

LUMINARY

Task 1 - Email Marketing

Monthly continuous email messaging and reporting

- The May newsletter was sent on 5.14. To date (5/20) it has received 728 opens and 100 clicks
- an increase of 128 opens over the previous month. The click rate remains steady.
- The most popular link is the featured blog post. This month, we highlighted Caraway Tea and TMI Project and their CFA grants.
- The second most popular link was to the Kingston Business Park for sale listing.

Task 2 - Event Sponsorships

Coordination of participation in 2-3 events

- We have completed negotiations with the EastxNortheast festival and have allocated a \$1,500 budget toward sponsorship of the event which will now take place in both June and August. The Ulster for Film video will play as a short promo in front of at least 6 screenings. Other benefits include video placement in select locations throughout the event at participating venues, and direct introductions to film producers and directors.

Task 3 - Event Production

Attendance of 3 NYC Tech Meet Ups, Coordination of 2 happy hour events, Coordination of 1 bus tour

- Brian Mahoney and Sann Liotta attended the May 7 NYC Tech Meet Up to make connections and promote our upcoming happy hour events. There was great interest in Ulster County from freelancers, CEO's, and more. Suzanne and Kayleen received 10 business cards of direct leads to contact. These leads will also be invited to the upcoming happy hour events and added to the mailing list.
- The June 18 event at Brooklyn Cider House has 11 attendees signed up so far. The event is continuing to be promoted. Those currently in attendance include some CEO's that we met at the NYC Tech Meet Up that expressed interest in learning more about relocating their business here.

Task 4 - Paid Advertising Placements

Paid print and digital placements to promote the benefits of doing business in Ulster County and promotion of task 3 event production

- The first native article on Brownstoner.com is almost approved and will be going live the week of May 20 as planned.
- Escape Brooklyn has signed on to promote our upcoming happy hour events and profile Brooklyn Cider House and Lite Brite Neon - 2 successful NY based businesses who made the move to Ulster County and highlight the benefits they've experienced since opening a second location here.

Task 5 - Reprints

Printing, shipping, delivery, and storage of 5,000 Ulster for Business Rack Cards

- This is complete.



Task 6 - Chronogram advertisements

Complimentary advertising for 11 months.

-The June Chronogram ad is attached.