



# Ulster County Economic Development Alliance

Michael P. Hein  
Ulster County Executive

244 Fair Street | Kingston, NY 12402 | Phone: (845) 340-3556 | Contact: Suzanne Holt

## JUMP START COMPETITION PROGRAM APPLICATION

APPLICATION DEADLINE: JUNE 1, 2018 @ 4:00PM

Form submission:

via email to [OED@co.ulster.ny.us](mailto:OED@co.ulster.ny.us) or UCEDA 244 Fair Street PO Box 1800, Kingston, NY 12402

### GENERAL INFORMATION:

Applicant Name: Christopher Bennett

Business Name (if applicable): BPM

Mailing Address: 152 Bible Camp Rd Bloomingburg NY 12721

Daytime phone: 845-863-3933 Cell Phone: same

Email address: mtbempiretrails@gmail.com

Applicant is the:  Proposed New Business  Existing Business

What type of business are you proposing: Marketing Company

What do you do now? Home Improvements, Marketing & Real Estate

What type of business experience do you have? Have you started a business before?

Owner/Operator of Village Taxi in Ellenville

Owner/operator of Sikel's Bikes in Ellenville

20 years of management experience with Fortune 500 Companies.

Owner/Operator of BPM

**PROJECT DESCRIPTION**

Please briefly describe what you intend to use the grant funds for, if awarded. Include a description of special finishes and your fit-out as well as an early projection of the costs of the project. Attach additional sheet as necessary.

We intend to rent a store front on Center Street in Ellenville as our home base to operate the Wawarsing MTB Empire Trails Project. Please see project proposal attached. Once the project is underway we intend to transform the store into a mountain bike themed internet lounge.

Why is this business appropriate and consistent with the business climate of the Village of Ellenville and/or surrounding areas?

Ellenville is the central hub to the greatest mountain biking terrain in New York State. With effective marketing we would attract a medium to high end clientele to the existing businesses and eateries and create opportunities for new businesses to open.

How many jobs will this project create?

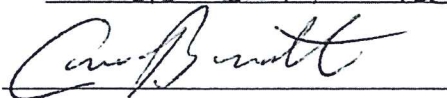
The possibilities are endless if we bring tourism to the community.

What gives you the confidence this is a project you can undertake successfully? Do you have any partners? If yes, please identify them.

I have 30 plus years in the sport of mountain biking I have a deep understanding of the mountain bike culture. I have a large network of riders that is continually growing I have the confidence that I can make the Town of Wawarsing into the number one mountain bike destination in

Tell us why you believe you can open by December 2018? the tri-state area.

We have done the research and are ready to go. We already are in possession of the majority of the equipment necessary to kick start the project.



Signature of Applicant

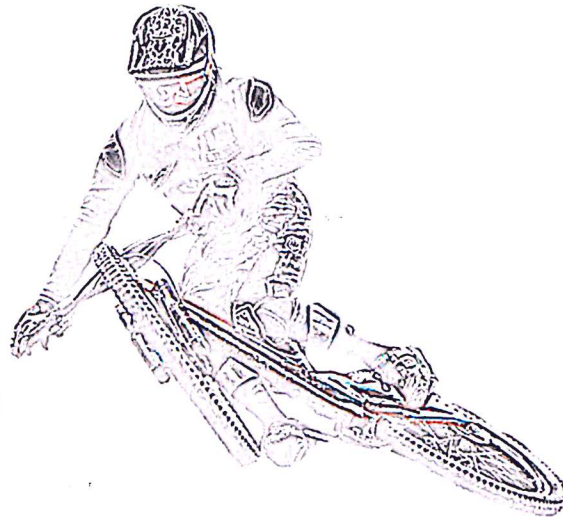
5/3/2018

Date of Application

# **BPM**

**A company that works for YOU**

# **MTB**



# **EMPIRE TRAILS**

# **The Wawarsing Project Proposal**

Written by Christopher Bennett

## Executive summary

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The scope of our goal at BPM is to make the current mountain bike trail systems in the Town of Wawarsing and the surrounding area the number one destination in the state of New York for the mountain bike enthusiast. This would have a measurable economic impact on the town and the county. It would greatly increase your tourism and enhance the revenue of your local businesses. Our strategy for achieving this goal is through advertising and promotion. Although we are a small company, the size will lead to personalized service and always dealing with the same person with an open line of communication. I have personal knowledge of the mountain biking industry from 30 years of participating in the sport and being an enthusiast myself. We feel we have come up with a well thought out, cost effective plan to reach our target demographic.

## Target Audience

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The mountain bike community consists of a vast array of people; however statistics show that 85 percent are males between the ages of 18 and 55. The average household income of the enthusiast is \$110,000 per year; 90 percent of these people have attended college and 75% are white collar workers. These are the people who would boost the local economy if we point out the reasons to visit our area. To reach our target audience, we will focus on the tri-state area with an emphasis on New York City. We will also look to expand this market by including information on other activities in the area that would include and excite the whole family. We have everything such as parks, pavilions, camping, fishing, hiking and gaming to involve everyone.

# Marketing Strategy & Tactics

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- Branding – renaming trail system with logo
- Educate local businesses – go door to door and get everyone on board
- SEO – Search Engine Optimization – boosting your result in search engines
- Content Marketing – creating content and videos for all forms of advertising
- Webpage – Design, developing and maintaining web presence
- Youtube – shooting, editing and posting of video content
- Facebook – creating community of followers
- Instagram – creating community of followers
- Trailhub – adding trails and parks to let riders know where we are
- Strava – creating trail segments on the app
- Pinkbike – advertising outlet
- Bicycle shop networking -approach tri-state area bike shops with trail maps and literature
- Race event networking – Go to events with billboard and hand out marketing materials
- Magazine advertising – DirtRag Magazine
- Co-operative advertising with community businesses – ask local businesses to provide incentives in exchange for advertising.

## Scheduling

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We propose to begin May 1<sup>st</sup> of 2018 and provide a monthly bill to the Town of Wawarsing on which we report our expenses in an itemized manner. We will provide a progress report on a monthly basis to accompany the expense report. Project Manager, Chris Bennett, will be available for any questions, issues or necessary discussions during regular business hours, Monday through Friday, 9am to 5pm at 845-863-3933.

## Pricing & Fees

Item	Description of Service	Pricing
Branding	Access to Brand name, logo, website domains, Facebook page, Youtube channel, Instagram page & Google email account.	\$10,000
Education of Local Businesses	Door to door campaign to speak to business owners	\$45/hour
Advertising Budget	Magazines adds, Maps, Brochures, Banners, costume Pop up tent, Trailer rap, 75inch tv,	\$20,000
Web Design & Development	Design & Development including SEO	\$2,000
Website Maintenance	Keep website information current & responding to users in a reasonable timeframe	\$150/month
Creating Web Content	Shoot & Edit video for Youtube, Facebook, Instagram, Strava, Trailhub and other.	\$45/hour
Race Event Networking	Travel Expense & Time at Event	\$300/day
Bike Shop Networking	Travel Expense to visit several shops in an area per day	\$300/day
One Time Fees	Branding, Education of Local Businesses & Web Design & Development	\$12,450
Approximate Annual Budget	Estimate includes Advertising, 12 months of Website Maintenance, 100 hours of creating web content, 10 race events, 10 days of bike shop networking	\$32,300
MTB Empire Trails Wawarsing Project	2018 Estimated Total Project Cost	\$44,750