

Ulster County Economic Development Alliance
BBG&G 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.