



Franklin County
Economic Development
Corp.

Adirondack Frontier

The Plan

ECONOMIC DEVELOPMENT + COMMUNITY ENGAGEMENT + DESTINATION MANAGEMENT | 2021



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The Team



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Kelly Brunette

DESTINATION MANAGER



Phil Hans

DESTINATION MANAGER

Explore **ADIRONDACK FRONTIER**



Message from the CEO

Those of us fortunate enough to call Franklin County home know it is a special place. The small towns, fresh air, and open spaces that we love continue to attract visitors.

In 2021, the Franklin County Local Development Corporation is excited to implement innovative new programs that support tourism-related businesses while promoting the Adirondack Frontier as an amazing and authentic destination through proven marketing activities.

We are proud to serve the communities, businesses, and residents of Franklin County and we look forward to working with our partners to support our tourism economy.

Jeremy Evans



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Part 1:

Infrastructure

THE PLAN

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Vision

We **love** where we live! We **inspire** visitors to explore the Adirondack Frontier with the hope they'll become locals. We **believe** that all it takes is a visit for people to catch onto the "Franklin County way." We strive to help every visitor feel like a local.

It's through our work at the intersection of businesses, communities, and a destination that Franklin County can have a prosperous, resilient, and locally-rooted future.

Goals

- Maintain Public Health
- Benefit County Taxpayers
- Support the Local Economy
- Implement Strategic Marketing
- Plan for the Future

.....

"Inspiring visitors to explore the Adirondack Frontier."

Methodology

Destination Management

Growing tourism (one of Franklin County's largest, oldest, and most resilient industries) requires more than telling a story. It requires a holistic destination management approach that involves marketing, development, planning, and research.

Sustainable Development

Tourism impacts community concerns such as the environment, housing, workforce, broadband, and transportation. FCEDC is uniquely positioned to deliver a complete destination management program that is compatible with overall community goals.

Countywide Model

Franklin County is best served by a unified, countywide tourism brand that gives us a strong voice to celebrate and promote all of the communities and assets in the county, and inspire visitors to Explore the Adirondack Frontier. This approach strengthens the identity of each community while unifying them under one brand, and leverages the assets across the county to benefit each community and provide maximum value for marketing expenditures.

Program Based

Supporting tourism-related activities of businesses, organizations, and events in Franklin County through matching grant programs helps businesses grow and our potential as a destination expand. These programs foster creativity and extend the reach of our marketing efforts.

Economic Development Alignment

As the primary marketing organization for economic development, the FCEDC is well-positioned to align tourism promotion with economic development marketing to create a cohesive regional marketing message.

Organization Resources

FCEDC will leverage its technical expertise and financial resources to maximize destination management activities.

Methodology

New York State Tourism Industry Association

We value member involvement and association programming that makes our industry stronger.

Destination International

We value the best practices we can learn from others.

Leave No Trace

We believe that protecting our destination's natural resources is as important as promoting our destination.

Diversity, Equity, and Inclusion

We believe an environment of diversity, equity, and inclusion attracts visitors and enriches our community.





Creating an Impact

As Franklin County's economic development organization, FCEDC is uniquely positioned to deliver a complete destination management program that is compatible with overall community and economic development goals.

Tourism Promotion Agency

Franklin County designated FCEDC as its tourism promotion agency and representative on the Adirondack Regional Tourism Council (ARTC). The TPA is responsible for:

- Applying for and administering I Love NY Matching Funds in accordance with an approved Matching Funds plan.
- Representing Franklin County on ARTC and participating in the development and approval of ARTC marketing plan and budget.
- Representing Franklin County in tourism matters at the regional and state levels.

Adirondack Regional Tourism Council

ARTC is made up of the seven counties in the NYS Empire State Development-designated Adirondack Region: Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren counties. ARTC is managed by the board of directors consisting of the Tourism Promotion Agent (TPA) from each of the seven counties. ARTC promotes the Adirondack region with the Visit Adirondacks brand.

Destination Managers

The goal of the Destination Manager is to engage each of the region's communities in destination marketing and development initiatives, serve as the point of contact for tourism stakeholders, and lead the implementation of the marketing plan.



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Part 2:

Management

THE PLAN

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Management

FCEDC is committed to building a destination management program that brings together four key components under one umbrella: Marketing, Development, Planning, and Research.

This holistic approach is the new best practice for destination management organizations worldwide according to The World Tourism Organization (UNWTO).



Marketing

Destination marketing is a type of marketing that promotes a place (in our case, the county) with the goal of increasing the number of travelers to an area. For us, destination marketing is about turning tourism into a key industry sector for a community through infrastructure development and the creation of jobs and businesses.

Our Marketing Promise

- Manage the development, implementation, and oversight of the marketing plan.
- Manage the website and social media accounts.
- Manage content, design, media acquisition, and ad placement for appropriateness and accuracy.
- Maintain a business, attraction, asset, recreation, and event database.
- Provide newsworthy tourism-related information for inclusion in regional (ARTC) and state (I Love NY) promotional PR efforts.

Marketing Strategies

- Leisure Traveler: primary motivation is to take a vacation from everyday life.
- Regional Traveler: visitors within a 2-3 hour drive of the destination.
- Leverage: Adirondacks and the shared Canadian border.

Target Audience

- Primarily from New York state
- Secondarily from other northeastern states and Canada providences: Ontario and Quebec (once the border re-opens to non-essential travel)
- Average age 45-55
- Average income +/- \$100,000
- Average length of stay three nights
- Average party size four

Marketing Tactics



Paid Media

Paid media includes all traditional forms of media such as print and broadcast (television and radio), along with digital advertising such as programmatic (display, mobile), paid social media, and native advertising. We are focusing our paid media efforts on promoting itineraries. We also purchased ads in the Visit Adirondacks hiking, waterways, and fishing guides.



Public Relations

Public relations involves identifying or creating newsworthy stories about the destination and successfully placing these stories with media outlets. We will pursue earned media exposure to elevate the new "Explore Adirondack Frontier" brand by writing and distributing press releases on new developments, seasonal offerings, and specific differentiators. We will also fulfill media inquiries from I Love New York.



Email Marketing

Email marketing is a cost-effective tactic for promoting our destination. We will continue to build awareness of the Adirondack Frontier by sending thoughtful marketing emails to potential visitors using our email database of 22,000+.



Itinerary Builder

We contracted with Bandwango, a leading travel technology company, to develop itineraries that are relevant and specific to a visitor's interests. In 2021, five unique itineraries will be built using a gamification strategy to increase visitation to the Adirondack Frontier.



Design & Print

To promote the Adirondack Frontier as a premier travel destination, digital assets will be created and used to promote the itineraries. The digital assets will be used to build awareness of the region's amenities and attractions.



Social Media

Social media is utilized during all identified five stages of travel: Dreaming, Researching, Booking, Experiencing, and Sharing. The "Explore Adirondack Frontier" social media accounts will continue to create and share content that will inspire and engage followers.

Marketing



I Love NY Matching Funds

The purpose of the I Love NY Tourism Matching Funds Program is to provide funding to TPAs for the planning and execution of marketing programs designed to stimulate and increase the economic impact of tourism for New York state.

The program's priorities are to reach new market areas and expand current programs that have the potential to result in new or sustainable overnight visitation. All advertising purchased under the program should support efforts to strengthen the state's I LOVE NY brand.

FCEDC will execute the I Love NY approved marketing campaigns that showcase Franklin County assets and opportunities that promote the Adirondack region.



Visit Adirondacks

Franklin County supports Visit Adirondacks' regional marketing efforts managed through the Adirondack Regional Tourism Council (ARTC).

ARTC: Adirondack Guide Advertising

Each year, through a partnership with ARTC, Adirondack Guides are printed and distributed electronically for fishing, hiking, and paddling.

This is a great opportunity to promote Franklin County/Adirondack Frontier as a premier travel destination. With over 35,000 copies downloaded digitally and 42,000 printed copies distributed.

Development

The strategic advancement of defined areas to support the evolution of desirable destinations for travelers. The focus is the supply side of tourism: providing compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation. To accomplish that, we will continue to:

- Participate in community projects as related to the redevelopment and success of the region.
- Assist the community with the execution of the Saranac Lake Downtown Revitalization Initiative.
- Assist the community with the planning of the Adirondack Rail Trail connectors in Saranac Lake and Tupper Lake.
- Be responsible for educating the community regarding the opportunities available via FCEDC programs.
- Be responsible for identifying tourism opportunities in the region that will drive overnight visitation and visitor expenditures.

Planning

FCEDC will continually watch conditions, trends, and data and work with TAC and the Franklin County Legislature to provide a road map that directs future destination marketing and development activities that aligns with our vision and goals. We will continue to:

- Communicate regularly with municipalities, community leaders, community organizations, etc. to build strong partnerships.
- Collaborate with local hospitality and tourism-related business partners to set priorities and achieve goals.
- Host community planning meetings and develop opportunities to increase engagement with community residents.

Data & Research

Access to accurate and timely data is crucial to make informed decisions about how to invest resources and analyze the effectiveness of our efforts. FCEDC is focused on data-driven results.

New York State Tourism Economics Economic Impact of Visitors

To quantify the economic significance of the tourism sector in New York, Tourism Economics has prepared a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this annual study show the scope of the travel sector in terms of direct visitor spending, as well as the total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

ROVE Tourism Data and Analytics

In partnership with the Adirondack Regional Tourism Council (ARTC), FCEDC will take advantage of a NYSTIA (New York State Tourism Industry Association) co-op program to gain insight on the Adirondack traveler through mobile location data. The ROVE mobile location data service will provide a more granular lens on visitor behavior, helping us see where they come from, who they are, how long they stay, and where they go while in their destination. This data becomes a valuable source of insight for media planning, itinerary development, and developing strong regional partnerships. More specifically, this will help us have nearly real-time data to help better understand travel patterns.

Smith Travel Research (STR) Report Destination and Market Insights

The STR report illustrates the importance of tourism for our destination by measuring and benchmarking the hospitality industry's performance. The report provides data and insights covering several key metrics, including occupancy, ADR, RevPAR, total room supply, room demand, and room revenue. In turn, it allows us to discover the impact of our marketing efforts, set clear goals, and understand future expansion opportunities.



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Part 3:

Programs

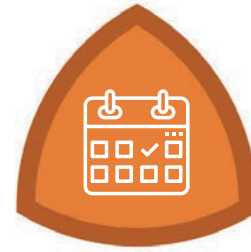
We are doing **tourism marketing** differently.



Destination Cooperative Marketing Program



Destination Development Program



Destination Event Sponsorship Program

The development of these programs is guided by these underlying principles:

- Acknowledging that the many small businesses that make up our tourism infrastructure know best what they need and what will help their business grow and expand.
- Understanding that the funding structure rewards the creativity and entrepreneurial spirit of individual businesses.
- The quarterly funding application cycle and rapid approval process allows for opportunistic and responsive initiatives.
- The county occupancy tax funds go further because of the match required by the businesses (doubling the investment in marketing).
- By requiring attribution and use of the Explore Adirondack Frontier brand in marketing efforts of the awardee, we extend and multiply the marketing of Franklin County.



Destination Cooperative Marketing Program

Destination Cooperative Marketing Program (DCMP) is available to tourism-related, for-profit businesses, non-profit organizations, and municipalities in Franklin County.

This program is a way for businesses to stretch marketing dollars, try a new/emerging tactic at less of a risk, or get into a prominent publication/run a campaign that perhaps their budget doesn't allow on its own.

The DCMP will support marketing efforts that promote Franklin County's tourism-related businesses and assets.



Destination Development Program

Destination Development Program (DDP) is available to tourism-related, for-profit businesses, non-profit organizations, and municipalities in Franklin County.

This program supports projects and activities that increase visits to the county and enhance visitor experience.

The DDMP will support initiatives that grow and enhance Franklin County's tourism assets and leverage efforts that are already underway in the county.



Destination Event Sponsorship Program

Destination Event Sponsorship Program (DESP) is available to events that seek to build upon historical, musical, artistic, culinary, agricultural, recreational and/or cultural traditions of Franklin County.

This program is designed to offer direct financial sponsorship. Awards based on event attendance, impact, and need.

The DESP is a way for Franklin County to support events that provide so much for residents and visitors alike. Events are proven to be an effective way for visitors to form an emotional connection to a destination — motivating repeat visitation.

Program Goals

Grow the number of visits, length of stay, and spending.
Strengthen tourism-related businesses and organizations.
Keep Franklin County competitive with other destinations.



Increase the number of products and services available for visitors and residents.
Enhance the quality of experiences available for visitors and residents.



Franklin County Economic Development Corp.

We are a unifying economic development organization that fosters a shop-local, community-first culture.

We help entrepreneurs start businesses and help existing businesses grow.

We take a proactive approach to attract visitors with the hope they'll become locals.

It is that intersection of developing business, community, and destination that informs and inspires our work every day as we move toward a bright and prosperous future.

We are FCEDC and we believe in Franklin County.

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