



**POCONO MOUNTAINS<sup>SM</sup>**  
VISITORS BUREAU

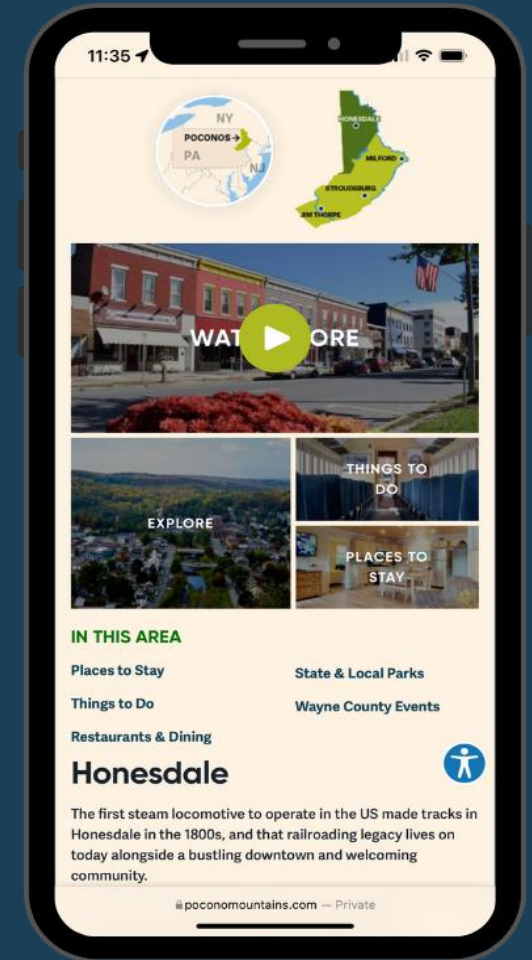
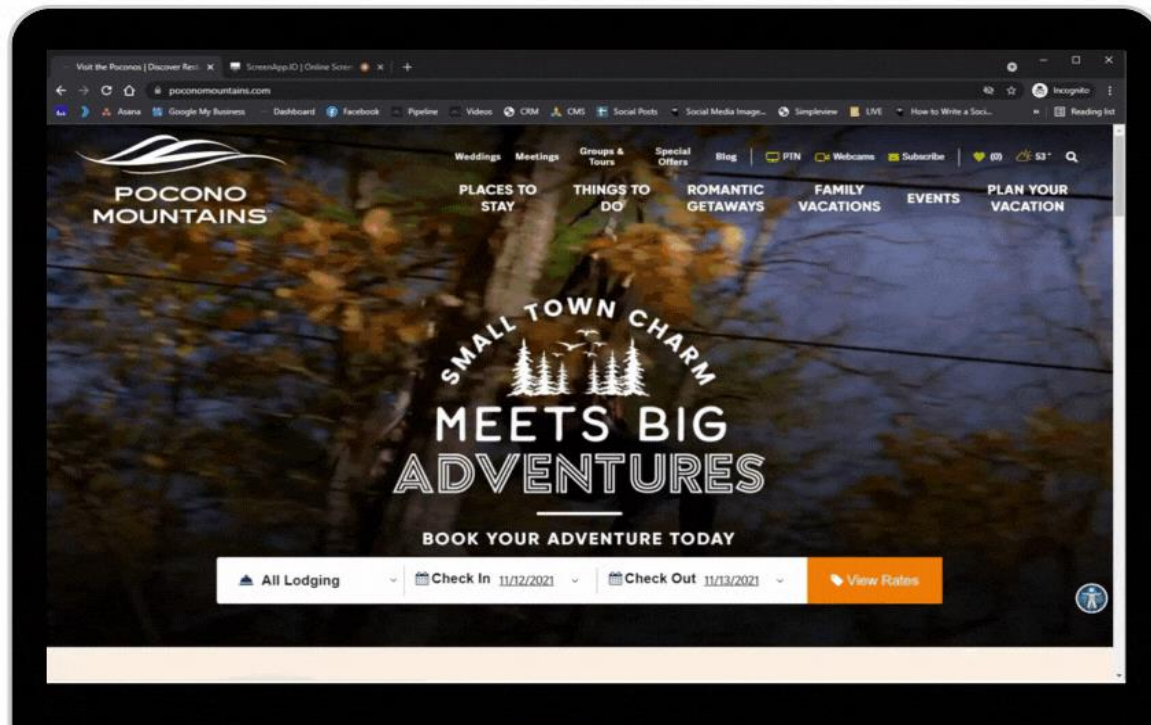
# Wayne County Tax Disbursement Working Session 01.12.23

# Sales & Marketing Plan 2023

- Annual broadcast TV in the following DMA's
  - NY, PHL, HLLY, WB/SCR, and Pocono Market
  - Baltimore and Washington, DC Markets, and Hartford CT seasonally
- Maintain annual digital (Basis & PPC) buys
  - Develop Campaigns: YouTube, Display, and Performance Max
- Social Media ad campaigns on PoconoTourism and PTN Channels
- Offer Digital Co-Op Programs
- Opportunity Buy/Sponsorship programs
- Municipality Grant Program continued in 2023
- Continue to work with and develop programs MCTI, NCC and ESU
  - Look at continue to update hospitality related curriculums
  - Internship programs
  - Mentorship and Apprenticeship programs

# Continue to Optimize Website

- Events and Community Calendar
- Job Openings Board
- Mobile and Location Optimized





## 24/7 STREAMING CHANNEL

- WDPN – 2.8 Philadelphia (OTA)
- YouTube, Roku & Fire TV
- *Android TV, Apple TV (2022)*
- Adams Cable, Blue Ridge Cable, Service Electric, RCN, News 12+ in NY and NJ, Comcast State College

- Launching a 3-part series beginning in February on Wayne County Farm
- Working to help promote Wayne Agrolegacy Brand



Brianna Strunk

Jim Hamill

**PTN IS EVERYWHERE YOU ARE!**

# @PoconoTourism

## FACEBOOK

- Facebook Reach: 5,478,315
- New Followers: 11,509
- Organic Reach: 5,478,315
- Paid Reach: 1,794,383

## INSTAGRAM

- Instagram Reach: 1,503,245
- New Followers: 14,693
- Organic Reach: 1,503,245
- Paid Impressions: 5,438,316

# @PoconoTVnetwork

## FACEBOOK

- Facebook Reach: 418,028
- New Followers: 1,214
- Page Visits: 7,545

## INSTAGRAM

- Instagram Reach: 447,913
- New Followers: 782
- Page Visits: 4,063

# Social Posts Related to Wayne County in 2022

- Total Posts: 639
- January: 37
- February: 17
- March: 32
- April: 39
- May: 36
- June: 35
- July: 45
- August: 98
- September: 61
- October: 66
- November: 86
- December: 87

# Objectives of this working session

- Looking into ways to combine marketing efforts
  - Pulling in Wayne County Calendar into Pocono Mountains Community Calendar
- Leveraging Pocono Mountain Visitors Bureau Buying Power
  - More Billboards to promote events
- Add a digital marketing campaign component to a Wayne County Landing page (Microsite) to drive additional traffic to all your websites



# Objectives Continued

- Continue to build stronger partnerships with Chamber of the Northern Poconos, GHP, and DHP
- Continue to build video library to help market events in Wayne County on PTN and other PMVB marketing Channels
- Continue to have more representation from PMVB in Wayne County with James Hamill, Marlyn Kissner, and Brian Bossuyt



# Expanding Partnerships

- Continuing to work with Wayne County Commissioners and the Wayne Tax Board
- Partnering with WEDCO on combined marketing efforts to show the viability of economic development in Wayne County
- Working with Wayne Tomorrow to help promote the overall program and other ways the PMVB can help in the growth of Wayne County
- Continue to find ways to work with non-profits and utilize the marketing power of the PMVB to get their messaging and initiatives out.

# Where you can find applications for 2023 PoconoMountains.com/Wayne



The screenshot shows the PoconoMountains.com website. The header is dark blue with the Pocono Mountains logo on the left and navigation links on the right: Weddings, Meetings, Groups & Tours, Special Offers, Blog, PTN, Webcams, Subscribe, (4) reviews, and 30° weather. Below the header is a secondary navigation bar with links: PLACES TO STAY, THINGS TO DO, ROMANTIC GETAWAYS, FAMILY VACATIONS, EVENTS, and PLAN YOUR VACATION. The main content area has a light orange background and features the title "Wayne County Hotel Tax Disbursement Program". Below the title is a green text box stating: "These disbursements provide marketing assistance to nonprofits and event promoters to assist in bringing visitors to Wayne County and the Pocono Mountains." This is followed by a paragraph explaining that the Pocono Mountains Visitors Bureau has delegated certain responsibilities to its Room Tax Allocation Committee (RTAC). At the bottom of the main content area is a green button that says "Click here for the application >". The footer is split into two sections: the left section has a blue background with a sunset image and the text "REQUEST A TRAVEL GUIDE"; the right section has a green background with a white envelope icon and the text "SUBSCRIBE TO E-NEWSLETTER".

**Wayne County Hotel Tax Disbursement Program**

These disbursements provide marketing assistance to nonprofits and event promoters to assist in bringing visitors to Wayne County and the Pocono Mountains.

The Pocono Mountains Visitors Bureau has delegated to its Room Tax Allocation Committee - RTAC certain responsibilities concerning the solicitation, evaluation and recommendation of tourism-related projects to be funded in part by proceeds from the hotel room tax imposed throughout the four counties of the Pocono Mountains.

On the application you will find the guidelines for the program and instructions for submitting the application.

[Click here for the application >](#)

**REQUEST A TRAVEL GUIDE**

**SUBSCRIBE TO E-NEWSLETTER**



Wayne County Room Tax Allocation Committee  
APPLICATION FOR FUNDS FOR TOURISM RELATED PROJECT

ACT 18 requires that monies are to be used for marketing projects to promote tourism in the County. Projects that include construction or other non-marketing related activities do NOT qualify. Please submit electronically to [vbotjer@waynecountypa.gov](mailto:vbotjer@waynecountypa.gov) or mail **one (1)** application, along with attachments to the PMVB Room Tax Allocation Committee, Attn: Vicky Botjer, Wayne County.

Submission Deadlines:	Applications Due	Awards Announced
	February 10th	March 8th

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Are you a non-profit organization? ☐ YES ☐ NO

EIN: \_\_\_\_\_

How long has your organization existed? \_\_\_\_\_

Are you incorporated? ☐ YES ☐ NO

Have you been granted 501 (c)(3) or 501(c)(6) status by the IRS? ☐ YES ☐ NO

*If yes, please enclose a copy of IRS determination letter*

Amount Requested: \$ \_\_\_\_\_

State organization's general purpose and mission:

Applications for 2023 available today

Online at

[PoconoMountains.com/Wayne](https://PoconoMountains.com/Wayne)

Application submission to

[vbotjer@waynecountypa.gov](mailto:vbotjer@waynecountypa.gov)

Invoice submission to

[Wayne@poconos.org](mailto:Wayne@poconos.org)



# Questions?

- Thank you enjoy and we look forward to working with all of you this year!
- Brian Bossuyt, [Bbossuyt@Poconos.org](mailto:Bbossuyt@Poconos.org)
- James Hamill, [Jhamill@Poconos.org](mailto:Jhamill@Poconos.org)
- Marlyn Kissner, [Mkissner@Poconos.org](mailto:Mkissner@Poconos.org)
- Jamie Schmeelk, [Jschmeelk@Poconos.org](mailto:Jschmeelk@Poconos.org)
- Adding events to Community Calendar, [CRM@Poconos.org](mailto:CRM@Poconos.org)