Ulster County Economic Development Alliance

Activity Report: September 16, 2016 – October 15, 2016

**Creative Concepts**

* Reviewed and proofed updates to ad concepts.
* Contacted printer about misalignment issue in maps.

**Media Planning**

* Prepared tearsheets of ads.
* Coordinated print ads for Shawangunk Journal and Ulster County Economic Development Guide.
* Contacted Honor’s Haven Visitor’s Guide coordinator regarding ad placement.

**Public Relations**

* Contacted REI about putting together a comp package.
* Strategized Fall and Winter PR efforts.
* Followed up with publications regarding Ellenville Million Press Release
* Finalized September PR report.

**Social Media**

* Developed and scheduled Facebook, Twitter and Instagram posts for October.
* Uploaded Paint the Town Blue album to Facebook and Pinterest.
* Developed and scheduled additional October social media & boosted posts to promote fall & packages.
* Created November & December National Food Holidays calendar to use in upcoming social media.

**Blogs**

* Proofed and uploaded the following blogs: “Sweet Potato Soup,” “We Made Fall Famous,” “Find Yourself Safe at Ellenville Regional Hospital.”

**Collateral Material**

* Updated Map & Brochure. Coordinated pricing for reprinting.
* Updated Paint the Town Blue banner.

**Event Coordination**

* Attended meeting at Hunt Memorial to discuss event.
* Created, reviewed and coordinated lawn sign banner for Paint the Town Blue.
* Purchased supplies for contest gift basket.
* Contacted local artists regarding participation in Paint the Town Blue.
* Posted Paint the Town Blue information on Reddit and Craigslist.
* Contacted Kate from K104 to discuss event on the Morning Show.
* Created and printed registration forms, signs, etc.
* Photographed Paint the Town Blue event.

**Packages & Itineraries**

* Created, proofed and mailed coupons for packages to participating hotels & resorts.

**Print Production**

* Developed, coordinated approval and forwarded the following ads to media: Shawangunk Journal, Find Your Future, 10/13/16, 10/20/16, 11/3/16, 11/17/16; Ulster County Economic Development Guide, Find Your Future, January 2017.

**Website Development**

* Developed copy for Reservation page.
* Updated Featured Event on main page.
* Obtained verification code for Google Business Page.
* Started process to install Ulster analytics.
* Published press articles for September to website.