



2018: A YEAR IN REVIEW

EXECUTIVE SUMMARY

Not only has promoting Washington County to potential visitors been fun, we believe it has had a significant impact on visitation to the county. The goal was and continues to be to attract visitors from outside the county to come to Washington County for either a day trip or overnight stay. Over 70% of the followers and advertising impressions were from outside Washington County, 11% of which were from New York City. Perhaps the most impressive statistic is the increase in AirBnB stays in Washington County in 2017 versus 2018. AirBnB increased 45% year over year. While occupancy tax is not collected on these stays, it presents a future opportunity to further financially support the tourism promotion.

In July of 2018, the new brand and website was launched to attract visitors to the County. The launch was supported by both traditional advertising as well as digital and social promotions. The direct result of these promotions was a three time increase in social followers and over one million combined impressions.

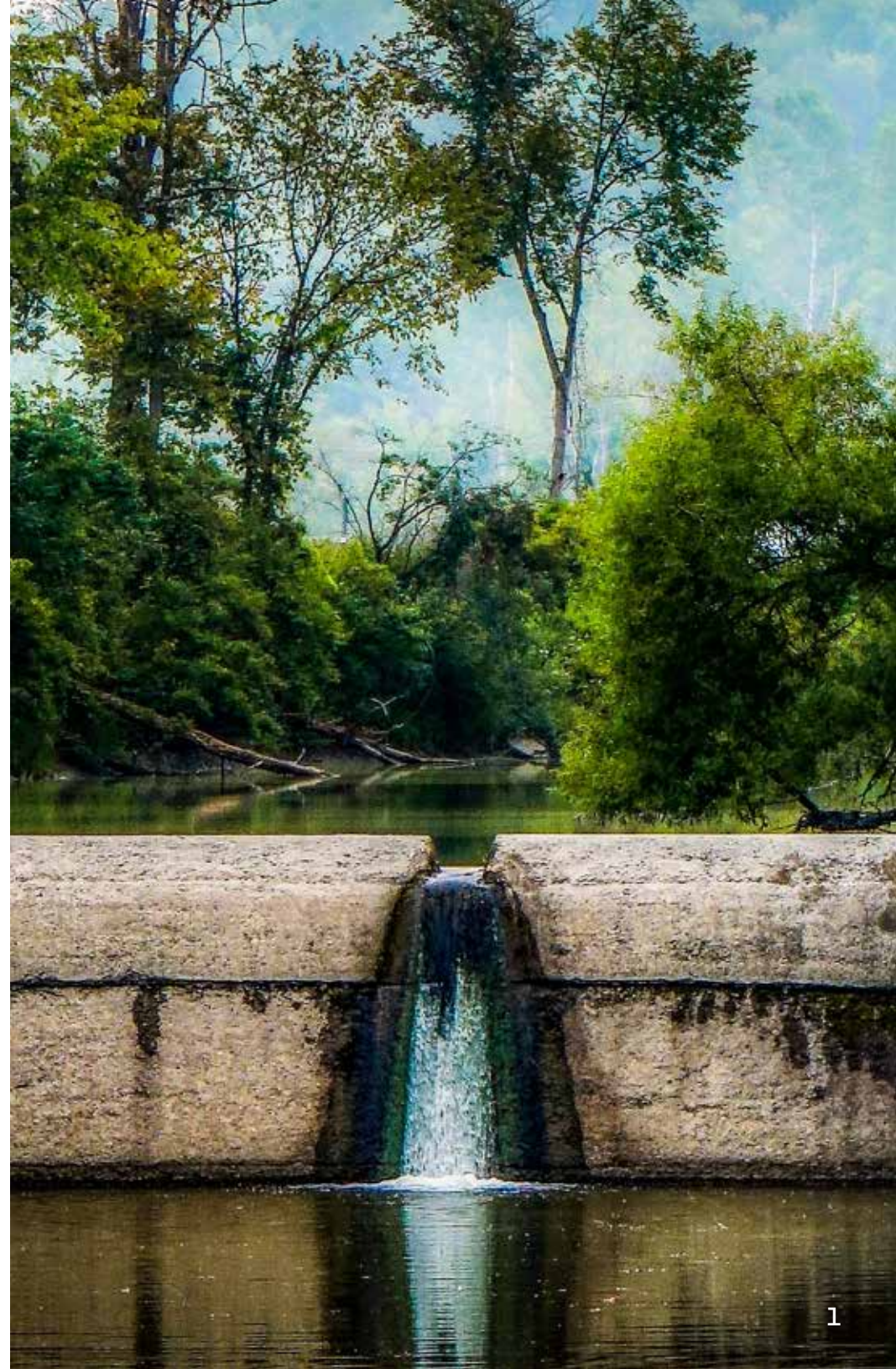
See, Taste and Explore are the overall themes of our promotional strategy. "See" highlights the Arts, History, Music and Theater attractions in the county. Taste focuses on the Agritourism, Craft Beverage and Dining establishments. Explore promotes the myriad of outdoor assets of the County.

We have been building on the promotional assets such as photos and videos that can be used to promote the county and traditional media was placed to introduce the new tourism brand of the county and drive traffic to the new website.

Several films have scouted Washington County through the Adirondack Film Commission with one feature film spending a week and approximately \$20,000 in Washington County in 2018.

Over 264 Washington County Businesses were featured in the promotion of the county and the engagement of followers was three times larger than the industry average. A great success was two giveaways we held toward the end of last year. This was mainly promoted through social media. The results were impressive with over 10,000 entries and adding over 1,000 new email addresses to our email list. An improvement that needs to be made is the time it takes to add or correct business listings to the website and the response time to those who reach out through the website. Emails were not being forwarded correctly, but that has been corrected and all responses from the website will be made within 24 hours or the next business day. Functionality and ease of use of the website will be worked on and improved. We are aware website needs work and is part of the 2019 plan. We also need to do a better job informing the businesses and stakeholders of the promotions and advertising that is being placed. We intend to do this by sharing the promotional and editorial calendar with the stakeholders and doing a quarterly newsletter sharing the past quarter results as well as the plan for future quarters and get their input.

In the following pages, we have highlighted some key statistics and metrics as well as outlined our 2019 plan. We look forward to continue to work with you and drive tourism to Washington County.



TESTIMONIALS



TESTIMONIALS



On behalf of our Board of Directors, membership and staff, we appreciate the partnership we solidified with the sole mission of growing agritourism throughout Washington County. Over the past year, through collaborative efforts that began with Laura Oswald's direction, together with the Washington County Tourism team, our initiatives are really taking flight. The Adirondack Craft Beverage Trail, feature three producers from Washington County. And, as more get involved, we will add them to the trail. We are also featuring a variety of farms in the Taste NY Vending program at the new Adirondacks Welcome Center that include: Lavenlair Farm, Argyle Cheese Farmer and Mapleland Farm to name a few of the 26+ that are current or potential vendors we are working with. We would not have been able to identify and work with these folks without the resources of the tourism team. Our next steps to further our collaborative efforts will be to promote any and all agritours through the Adirondacks Welcome Center as well as the Lake George Village information center, when that opens for the season. As you continue efforts with printed collateral material, we will be certain to when and wherever possible with our outlets. With your team and Cornell Cooperative Extension of Washington County, we will certainly have a substantial impact on growing small business, agritourism and visitation overall throughout Washington County.



— **Gina Mintzer**
LAKE GEORGE CHAMBER



The importance of tourism in our beautiful Washington County is a bedrock of employment opportunities and a robust tax base. As with most opportunities it takes persistence and investment. When you invest in tourism, you are benefiting all our neighbors throughout Washington County. From the tasty cheese in Argyle to the delicious apples in Granville and everywhere in between, tourism affects us all in a positive way.

8 of Eight Strategies has stepped up to the plate and taken the lead on getting the word out to the world about beautiful Washington County. Andrew Meader and his team took a comprehensive approach in print, radio and digital to promote all that is Washington County. One year is a great start to this endeavor, with Andrew Meader and 8 of Eight Strategies year two will even be better!



— **Michael Bittel**
**ADIRONDACK REGIONAL
CHAMBER OF COMMERCE**

TESTIMONIALS

As Andrew will tell you, promoting Agritourism in Washington County is something that my husband David and I are passionate about. Why? Here are just 10 reasons:

1) Because we like to eat and have a roof over our heads!

Lavenlair Farm, LLC (a 5000 plant UPick lavender farm in Fort Ann, LavenlairFarm.com) is our home as well as our sole source of income. This used to be the way all farmers lived. Now it is rare to not have off farm income, especially on the kinds of small scale farms that exist in our county. Agritourism can help others join us as full time farmers!

2) Job creation!

Since starting Lavenlair Farm five years ago, not only does it support David and me full time now but we have additionally created one part time year round position and 18 part time seasonal positions. All employees are local folks and our employees earn \$15 per hour. We like helping people in our community work close to home and make decent wages.

3) Tax revenue!

Money earned by small businesses stays local! Our business has grown to the point that we now pay nearly \$20,000/year in sales tax revenues. We live here and want local government to have money for upgrading schools, roads and other services. When businesses generate sales tax, it takes the tax pressure off of local residents.

4) Our business employs other local businesses!

As much as we would like to, we are just two people trying to meet the needs of over 7,000 visitors each year. For help, we rely on other local businesses whenever possible. We contract with Dan Hall's landscaping business, All Terrain Landscaping, to manage the mowing for the 7 acres of the farm that the public accesses. We use West Sign for our tee shirts, Feifish in Glens Falls for the aromatherapy bracelets, SKS Bottle Co in Watervliet for bottles and jars for our products, Marketing Kangaroo & AdvoKate for marketing & public relations, Testa's Pantry for our lavender infused olive oil & vinegar and Pleasant Valley Apiary to manage our bee hives, just to name a few. We also employ Farm Credit East in Greenwich to manage our payroll and Mike Laney of Gore & Laney CPAs of Hudson Falls as our accountant. Finally, we would literally be going nowhere fast if it wasn't for the skill and magic of the guys at Fort Ann Motors keeping our geriatric minivan on the road! We believe in local and practice what we preach!

5) Wholesale products created for local businesses to sell!

We provide locally produced products for Washington

County shops to carry, such as Walkers Farm Home & Tack, The Arrangement Shoppe florist, Lakeside General Store and Made in Upstate NY. We are proud to be carried in two regional Welcome Centers on the interstate (Capital Region Welcome Center at New Baltimore and the Adirondack Welcome Center near exit 18). In addition, we bring our products down to Florida from January to April to sell to snowbirds from all over the country and many of them have chosen to come to visit the farm in the summer, increasing awareness nationwide of the beauty of Washington County, NY. We plan to exhibit at the Eastern States Exposition (the Big E) this September in Massachusetts. It's the fourth largest fair of its type in North America and you know we will be trumpeting the beauty of our farm and county to the 1.5 million attendees. Our internet sales now reach customers across the country as the word about our Certified Naturally Grown lavender products spreads.

6) Working together with local businesses!

Over 7,000 high income visitors came to Lavenlair Farm last summer alone, most from outside our area. They get hungry picking lavender! When they asked where to go eat, we sent them to Battle Hill Brewing Co in Fort Ann, another young local business. We synchronize our hours with them so both businesses are open Wednesdays thru Sundays (closed Mondays and Tuesdays.) The staff there now makes as much on the summer lunch shift as they do on dinner shifts, allowing them to be home in the evenings to spend time with their families. Again, benefits that aren't always obvious but certainly wouldn't happen if they worked for minimum wage at a chain like Walmart that siphons profits out of the area into corporate coffers.

7) Potential Customers for New Businesses!

These visitors have disposable income are looking to explore our area, making them potential customers for other local businesses, restaurants, bakeries, book shops and bed & breakfasts, just to give a few ideas for start ups! We are looking forward to having other local small businesses to work with to create more win/win opportunities. A rising tide lifts all boats!

8) Education!

We want young people to see that you can grow up in Fort Ann and earn a handsome living as an adult here so they can stay to raise their own families! Multi-generation families in towns increase the connection to community and makes for better citizens, which are also better customers for us. Last summer we introduced a \$15/hour paid summer internship position with SUNY ADK's Culinary Program that benefited a

local Ft Ann resident. We employee and mentor other local young people each summer who learn from the experience of working in a successful agritourism business that will give them the experience and confidence to be future local business owners themselves. Additionally, we were awarded a two year USDA Sustainable Agriculture Research & Education (SARE) grant administered by Cornell University to study the commercial viability of lavender as a crop for other Upstate farms (results to be published this year) and have taught classes through SUNY ADK for others interested in lavender farming locally.

9) Giving back to the community!

David and I believe in giving. We are members of the Fort Ann Rotary and donate baskets to fundraisers and help raise funds for a wide variety of local groups in Washington County: Wait House, Open Door Mission, Doreen's Soup Kitchen, Ft Ann Rescue Squad, Ft Ann Volunteer Fire Department, the Backpack Program at Ft Ann Central School just to name a few. We were very honored to be named Rotarians of the Year in 2018 by the Fort Ann Rotary. Service above Self is the Rotary motto that we have adopted as our own, both personally and professionally.

10) Making a difference!

The continued success of our farm business allowed us to help when help was needed. One of the victims of the horrific limo crash that killed 20 people was from Ft. Ann. Her friends reached out to us to host a candlelit vigil at our farm and we reached out to Battle Hill Brewing Co, who donated a full repast for 75 people free of charge, and to the Fort Ann Rotary, who's members came bearing flashlights to help serve and guide mourners at the farm. No publicity was done either before or after so that the friends and family could mourn their tragic loss in peace, out of the glare of the public spotlight. This photo is not for public release but is shared here so that you realize the impact that small agritourism businesses make in Washington County. What the photo doesn't show was that a shooting star was seen over the mourners during the gathering, the ultimate kind of recognition that matters most.

Thank you for being open to the concept of Washington County NY as a premier agritourism destination. May we all profit by stewarding the beauty that is Washington County!

— **Diane Allen**
LAVENLAIR FARM

REACH & GROWTH



DIGITAL REACH



875,201

FACEBOOK
IMPRESSIONS

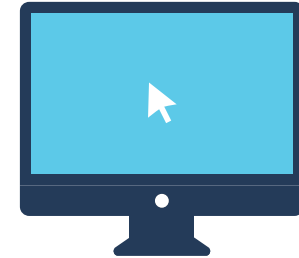
(Number of times a Washington
County post is seen by a user)



2,646

FACEBOOK
FANS

(Number of users who
follow Washington County's
Facebook page)



4,645

MEMBER WEBSITE
VISITS

(Number of times Washington
County site has been viewed)

SOCIAL MEDIA FOLLOWER COUNT

FACEBOOK



65%

INCREASE SINCE
NEW BRAND
LAUNCH

INSTAGRAM



54%

INCREASE SINCE
LAST MONTH

FACEBOOK FOLLOWER DEMOGRAPHICS



70%
WOMEN



60%
MIDDLE-AGED



70%
OUTSIDE OF
WASHINGTON
COUNTY



11%
FROM NEW
YORK CITY

(Facebook Follower = A user who has followed Washington County's Facebook page.)

ARTICLE REACH & ENGAGEMENT

From January 30 — December 2018, we published 21 articles to promote tourism in Washington County.

(View = each time the article has been read.)



33,302
ARTICLE VIEWS

AIR BNB STATISTICS

2018



120
HOSTS



6,800
GUESTS



INCOME FROM
HOSTING
\$819,500

2017



80
HOSTS



4,402
GUESTS



INCOME FROM
HOSTING
\$561,804

Revenue increased 45% from 2017

At 4% = \$32,780 tax revenue opportunity

DEMOGRAPHICS FROM ARTICLE VIEWS



12%
from NYC

71%
from outside
Capital Region

40%
from outside
New York State

WASHINGTON COUNTY ARTICLE INCLUSION

Over **264** businesses have been featured in the campaign with links to their websites or Facebook pages.

**OVER
264**
BUSINESSES
FEATURED

31,830
IMPRESSIONS

3X
Industry Average
Click Through Rate




GIVEAWAYS



10,693

Entries



Over
1,400
Subscribers

GIVEAWAY 1

10/18/18-11/14/18 on Saratoga.com, GlensFalls.com, Adirondack.net, LakeGeorge.com & CliftonPark.com

PRIZE: \$50 to [forged], \$50 to Bonnie & Clyde's, Slate Town Brewing Tour/Pints/Glasses/Tasting

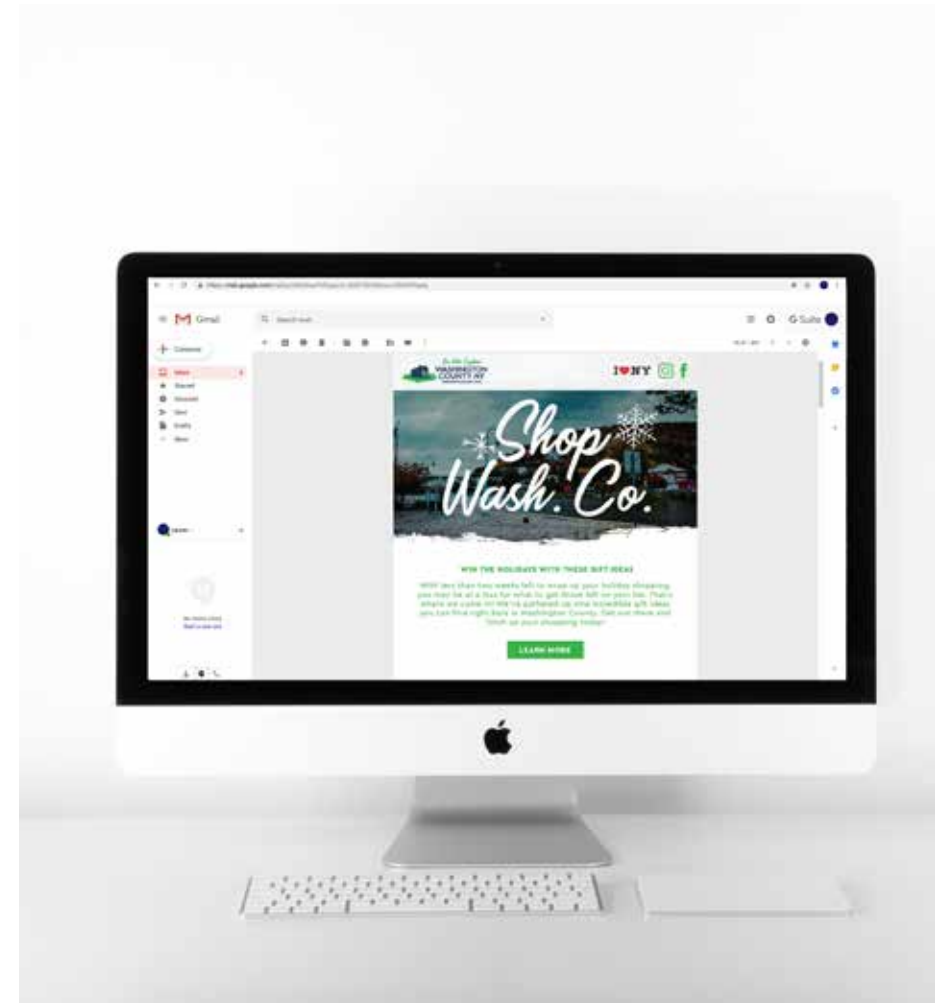
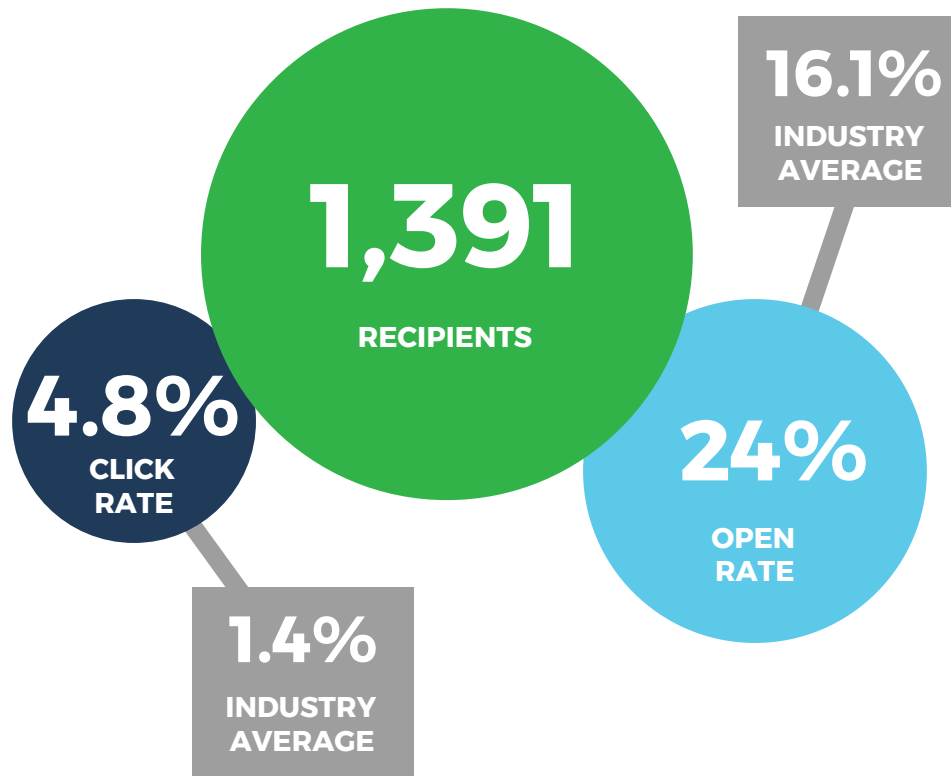
GIVEAWAY 2

11/20/18-12/11/18 on Saratoga.com, GlensFalls.com, Adirondack.net & CliftonPark.com

PRIZE: \$50 to each of the following: The Anvil Inn, Walker's Farm, Home & Tack, Victory View Vineyard, The McKernon Gallery, Locust Grove Smokehouse

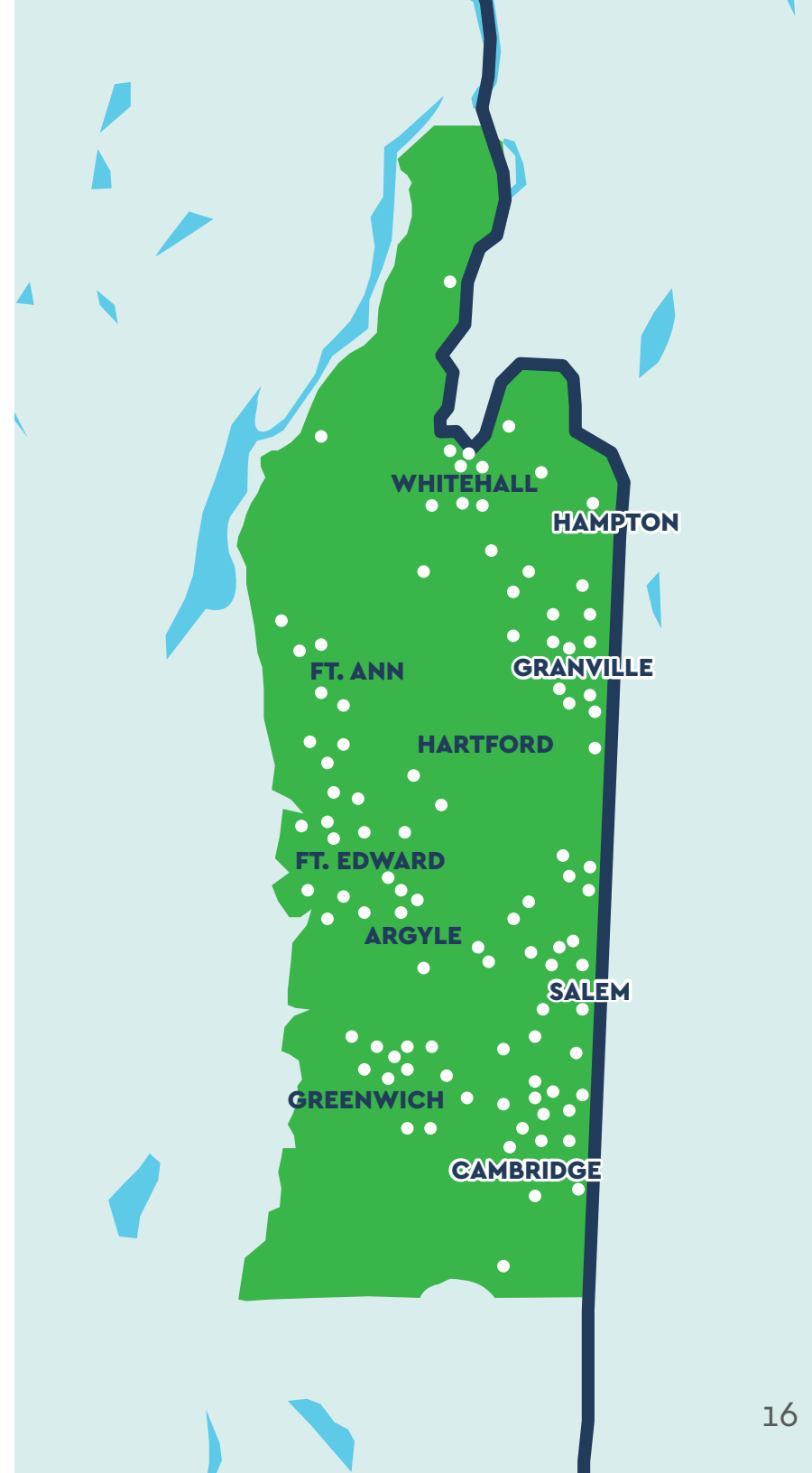
HOLIDAY EMAIL NEWSLETTER

Mailed to all Washington County Tourism subscribers on December 19, 2018



A FEW OF THE BUSINESSES FEATURED:

WILD HILL MAPLE LAVENLAIR FARM HUDSON RIVER MUSIC HALL THE ICE CREAM MAN DRY BROOK SUGAR HOUSE
 ANVIL INN & RESTAURANT SLATE TOWN BREWING COMPANY COUNTRY GALS CAFE HISTORIC GROUNDS CAFE PATTIE'S PATCH LAKE GEORGE DISTILLING COMPANY
 WHAT'S UP DAWG'S LEWIS WAITE FARM MOSES FARM LIEBIG'S STRAWBERRY RIDGE FARM BENSON'S DAIRY BAR FORT SALEM THEATER
 BURGER DEN DANCING EWE FARM THE STRAND THEATER ONDAGA GREENS BONNIE & CLYDE'S GOURMET THE FIBER KINGDOM
 EDWARD'S MARKET CAMBRIDGE ANTIQUES CENTER STEININGER'S CHOCOLATE & CAFE QUARRY RIDGE ALPACAS [FORGED] MAPLELAND FARMS
 SALEM ART WORKS ARGYLE CHEESE FARMER MOXIE RIDGE FARM & CREAMERY CONSIDER BARDWELL FARM NEW SKENE MONASTERIES COLD SPRINGS HOP FARM
 RATHBUN'S MAPLE SUGAR HOUSE THE GOLD TROUT BATTENKILL VALLEY CREAMERY ROOKIE'S COOKIES & CREME PUTORTI'S BROADWAY MARKET DELUGE DESIGN
 WINDY HILLS GOLF COURSE SCARLOTTA'S CAR HOP & DINER ROUND HOUSE BAKERY CAFE CAROL'S COLLECTIBLES MOSS ON THE HILL YOLEBERRY FARMS
 EAGLE BRIDGE ANTIQUE CENTER GARDENWORKS FARM, LLC SKENE MANOR ARGYLE BREWING COMPANY HICK'S ORCHARD VALLEY ARTISANS MARKET
 VICTORY VIEW VINEYARD THE WHITING STUDIO APPLE HILL ORCHARDS COMMON SENSE FARM
 STU-BERRY ACRES MCCARTEE'S ART BARN THE NUNS OF NEW SKETE SWEET GENEVIEVE'S
 BATTENKILL FIBERS CRAZY AS A LOOM WHITEHALL ANTIQUE MALL BILLY BOB'S ORCHARD YORKMONT FARM
 SLATE VALLEY FARMS THE MCKERNON GALLERY HAND MELON FARM HEBRON NATURE PRESERVE KINGSBURY NATIONAL GOLF CLUB
 JACK & JILL ICE CREAM ALPACAS OF HAVEN HILL THE GARDEN BARN, LLC R.S. TAYLOR & SONS BREWERY BATTLEHILL MAPLE
 ST. MARY'S ON-THE-HILL CASHMERE ENSIGN BROOK FARM SWEET BEET BISTRO RIVER RUN MAPLE SUGAR MILL FARM GROTTOLI'S MAPLE
 TWIN SCOOPS HIGHLAND MAPLE FARM LITTLE THEATER ON THE FARM HILLBILLY FUN PARK MAPLE ACRES



RELATIONSHIPS



RELATIONSHIPS

I LOVE NY

As Washington County Tourism, we respond to I LOVE NY media requests and send information on attractions and businesses that meet their requests. We also ensure that all of I LOVE NY strict guidelines and requirements are met.

CAPITAL SARATOGA

Washington County is part of the Capital Saratoga Tourism Region. We attend monthly meetings and participate in regional tourism promotion efforts. Being a part of this tourism region allows us to participate in travel shows, industry media pushes, and influencer marketing that we otherwise would not.

LOCAL BUSINESSES

Washington County Tourism has worked with local businesses in many ways and will continue to do so in 2019. Over 40 stakeholders attended focus groups to give input and opinion on the new branding. Focus groups were held in Granville, Cambridge and Argyle and the information was used to create the new brand. Over 260 businesses were contacted for information and pictures to be featured in the articles and social media. These and other businesses were added to both the Washingtoncounty.fun website as well as the I LOVE NY website.

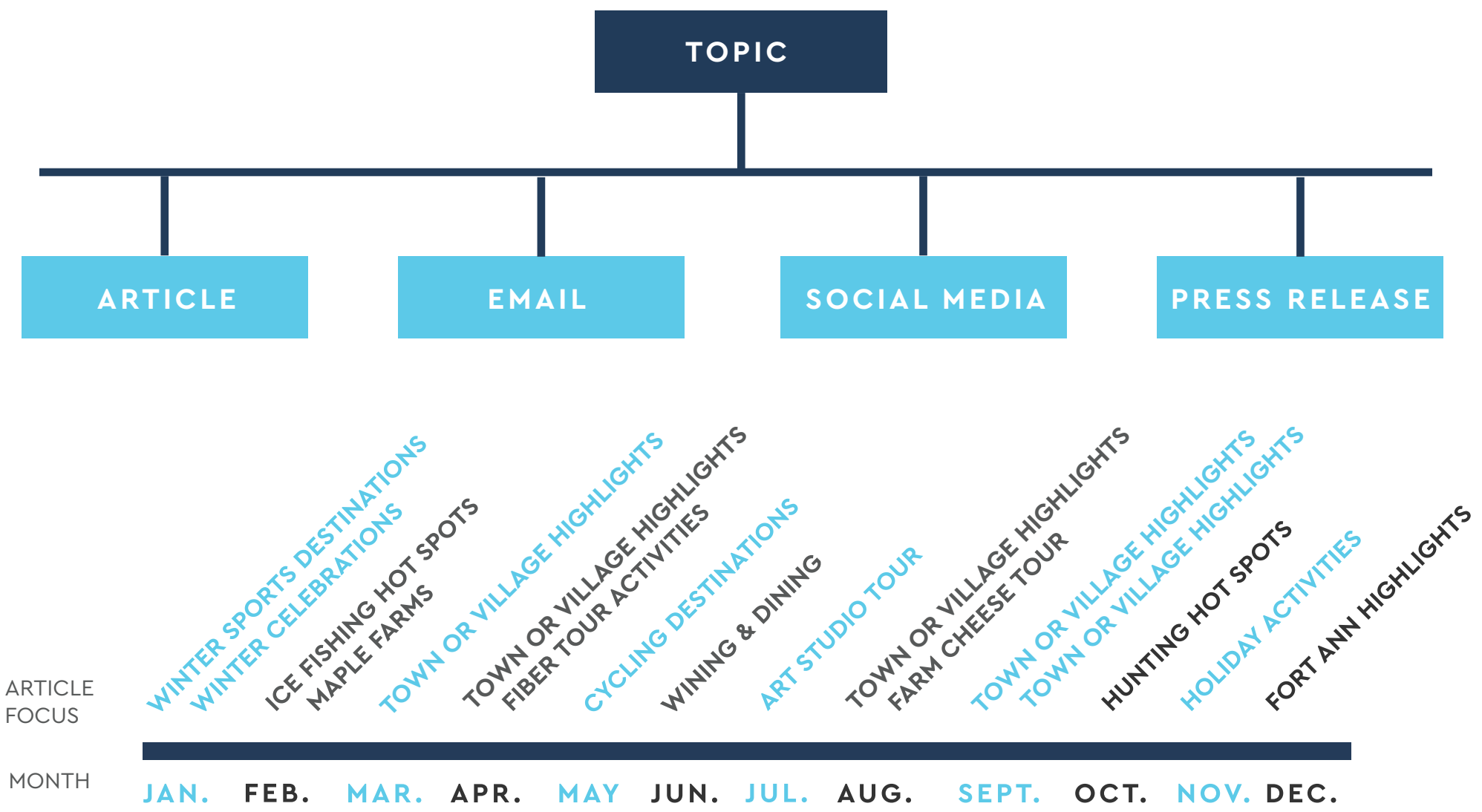
2019 PLAN

2019 TARGETS, GOALS, AND FOCUS

- Build on website foundation improving user experience and navigation
- Grow photo and video assets throughout the year
- Report and Collaborate
- Quarterly Newsletter to businesses and stakeholders, chambers, etc.
- Create opportunities for businesses to collaborate and network both in person and digitally
- Report to Agriculture and Tourism Committee Quarterly
- Proactively Develop Following Editorial Calendar Plan (18 topics)
- Social Media and Digital Advertising (Target- 4,000 Facebook followers)
- Traditional Media
- Fam Tours



2019 EDITORIAL TIMELINE



TRADITIONAL MEDIA HIGHLIGHTS



OUTDOOR MAGAZINE

National Magazine with an advertisement and article on the outdoor opportunities in Washington County



REGIONAL GUIDES

A printed guide that will be distributed to the Visitor Centers on the I87 & also at the Lake George Visitor Center in Lake George Village. Will also distribute in Saratoga.



NEIGHBORING COUNTY ADS

Advertisements in neighboring counties guides and publications. Lake George Guide?



ADIRONDACK LIFE MAGAZINE AD



SPIN MY AD BILLBOARDS

BRANDING



LOGO

PRIMARY



HORIZONTAL



TYPEFACES

PRIMARY

CERAGR BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TERTIARY

Saltery Alternate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACE USAGE

CeraGR should be used for all paragraph text, and in all capitals for title text.

Futura Bold should only be used as pull quotes in articles. Only use Futura Bold in all capitals.

Saltery Alternate should only be used for the "See Taste Explore" text. Never use Saltery Alternate in all capitals.

WEBSITE TYPEFACES

On the website, Montserrat Regular should be used for all paragraph text.

Montserrat Bold should be used for all title text.

Dancing Script can be used for accent text above the titles.

COLOR PALETTE

1

CMYK: 93 76 41 32
RGB: 33 59 89
HEX: #213B59
PMS: 534 C

2

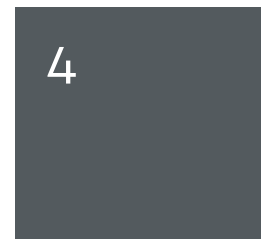
CMYK: 76 0 100 0
RGB: 51 180 74
HEX: #33B44A
PMS: 361 C

3

CMYK: 56 0 6 0
RGB: 92, 202, 232
HEX: #5CCAE8
PMS: 305 C

4

CMYK: 34 22 21 62
RGB: 83 90 94
HEX: #535A5E
PMS: 425 C



GRAPHIC ELEMENTS

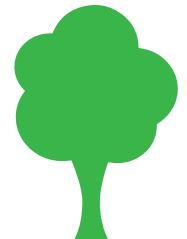
BARN



BRUSHSTROKE



TREES



PHOTOGRAPHY STYLE

VIBRANT & ADVENTUROUS

Photography should be fairly saturated and bright to display the vibrance of the Washington County landscape, art, outdoor activities and people.

Photographs should include the people of Washington County when possible. Examples of ideal subject matter include:

- Apple picking
- Boating
- Hiking
- Biking
- Hot air balloon rides
- Wine tastings
- Farmers' markets
- Artists in the studio
- Music and art shows



APPENDIX

FACEBOOK PAGE GROWTH



CAMPAIGN STARTED

OCTOBER 2018

ARTICLE PERFORMANCE SUMMARY

From January 30 — October 31 2018, we published 21 articles to promote tourism in Washington County

WEBSITE REACH Saratoga.com, LakeGeorge.com, Adirondack.net, GlensFalls.com	476,329
TOTAL ARTICLE READS	28,850
FACEBOOK IMPRESSIONS	875,201
FACEBOOK REACH	596,776
FACEBOOK ENGAGEMENT	26,870
NEWSLETTER REACH	66,937
NEWSLETTER CLICKS	1,368
BUSINESSES & EVENTS FEATURED	242
MEMBER WEBSITE VISITS	4,645

EXPLANATION OF THE ITEMS ABOVE:

- Website Reach is how many times the articles were seen on the Saratoga.com, LakeGeorge.com, GlensFalls.com & Adirondack.net homepages when they were each featured there for two weeks or longer
- Total Article Reads is how many times the 21 articles were read
- Facebook Impressions is how many times the article Facebook posts were seen
- Facebook Reach is how many people saw the article Facebook posts
- Facebook Engagement includes reactions, comments, shares, and Facebook post clicks
- Newsletter Reach is how many people opened the newsletters
- Newsletter Clicks is how many times the County's newsletter features were clicked on
- Businesses & Events Featured is how many unique Washington County businesses, attractions, and events we've featured in the 21 articles
- Member Website Visits is how many times a link was clicked to the Washington County Tourism website or websites for businesses and attractions in the County



THANK YOU!