

Marketing Recommendation

August 11, 2021



The Marketing Working Group is proposing a 12-month program (August 1, 2021 to July 31, 2022) with four key objectives

- Promote the many assets of the area to our primary/secondary target audiences
- Attract visitors during the summer, fall foliage season, and “shoulder” tourism seasons
- Develop processes to create, manage and track all marketing efforts to show results of campaigns and tactics.
- Develop a bank of digital assets, video and photography, that can be used for all and any marketing efforts.

Proposed Budget of \$110,000 for a 12-Month Program

- Agency budget of \$100,000
- Contingency of \$10,000
 - Changes to website to reflect marketing campaign
 - Possible additional expenses, but not to exceed \$10,000
 - Total Contingency of \$10,000
- Funded across three budget years
 - \$27,000 from unused funds from 2020 Marketing budget
 - \$48,000 new allocation from 2021 funds (June to December, 2021)
 - \$35,000 new allocation from 2022 funds (January to May, 2022)

11 Firms Submitted Proposals to the RFP

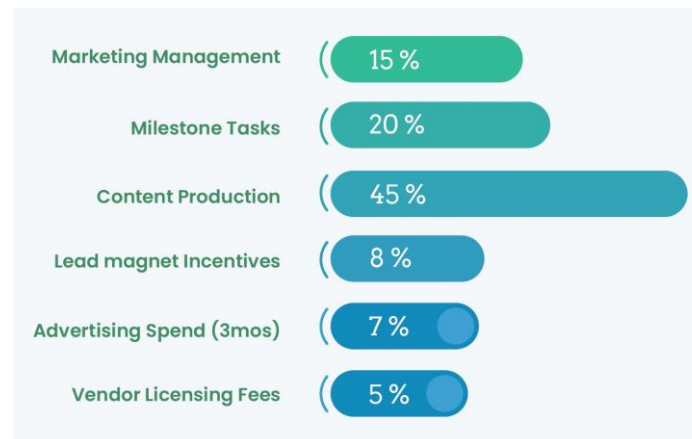
- We had reached out to 4 Vermont Agencies, 2 declined
 - Class Four
 - HMC Advertising, LLC — declined
 - SIX — declined
 - Place
- 9 additional firms submitted proposals
 - Break The Ice
 - Destination Innovate
 - Lou Hammond
 - Orange 142
 - Sullivan Creative
 - Tripadvisor
 - Vermont Standard
 - Wayne's World Media
 - We Us Them

Two Proposals Were Selected

- Agencies selected:
 - Place, Burlington VT and
 - Class Four, Burlington VT
- Selections were based on:
 - Meeting/Exceeding the requirements of the RFP
 - Best use of the proposed budget
 - Understanding of Vermont and in particular Woodstock
 - The ability to track and measure
 - Working with the EDC Marketing Working Group and our Coordinator
 - Long term marketing vision for Woodstock

Agencies Interviewed/Recommendation Selected

- Class Four is the EDC Marketing Working Group's recommendation
 - Strong content skillset with 12+ monthly film/photoshoots
 - Develop a strong customer pipeline for now/future marketing
 - Data centric with focus on performance and campaign optimization—measurable results
 - Building/Planning marketing for year 1, 3, 5, and beyond
- Here's the allocation of the budget



Preliminary project roadmap shows advertising commencing in May, 2022

