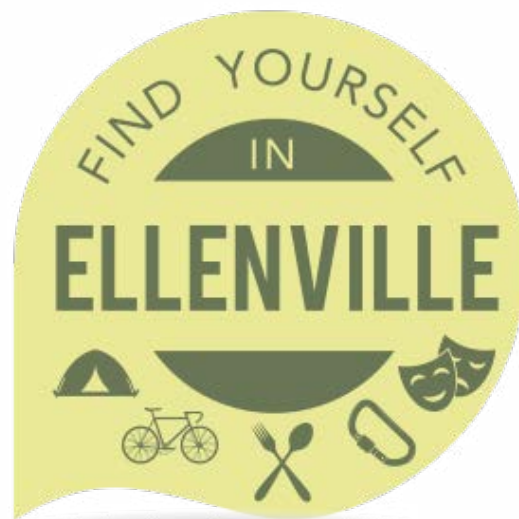


FIND ELLENVILLE BUSINESS PLAN



Aga Ratajska & Pawel Zolynski

**23 Tuthill Ave
Ellenville, NY
347 520 4582**

STATEMENT OF PURPOSE

We are local. We are a part of this community. We live right in the center of Ellenville and have very tight connections within the community (we design for local newspaper, do fund-raising for Ellenville Nursery, we are active nature lovers and local event enthusiasts). We are also working designers, practicing artists and parents. We feel confident to take over the role of managing **FindEllenville.com** to help more and more people find Ellenville and its beauty with fresh and creative approach.

The purpose of this business plan is to secure a \$45,000 business fund to manage (full time 40+ hours per week) and further grow the **FindEllenville.com** website in order to attract tourists, promote activities and local businesses. The money will be used to increase traffic through mostly online marketing and running social media pages such as Instagram and Facebook with social media campaigns included and running the blog. We will make short awesome movie(s) promoting Ellenville, add on Exploreville to promote local talented people, add a gift shop featuring local art and artists.

DESCRIPTION OF THE BUSINESS

Find Ellenville is a website that promotes the Village of Ellenville and is operated as LLC. We feel that **Find Ellenville** should be managed by locals who know the area and community very well.

The business owners are Aga Ratajska and Pawel Zolynski who both have 10+ years of experience in graphic design, web design, marketing and advertising. Both owners are also practicing artists with great knowledge of painting, photography, sculpture and ceramics.

The big idea behind this website is to show tourists the beauty of this area. To connect them to local businesses, local talented people, local attractions and nature.

The target is between 25-50 married, has kids; or couples without kids. They live in the Tri-State area, they're active, like to explore things on trips, like to think outside-of-the box. They live in a big city which can sometimes be overwhelming therefore they like to go on spontaneous getaways. They love to explore small towns, nature and art.

Find Ellenville will start out with two jobs plus freelance help of a web developer. Find Ellenville will put big emphasis on promoting local businesses and events. By adding on **Explore Ville and Souvenir Shop** Find Ellenville will help local talented people showcase their talents and sell their art.

DESCRIPTION OF LOCATION

Find Ellenville is located at 23 Tuthill Ave, Ellenville, NY. The building is a private house owned by Aga Ratajska. The location is right in the center of town and the surrounding neighborhood consists of other small businesses, local government offices and single-family homes. As to our knowledge there is no other similar service center that is local.

MARKET ANALYSIS

Overall, tourism spending has grown by 12.9 percent since 2009, according to the Tourism Economics report, an Oxford Economics company commissioned by the Empire State Development Corp. and the I Love NY campaign.

Ulster County's tourism industry is flourishing, with more than three million people per year visiting for short day trips and longer stays. Ulster accounts for 45 percent of the region's tourism sales. Ulster had the highest per-person revenue from tourism in 2016 at \$3,053. The many outdoor activities, dining establishments, art events, award-winning lodging, historical museums and sites, and much more make Ulster a tourist destination with something for everyone to enjoy.

Find Ellenville will help tourists become more knowledgeable about this area. It will offer an easy to navigate website, all necessary information to come here and stay, discover, have fun or just relax in one of the great restaurants. Apart from the usual experiences Find Ellenville will offer additional out-of-the-box experiences for thrill seekers as well as art from this area and souvenirs for good memories or presents.

There are two main target markets:

First target is the 35-30 families with older kids from bigger cities who like to spend quality time with their kids. They are generally middle to upper class with enough disposable income, active and out of the box thinkers. They are tired and overwhelmed by the big city and every day rush. They like to getaway with their family from a world where social interactions are taken over by technology. They love nature, are physically fit, spontaneous and sensitive towards natural beauty.

Second target is couples 25-35 just starting their careers in big cities, but have enough disposable income to go on a spontaneous trip or to surprise their other half with a unique getaway. They are active and out of the box thinkers, artistic, nature lovers.

COMPETITION

Find Ellenville is a website dedicated to the Village of Ellenville. It has thorough information about Ellenville and close vicinity, including things to do and see, events, places to stay and eat all compiled in one place.

Ellenvilleny12428.com has similar concept to Find Ellenville but very poorly designed. It will not attract tourists from bigger cities used to higher visual standards. The website is not user-friendly and discourages people to stay on it.

TripAdvisor offers things to do, usual things you can find on any trip site, places where you can go. It does not promote Ellenville, but rather lists what there is. It lacks local and personal touch and has poor quality photos that will not attract tourists.

Yelp has a list of places to go and things to do. Does not try to promote Ellenville, but rather acts as a directory.

MARKETING STRATEGY

'Effective Marketing is marketing that tells the story'

We tell stories with real life, honest photography, truthful videos, we capture emotions and unique stories of human interactions. We go out to locals and share their art and talents. We live here. We are part of this story.

Improvements to website:

1. Simplify FindEllenville.com in order to improve User Experience. (55%of visitors spend less than 15 seconds on a cluttered website).
2. Use call to action whenever possible which increases clicks by 11% (according to a study done by Maxymiser).
3. Make it easier to search for visitors within the website which equates to more engagement.
4. Create an awesome video about Ellenville with emphasis on emotion (close up on faces) with quality footage (four times as many consumers would rather watch a video about a product then read about it).
5. Use an exit intent pop-up. An exit intent pop-up can detect when your visitor intends to leave your site and prompt them with a targeted campaign to stay engaged. Exit intent pop-ups are highly effective because they're attention-grabbing without disturbing visitors.
6. Use a direct chat pop-up. Invite people to chat with a support agent in order to answer any questions a potential visitor might have, give advice and

MARKETING STRATEGY

- recommendations.
7. Trusted babysitter directory. Give the parents a night off to go out to the theater and dine alone while their kids stay with a local and trusted babysitter.
 8. Use Google Analytics to track unique visitors, their an average time on site, total unique visitors, exactly what people are searching for, where they are from, etc. in order to improve traffic.
 9. Use engaging visual content as a way to increase average time on site. All the photos and videos will be done by local professionals (except in the case where we ask tourists who have been to Ellenville to submit their own photos or videos).
 10. Add News Feed and Trending section for direct access to the latest posts and to make the page alive and active.
 11. Create Seasons in Ellenville section to show people that its an all year round attractive tourist destination.
 12. Create Meaningful Content by interviewing local shop owners, restaurant owners, local artists and kids and ask them to describe their favorite place to eat, shop, see, visit in and around Ellenville (video and photos).

Facebook Fan Page

1. Make an amazing cover photo or video!
2. Have active tabs such as: Events, Weather, Maps
3. Run regular contests
4. Ask people to change their cover photo for one day for a prize
5. Run interviews with local shop owners, restaurant owners, local artist and local kids
6. Engage in posts to steadily grow audience of engaged community of fans
7. Make posts with strong Calls-To-Action

Instagram Page

1. Create content that spreads: make amazing consistent local photos
2. Use a consistent color scheme and collage to stand out
3. Use quotes from local people or tourists to describe the area
4. Regular posts with beautiful content done by professional
5. Put Emphasis on user generated content in order to promote authenticity (pictures from tourists who have been to Ellenville)
6. Use direct messages to followers
7. Use Shoutout For Shoutout Method: share others' content while they share your content
8. Post short videos among pictures (up to 15 sec) so called 'Random Amusements' which will act as teasers for visitors to check out more at FindEllenville.com

MARKETING STRATEGY

YouTube Channel

1. Make amazing, edgy stop-motion videos to gain public.
2. Offer Advice Videos about the area.
3. Show videos from ExploreVille's out of the box experiences.
4. Use Facebook and Instagram to promote.

MailChimp

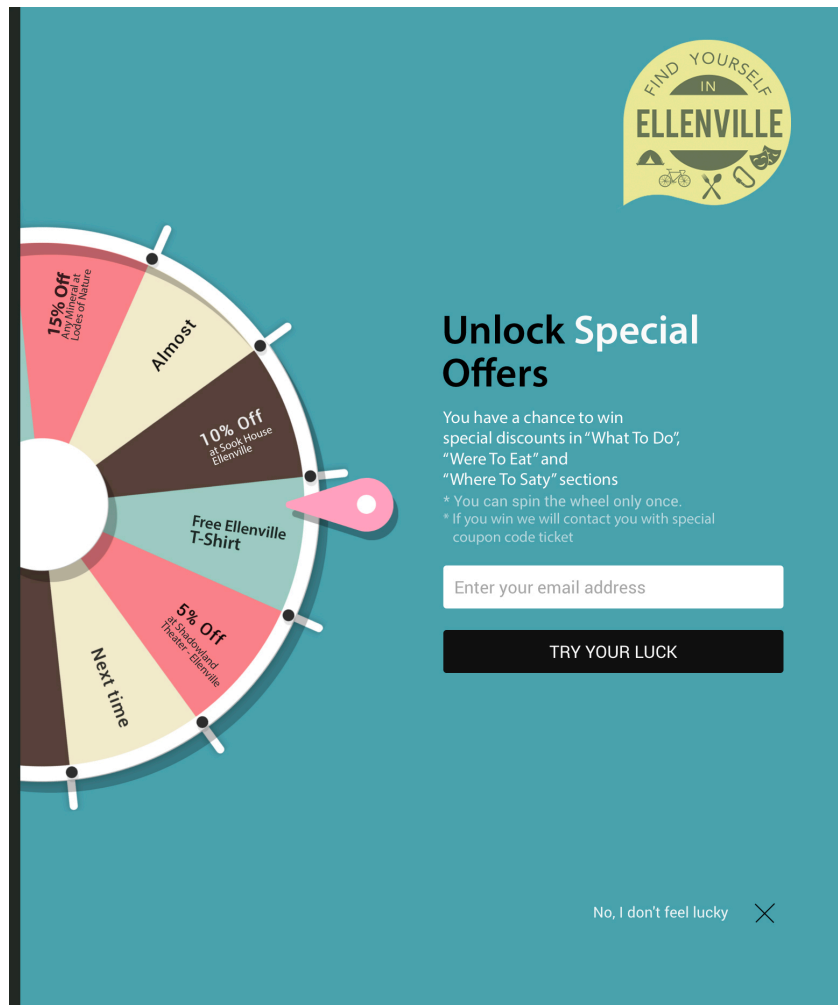
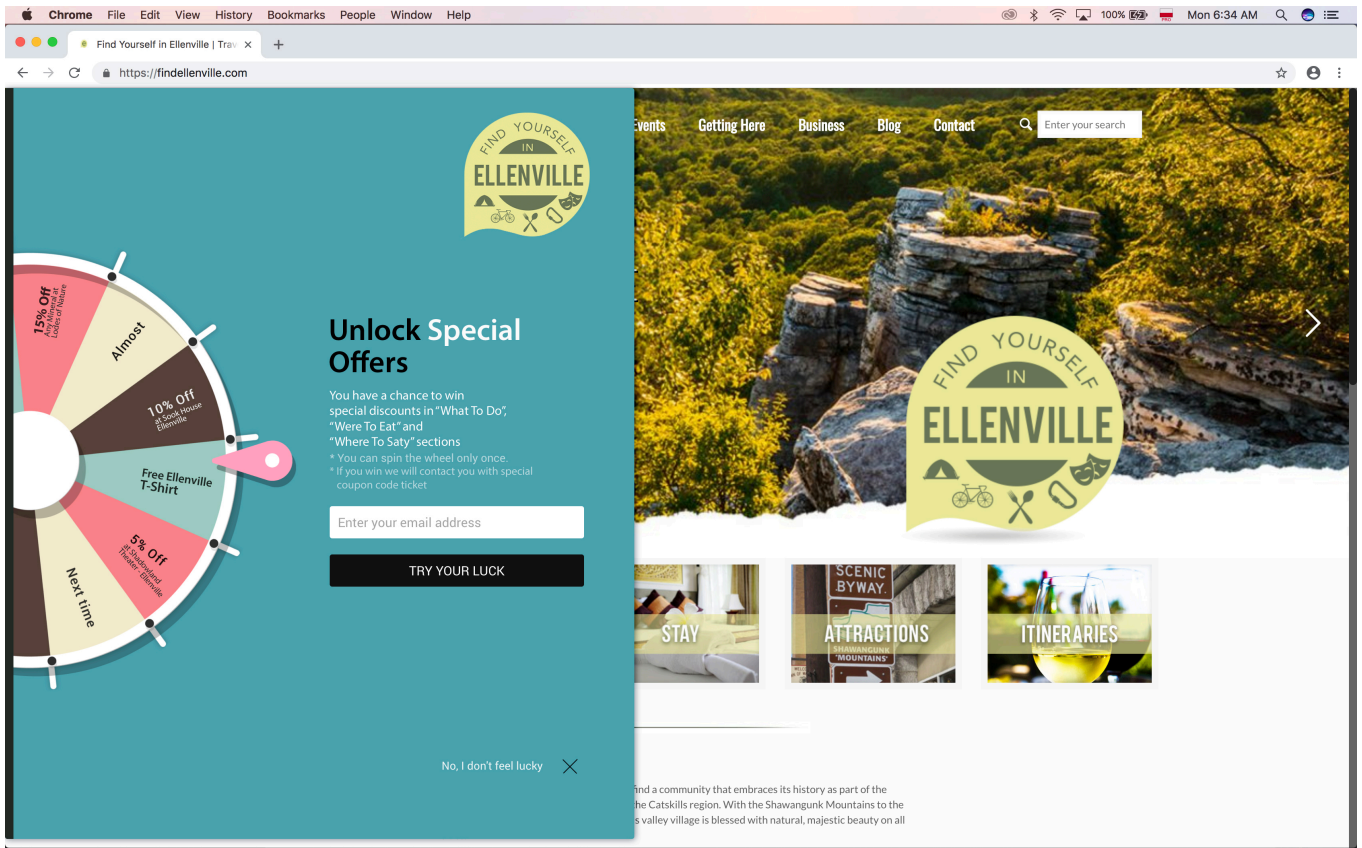
Use MailChimp in order to connect to target audience, engage customers and grow the Find Ellenville database.

Researching and implementing free ad methods to reach an even broader audience

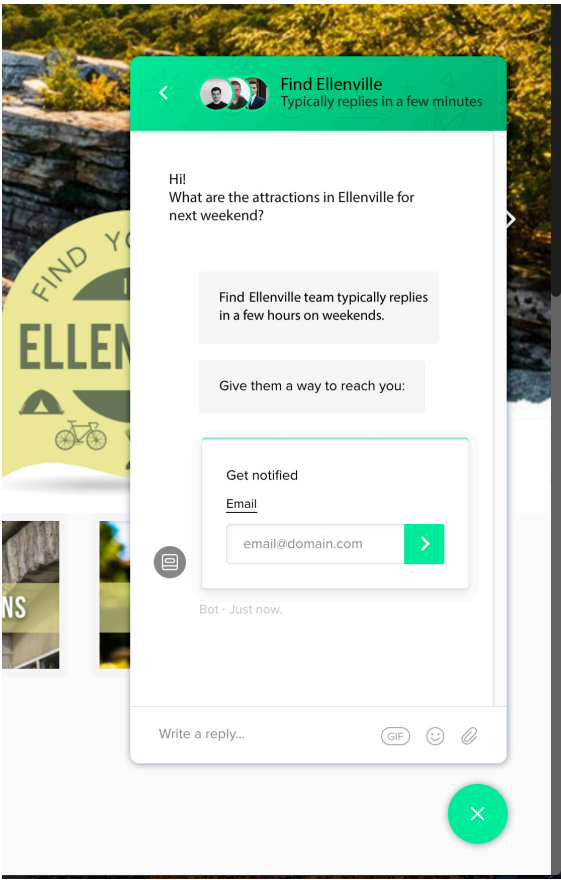
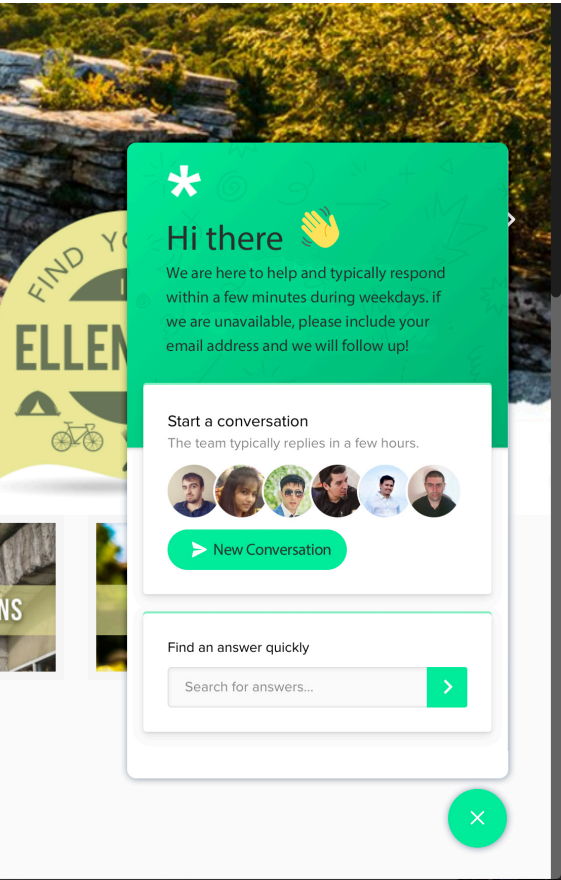
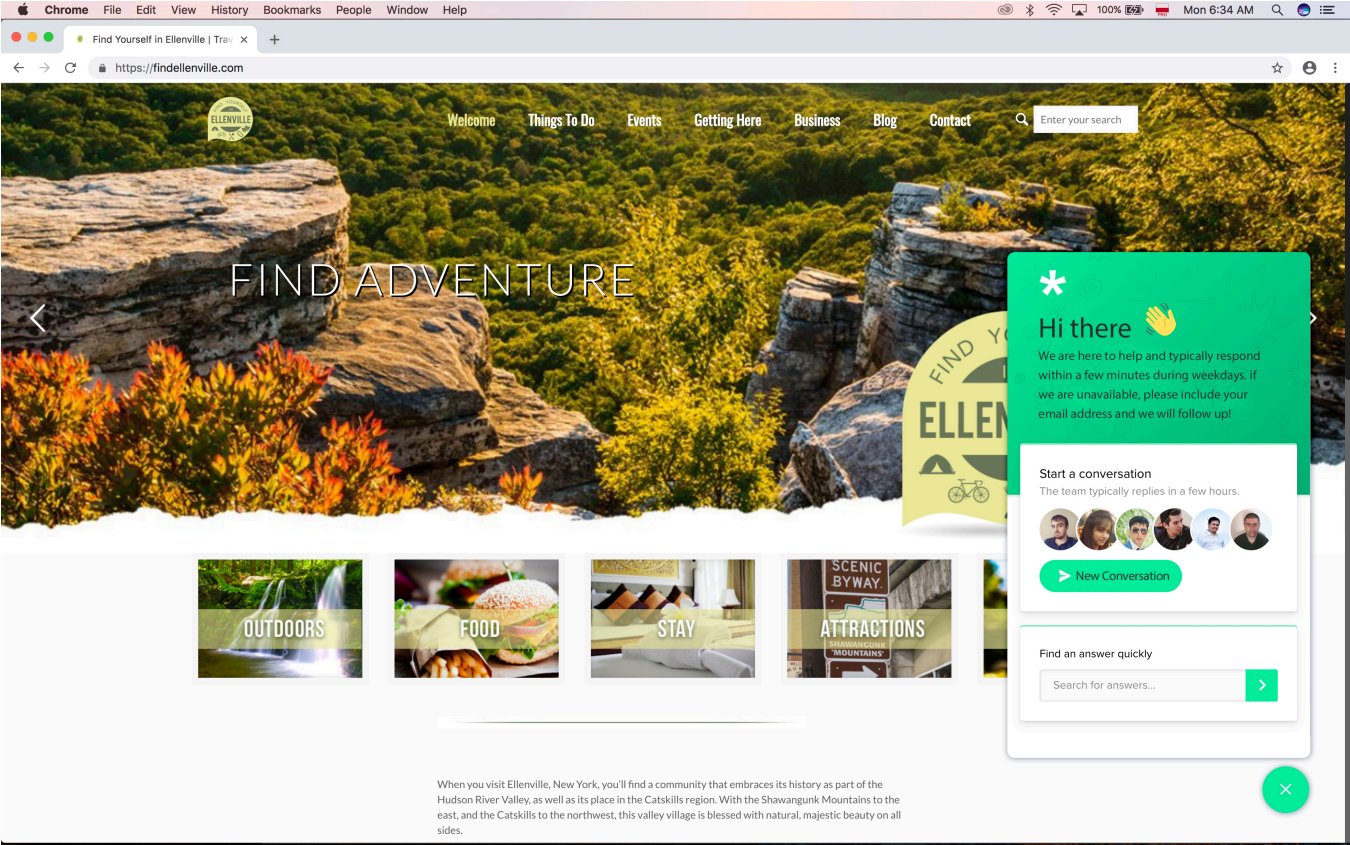
Posting reviews and opinions about Ellenville in popular travel sites such as TripAdvisor
Joining other Fan Pages to promote Find Ellenville, Contacting other travel bloggers in order to promote Find Ellenville, Writing articles for travel magazines promoting the area, Writing reviews in popular travel sites such as TripAdvisor.



EXIT INTENT POP-UP



DIRECT CHAT POP-UP



MARKETING CHANNELS

1. Google AdWords with smart keywords targeting niche groups
2. SEO positioning
3. Advertising in local tourist and travel oriented magazines and websites: Ulster County Travel Guide, Ny.Curbed.com, Townandcountrymag.com, Chronogram.com, Hvmag.com,
4. PayPerClick Facebook targeted ads based on users interests
5. Facebook competitions offering free incentives (Ellenville T-Shirts and other local gadgets)

PRICING STRATEGY

We are asking for an **annual fee of \$45 000 to run and promote (full time 40+ hours per week) FindEllenville.com** which includes:

1. Website maintenance (including all of the above-mentioned improvements stated in the Marketing Strategy Section)
2. Social Media Running a great Facebook Fan Page, Instagram and You Tube Channel
3. Designing all promotional materials for web and print consistent with brand identity
4. Growing mail database and promoting Find Ellenville using Mailchimp
5. Making an Awesome promotional video about Ellenville
6. Creating professional photo and video content that stands out
7. Hosting, server and domain name costs
8. Creative Cloud license costs
9. Buying equipment (professional camera and drone)
10. Hiring a web developer for freelance jobs

MANAGEMENT AND PERSONNEL

Aga Ratajska

23 Tuthill Ave
Ellenville, NY
347 520 4582

Advertising, Design and Marketing qualifications:

- Thinks creatively to produce new ideas and concepts across media
- Worked together with copywriters and account staff to provide creative, strategically sound solutions with budgets over \$1 000 000
Interprets the client's business needs and developing a visual concept to suit their purpose
- Prepared rough drafts of material based on brief
- Presented visual concepts to creative directors, business directors and clients
- Working with a wide range of media, including print, illustration, photography video and digital design
- Supervised photo and film shoots
- Designed presentations and materials for new business pitches and agency communications
- Contributed to interactive design
- Developed concepts, graphics and layouts for product illustrations, company logos and websites
- Keeps updated with emerging technologies in new media and design programs

Work History

2018-ongoing | Designer for local newspaper

2017-ongoing | Book Illustrator, Ellenville, NY Designer and Web Designer

2016-ongoing | TheArtStory.org, Ellenville, N.Y. Senior Art Director

2012-2015 | Communication Unlimited, Warsaw, Poland

Senior Art Director

2011-2012 | Film Fleet, Warsaw, Poland

Art Director

2008-2010 | GREY Poland, Warsaw, Poland

Education

MFA Book Arts

Camberwell University of the Arts, London, UK

BA Graphic and Typographic Design

Royal Academy of Art, The Hague, Netherlands

Also a practicing artist.

Portfolio

www.aratajska.wordpress.com

MANAGEMENT AND PERSONNEL

Pawel Zolynski

23 Tuthill Ave
Ellenville, NY
347 355 8218

Advertising, Design and Marketing qualifications:

With a degree in Graphic Design, Pawel Zolynski has years of experience as an Art Director, Graphic Designer and Animator in advertising, music promo, TV, fashion, art and cultural events.

Pawel has worked for six years as Senior Art Director at Leo Burnett, where he won series of awards such as 2 Silvers and Grand Prix at Golden Drum Awards and Bronze at One Show Award in L.A. and has been shortlisted at many international advertising award festivals. He uses his talent and imagination to bring an extra measure of style and vitality to the pieces he conceptualizes and produces. Pawel can be relied on to carry the production process through from concept to working campaign. During his international advertising career he has explored in and out automotive, mobile, fashion, music and beauty areas. He has experience working for clients in UK,

Netherlands, Poland and US. www.pawelzolynski.com

Also a practicing artist

Work History

2016 - ongoing | Art Director, Interactive Art Director - Rear View Safety - New York

2015 | Art Director/Graphic Designer - Hi Advertising (Poland) - Warsaw, PL

2013-2015 | Art Director - Film Fleet - TV Production House and Ad Agency, Warsaw, PL

2009-2014 | Graphic and Motion Designer, Senior Art Director and Interactive Art Director - Leo Burnett Warsaw, PL

2008-2009 | Motion Designer, Interactive Designer - Arc Worldwide - Warsaw, PL

2004-2006 | Art Director - Lock and Load - Ministry of Sound

2004-2005 | Art Director, Animator and Designer - Camera Japan Film Festival - Amsterdam, NL

Education

Academy of Fine Arts - MFA Sculpture

Portfolio

www.pawelzolynski.com

www.zolny.wordpress.com

SHORT AND LONG TERM GOALS

Short-Term

Build an attractive (simpler), responsive website based on beautiful images and quality content, emotions, real stories local attractions and local people. Create a compelling place to attract visitors to Ellenville and its businesses. Substantially grow social media audience through great photo and video content.

Long-Term

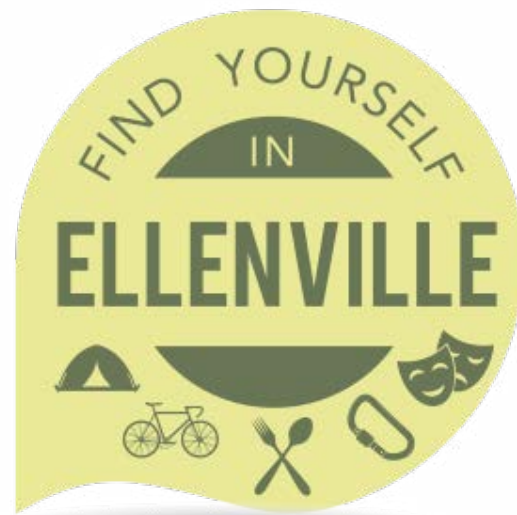
Further grow Find Ellenville, expand its reach to new audiences and attract even more tourists while supporting local businesses artists and talented people. Grow the souvenir shop and ExploreVille to make Ellenville even more attractive.

START-UP COSTS

Professional Camera (Nikon D7200)	\$1,500
Flash	\$50
Microphone+recorder	\$150
Drone (DJI Mavic Pro)	\$1000
	<hr/>
	\$2700

Please see Prognosis Sheets in attached document.

THANK YOU!



Aga Ratajska & Pawel Zolynski

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