

BREAKOUT SESSION 2A

Pocono Proud

Presented by

Kate Croll & Linda Wojnar-Krasnavage
PMVB



POCONO MOUNTAINSSM
VISITORS BUREAU

Pocono Proud

Presenters



Kate Croll,
Executive Producer of
Broadcasting & PTN



Linda Wojnar-Krasnavage,
Director of Web Content
& Search Engine Marketing

POCONO PROUD



POCONO MOUNTAINSSM
VISITORS BUREAU

Agenda

- Pocono Fun
- Introduction to the Pocono Proud Campaign
- Benefits to Membership
- Share the PoconoProud.com webpage
- Local Perks
- Creative for this Marketing Campaign
- Breakout Session
- Ways to Participate

Pocono Fun

How well do you know the Pocono Mountains?

Origins of Pocono Proud

- 2019 campaign showcasing why people were Pocono Proud
- Initially a collaboration between PMVB, ESU and NCC
- Evolved into educating the local community on benefits of tourism
- Missing an element of personal experience

Committee Members

Rob Kobrzynski: Pike County | Three Hammers Winery & Milford Wine & Cheese

Amanda Beam: Monroe County | Pocono Soap

Kate Troxell: Carbon County | Y on Broadway

Rocco Baldassari Pike County | Kittatinny Canoes

Becky Ryman: Wayne County | Wallenpaupack Brewing Company

Jeromy Wo: Monroe County | Shawnee Inn

Purpose

To invite residents to celebrate the vibrant communities, natural beauty and unique offerings that make the Pocono Mountains special. Residents will be inspired to vacation in their own town and enjoy the attractions and offerings of our destination.



Target Audience

Residents of the Pocono Mountains
(four-county) region



Call to Action

Spark a feeling of Pocono Proud that inspires residents to choose local (buy local, sip local, eat local, hike local). This will boost sales in the off-seasons.



Benefits to Membership

- Engage the local market to drive midweek or shoulder season traffic
- Create connections with the local community | loyal customers
- Get your business featured in additional marketing channels

PoconoProud.com

Let's Explore It!

- Copy
- Local Perks
 - Listing
- Made in the Poconos
- Explore Your Own Background
- *New Poconos Made Blog*
- Pocono Experience Passports
- Gallery

Local Perk Examples

Rainy Day Fun

S&S Speedways

Available: Now through December 31, 2026

Local Perk: Free Pizza with 4-Person Ticket Purchase



Local Perk Examples

Adventure Seeker Day

Pocono Biking

Available: Weekdays from
June 1-August 31

Local Perk: \$5 Off Bike Rental for Full
Day Reservation Only



Local Perk Examples

Nature Explorer

Bushkill Falls

Available: Now through End of 2026 Season

Local Perk: 5% Off Gift Shop Purchase



Midweek Offers

PoconoMountains.com/Midweek

Midweek Deals/Offer is not the same as a local perk
These are open to everyone (locals and visitors alike)

Creative Examples

**POCONO
PROUD**



Breakout Session

Create a Local Perk for the Person to Your Right

Themes are welcome

- Backyard Getaways
- Adventure Seeker Day

Spokesperson from Each Group Shares the theme + the Perks

Participation

- Host an event that may attract local residents
 - Live Music
 - Trivia & Game Nights
 - Seasonal Events
 - Community Festivals
- Help us promote this on your own platforms
 - Try not to alienate visitors with messaging
 - Stay away from verbiage like "Locals ONLY"
 - Suggested copy: Exclusively available to residents of Monroe, Carbon, Pike and Wayne Counties in the Poconos. Be prepared to show a photo ID with a Pocono Mountains zip code to claim this Pocono Proud Perk!

Questions & Feedback

Let us know your thoughts!

Submit Your Local Perk

