on the Warren County website using the following link:
<https://warrencountyny.gov/mma>

Note: Pursuant to New York State Legislation (S.50001/A.40001): “Notwithstanding the provisions of article 7 of the public officers law to the contrary, any state agency, department, corporation, office, authority, board, or commission, as well as any local public body, or public corporation as defined in section 66 of the general construction law, or political subdivisions as defined in section 100 of the general municipal law, or a committee or subcommittee or other similar body of such entity, shall be authorized to meet and take such action authorized by law without permitting in public in-person access to meetings and authorize such meetings to be held remotely by conference call or similar service, provided that the public has the ability to view or listen to such proceeding and that such meetings are recorded and later transcribed.” All of the Committee members in attendance were physically present aside from Supervisors Braymer, Runyon and Strough who attended virtually.

Mr. Merlino called the meeting of the Tourism Committee to order at 11:45 a.m.

Motion was made by Mr. Strough, seconded by Mr. Dickinson and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the Tourism agenda were distributed to those in attendance; those participating virtually accessed the agenda via the Warren County website. *A copy of the agenda is on file with the minutes.*

Commencing the Tourism agenda review, Lake Placid Advertiser Workshop Inc. commenced with a Power Point Presentation entitled “Warren County Summer 2022 (Apr.-Aug.) Strategy”, which was reviewed while answering questions posed by the Committee. *A copy of the presentation is on file with the meeting minutes.*

During the presentation, motion was made by Mr. Wild, seconded by Mr. Dickinson and carried unanimously to enter into executive session pursuant to Section 105(1)(f) of the Public Officer’s Law.

Executive session was held from 12:10 p.m. until 12:48 p.m.

Upon reconvening, Mr. Merlino noted that no action had been taken during the executive session.

It was Consensus of the Committee to move forward in authorizing the Summer advertising program, as presented by Lake Placid Advertiser Workshop, Inc.

Next, the Working Pictures Summer 2022 video presentation was shown, which included two television advertising campaigns that can be viewed on the Warren County website.

Joanne Conley, *Director of Tourism*, requested an executive session to discuss the employment history of a particular person, as well as matters leading to the employment of a particular person.

Motion was made by Mr. Dickinson, seconded by Mr. Strough and carried unanimously to enter into executive session pursuant to Section 105(1)(f) of the Public Officer’s Law.

Executive session was held from 1:08 p.m. until 1:37 p.m.

Upon reconvening, Mr. Merlino advised that no action had been taken during the executive session.

Ms. Conley made a request to amend the Table of Organization and Salary Schedule to create and fill the position of Principal Account Clerk - Per Diem, *Grade 10-22, \$24,7685/hour*, position to be effective through December 31, 2022, and to delete the Principal Account Clerk Full-Time, *Grade 10, Base Annual Salary \$51,518*, position.

Motion was made by Mr. Dickinson and seconded by Mr. Strough to approve the request as stated. Following discussion, the motion was amended by Messrs. Dickinson and Strough to unfund, rather than delete, the Principal Account Clerk Full Time position; it was also noted that the Committee desired for any resolution approved by the Personnel, Administration & Higher Education and Finance Committees on this matter to come before the Board of Supervisors at their March 31st Board meeting. Mr. Merlino called the question and the aforementioned motion, as amended, was carried unanimously to approve the request and refer the same to the Personnel, Administration and Higher Education Committee. *Copies of the resolution request and Notice of Intent to Fill Vacant Position forms are on file with the minutes.*

As there was no further business to come before the Tourism Committee, on motion made by Mr. Dickinson, seconded by Mr. Strough and carried unanimously, Mr. Merlino adjourned the meeting at 1:41 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist