

Ulster County Economic Development Alliance
BBG&G Activity Report: December 16, 2016 to January 31, 2017

Media Planning

- Coordinated radio spot for Annual Winterfest with Townsquare Media.

Public Relations

- Created Public Relations Earned Media projection for 2016.
- Coordinated collaboration with local photographer/blogger to visit Ellenville with Marcus Guiliano, Aroma Thyme Bistro.
- Attended Teleconference with Luminary Media about UCEDA publication collaboration.
- Created Annual Winterfest press release and disseminated to local publications.
- Posted Annual Winterfest event on local community calendars.

Social Media

- Created Social Media Analytic Report for December.
- Scheduled January social media.
- Engaged with social media feeds on a weekly basis.
- Developed Social Media Strategy for 2017.
- Developed and scheduled Annual Winterfest event posts & boosted posts for Facebook and Twitter.
- Developed and scheduled February social media.
- Created a contact list of Ellenville businesses and local residents to ask for photography & feedback for 2017 social media.

Blogs

- Created Blog Analytic Report for 2016.
- Developed Annual Winterfest blog for January.

Marketing Plan

- Updated and submitted year-end report for 2016 marketing campaign.
- Attended meeting with Ellenville Farmer's Market Director and Congressman Faso's District Director to discuss progress in Ellenville.
- Discussed upcoming events with Asha at Ellenville Public Library & Museum.

Packages & Itineraries

- Printed and mailed package coupons for 2017 to participating accommodations to distribute.
- Researched forums to list packages & itineraries for travelers.

Signage

- Continued design for three kiosks in Ellenville area.
- Coordinated printing for signage.

Website Development

- Reviewed packages & itineraries and homepage analytics.
- Updated calendar of events.
- Updated Wordpress, plug-ins and maintenance for website.