



**Tourism Committee  
Warren County Tourism Department  
AGENDA  
July 25, 2023**

Committee Members: MERLINO, Dickinson, Diamond, Strough, Wild, Runyon and Frasier

*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 June 20, 2023 Tourism Committee Meeting.
  
  - III. Action Agenda/New Business Items:
    - a. **Resolution Request:** Authorizing the restoration of the Tourism Coordinator position  
**Rationale:** To assist the Director of Tourism in the oversight of the Occupancy Tax program, including applications, funds and contracts; as well as other higher-level departmental duties.
  
  - IV. Discussion Items:
    - a. Workshop presentation of the Fall 2023 campaign
    - b. Discussion on the Winter 2023 advertising campaign
  
  - V. Referrals: None
  
  - VI. Privilege of the floor and public comment
  
  - VII. Motion to adjourn

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**Attachment #1:** Resolution Request Form No. 11 - Authorizing creation of the Tourism Coordinator position

**Attachment #2:** Workshop Fall 2023 Strategy and Media Plan presentation

# ***RESOLUTION REQUEST FORM NO. 11***

## ***Request to Create New Position***

**DEPARTMENT NAME:**

**DATE:**

- (a) Title of Requested Position:
- (b) Annual **Base** Salary (and Grade if Applicable):
- (c) Effective Date for New Position\*:  
*\*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):
- (e) Where are Funds in the Budget for this Position?  
List Budget Code, Object Code, Full Title and Amount:
- (f) Is a Budget Transfer needed?      YES      NO  
If yes, please complete Resolution Request Form No. 10 – Transfer of Funds  
If no, please provide details on how the increase will be funded with the current budget:
- (g) Has Personnel Officer Reviewed and Approved of the New Position Title?      YES      NO  
*(This is necessary **BEFORE** bringing the request to committee)*
- (h) Is this a mandated position?      YES      NO  
If yes, please explain:
- (i) Is there expected revenue from this position?      YES      NO  
If , please explain and complete Resolution Request Form No. 07 – Amend County Budget to recognize revenue:

# WORKSHOP

## **Warren County Fall 2023 (Aug. - Oct.) Strategy**

July 25, 2023

# Table of Contents

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# Process

Each season a new media plan is developed once a final budget is given by the client.

Below is the process for Fall 2023 Media Plan:

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

# Fall 2023 Themes

Top Trends & Offerings

**Outdoor Recreation:** Horseback Riding, Fall Foliage, Fishing, Hiking, Golf, Scenic Drives

**Attractions:** Family Activities, Six Flags, Fort William Henry, Shopping

**Events:** Balloon Festival, Fall Festivals, Oktoberfest

**Food & Drink:** Wineries, Restaurants, Dinner Theatre, Breweries, Distilleries

# Fall 2023 Tactics

## Digital Media Tactics & Descriptions

**TELEVISION** advertising for Warren County runs in the NYC, Albany, and Syracuse/Utica markets (Warren County's top markets)

**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).

**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.

# Fall 2023 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)

**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.

# Fall 2023 Media Plan

**Total Fall Budget: \$168,000**

## TELEVISION

- + Markets:
  - + Albany (Spectrum, WNYT, WRGB)
  - + Syracuse/Utica (Spectrum, WSTM, WSYR)
  - + NYC (Spectrum, News 12)
- + Flight: Aug. 14 - Oct. 8
- + Budget: \$72,000

## CONNECTED TV

- + Markets: Albany, Syracuse, New York, Rochester
- + Flight: Aug. 14 - Oct. 15
- + Budget: \$49,000

# Fall 2023 Media Plan

## PAID SOCIAL

- + Markets: Albany, Syracuse, Utica, Rochester, New York, Boston, Springfield, Hartford, Montreal
- + Flight: Aug. 14 - Oct. 15
- + Themes: Fall Foliage, Horseback Riding, Top Attractions, Family Fun, Food & Drink, Events
- + Budget: \$22,150

## NATIVE ADVERTISING

- + Markets: Albany, Syracuse, Utica, Rochester, New York, Boston, Springfield, Hartford, Montreal
- + Flight: Aug. 14 - Oct. 31
- + Featured Blogs: Lake George Leaf Peeping Guide, NEW: Haunted Experiences
- + Budget: \$10,000

# Fall 2023 Media Plan

## RETARGETING

- + Audience: Website visitors within the past 30 days
- + Flight: Sept. 1 - Oct. 31
- + Budget: \$3,500

## GOOGLE ADS

- + Markets: New York, Pennsylvania, Connecticut, New Jersey, Massachusetts, Quebec, Ontario
- + Flight: Sept. 1 - Oct. 31
- + Themes: Branded, Outdoors, Top Attractions, Events, Stay, Food & Drink
- + Budget: \$11,450

# THANK YOU