

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.