Ulster County Economic Development Alliance

Activity Report: November 16, 2016 – December 15, 2016

**Public Relations**

* Developed and disseminated press release for Holiday Shopping in Ellenville.
* Followed up with local publications to ascertain coverage.

**Social Media**

* Developed and scheduled Facebook, Twitter and Instagram posts for December.
* Developed additional Facebook posts for Chamber of Commerce Wawarsing Wassail special events for December.
* Coordinated and scheduled Facebook boosted posts for November and December.
* Developed Facebook, Twitter and Instagram posts for January.
* Engaged with social media feeds on a weekly basis.

**Banner Ads**

* Updated digital ad analytics with new statistics from publications.

**Blogs**

* Developed and uploaded short blog, “Local Ellenville Brothers Visit The Ellen Show.”
* Developed two blogs with recipes from Marbella Trattoria e Ristorante for 2017.

**Event Coordination**

* Followed up with Ellenville Public Library & Museum and the Youth Commission for registration analytics from “Bikeville” and “Paint the Town Blue.”

**Marketing Plan**

* Developed year-end presentation for 2016 marketing campaign.
* Created 2017 calendar of events.
* Contacted Ellenville businesses for feedback on 2016 marketing campaign.

**Packages & Itineraries**

* Updated package coupons for 2017.

**Signage**

* Designed signage for three kiosks in Ellenville area.
* Requested price quotes from various vendors for signage.

**Website Development**

* Reviewed analytics for pages.
* Followed up with Town of Wawarsing Supervisor for Google Business page & coordinated re-sending verification code.
* Updated December event calendar with Chamber of Commerce Wawarsing Wassail events.
* Added January & February events to 2017 calendar.