

# Luminary Publishing, Inc.

314 Wall Street 2nd Floor  
Kingston, NY 12401

## Invoice

Date	Invoice #
5/16/2017	75196

**Due on receipt**

Bill To
Ulster County Economic Development Alliance, Inc. attn: President 244 Fair Street Kingston, NY 12401

Project	P.O. No.
17007 UCEDA Marketing and Adv...	

Description	Amount
Temporary Campaign Strategy	1,200.00
Temporary Landing Page Creation	1,200.00
Social Media Sent	440.00
Campaign Creative and Visual Identity	3,000.00
<div>RECEIVED</div> <div>MAY 30 2017</div> <div>ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE</div>	
Please remit payment to Luminary Publishing, Inc.	Total \$5,840.00
Online payment accepted via <a href="http://luminarymedia.com/billpay">luminarymedia.com/billpay</a>	Payments/Credits \$0.00
	<b>Balance Due</b> \$5,840.00





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# MAKE ULSTER COUNTY YOUR HOME FOR BUSINESS

Whether you're looking to start a new business or relocate an existing one, the Ulster County Office of Economic Development is your one-stop resource.

In recent years, dozens of businesses have benefited from the office's hands-on approach. We provide assistance with site selection, making connections, and even securing funding and investors. Our staff is here to help overcome the challenges facing your business and ensure your success in Ulster County.

## FUTURE OF FILMMAKING

With the announcement of the new 40% tax credit, filming your project in Ulster is now cheaper than ever.

## ROOM TO GROW

Great food starts with great ingredients, and Ulster's food and beverage manufacturers have it all at their fingertips.

## HACK YOUR WORK/LIFE BALANCE

With outstanding quality of life, it makes sense to start your business in Ulster.

**Contact the Ulster County  
Office of Economic  
Development Today**

**(845) 340-3556**

[oed@co.ulster.ny.us](mailto:oed@co.ulster.ny.us)  
244 Fair St, 6th Floor  
Kingston, NY 12401

Name

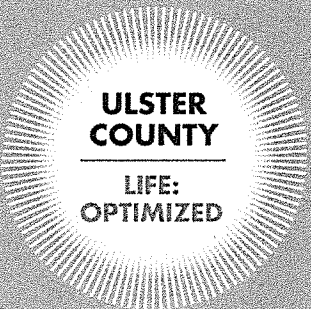
Phone

Email

Message



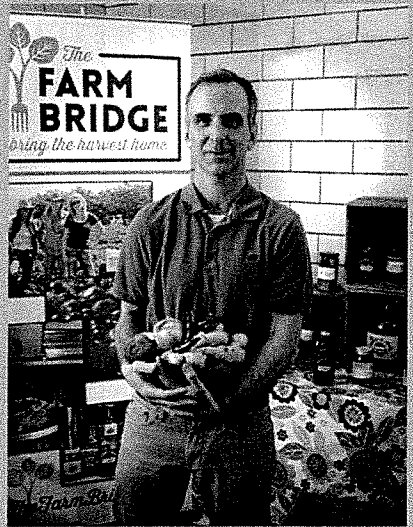
Icons for the campaign. One is placed on each ad depending on the focus of that particular ad.







Each ad has a full bleed image that shows individuals working/ living in Ulster County.







Each ad has a a box that tells the story of the individuals in the photo.

## BRAD CLARKE CLARKE'S FAMILY FARM

200 years ago a Clarke chose Ulster County for the family's fruit farm. Seven generations later, the Clarkes' businesses thrive here. They produce homemade jams with the fruit grown on their farms, offer an organically certified pick-your-own apple orchard, and sell wholesale and at the NYC Greenmarkets.

#TheyChoseHere  
[clarkesfamilyfarm.com](http://clarkesfamilyfarm.com)



Each ad has a a box explaining what Ulster County can do to help individuals wanting to work and live in the County.

Ulster County is the location of choice for dynamic food and beverage start-ups that benefit from proximity to high-quality growers like the Clarkes. The Ulster County Office of Economic Development helps farmers and businesses that need locally grown ingredients in their recipes every day. What can Ulster do for your business?  
**[ulstercountyny.gov/work-here](http://ulstercountyny.gov/work-here) (845) 340-3556**





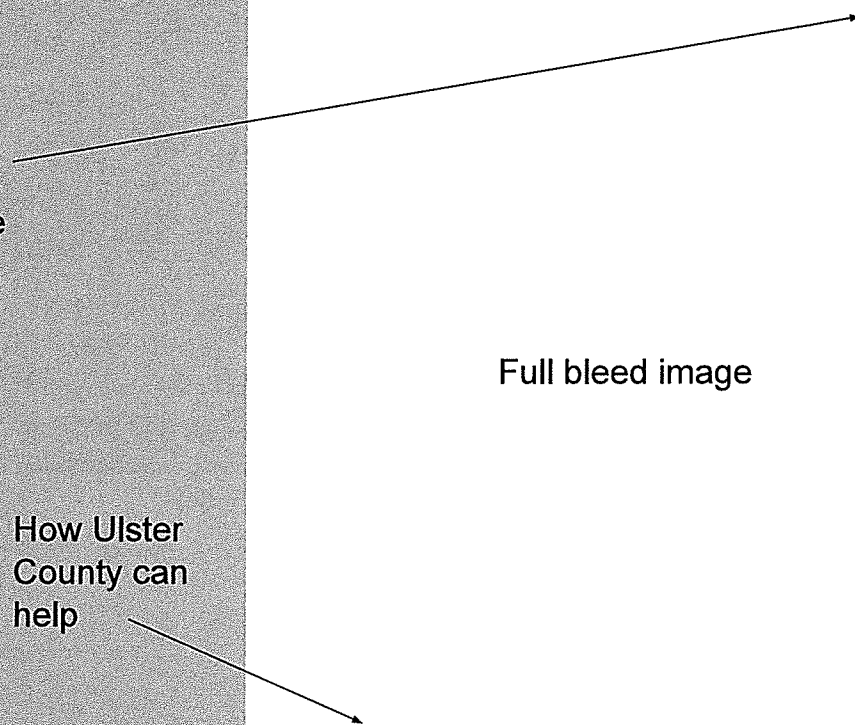
## The basic layout of each ad

Headline and  
paragraph about  
the person/people  
in the photo

How Ulster  
County can  
help

Full bleed image

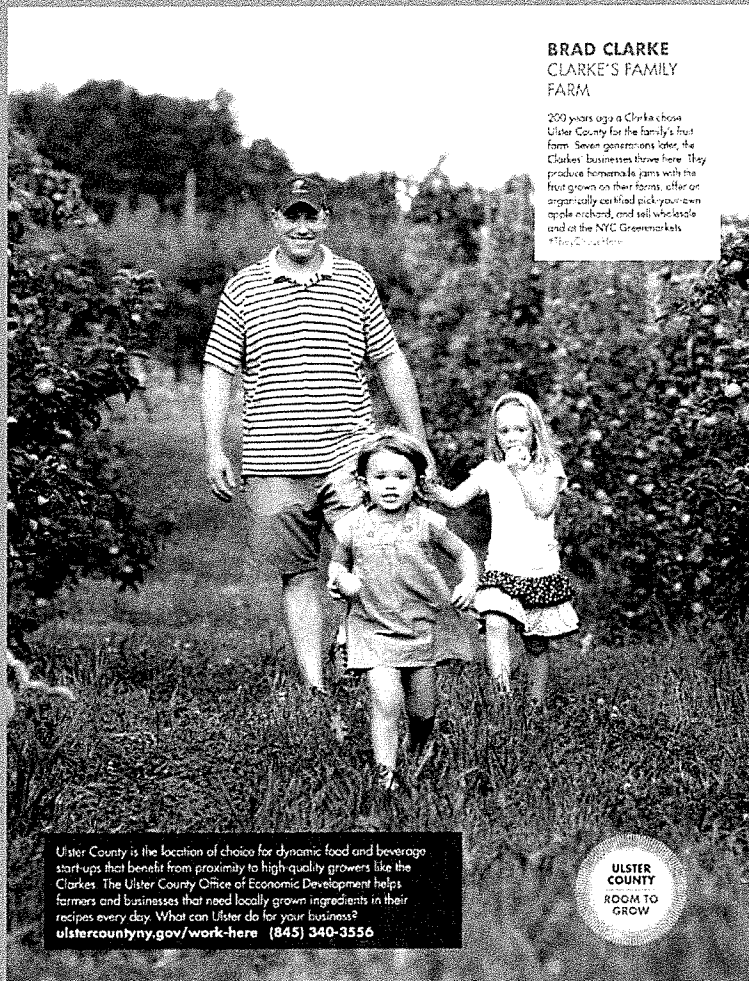
Icon







How all the elements  
look together.



**BRAD CLARKE  
CLARKE'S FAMILY  
FARM**

200 years ago a Clarke chose Ulster County for the family's first farm. Seven generations later, the Clarks' businesses thrive here. They produce homemade jams with the fruit grown on their farms, offer organically certified pick-your-own apple orchard, and sell wholesale and at the NYC Greenmarkets. \*The 2014 list.

Ulster County is the location of choice for dynamic food and beverage start-ups that benefit from proximity to high-quality growers like the Clarks. The Ulster County Office of Economic Development helps farmers and businesses that need locally grown ingredients in their recipes every day. What can Ulster do for your business?  
[ulstercountyny.gov/work-here](http://ulstercountyny.gov/work-here) (845) 340-3556

**ULSTER  
COUNTY  
ROOM TO  
GROW**



# UCEDA - Social Media Posts 4/7/17

## ***Facebook***

### **Film Tax Credit and Laurent Rejto**

For years, Woodstock-native Laurent Rejto at the Hudson Valley Film Commission has campaigned tirelessly to support filmmaking throughout the region. Thanks to his efforts and Ulster County's new tax credit, there's never been a better time for local film production.

#futureoffilmmaking #ulstercounty #filmhere #filming #uptownkingston #workhere #livehere #madehere

<http://www.hudsonvalleyfilmcommission.org/>

## ***Facebook***

### **Build Business Platform**

SUNY New Paltz's Additive Manufacturing Center has worked with 150+ local businesses to bring their products into the real world. With the Build Business Platform, working with the School of Business, teams of students are supporting entrepreneurs for a healthier, wealthier economy right here in Ulster County.

#ulstercounty #AdditiveManufacturing #3DPrinting #entrepreneurship #buildlocal

<https://www.newpaltz.edu/hvamc/build-business-platform/>

## ***Facebook + Instagram***

### **Picture:**

<http://ulstercountyny.gov/sites/default/files/EPA1.JPG>

### **Going Green**

Ulster County is committed to environmental sustainability. It's the first and only net-neutral county in New York State, purchasing 100% of its energy from renewable resources. County Executive Mike Hein says "Ulster County is leading the way as the most environmentally friendly county in New York State."

#gogreen #sustainablefuture #ulstercounty



### **Aquaponics**

Olive-based Freshies Aquaponics is causing a stir in Ulster County. Through innovative resource management, they're able to grow an acre's worth of food in a tenth of the space, without having to worry about the weather.

<https://hudsonvalleyone.com/2017/04/17/aquaponic-water-based-farming-in-olive/>

### **Transportation Funding**

Ulster County has secured over \$2.8 million in state funding to make our roads and cities safer for pedestrians and bicyclists. A portion of the funding will be used in Kingston as part of the Building a Better Broadway project, promising to further revitalize the city's midtown district.

<https://www.newsli.com/2017/04/20/governor-cuomo-announces-112-2-million-in-funding-to-support-transportation-enhancements-across-new-york/>

### **Cyber-bullying**

County Executive Mike Hein was proud to sign a new law against cyber-bullying in Ulster County. "All of our children are precious and need to know there is help and protection available," he says. Chair of the Ulster County Legislature Kenneth Ronk says "This law will be a tool for law enforcement to offer some level of protection for victims and identify bullies before they do any more damage."

<http://hudsonvalleynewsnetwork.com/2017/04/19/hein-signs-local-law-prohibiting-cyber-bullying-ulster/>





# UCEDA - Social Media Posts

## ***Facebook***

### **New Promo Vid:**

Phoenicia in the Catskill Mountains a true year-round destination. Enjoy the amazing scenery and sights of the region in this new video, featuring music from local musician Ben Rounds.

#Catskills #GreatOutdoors #HudsonValley #ulstercounty #GetOutside

<https://www.youtube.com/watch?v=uCwFmwhVnFM>

## ***Facebook***

### **Health Rankings**

Ulster County is the healthiest county in the Mid-Hudson region! In 2010, Ulster was ranked 33rd out of 62. Today, based on a review of 30 different health factors, Ulster has rocketed to number 15. The improvements reflect the County's investments in outdoor recreation, alternative energy, and higher education.

#HealthyHudsonValley #ulstercounty

<http://ulstercountyny.gov/news/executive/ulster-county-continues-its-amazing-rise-national-health-rankings>

## ***Facebook + Instagram***

### **Film Photo**

Ulster's new 40% film tax credit, combined with the scenery and vibrant main streets many of us are familiar with, are drawing filmmakers from across the country. Here's a film crew we spotted in Uptown Kingston last week.

#futuroffilmmaking #ulstercounty #filmhere #filming #uptownkingston #workhere #livehere #madehere



# **Roadmap and Strategy Overview for Temporary Campaign**

Prepared for: Ulster County Economic Development Alliance  
Finalized March 29, 2017

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# Welcome.

Dear UCEDA Board Members:

It is our pleasure to present this strategy and roadmap document. This summarizes our observations about Ulster County from the kick-off meeting and engagement thus far, our review of existing marketing materials, and our ideas on how to move forward.

We look forward to continued partnership on executing this marketing and communications strategy.

Luminary Media

# How will we use this roadmap?

The recommendations and observations included herein will guide Luminary's communications work across all deliverables, including both the long and short term campaigns. We see this roadmap as an essential step in ensuring that both parties are in agreement on the principles that should guide all communications activity by Luminary on behalf of UCEDA.

We ask that you review this document in detail and confirm the validity of our observations and recommendations.

# **Table of Contents:**

- 1. Review of Four Campaigns and Messaging (summary of kick-off meetings and analysis)**
- 2. Temporary Campaign Formats (how we'll use formats of temporary campaign to advance campaign goals)**



# Section 1: What We Heard

## Campaign #1: The UCEDA Brand

The purpose of this campaign is to advertise the services of the Ulster County Economic Development Office (OED). Important themes:

- Focus on getting new businesses outside of Ulster County to contact the OED. As part of general branding efforts, existing businesses will also be made aware of the County's services.
- The office helps businesses make connections with financial, regulatory, and community partners. The OED Team offers personal service and will always go the extra mile.
- Provide a face to the brand through team profiles and features on companies the OED has helped.
- Professionalize/elevate the brand.

LUMINARYMEDIA

# Campaign #1: The UCEDA Brand

*Core Message:* OED offers tremendous support to help businesses thrive in Ulster County.

*Taglines:* Ulster: Your Business Here

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## Campaign #2: Film in Ulster County

The purpose of this campaign is to advertise Ulster County as a filmmaking destination. Important themes:

- Due to the recent tax credits, the County is a premier location for film production.
- An existing network of support organizations is already here to support the industry and Ulster County has a rich history of hosting successful films. Given that Ulster County is creating a dedicated film office, this support structure will only grow stronger.
- Ulster County has a network of high-quality filming locations.
- Local businesses can benefit by providing services to the film industry.

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## Campaign #2: Film in Ulster County

*Core Message:* Ulster County is a proven location for film.

*Tagline:* The Future of Filmmaking

## **Campaign #3: Ulster County's Food and Beverage Cluster**

Due to its agricultural resources and proximity to major markets, Ulster County is a prime destination for food and beverage manufacturers. Important themes:

- Owners have a strong opportunity to scale their business in Ulster County, e.g., to relocate their production facilities.
- From speciality grains to hops, businesses can take advantage of proximity to a range of available agricultural products.
- Showcase existing food and beverage producers that are already succeeding and taking advantage of the County's assets.



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## Campaign #3: Ulster County's Food and Beverage Cluster

*Core Message:* Ulster County is a vibrant hub for aggregating, processing, and distributing local food.

*Tagline:* Room to Grow.

## **Campaign #4: Attracting Tech and Manufacturing Start-ups**

There is rising interest in Ulster County as a location for technology start-ups. Important themes:

- Strongest potential exists for niche manufacturers that operate at the premium end of their market. There are many examples, both new and established, of these types of businesses throughout the County.
- Showcase existing manufacturers that are already succeeding.
- Illustrate the potential for success through industry clusters in areas such as solar, lighting, upcycled products, and others.

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## Campaign #4: Tech and Manufacturing Start-ups

*Core Message:* Ulster County can offer you the community and balance to grow your business.

*Tagline:* Hack Your Work/Life Balance

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# Our Audience

Through our content, messaging, imagery, and media buys, we'll focus on making business conversions from the NYC metropolitan area through strong calls-to-action.

Primarily, we intend to drive inquiries from this audience to the Economic Development Office.

# General Campaign Principles

**Focus on attraction:** showcase Ulster County as the place to start, bring, or scale your business, especially to New York metropolitan area where a conversion is most likely to occur.

**Focus on film:** In general, we will focus our efforts on Ulster County as the “Future of Film” (50% of resources).

**Geographic diversity:** showcase economic opportunities across the County.

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## **Section 2:**

# **Temp Campaign Formats**

# Overview

The purpose of the temporary campaign is to begin to publicize the services of the OED. Through targeted Facebook advertising, a landing page with a clear conversion funnel, and active social media use (with targeted post boosting), Luminary will aim to drive new inquiries into the OED from outside Ulster County.

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# 1. Landing Page

Luminary will use this temporary landing page to drive inquiries to the Ulster County Economic Development Office (text sent separately).



## 2. Social Media Posts

Luminary will manage and post on Ulster County's Economic Development Office social media streams (Facebook and Instagram).

This will require close coordination between Luminary. We recommend a weekly check-in to discuss events, staff activities, and potential tie-ins to the four long-term campaigns. Luminary will also make recommendations for any other pertinent posts. Upon launch OED has asked to approve all posts before they are published.

## 2. Social Media Posts

In general, our posting will follow these principles:

- **Consistent** (near-daily activity)
- **Diverse Content** (showing different aspects of the office)
- **Interactive** (quick response to any comments, feeling comfortable to post in the first person to put a name to the business)
- **Creative** (reveal the brand or activities in unexpected ways)
- **Strategic** (guided by editorial calendar and aware of content being published in other channels)
- **Personal** (intimate, feeling of getting an “inside look”)
- Use of **multimedia**, i.e. use of high-quality pictures, GIFs, and videos. This is especially important in driving user engagement given our target audience.

## 2. Social Media Posts

As part of our content creation for social media, Luminary will create “off-the-shelf” content. This content can be part of a specific series to highlight content priorities. Ideas include:

- Spotlight on new Ulster County businesses
- Spotlight on OED staff members
- Lifestyle highlights (food, activities, etc.)
- General “Why move Upstate” focusing on pros of relocating
- Broader success stories (UCEDA helped secure \$XX in state funding, food & bev sector did \$XX million in sales last year, etc.)
- Spotlight on OED services and how they can help new and existing businesses

## 3. Facebook Ads - Text

<following text on the photo>

Ulster County  
Room to Grow

Are you looking to start or move a business?

<text for underneath ad>

Contact us to see how Ulster County, located just 90 minutes north of NYC, can work for you.

<landing page link>

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## 4. Temporary Campaign Ads

Placements in Upstater and Chronogram (designs sent separately).

