

2018

UCEDA Report Out

 **LUMINARY**

Introduction

As part of our ongoing efforts to target business relocation leads for Ulster County Economic Development Alliance, Luminary engaged in the following marketing activities in 2018:

- Pay-Per-Click lead generation
- Event Sponsorship Coordination
- Event Production
- Research and Follow-Up

Pay-Per-Click Lead Generation

2018 Key Takeaways

- Google Adwords campaign April - August
 - Total Clicks: 1,303
 - Total Impressions: 324,767
 - Total Spend: \$2,718.95
 - On average, the Film campaign received more impressions, but the Food and Beverage and Manufacturing campaigns had a better click through rate.
 - It was determined in August that the cost per click was too high so PPC was paused and a pivot was made to Facebook PPC advertising.
- Facebook Campaign December
 - Total Clicks: 326
 - Total Impressions: 258,541
 - Total Reach: 49,438
 - Total Video Views: 10,654
 - Total Spend: \$2,293.51

Event Sponsorship Coordination

- Woodstock Film Festival Sponsorship Benefits
 - Filmmaking video shown at awards ceremony and in hospitality lounge
 - One-day presence in hospitality lounge
 - Sponsored email blast sent to over 12,000 WFF members
 - Full page ad in WFF program
 - 2 passes to networking events
- Tech Up for Women Sponsorship Benefits
 - Exhibit table + additional display at NYC event
 - Logo, full page ad, and description in event program
 - 5 event attendee tickets
 - Three dedicated email blasts to event attendees
 - Exclusive press release about UCEDA participation
 - Social media shout outs

Event Sponsorship Coordination

2018 Key Takeaways

- Total combined reach: 120,000
- Total number of email blasts sent: 9
- Average email blast open rate: 14%-18%
- Average email blast click through rate: 7%-14%
- Total number of email addresses obtained for year-round communication: 450+

Event Production - Grand Central Tech North

2018 Activities

- Luminary coordinated and attended event in NYC for initial interest in GCT North program
- Luminary assisted with event attendee resource creation and acted as an attendee liaison as needed
- Luminary acted as a resource for GCT staff as needed

Key Takeaways

- Marketing for the GCT North initiative done by GCT was not successful in effectively communicating the benefits of working in Ulster County which resulted in low attendance.

Research and Follow Up - Grand Central Tech North

2018 Activities

- Creation of interview questions for GCT North prospects and participants
- Conducted interviews with 16 individuals for feedback about the program

Key Takeaways

- Marketing for the GCT North initiative done by GCT was not successful in effectively communicating the benefits of working in Ulster County and was not done in a timely manner, which resulted in low attendance.
- The idea of a co-working space was positively received and was good to get people in the door, top of the funnel but was not a slam dunk for relocation.
- Participants wanted an opportunity to make meaningful business connections, i.e. 1-on-1 meetings with OED. The Wednesday night tech meet-ups were good, but not promoted effectively.
- Small start-ups without significant funding are not good targets for relocation or participation in the program.
- Need to clearly communicate how participants will be connected to the resources they need.
- A lot of people found a out of town excursion difficult to plan. They might be interested in a concierge service: stay and play all in one piece
- There's a certain type of person that's interested in relocating to the area and there is interest for people to learn more.

Research and Follow Up - Grand Central Tech North

Key Takeaways

- People are curious to know what resources exist in Ulster County.
- Prospects didn't understand what the purposes of the program was, other than working outside the city, which didn't address the business needs of a start-up.
- Both prospects and participants requested more activities, workshops, notable speakers, chance to make connections.
- Those who participated had a great time, and loved the co-working space. They thought that the space being closed on Fridays was inconvenient.
- Participants felt Ulster County had lots of great activities to do while they were here and also felt they had ample resources to reach out to for assistance.

Questions for GCT North RSVP's - NYC Event May 2018

1. You RSVP'd for the information session held at the Company offices on May 22. Did you attend or send a representative? Why or why not?
2. What were some of the things that enticed you the most about GCT North? For example, Location? Date range? Rental pricing?
3. What did you like the most about the information session? What did you like the least? Are there some things that you had anticipated to get out of the information session that were not discussed? If yes, what were they?
4. Did you take further action in investigating a presence at GCT North after the information session? If yes, what actions did you take?
5. Please provide some feedback about what factors influenced your decision to not participate in this year's GCT North experience. Cost? Housing?
6. Is there anything else you'd like to share with us?

Feedback from GCT North RSVP's - NYC Event May 2018

NewtonX - Sophie Qian - sophie.z.qian@newtonx.com - Head of Marketplace Ops

Sophie RSVP'd for the event, but did not attend. She was initially interested in the program until she learned about the time it would take to organize her company's stay upstate. She said that a concierge service would have been more attractive and would have contributed toward swaying her toward participating. She also felt that transportation was an issue as many of her colleagues do not have a car. Having transportation as part of the package would have been an advantage. They would be more interested in a private work retreat or offsite meeting than a week-long co-working space.

Edittress - Meghann Wu - meghann@edittress.com - Founder

Meghann attended the RSVP event in May. She felt that she was provided with enough information at the event to make an informed decision but decided that she did not wish to participate this year. Meghann has lived in NY for over a decade and was familiar with the Ulster County area. As a result, she knew how necessary a car is in the area which was a factor in her decision to not participate. Cost was the largest factor for her. She made it a point to mention that most startup founders aren't even taking salaries and are just trying to get along in their own world. For people on a budget they would likely not be taking advantage of the environment and lifestyle. She loved the idea of community events and leaders having a presence and getting to know people. The Wednesday meet ups would have been the most attractive type of events to her and wished that they had been marketed to her in advance. Would have been more palatable if it was just super easy to participate - more of an all inclusive experience - less options and customization. Would have been interested in a Founders Friday event series more networking less like a vacation. She likes the idea of a conference with one price featuring workshops, work space, networking, etc. Suggested creating an incubator upstate. She felt this had more of a tourism feel.

Practice Marketing Inc. - Vikram Rajan - vik@practicemarketinginc.com - President

Vik was very interested in the opportunity but then had a new baby at home and was unable to follow through.

Feedback from GCT North RSVP's - NYC Event May 2018

Open Road Integrated Media - Chris Cavanagh - ccavanagh@openroadmedia.com - VP, Audience Development & Monetization

Chris attended the information session in the City because he is originally from the Newburgh / Orange County area, so the Kingston based location sparked his interest. After attending the information session, he was not interested in participating in the GCT North program because he did not need the co-working space.

Eden Health - Jonathan Stevens - Jstevens@edenhealth.com - Chief of Staff

Jonathan was initially very attracted to the idea and thought it would be great for their team, however, the reality of a company at the start up stage & at their small size is such that even the effort of understanding the program and then planning to take advantage of the program was too much of a barrier for them. They do not have a team member who focuses solely on culture or events or people, so the team is spread thin as is - they didn't have the bandwidth to really take advantage of the program even though it seemed "really cool".

Sentiance - Nicholas Fuller - nicholasfuller@gmail.com - Head of Marketing & Sales, North America

Nick is a fan of Grand Central Tech and was interested to learn more about what they were organizing upstate. He ultimately decided that his company did not need the opportunity to work upstate and did not see a clear advantage to working from Ulster County as they have office space in Union Square.

Code and Content Academy - Sonya Magett - sonyamagett@gmail.com - Program Director

Sonya was very interested because it was an opportunity to work remotely not in the City but then took a freelance job in NJ and was unable to attend follow through.

Feedback from GCT North RSVP's - NYC Event May 2018

MyStandBy - David Plonsky - dave@mystandby.com - Founder & CEO

David's main office location is in NYC and he also lives there with his family. He said that he would have been interested in participating if he could have planned a family vacation around his participation in the space. Although he did not attend the event despite having RSVP's, he had a good understanding of what the program was, but he didn't see the real benefit of participating. His main concern was he didn't quite understand the tie in as to how it would benefit his business directly. Who would he meet? What was the value add other than the lifestyle change? There was no programming included in marketing materials that he received from GCT and he felt the messaging was a huge problem as it did not properly communicate what the real benefit of the program was. He stressed that start ups need traction and funding and giving bandwidth to anything other than that is not worth his time. He wants to make connections to the right people to advance his business.

Drake Creative - Alex Tuller - alex@drakecreativecollab.com - Principal & Art Director

Alex's company is based in Millbrook. He did not participate in the program but was interested as he is familiar with the area.

Boxcar - Joe Colangelo - joe@boxcarapp.com - CEO

Joe attended the RSVP event but did not participate in the summer program. He did not feel that his NJ based company could benefit from it.

BLK - Chi Zou - czou@jd14.law.harvard.edu - VP

Chi attended the event but did not realize this program was a remote work program before she RSVPd. She is not able to work remotely so this does not apply to her, but she said that she enjoyed meeting everyone and making connections at the event.

Questions for GCT North Participants

1. Where did you stay during your time at GCT North?
2. What activities did you participate in outside of GCT North? (Hiking at Mohonk Mountain House for example)
3. Did you feel that you had enough resources about the area or contacts to reach out to with questions if needed?
4. What was your or your team's favorite part about participating in GCT North?
5. If you could come back to Ulster County again for work or pleasure, where would you go?
6. Would you participate in a GCT North program next summer?
7. Would you recommend participation in a GCT North program to a colleague or friend for their business?
8. What would you improve about your GCT North experience?
9. Anything else you'd like to share with us?

Feedback from GCT North Participants

FaireFare - Adero Davis - adero@fairfare.nyc - 1 Seat - August 6-9

Adero was a single participant who stayed for about 5 days in a Air BnB about 20 mins from Kingston. He could not remember the name of the town but Saugerties & Mt. Tremper rang a bell with him. While in Ulster County, he did some hiking and attended a open mic night at a local bar that he could not remember the name of. His co-founder went to Bard so was familiar with the area. He really just came up for some R&R and to get out of the City. While at the Senate Garage he met Don and Judy and felt he had enough contacts here should he need anything. Next time, he would want to do more hiking and would love to explore horseback riding. Unfortunately he was on the fence about participating again and said there wasn't anything really wrong with it but it wasn't enough for him to return. He would recommend it to a friend who wants a chance of scenery. He recommended that the workspace improve a bit —perhaps add a little kitchen space, coffee, tea, snacks, etc. He could be open to a conference type event but would need more details before committing.

Ed Havens - edwinhavens@gmail.com - 1 seat - July 16-20, 2018

Ed lives in Saugerties so he commuted to the space from his house. Although he lives local, he wanted to participate. He is on the Company email list and took advantage of the free week promotion as that made the most sense for him. He did not participate in any activities, not even the Wednesday Meet-ups. He mentioned that there weren't a lot of people there and he was alone the entire time which was disappointing. He would participate in the program next summer and would like the networking opportunities. From a Ulster County resident standpoint, he liked seeing the NYC tech audience come up to the area and would like to see the tech industry here grow. Edwin said that having some sort of structured guaranteed way to make connections / grow their business is more attractive to start up founders than excursion type programming and would participate in a weekend conference.

Feedback from GCT North Participants

Paladin - Kristen Sunday - kristen@joinpaladin.com - 6 seats - August 6-10

Kristen stayed in Air BnB in Woodstock. They had some trouble finding an appropriate place because they had a team of 7. Her team went on the O+ mural walk, and they went to Keegans and Arrowood. She had plenty of resources while she was here and appreciated Samm in particular for the random questions. She liked being able to get out of the city and have good team bonding. The space was beautiful and easily accessible. She liked that it was “downtown”. Restaurants were awesome. Really loved the Hoffman House. She would love to come back for vacation especially to Arrowood. She did wish they had stayed a little closer, within walking distance would have been nice. She would have loved more specific Uptown recommendations for lunch / recreation activities in the printed materials provided. She would totally participate next year and would recommend to another business. She loved having someone to reach out to, but doesn't think a greeter at the space is necessary. They already go to so many events and this was exactly what they were looking for. The leisure team-building element with the ability to work in a space that was accommodating for that. Having a activity programmer is really what was missing.

Studio - Nathaniel McNamara - nathanielmc@gmail.com - 2 Seats - August 29

Nathaniel owns a second home in Saugerties, so he stayed there. He did go to the Tech Meet-up and went to Woodstock for dinner one evening. He felt there were enough resources to ask questions and felt it was nice to meet the people who ran the space upstairs, chat with Kale and Judy and others in the area. He liked that he got out of the City, the space was beautiful, nicely air conditioned, nice to interact with the community but hard to balance meeting new people and getting work done. He wants to continue to meet people in the Tech community in the area and continue to explore the culture. He would participate again and would recommend to a friend. He wanted the option of privacy to take phone calls, etc. He overheard other phone calls and didn't like that too much. The coffee maker wasn't really operational. He would have appreciated a local coffee service be provided. He overheard a lot of confusion about where to stay, and what to do while here. He could be very interested in weekend conference type situation. He thinks that a lot of people would be interested in that because it's defined. If doing a coworking space, define accommodations and activities better with an all-inclusive package option. Recommended including better and more specific itineraries. He wanted assistance with networking, meeting people, and purposeful introductions. He and other tenants didn't like closing on Fridays—wanted more of a traditional work environment.

Feedback from GCT North Participants

Anvyl - Rodney Mazo - rodney@anvyl.com - 12 seats - July 19 - 20, 2018

His team stayed at the Glamping site by Hutton Brickyards and had a great time. They went to Keegan's but did not attend Wednesday meet up. They did feel there was enough resources but they would have loved more resources. They looked at the travel guide but didn't find it helpful. They would be interested in a concierge service while here. They liked that they all got out of the City. Definitely would come back for climbing / Mohonk / hiking. They would participate again and would recommend to a friend. Has already in fact! They didn't realize the building shut down on Friday's. They wish they had known that or had access to a venue that was open longer. They could be interested in weekend conference type situation. They loved the location wishes he could be here permanently. Acquiring talent and customers is too difficult up here to relocate.

Thank you!