This information was culled from several brainstorming ideas and then circulated for input:

UCEDA is purchasing new booth materials for use at upcoming business attraction conferences, including an 8 foot Curved Full Fabric Panel Kit to be used for the back of the booth and also as a “stand alone” that people can stand in front of to take selfies. It needs a saying at the top that will work in the back of the booth but will also work in a selfie.

The first line will be: ULSTER COUNTY, NEW YORK.

Here are a few options for tagline below:

#1 for Live, Work, Play

The Perfect Balance of Live, Work and Play

Perfect Live, Work and Play Mix

Power Trio—Live, Work and Play

The Upstate Power Trio—Live, Work and Play

The Perfect Place to Create A Live, Work and Play Balance

For Visiting, Living, Working and Playing

To live, work and play!

This option received the most positive feedback and was submitted for mockup on 09.18.18:

Top line: #UlsterForBusiness OR ULSTER COUNTY NEW YORK

Tagline: Where Work and Play are Perfectly Balanced