



Tourism Committee
Warren County Tourism Department
AGENDA
August 22, 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.

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- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of the August 1, 2022 Tourism Committee Meeting.
 - III. Action Agenda/New Business Items: None
 - IV. Discussion Items:
 - a. Workshop available to discuss current Fall and upcoming Winter Media Campaign strategies
 - V. Referrals: None
 - VI. Privilege of the floor and public comment
 - VII. Motion to adjourn

Attachment #1: Media strategy plan for Fall and Winter 2022



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August 9, 2022

Warren County Tourism
1340 US-9,
Lake George, NY 12845

Dear Chairperson of the Warren County Tourism Committee:

Enclosed please find the proposed Media Strategy Plan for Fall and Winter 2022 for your approval.

Fall: September – October 2022

Television - \$77,500
Connected TV - \$73,714.50
Paid Social - \$25,000
Native Advertising - \$7,000
Retargeting - \$5,000
Google Ads - \$11,758.90

Total \$200,000

Winter: November - December 2022

Paid Social - \$42,550
Native Advertising - \$20,000
Retargeting - \$10,000
Google Ads - \$27,450

Total \$100,000

Sincerely,

Timothy J Kelleher