

Montgomery County's Tourism initiative continues driving outside interest to the county's diverse history, recreation, and agricultural opportunities—which is a huge revenue booster to our local businesses. In order to keep this momentum going we are requesting \$50,000 in ARPA funding to continue our efforts.

Funding Breakdown:

Elves Night Out \$10,000

The Village of Canajoharie's annual "Elves Night Out" is getting taken to the next level with Montgomery County's help. The event—which turns the quaint downtown into a picturesque Christmas village--- will be moved to Saturday with the goal of attracting more visitors from outside the community. Holding the event on Saturday will increase the length of activities and increase the incurred costs.

Some of which include:

Additional Christmas Lighting for the Village Streets **\$2300**

Horse Drawn Carriage Rides **\$1600**

Christmas Tree (20 foot) **\$300**

Marketing

Radio/ Print/ Facebook Ads **\$2,000**

Presents From Santa **\$500**

Commemorative Ornaments **\$300**

Costumes, Luminaire Lights and other Decorations **\$1500**

Rental of Van Alostne House for "Elves after Hours" and Snack/ Beverages **\$500**

Miscellaneous **\$1000**

Fall, and Winter Promotional Videos \$10,000

One of three professional promotional videos intended to encourage visitors to travel to Montgomery County seasonally.

The first video was based on summer recreational activities and including multiple film locations across the county as well as graphics from other popular county tourist destinations. With this one video, we were able to create three smaller promotional videos highlighting specific county assets, ie, biking; disc golf and kayaking the Erie Canal.

The second and third films will follow the same format and highlight other popular tourist destinations within the county such as local farms, historical sites, winter recreation and more.

Funding will assist with script development and also pay the film crew to shoot and edit footage. The County will receive footage clips to use for future projects and create shorter break-out videos.

This is a great long-term investment because footage will be used for years to come and can be interchanged into new videos.

Website Update and Marketing \$15,000

Complete revamp of the visitmontgomerycounty.ny.us website. The current format is not very user friendly and upgrading the site would likely lead to more clicks and reaches. The goal is to create a more interactive site with photographs and videos for the majority of the content. We originally budgeted \$7,000 for this project with the understanding that the Chamber of Commerce was going to assist us financially. However, they are not able to contribute and we would like to proceed with the website revamp. After getting a quote from the original designer that would be approximately \$22,000.

Half-Marathon/ 100 Mile Race \$5,000

In our first request for ARPA Funds we anticipated the Half Marathon would cost approximately \$15,000. After further inquiry with the Albany Running Exchange and an unexpected event relocation we are requesting another \$5,000 to cover incidentals.

Social Digital Marketing Ads \$5,000

Ads will be placed on social media, for example Facebook, in an effort to boost our engagement and followers. New followers= new potential tourists and incoming revenue. By paying \$1,000 per month the estimated results are 2.2K to 6.4K people reached per day and 69 to 198 new page likes.

Other Marquee Events/ Promotional Opportunities for Tourism/ Incidentals \$5,000

Haunted History Tour

Billboard

Foods of the World Themed Event

Craft Bev or Wine Festival