

Ulster County Economic Development Alliance
Activity Report: August 16, 2016 – September 15, 2016

Creative Concepts

- Reviewed trail map.
- Contacted Hang Gliders for photography.

Media Planning

- Prepared tearsheets of ads.
- Contacted Daily News regarding Discover the HV special section.
- Chronogram editorial and media option review.

Public Relations

- Proofed, updated, and disseminated Million Milestone Press Release.
- Developed copy, updated and forwarded Paint the Town Blue Press Release.
- Followed up with publications for Paint the Town Blue Press Release.

Social Media

- Planted Pokemon Go lures for contest.
- Posted congratulations to Pokemon Go contest winner on Facebook and notified winner.
- Prepared letter and mailed gift certificate.
- Developed and scheduled Facebook, Twitter & Instagram posts for September.
- Ran Twitter ad.

Advertorial

- Prepared copy for Daily News, Discover the Hudson Valley, 10/23/16.
- Reserved placement for Daily News ¼ page advertorial.
- Prepared copy for Chronogram, Featured Event, 9/15.
- Coordinated with client and publications.

Banner Ads

- Designed, reviewed and forwarded the following ad: HV Today, Find Your Fun, 9/29/16.
- Disseminated September e-blast.
- Updated August Analytics for click through report.
- Created outline explaining stats for digital ad leads for campaigns.
- Added button for “Getaway Packages” to HV Today, Find Your Fun, 9/29/16.

Blogs

- Wrote three blogs from interview with Asha Golliher from Ellenville Public Library & Museum. Edited photos taken for blogs.

- Wrote blogs for Find Ellenville, Recipes for Aroma Thyme and Ellenville Regional Hospital.

Collateral Material

- Designed brochure and prepared print mock up.
- Requested quote for map. Final proofing and updates of map. Coordination of branding signage.

Event Coordination

- Created harvest flyer.
- Attended Town Board Meeting to discuss Paint the Town Blue event.
- Created list of local artists, galleries, college art departments for Paint the Town Blue.
- Coordinated printing flyers, event submissions, donations, Facebook posts, banners for Paint the Town Blue
- Created "Thank You" letter and coordinated mailing of Pokemon Go certificate.

Packages & Itineraries

- Followed up with vendors to confirm package deal terms.

Photo Shoot

- Saved and downloaded additional photos from photo shoot.

Print Production

- Prepared layout, reviewed and updated:
 - Chronogram, Find your Path, August
- Reviewed, updated and forwarded the following ads to pub:
 - New Paltz Times, Find Yourself in Ellenville (Spa), 9/1/16
 - Woodstock Times, Find Yourself in Ellenville (Spa), 9/1/16
 - Explore the Hudson Valley, Find Your Path, 10/6/16

Web Development

- Added events to website calendar.
- Added business contacts to business directory.
- Featured event and trail map link.
- Created registration form on website, added a contact us form, updated plugins and Wordpress, added Google Business Page, set up SEO with plugin, page by page keyword and ATL on images.