

I  **NY**®

Empire State Development

Marketing Update

**A PRESENTATION TO
THE TOURISM ADVISORY COUNCIL
DECEMBER 9, 2013**

Agenda



I ♥
NY

2013: From 0-160



I ♥ NY

 **BASSMASTER**



The New York Times **Bloomberg**

facebook **twitter** **About.com**

THE WALL STREET JOURNAL **Condé Nast Traveler** **Time Out New York**

edge on the Net  **The Boston Globe**

travel CHANNEL **Instagram** **THE HUFFINGTON POST**
timesunion.com **Ap** **Associated Press**



NEW YORK STATE
TOURISM
SUMMIT

NYS TOURISM MEANS BUSINESS

2013 Results



- **218 m visitors in 2013***
- **+ 4% vs. 2012**



- **\$7.7b in state taxes**
- **+ 7% in direct spending 2013 vs 2012 (\$61.3b vs \$57.3b)**



- **818,700 jobs in 2013, + 3% vs YAG**
- **3rd fastest growing job sector**



- **Occupancy through 10/2013 is 73.7% vs 64% US avg.**

Building on the momentum

- Enhanced communications strategy
- Building alignment
- Extending visibility
- Building on the infrastructure



STARTUPNY

A man in a black cap, safety glasses, and gloves is working in a factory. He is looking down at a large, curved metal part he is holding. The background is a blurred industrial setting with lights and machinery.

NYS

#1

Mission

E²: Education-Economic Development Continuum



STARTUPNY



**All SUNY campuses:
entrepreneurial tax-free
communities.**

An aerial photograph of a university campus. A prominent clock tower with a pointed roof stands on the left. To its right is a large, modern, multi-story building with a white facade and many windows. The campus is surrounded by green lawns and trees with autumn foliage. In the background, a large body of water is visible under a blue sky with scattered clouds.

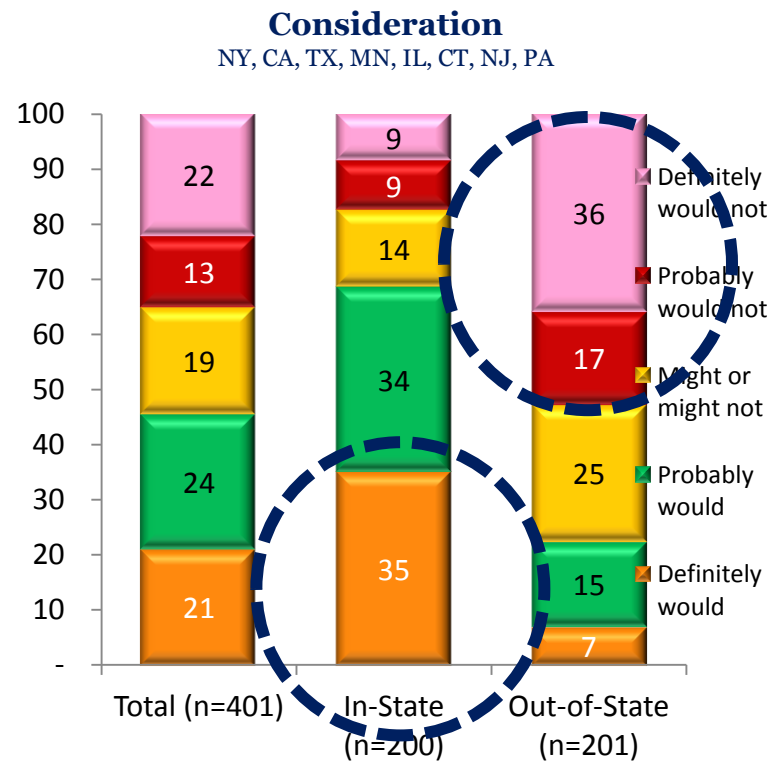
STARTUPNY

**Private campuses: 3 million sq
ft entrepreneurial tax-free
communities.**

STARTUP NY=

- No biz or corp taxes.
 - No sales tax.
 - No property tax.
 - No franchise fees.
- No income tax for owners or employees.

The marketing opportunity



If you were to relocate your business or open a new location, or start your own business, how likely would you be to consider each of the following states?

Source: Russell Research 2013

The marketing agenda

- Change the perceptions of NY to the state of choice for ambitious companies
- Position Start Up NY as a bold, breakthrough program.
- Drive information-seeking behavior.
- Acquire and manage leads that can generate 10,000 jobs/year.

Questions?

THANK YOU!

I  **NY**®



PUBLIC RELATIONS

Activities and Results

September through December, 2013



2013 Highlights

September - December



Canadian Road Show

- Toronto, Montreal, Ottawa. September 30-October 2

Oktoberfest at Brooklyn Brewery

- Sampled 48 beers from 24 New York State Breweries. October 3

Interactive Grand Central Station Press Conference

- Fall and winter advertising campaign kick-off. October 21

World Travel Market – London

- New York State representation and kick-off of ResponsibleTravel.com itineraries and program. November 3 – 6

Winter Media Night

- Secured and hosted 93 Travel and ski media. December 4



Canadian Road Show

September 30 - October 2, 2013



Event information:

- Toronto: “Media Speed Dating” and Luncheon followed by a Travel Industry Reception and Dinner
- Montreal: Media luncheon co-hosted by the US Consul General of Montreal followed by a Travel Industry Reception and Dinner
- Ottawa: Media and Travel Industry Reception at the U.S. Consulate



Canadian Road Show

September 30 - October 2, 2013



Results:

- **Regional Participation:**
 - 11 regional and partner representatives
- **Media Attendees:**
 - Over 80
- **Industry Attendees: 250**
Travel Industry Professionals



Oktoberfest – October 3, 2013



Event Information:

- 24 breweries from NYS hosted a private beer tasting at Brooklyn Brewery
- Guests could sample more than 50 standard and seasonally offered beers



Oktoberfest – October 3, 2013



Results:

- 200 VIPs, restaurateurs and industry leaders attended the private tasting reception co-hosted by Taste NY
- Secured 25 food & beverage media



Canals Luncheon - October 8, 2013



Event information:

- Partnered with Canals New York and Erie Canalway to introduce media to the canal system
- Provided historical insight and new developments

Results:

- **Media Attendees:** 20 including *National Geographic Traveler*, *Afar*, *Taking the Kids*, *Queens Chronicle* and *Food and Travel*



- ▶ Complimentary Luncheon
- ▶ Canal Trip Giveaway
- ▶ Prize Drawings

Join us for conversations, historic aspects, and today's adventures to be experienced on New York State's legendary Canal System, featuring the Erie Canal, Champlain, Oswego, and the Cayuga-Seneca Canals. Network with state and national representatives, destination marketing organizations, and attraction owners, and more!

TUESDAY
October 8 2013
11:30 AM - 2:00 PM

LOCATION:
O'Reilly's
21 West 35th Street
New York NY

RSVP

Required by **Wednesday, October 2, 2013**
Email your RSVP to info@canalny.com or
call 585-586-6906 (be sure to mention
CANAL New York Media Luncheon)



Seasonal Advertising Campaign Press Conference – October 21, 2013



- Partnered with the Governor's Office press team to plan, coordinate and execute interactive Press Conference at Grand Central Station announcing the new fall and winter ad campaign
- Secured 15 media attendees including New York Times, Crain's New York Business, New York Post, New York Daily News, CBS Radio, WPIX, Sinovision, Fox and NTD-TV



Winter Media Night - December 4, 2013



Event information:

- Partnered with Ski Areas of New York (SANY) and Olympic Regional Development Authority (ORDA) to kick off the winter season in NYS
- Introduced seasonal promotions to spur travel

Results:

- **Regional Participation:** 10 Ski Area Resorts
- **Media Attendees:** nearly 100



2013 PR Results



2013 Results, January – September:

- 1637 Media Placements
- More than 1,217,507,373 Circulation
- Cumulative advertising value of \$25,898,879.17

The New York Times

SAVEUR

Savor a World of Authentic Cuisine



Bloomberg

About.com

THE HUFFINGTON POST



Condé Nast
Traveler



THE WALL STREET JOURNAL.



timesunion.com

The Boston Globe

I  **NY**®



NY State Presentation

December 9, 2013

AGENDA

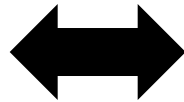
- Super Bowl Host Committee Role
- Super Bowl Week Calendar
- NY Super Bowl Week Events Map
- Super Bowl Boulevard Overview
 - Host Committee Presence
 - Blocks 35-36 Map
- Huddle Shuttle – Mobile Tour
- SBHC Social Media Communications Center
- Super Bowl Week Collateral
- Regional Décor
- Legacy Efforts
- Volunteer Deployment
- Key Messages You Can Help Reinforce



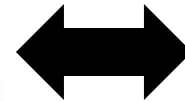
ROLES AND RESPONSIBILITIES



Event Owner
 (Production Company)
 Key Decision Makers



(Producers)



(Hosts)

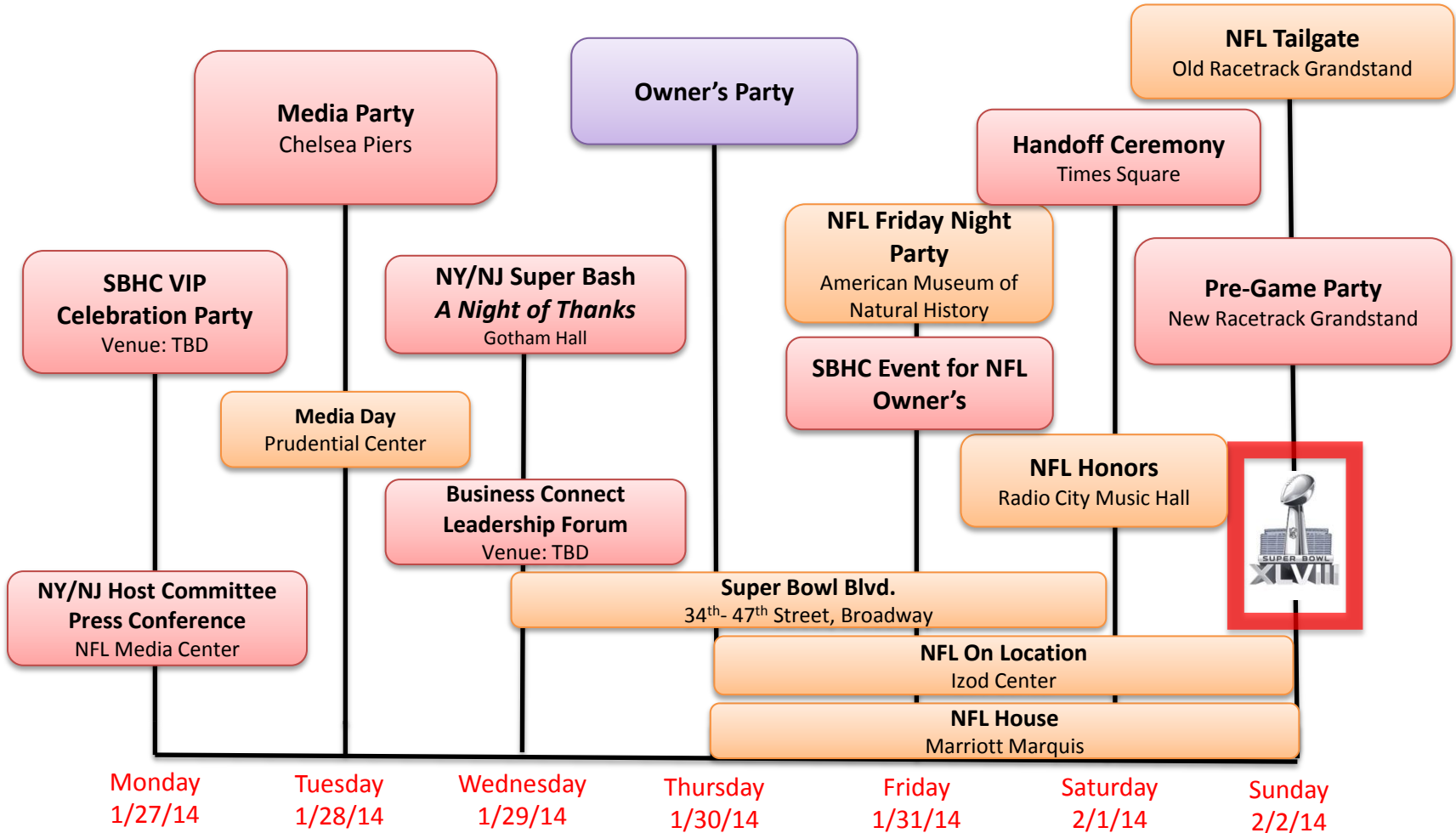
Airports	Small Businesses
Hotels	Event Venues
Sponsors	Tourism Promoters

Government Partners



2014 SUPER BOWL WEEK

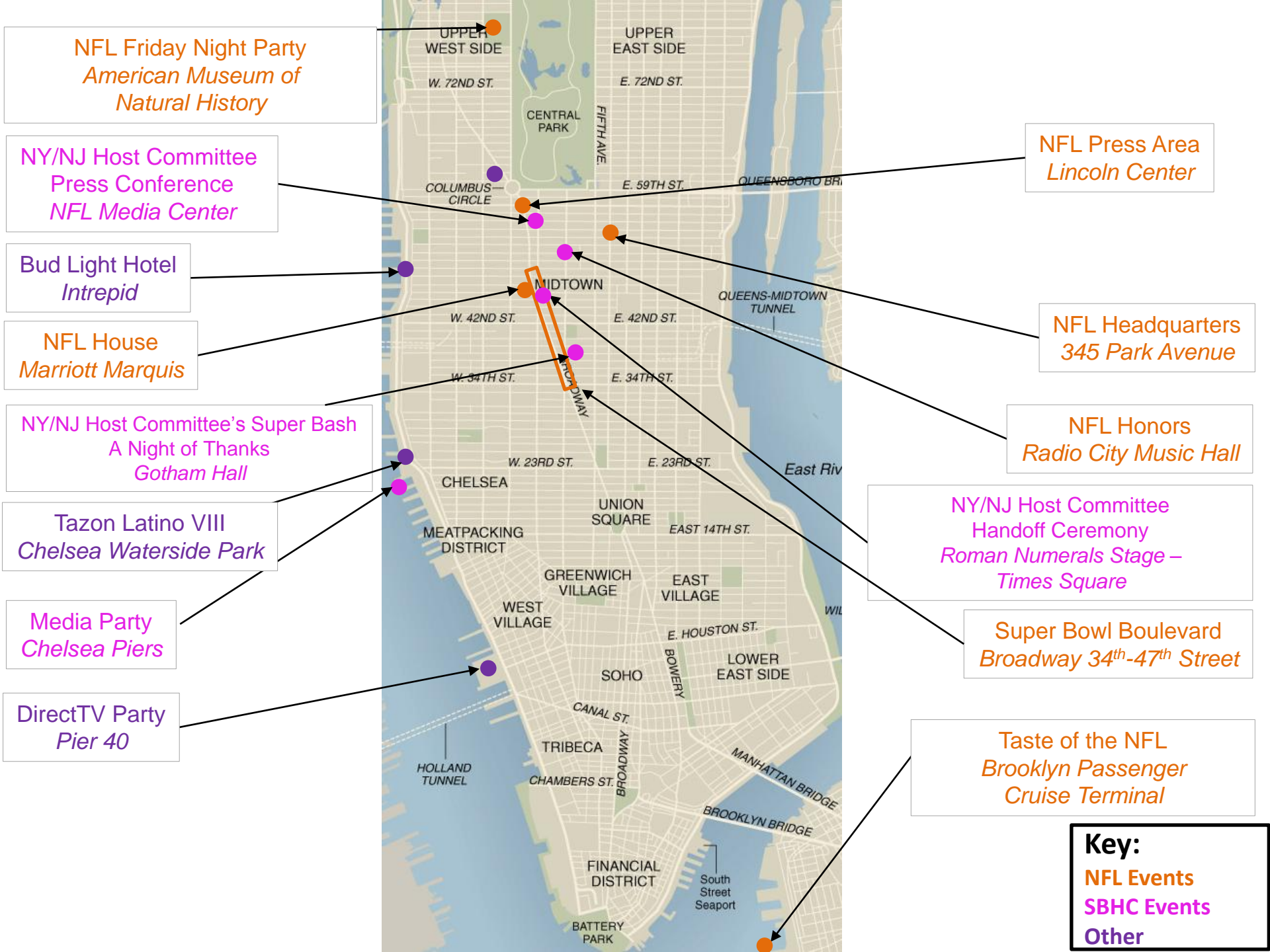
- NFL Media Center**
Sheraton Times Square Hotel & Rose Theater
- Team Hotels**
(AFC)Hyatt Jersey City and (NFC) Westin Jersey City
- Accreditation Center**
NJ Venue: TBD
- NFL Operations Center**
NY: NFL Headquarters NJ: Sheraton Meadowlands



SBHC Event

NFL Event

Other



NFL Friday Night Party
 American Museum of Natural History

NY/NJ Host Committee
 Press Conference
 NFL Media Center

Bud Light Hotel
 Intrepid

NFL House
 Marriott Marquis

NY/NJ Host Committee's Super Bash
 A Night of Thanks
 Gotham Hall

Tazon Latino VIII
 Chelsea Waterside Park

Media Party
 Chelsea Piers

DirectTV Party
 Pier 40

NFL Press Area
 Lincoln Center

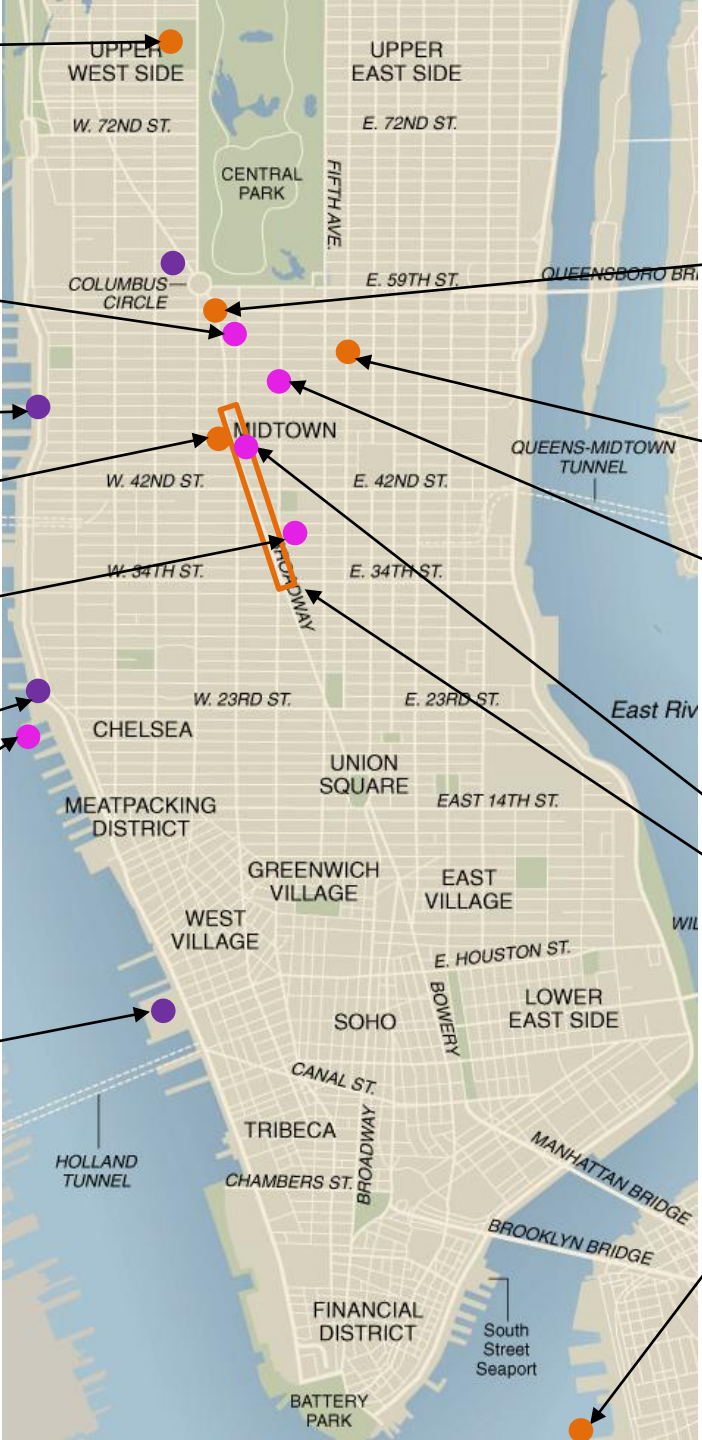
NFL Headquarters
 345 Park Avenue

NFL Honors
 Radio City Music Hall

NY/NJ Host Committee
 Handoff Ceremony
 Roman Numerals Stage –
 Times Square

Super Bowl Boulevard
 Broadway 34th-47th Street

Taste of the NFL
 Brooklyn Passenger
 Cruise Terminal



SUPER BOWL BOULEVARD OVERVIEW

- Location: 34th- 47th on Broadway
- Timing: Wednesday, January 29th- Saturday February 1st
 - Noon- 10 PM Daily

- Key Programming Elements

- Wednesday— Roman Numerals Revealed (42nd-43rd)
- Thursday— Broadway on Boulevard (42nd-43rd)
- Friday— Celebrity Toboggan Riding (40th-41st)
- Saturday— NY/NJ SBHC Handoff Ceremony (42nd-43rd)
- Daily— Autograph Signings (39th-40th)
- Daily (8:30PM)— Boulevard Concerts (39th-40th)

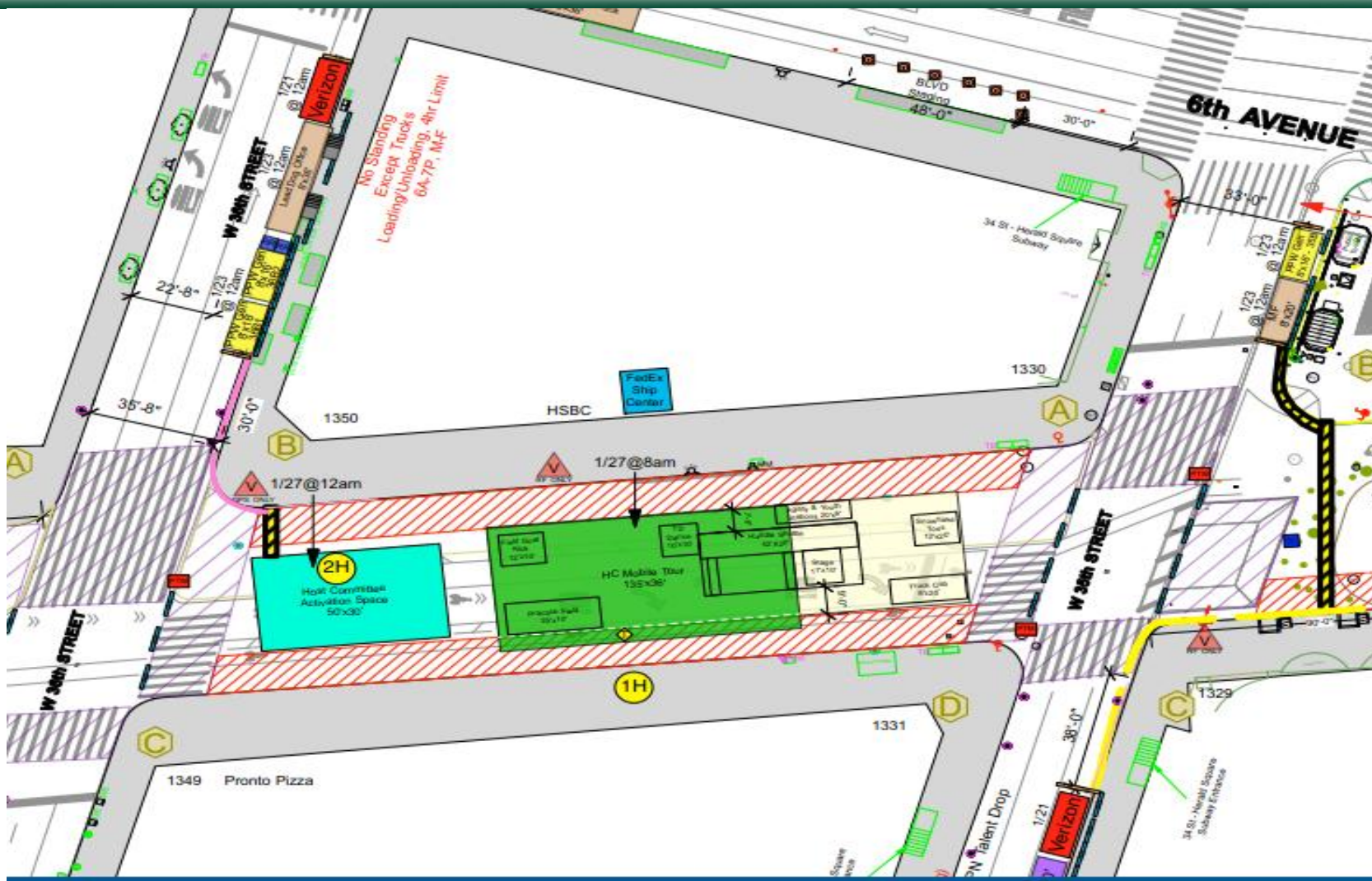


SUPER BOWL BOULEVARD: HOST COMMITTEE PRESENCE

- *Join the Huddle Mobile Tour*
 - All sponsored activations will be up & running
- *Video Park*
 - Immersive video experience featuring New York State
- *NY/NJ Lounge – VIP Hospitality*
 - Lambs Club (44th between 6th & 7th Avenue)
 - Wednesday-Saturday
- *Welcome Center*
 - Joint partnership with NYC & Company
 - Located on 43rd street
 - Focus is on information & assistance to all visitors



SUPER BOWL BOULEVARD: BLOCKS 35-36



SUPER BOWL BLVD
NATIONAL FOOTBALL LEAGUE
Broadway, Between 35th and 36th St
New York, NY
EVENT DATE: Jan. 29-Feb. 1, 2014

HUDDLE SHUTTLE – MOBILE TOUR

Mobile Tour Schedule

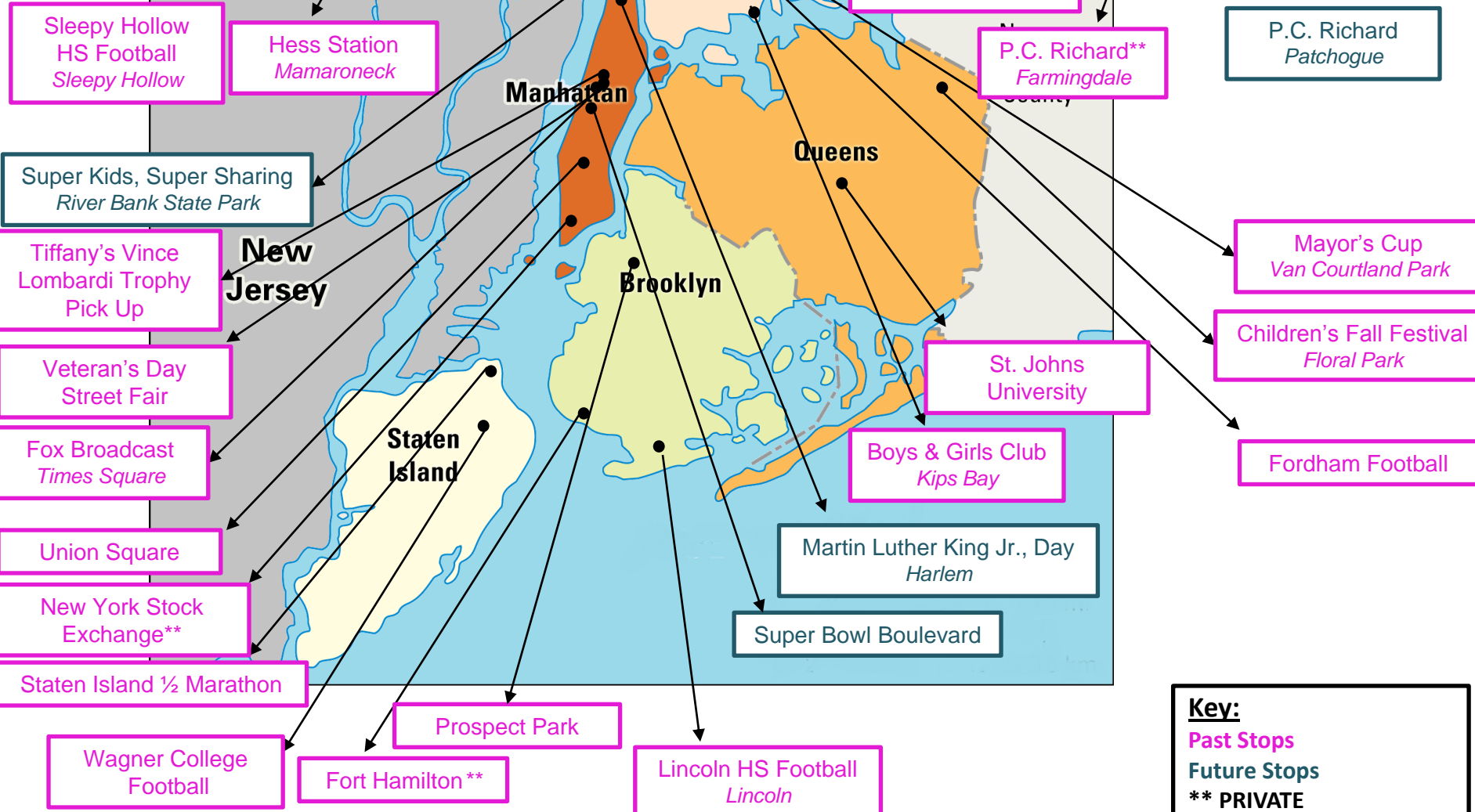
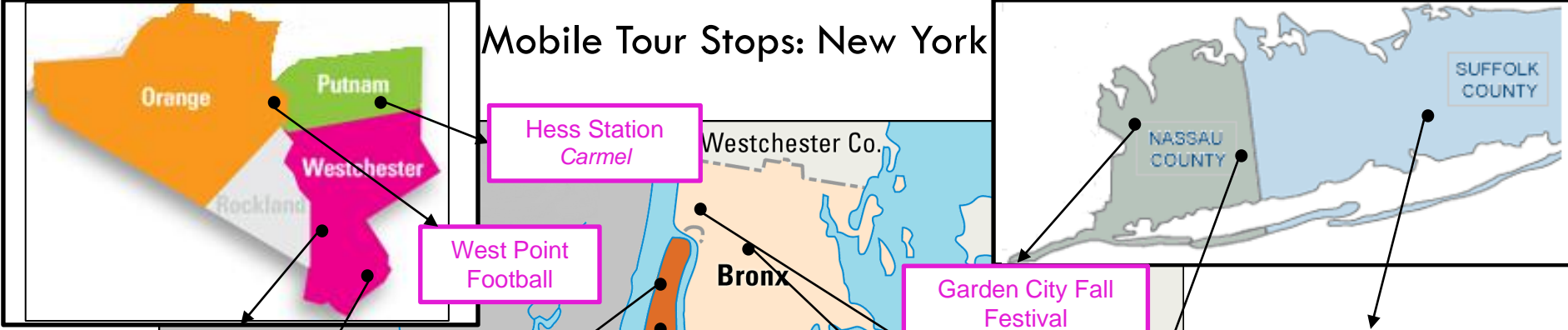
- *Total Planned Tour Stops: 56*
 - 28 NY Stops (23 Public)
- *To Date (December 4th):*
 - 21 NY Stops (18 Public)
- *Upcoming Stops:*
 - 7 NY Stops (5 Public)

Mobile Tour Stats

- *Vehicle Impressions: 450,000*
- *Walk by Impressions: 110,000*
- *Visitors: 20,000*



Mobile Tour Stops: New York



Key:
 Past Stops
 Future Stops
 ** PRIVATE

SOCIAL MEDIA COMMUNICATIONS CENTER

- *Vision:*
 - Central Location with Key Staff & Volunteers to Listen/Respond to Social Media Inquiries
 - Central Point for Fan Information
 - Facilitate Fan Service and Assistance
- *Location:* 810 Seventh Avenue (53rd & 7th)
 - Currently the NYC & Company Official Information Center
- *Timing:* January 20th – February 3rd
- *Volunteer Staffing:*
 - Listener Role
 - Team Captain Role



SOCIAL MEDIA COMMUNICATIONS CENTER



SUPER BOWL WEEK COLLATERAL

- *Super Bowl XLVIII Official “Pocket Guide”*
 - Quantity: 1,000,000
 - Distribution: Volunteers, Hotels, Major Transit Stations
 - Content: Super Bowl Boulevard Map & Regional Transit Diagram
- *Super Bowl XLVIII Official “Fan Guide”*
 - Produced by NY Times
 - Distribution Timing: Monday January 27th
 - Distribution Methods: Normal Circulation, Major Transit Hubs, Hotels
- *Commemorative Magazine*
 - Quantity: 150,000
 - Distribution: Hotels, MetLife Stadium Suites, & Lambs Club



REGIONAL DÉCOR

- *Street Pole Banners*
 - Timing: December 22nd-February 5th
 - Quantity: 650
 - Locations: Manhattan & Brooklyn
- *Bus Shelter Faces*
 - Timing: December 22nd- February 5th
 - Quantity: 225
 - Locations: All Five Boroughs
- *Subway Clocks*
 - Timing: December 16th- February 9th
 - Quantity: 219
 - Locations: All Five Boroughs



LEGACY EFFORTS

“Super Community Blood Drive”

- Campaign runs until January 17, 2014
- Donors receive a red SCBD wristband; opportunity to win tickets – (2 pairs each for NY and NJ)
- Over 6,000 blood drives and 225,000 blood donations since May
- One blood donation can save up to three lives



**Super Community
Blood Drive**

BLOOD DONATIONS

227,731



LEGACY EFFORTS

“Super Community Coat Drive”

- Campaign launched with presser on November 12th – runs through February 7, 2014
- Partners: New York Cares and Jersey Cares
- Project over 150,000 coats will be collected – running totals counter on website
- Fits well with the theme of first outdoor cold-weather Super Bowl



LEGACY EFFORTS

Environmental Update

- In New York City we have partnered with the New York Restoration Project a non-profit and MILLION TREES NYC, a Bloomberg initiative
- E Waste events upcoming in NYC and NJ
- The NFL and Verizon have committed funding, staffing, and communication support to the tree plantings and E waste efforts in both states



LEGACY EFFORTS

Environmental Update

- Super Kids/Super Sharing - selected local schools will participate in a used books and sports equipment collection
- Material from individual schools will be inventoried, sorted and redistributed to low-income schools and youth programs
- 1/16/2014, Super Kids/Super Sharing, in NYC – Riverbank State Park



LEGACY EFFORTS

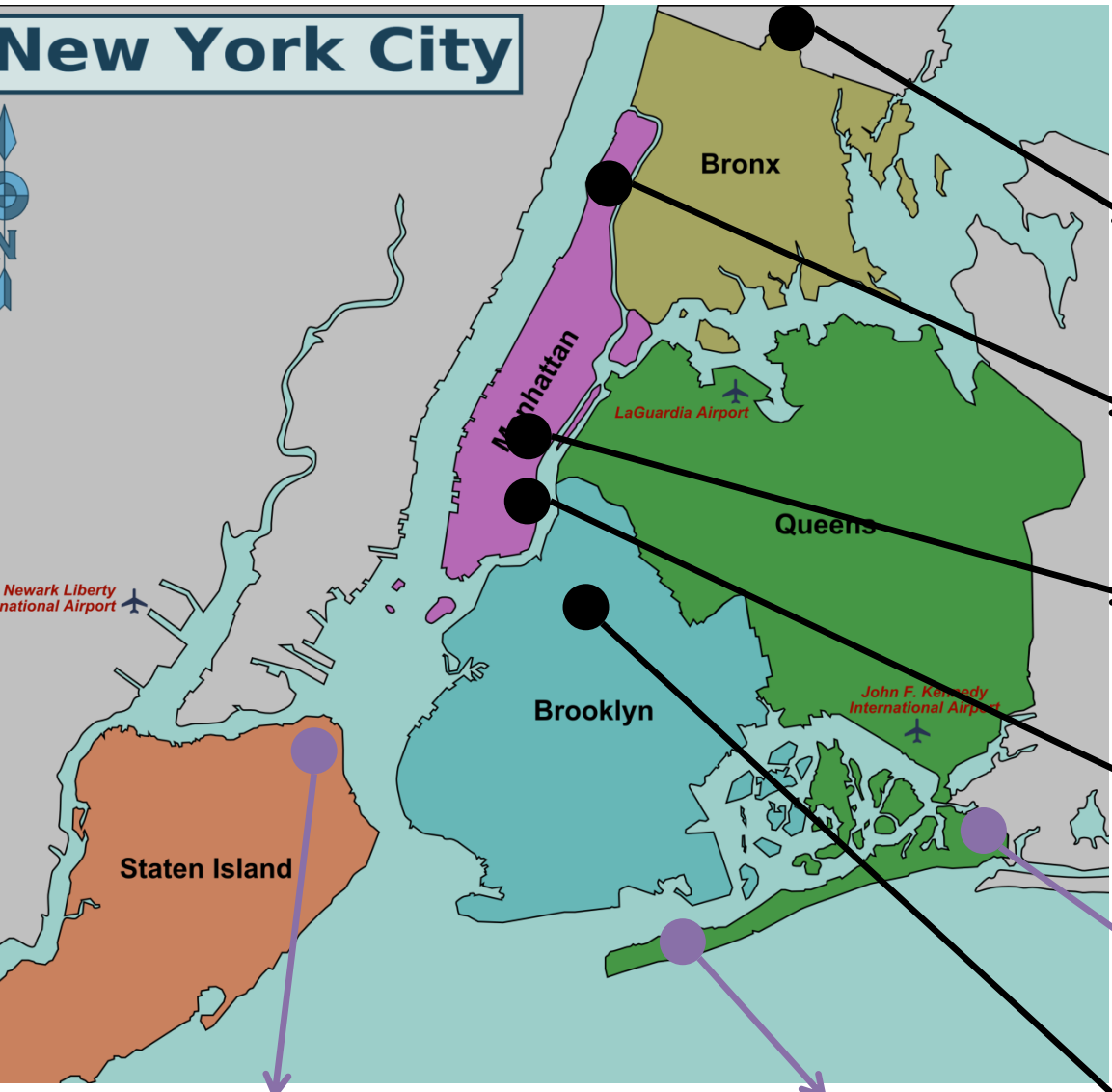
Environmental Update

- **New York:**
 - Plantings took place in all five boroughs of NYC
 - 20,000 trees and 5,000 shrubs on 10/19 is the largest single-site tree planting event in MillionTreesNYC history
 - Planting done at Rockaway Park is the single-largest urban forestry project in Super Bowl history



New York Snowflake Youth Foundation Projects

New York City



Partners
 RWJF
 NFL
 Other

Projects
 Sandy
 Other

Rochambeau Center Playground
 New playground built by KaBOOM
 228 Fisher Avenue
 White Plains, NY 10606

Washington Heights Community Center
 Renovation of After School Defense training facility
 1370 St. Nicholas Avenue
 New York, NY 10033

Educational Alliance Boys & Girls Club
 Gym renovation
 197 East Broadway
 New York, NY 10002

Kips Bay Boys & Girls Club
 New football field
 200 Lexington Avenue
 New York, NY 10016

Sandy Playground
 Brand new playground
 Far Rockaway, NY 11693

Boys and Girls High School
 New football field
 1700 Fulton Street
 Brooklyn, NY 11213

Mahoney Playground
 Major playground renovation
 Crescent Avenue
 Staten Island, NY 10301

Hammel Community Center
 Major gym renovation
 81-14 Rockaway Beach Boulevard
 Rockaway Beach, NY 11693

VOLUNTEER DEPLOYMENT

- Volunteer Deployment Launch: Monday, January 27th
- Final Volunteer Shifts: Monday, February 3rd
- Volunteer Locations:
 - Airports
 - Newark, JFK, LaGuardia, Teterboro, & Westchester
 - Major Transit Hubs
 - Penn Station, Secaucus Junction, Newark Penn Station, Grand Central, PATH, Port Authority, Times Square Subway Entrances
 - Hotels in NY & NJ
 - Tourist Sites
 - SBHC Events



KEY MESSAGING FOR YOU TO REINFORCE

- Super Bowl of Firsts
- Mass Transit Super Bowl
- Be Prepared, Dress Warm



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THANK YOU