



POCONO MOUNTAINSSM
VISITORS BUREAU

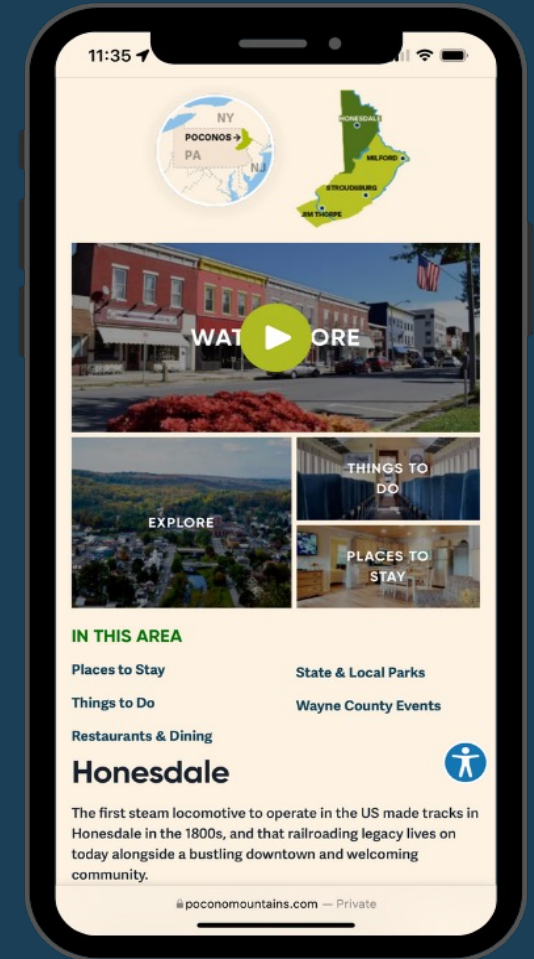
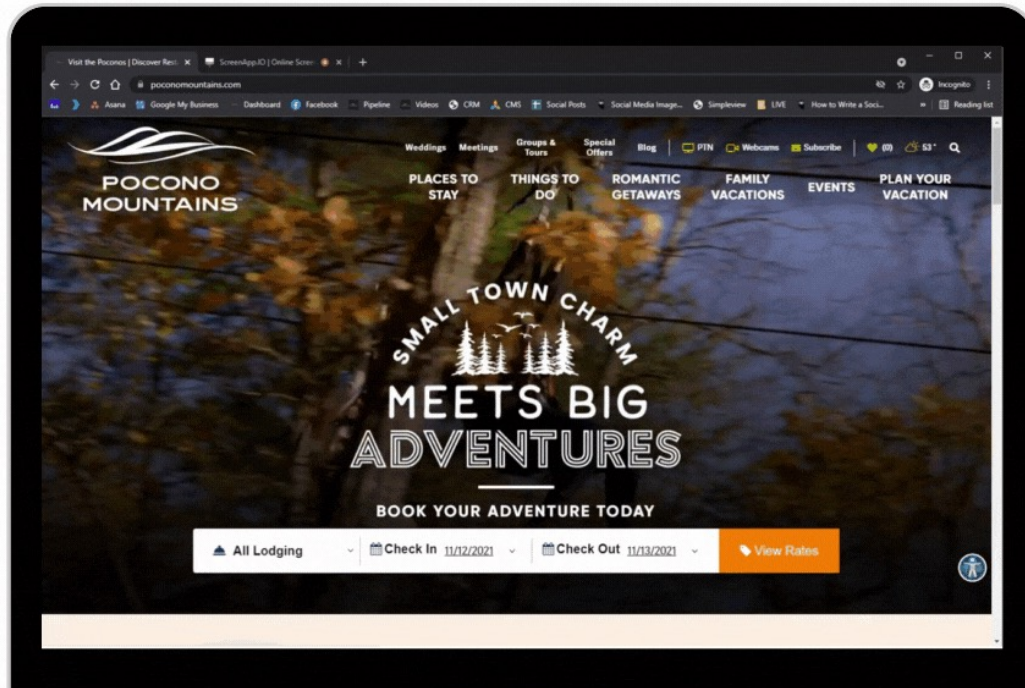
**Wayne County Tax
Disbursement Working Session
01.18.24**

Sales & Marketing Plan 2024

- Annual broadcast TV in the following DMA's
 - NY, PHL, HLLY, WB/SCR, and Pocono Market
 - Washington, DC Markets, and Hartford CT seasonally
- Maintain annual digital (Digital & PPC) buys
 - Develop Campaigns: YouTube, Display, and Performance Max
 - Running campaigns on YouTube TV March through September.
- Social Media ad campaigns on PoconoTourism Channels
- Offer Digital Co-Op Programs
- Municipality Grant Program continued in 2024
- 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 NETWORK | streaming-cable-broadcast

- WDPN – 2.8 Philadelphia (OTA)
- YouTube, Roku, Fire TV, Samsung TV, Xbox
- *Android TV, Apple TV, Android OS, Apple iOS*
- Adams Cable, Blue Ridge Cable, Service Electric, Astound, LHTC Broadband
- PTN is now in 8 Million Homes and growing



PTN IS EVERYWHERE YOU ARE!



@PoconoTourism

FACEBOOK

- Followers: 453,588
- New Followers: 4,196
- Organic Reach: 33,500,170
- Impressions: 42,878,415

@PoconoTVnetwork

FACEBOOK

- Followers: 6,231
- Facebook Reach: 935,794
- New Followers: 841
- Page Visits: 16,778

INSTAGRAM

- Followers: 182,308
- New Followers: 12,418
- Organic Reach: 4,077,715
- Impressions: 8,857,402

INSTAGRAM

- Followers: 2,296
- Instagram Reach: 59,026
- New Followers: 652
- Page Visits: 5,607

Social Posts Related to Wayne County in 2023

Total Posts: 538

- January: 92
- February: 64
- March: 37
- April: 97
- May: 24
- June: 40
- July: 37
- August: 34
- September: 39
- October: 34
- November: 21
- December: 19

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

Membership

- 571 total members
- 98.8% retention rate
- Wayne county members = 84
- Upcoming events:
 - Pick up the Poconos = Saturday, April 20, 2024 - 9:30 a.m. to 12: 30 p.m.
 - Tourism Day = Wednesday, May 22, 2024 @ Kalahari Resort
- 2024 Training:
 - CRM – Extranet
 - Social Media

Questions? Contact:
Membership@poconos.org

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 – including the Agrolegacy of the Northern Poconos brand
- 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 2024 PoconoMountains.com/Wayne

The screenshot shows the website's header with the Pocono Mountains logo and navigation links: Weddings, Meetings, Groups & Tours, Special Offers, Blog, PTN, Webcams, Subscribe, (4), and 30°. Below the header are categories: PLACES TO STAY, THINGS TO DO, ROMANTIC GETAWAYS, FAMILY VACATIONS, EVENTS, and PLAN YOUR VACATION. The main content area features the title "Wayne County Hotel Tax Disbursement Program" and a green callout box stating: "These disbursements provide marketing assistance to nonprofits and event promoters to assist in bringing visitors to Wayne County and the Pocono Mountains." Below this is a paragraph explaining that the Pocono Mountains Visitors Bureau has delegated certain responsibilities to the RTAC. A yellow button labeled "Click here for the application" is positioned at the bottom of the text. The footer contains two promotional banners: "REQUEST A TRAVEL GUIDE" with a magazine cover image and "SUBSCRIBE TO E-NEWSLETTER" with an envelope icon.



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 or mail one (1) application, along with attachments to the PMVB Room Tax Allocation Committee, Attn: Vicky Botjer, Wayne County.

Submission Deadlines:	Applications Due February 10th	Awards Announced 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 2024
available today

Online at
PoconoMountains.com/Wayne

Application submission to
vbotjer@waynecountypa.gov

Invoice submission to
Wayne@poconos.org



Questions?

- Thank you, here are some key contacts too:
- Brian Bossuyt, Bbossuyt@Poconos.org
- Marlyn Kissner, Mkissner@Poconos.org
- Jamie Schmeelk, Jschmeelk@Poconos.org
- Noor Jabri, njabri@poconos.org
- James Hamill, Jhamill@Poconos.org
- Adding events to Community Calendar, CRM@Poconos.org