

Statewide Marketing Affiliations: Breaking Down the Acronyms



Strategy

- ▶ Ontario County is one of 14 counties in the Finger Lakes travel region & one of 62 counties in New York; one of how many destinations in the world available to visit?
- ▶ Destination promotion is competitive – Partnerships are critical for success; partnerships are budget critical too.
- ▶ Economic Development is an essential element of destination management, but we need expertise.
- ▶ Research, Research, Research for decision making.

*Every year we review goals and align partnerships to achieve goals
in a productive and cost effective manner!*

Finger Lakes Visitors Connection

- ▶ Regional leader encouraging partnerships that raise awareness of Ontario County and the Finger Lakes
- ▶ Official Tourism Promotion Agency (TPA) for Ontario County
- ▶ Eligible for New York State matching funds that extend the marketing reach
- ▶ Cooperative programs must adhere to guidelines of funding source, but have high ROI

Regional Partnerships

STRATEGIC DIRECTION AND GOALS

Ontario County is one of 14 counties in the Finger Lakes travel region and one of 62 counties in New York. Destination promotion is very competitive and FLVC cannot succeed going it alone; partnership with regional and statewide entities is critical to success. FLVC is a regional leader encouraging partnerships that raise awareness of Ontario County and the Finger Lakes. FLVC is the official Tourism Promotion Agency (TPA) for Ontario County and as such, is eligible for New York State matching funds that extend the marketing reach of FLVC. Cooperative programs must adhere to the guidelines of the funding source, but have high ROI. Partnerships are perpetual and while some activities may not generate immediate ROI, the long-term benefits are measurable. Partnerships allow FLVC to reach beyond the immediate markets into areas and market segments otherwise beyond the budget.

KEY STRATEGIC ACTIONS

2016 – 2020 Annually review goals and align partnerships to achieve goals in a productive and cost effective manner.

MATERIALS AND RESOURCES

Maintain effective and mutually beneficial partnerships

- Finger Lakes Regional Tourism Council (TMP)
- Ontario County ED and FLREDC; Planning (DEV)
- Chambers, BID's (DEV) (TMP) (BUS)
- Ontario County, city and local governments (GOV)
- ROC, SYR, BUF & Niagara Falls - nearby hubs (TMP)
- Empire State Development, I Love NY (TMP) (GOV)
- Private Sector, Business and Associations (BUS)

| | Extended Marketing Impact | People Time Value Extension | Market Intelligence | Consideration of "issues/ideas" Products and Policies | Increased "coop-etition" |
|-----------------------------------|--------------------------------|--|--|---|--|
| | More money – more market share | Many hands make light work. Friends "talk" | Data is better when it's bigger & more plentiful | Seat at the table – "Me First – ask me First" | If you can't beat 'em get 'em to join you! |
| Economic Dev. Offices (DEV) | | | X | X | |
| Tourism Marketing Partners (TMP) | X | X | X | | X |
| Government (GOV) | Funding | | X | X | |
| Private Sector and Business (BUS) | X | X | X | X | X |

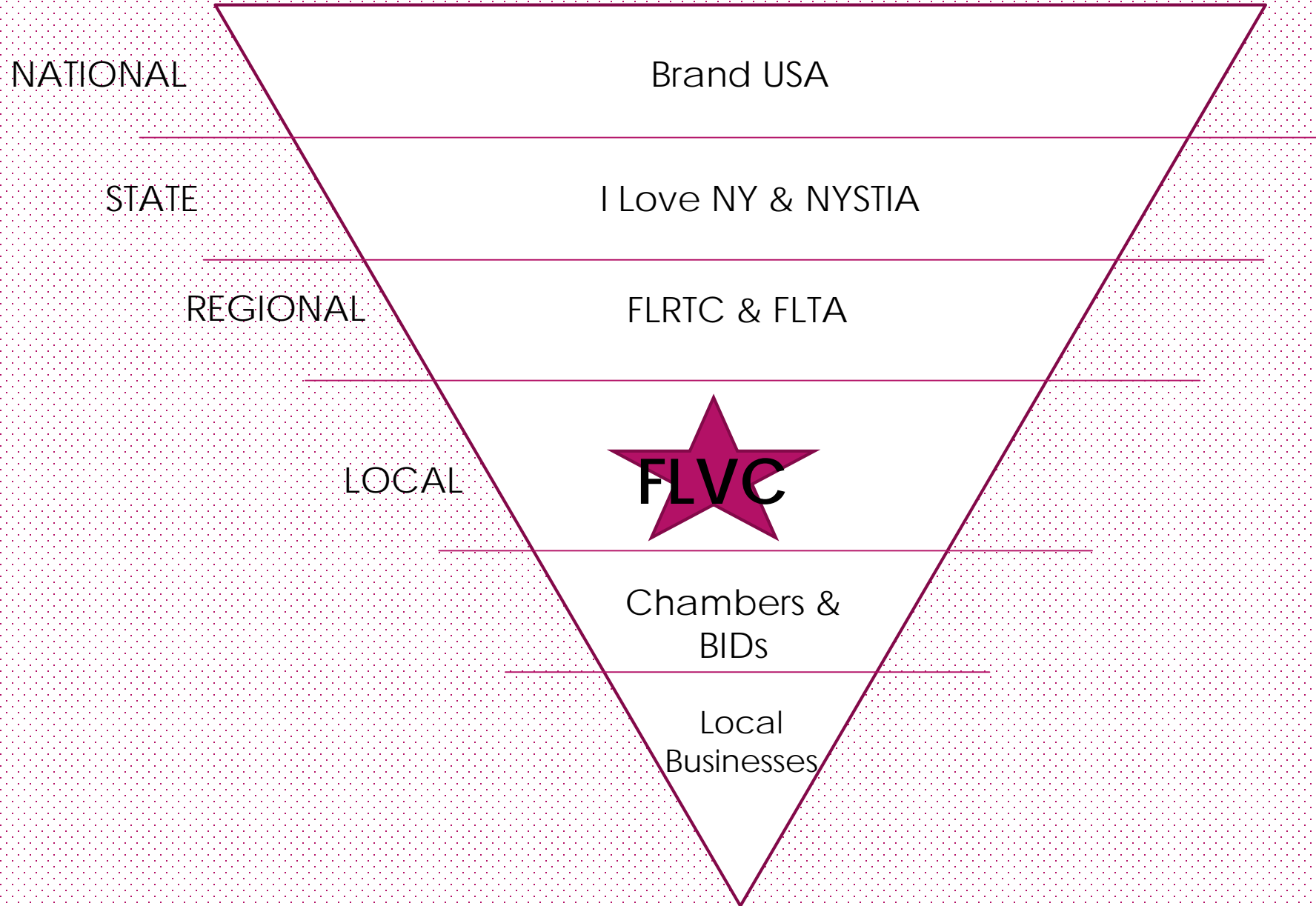
Partnerships – Accrued Benefits

- ▶ Extend Marketing Impact
- ▶ Increased Competition reaches more markets
- ▶ People/Time Value extension
- ▶ Marketing and Economic Intelligence
- ▶ Consideration of Issues, Ideas, Products and Policies
 - ▶ (we aren't the first ones to ride in this rodeo; learn from others)

Partnerships – Marketing Smartnerships?

- ▶ Historical strength from experiences
- ▶ Measurable long-term benefits
- ▶ Allow us to reach beyond the immediate markets into areas and market segments beyond our singular budget
- ▶ Many win-wins

The Marketing Funnel Cake of Success



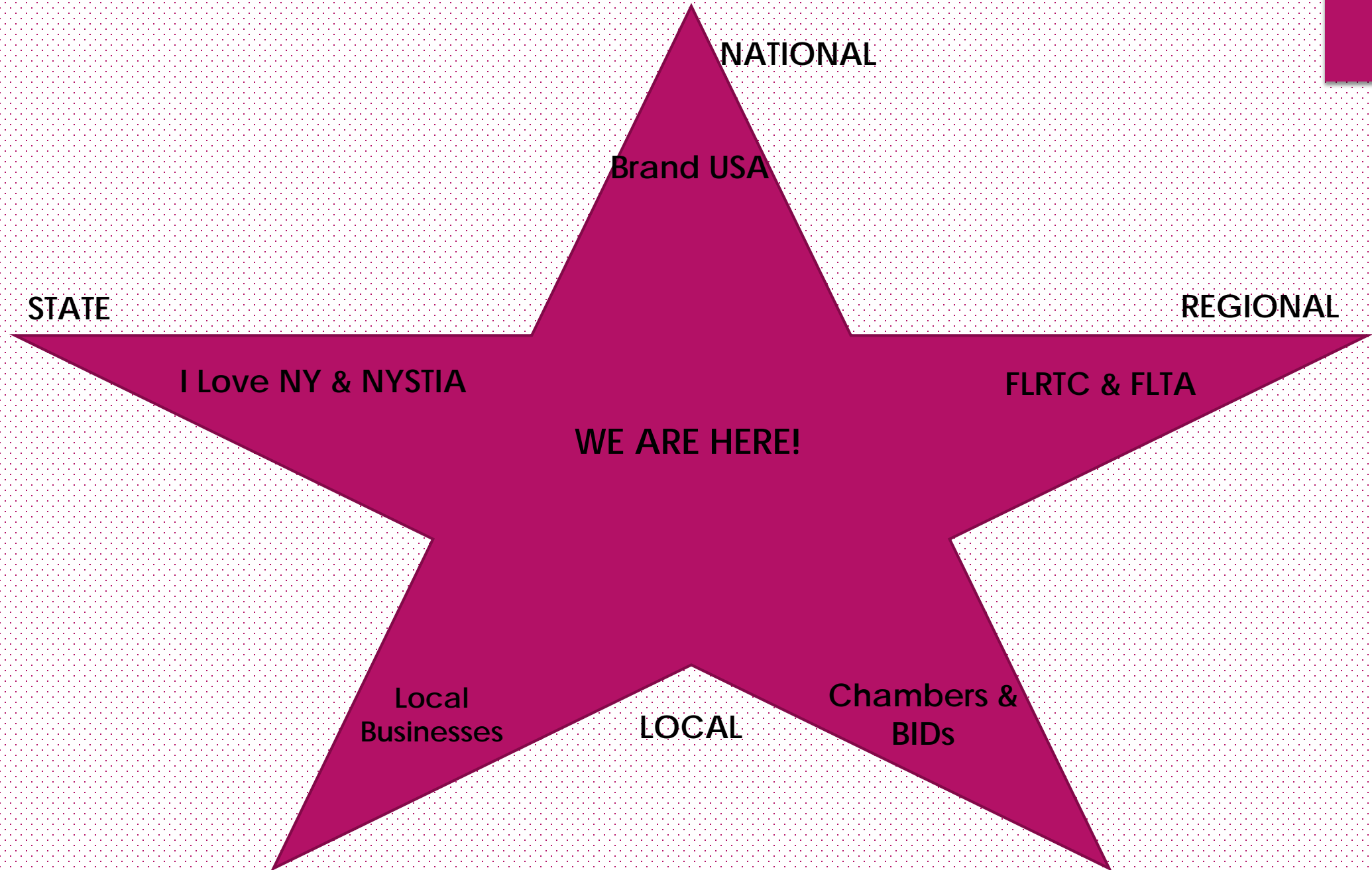
Lessons learned from the trenches – Challenges in Regional Partnerships

- ▶ Membership Organization restrictions
- ▶ Minimizing duplication of effort
- ▶ Different goals and ROI expectations from Partners
- ▶ Attention to ensuring consumer transparency... in how they got here
- ▶ Fluidity of the partnerships are difficult for the private sector industry to understand: how the information is being conveyed and why in that manner

Lessons learned from the trenches – Advantages in Regional Partnerships

- ▶ Financial
 - ▶ Spending and ROI
 - 20 - 30% of our budget goes to cooperative partnerships
 - ▶ If we did this alone, the cost would be ... in just three examples
 - ▶ FLRTC - $\$25,000 \times 14 = \$350,000$ (plus state grant leverage)
 - ▶ Haunted History Trail = $\$5,000 \times$ across the state) $\$109,134$)
 - ▶ NYSTIA Shows program = $\$3000$ total for 10 shows, if we went to those shows alone, cost would be over $\$30,000$ in fees and labor
- ▶ Market reach

The Niche Marketing connection within the Pyramid focus on joint strength



Wait – don't you have a partnership with XYZ?

- ▶ Sometimes we start the partnerships/or assist them. They are a different topic too – for example Craft Beverage Marketing (March 13)
 - ▶ Why? We seize an opportunity to develop product through local partnerships.
- ▶ Vendor Purchases are Different than Statewide Affiliations and Partnerships. That'll be covered in our two budget sessions: Budgeting Basics (March 1) and Demystifying the FLVC Budget (June 5)
 - ▶ Why? Because in this case we are buying specific deliverables – and accountable for those specific deliverables without “influence” or “demands” of cooperative partnerships.

Why These Partnerships?

- ▶ Partner Audiences are in line with our desired audiences
 - ▶ We want to be friends with their friends
- ▶ Advantageous to be “seen” with our Big, Important Partners
 - ▶ Quinn Awards as an example
- ▶ The partnership deliverables help us fill voids in our tactics
 - ▶ i.e. we could never afford an advertisement in the Toronto Star without the Canadian Cooperative.

The Dollars and Cents of Partnerships

| Partner Organization | SubPartners | \$ | Integrated | Digital | Public Relations | Niche & New Markets | Travel/Trade | Ad./Publications | Unique Expertise (Govt. relations) | Research/Data |
|--|---|----------------|------------|---------|------------------|---------------------|--------------|------------------|------------------------------------|---------------|
| New York State (I Love NY) | | \$ (65,000) | | | | | | | | |
| | Haunted History Trail | \$ 5,000 | x | x | x | x | | x | | |
| | NY Wine and Grape Foundation | \$4,500 | | | | x | | | x | x |
| | Finn and Partners | \$ - | | | x | | | | | |
| | NYS Econ. Development | \$ - | | | | | x | | x | x |
| | | | | | | | | | | |
| Finger Lakes Regional Tourism Council (FLRTC) | | \$ 35,000 | | | | | | | | |
| | Brand USA | \$ - | | | | | | | | |
| | Simpleview | \$ - | | x | | | | | | x |
| | JLL and Young Strategies | \$ - | | x | | | | | | x |
| | Quinn and Co. | \$ - | | | x | | | | x | |
| | Niche Market Coops within 14 counties, example, hiking/biking | \$ 20,000 | x | | x | x | x | x | x | |
| | | | | | | | | | | |
| New York State Tourism Industry Assoc. (NYSTIA) | | | | | | | | | | |
| | Advertising Cooperative Offers | \$ 10,000 | | | | | | x | | |
| | Travel/Trade Shows Program | \$ 3,000 | | | | | x | | | |
| | Occupancy Tax and State Issues | \$ 500 | | | | | | | x | x |
| | | | | | | | | | | |
| Ontario County | | | | | | | | | | |
| | Ontario County | \$ (1,000,000) | | | | | | | | |
| | Office of Economic Development | \$ 5,000 | | | | | | | x | x |
| | Department of Planning and Zoning | \$ - | | | | x | x | | x | x |
| | Cornell Cooperative Extension | | | | | | | | x | |
| | Genesee Regional Planning | \$ - | | | | x | | | x | x |
| | | | | | | | | | | |
| One-Offs | | | | | | | | | | |
| | ALON Marketing | \$ 8,000 | | | | x | x | | | |
| | Destinations of NY | \$ 4,500 | | | | x | x | | | |
| | FLTA | \$ 500 | | x | | | | x | | |
| | Archer Communications | \$ 40,000 | x | | | x | | | | |
| | Finger Lakes Land Trust | \$ 5,000 | | x | | x | | | | |
| | NY Bike Coalition | \$1,000 | | | | x | | | | |
| | | | | | | | | | | |
| PRIORITY FOCUS AREAS | | | 3 | 5 | 4 | 10 | 6 | 4 | 9 | 8 |



Questions?