Ulster County Economic Development Alliance

Activity Report: October 16, 2016 - November 15, 2016

**Creative Concepts**

* Developed concepts for print ads.

**Media Planning**

* Prepared tearsheets of ads.

**Public Relations**

* Developed and implemented strategy and media outreach.
* Followed up with REI about putting together a comp package.

**Social Media**

* Coordinated and scheduled Facebook boosted posts.
* Developed social media analytic report for mid-October to mid-November.
* Strategized and implemented weekly social media engagement efforts.
* Developed and scheduled Facebook, Twitter and Instagram posts for November.
* Contacted restaurants, attractions and resorts for seasonal photos for December.

**Blogs**

* Researched the French Corner and interviewed owners, Gerry and Pascalene Gress.
* Developed the following November/December blogs: “Find the Perfect Gift at the French Corner,” “Cozy up in Ellenville,” “Find Yourself in a Corner of France,” “Find Your Last Minute Christmas Gifts in Ellenville.”
* Proofed and uploaded the following blogs: “You Can Find a Stoneware Butter Churn at the Ellenville Public Library, “and “We Found this Creamed Corn Recipe.”

**Collateral Material**

* Updated and coordinated reprinting of 10,000 Maps & Brochures for Hank Alicandri from Sam’s Point.

**Marketing Plan**

* Prepared document for Dr.Craft of the Ellenville-Wawarsing Chamber of Commerce explaining branded hashtag usage to members.

**Packages & Itineraries**

* Created additional package coupons for Honor’s Haven Resort & Spa.
* Mailed additional coupons to Jellystone Park at Birchwood Acres.

**Print Production**

* Developed, coordinated approval and forwarded Honor’s Haven Visitor’s Guide ad 2017 to media.

**Signage**

* Coordinated signage for village grounds with Hank Alicandri and Marcus Guiliano from Aroma Thyme Bistro.

**Website Development**

* Updated website copy on Ellenville Business Page and Homepage.
* Conducted analytics on website, and updated Packages & Itineraries Page to drive more website traffic.
* Updated calendar and featured events.
* Coordinated verification code for Google Business Page with Town of Wawarsing.