



Watertown City Council  
April 9, 2012

Adjourned Council Meeting Agenda

Resolution 1. Approving Lease Agreement, Watertown Wizards, Inc.

Work Session Agenda

Discussion Items:

1. Destination Marketing, Thousand Island International Tourism Council

In attendance:

Gary DeYoung, Director of Tourism

2. Dog Related Issues

In attendance:

Police Chief Joseph J. Goss; City Attorney Christina E. Stone; Todd Cummings, Dog Control Officer

Presentation:

1. Woolworth Building Redevelopment

Presentation by:

Michael Treanor and David Gallo

Executive Session:

1. To discuss collective bargaining negotiations.

April 6, 2012

To: The Honorable Mayor and City Council  
From: Mary M. Corriveau, City Manager  
Subject: Lease Agreement, Watertown Wizards, Inc.

Attached for your review and approval is a new version of the Lease Agreement with the Watertown Wizards, Inc., for the upcoming baseball season. The requirement to pay the City 10% of the food and non-alcohol concession has been removed and replaced with a new section that addresses the leasing of the concession space at the Fairgrounds. Another change was made to address the timeframes for the sale of alcohol to events other than Baseball.

As we discussed at the March 26, 2012 adjourned City Council meeting, this Agreement has been modified to reflect the City's new Alcohol policy. The term of this Agreement is June 1, 2012 through August 15, 2012, and Baseball will be required to obtain a license for the term of Agreement.

There is no funding coming to the City from the sale of alcohol, but in the event a non-Wizard event is held on the premises and it is sponsored by a not-for-profit organization, Baseball is required to donate a minimum of 50% of the net proceeds of the sale of alcohol to the not-for profit.

Resolution No.

April 9, 2012

# RESOLUTION

Page 1 of 1

Approving Lease Agreement,  
Watertown Wizards, Inc.

Council Member BURNS, Roxanne M.  
 Council Member BUTLER, Joseph M. Jr.  
 Council Member MACALUSO, Teresa R.  
 Council Member SMITH, Jeffrey M.  
 Mayor GRAHAM, Jeffrey E.

Total .....

| YEA | NAY |
|-----|-----|
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### *Introduced by*

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WHEREAS the City of Watertown owns a facility known as the Alex T. Duffy Fairgrounds and the Fairgrounds are a community recreational facility, and

WHEREAS the City desires to promote future recreational activities at the Fairgrounds for the valid public purpose of the benefit, recreation, entertainment, amusement, convenience and welfare of the people of the City, and

WHEREAS in pursuit of that public purpose, the City desires to contract for the use, operation, management and maintenance of the Fairgrounds baseball facilities and all baseball-related activities, and

WHEREAS Watertown Wizards, Inc., owns and operates a summer collegiate baseball team, as a member and franchise of the Perfect Game Collegiate Baseball League, and

WHEREAS Watertown Wizards, Inc., desires to have its team play baseball games within the confines of the Fairgrounds baseball fields and is in a unique position to contract to use, operate, manage and maintain the Fairgrounds baseball facilities, and

WHEREAS the City has undertaken a substantial capital improvement project for the Fairgrounds in furtherance of the public purpose of keeping baseball in the City for the recreation, entertainment, and welfare of the people of the City, including the economic benefit such a team can bring,

NOW THEREFORE BE IT FURTHER RESOLVED that City Manager Mary M. Corriveau is hereby authorized and directed to execute the Lease Agreement on behalf of the City of Watertown, a copy of which is attached and made a part of this resolution.

### **Seconded by**

## LEASE AGREEMENT

### **THE CITY OF WATERTOWN, NEW YORK AND WATERTOWN WIZARDS, INC.**

This Lease is being made and is intended to be effective as of June 1, 2012, between the City of Watertown, New York, with its principal offices located at 245 Washington Street, Watertown, New York 13601 (“City”) and Watertown Wizards, Inc., with its principal offices located at P.O. Box 695 Watertown, New York, (“Baseball”).

#### **INTRODUCTION**

WHEREAS, the City is a municipal corporation organized under the laws of the State of New York and, as such, owns a facility known as the Alex T. Duffy Fairgrounds (the “Fairgrounds”) within the City of Watertown, and the Fairgrounds are a community recreational facility; and

WHEREAS, the City desires to promote future recreational activities at the Fairgrounds for the valid public purpose of the benefit, recreation, entertainment, amusement, convenience and welfare of the people of the City; and

WHEREAS, in pursuit of that public purpose, the City desires to contract for the use, operation, management and maintenance of the Fairgrounds baseball facilities and all baseball-related activities; and

WHEREAS, Baseball owns and operates a summer collegiate baseball team as a member and franchise of the Perfect Game Collegiate Baseball League (“PG Collegiate League”); and

WHEREAS, Baseball desires to have its team, the Watertown Wizards (the “Team”), play baseball games within the confines of the Fairgrounds baseball field and is in a unique position to contract to use, operate, manage and maintain the Fairgrounds baseball facilities; and

WHEREAS, the City has undertaken a substantial capital improvement project for the Fairgrounds in furtherance of the public purpose of keeping baseball in the City for the recreation, entertainment and welfare of the people of the City, including the economic benefit such a team can bring.

NOW, THEREFORE, in consideration of mutual covenants and agreements as stated herein, the City and Baseball agree as follows:

## **AGREEMENT**

### Section I – Term of Lease

The term of this Lease Agreement shall be for the period, from June 1, 2012 through August 15, 2012.

### Section II – Premises Leased

The City agrees to lease to Baseball the premises generally known as the Alex T. Duffy Fairgrounds baseball field and all incidents thereto, including the grandstands, concession facilities and certain locker rooms as highlighted in yellow on the attached map, all of which consisting of essentially that area bounded by the baseball field fence separating the baseball field from the remainder of the Fairgrounds, together with the immediately adjacent parking area (the “Premises”)

### Section III – Non-Assignability and Non-Exclusivity

a. The City and Baseball agree that it is the purpose of this Agreement to contract for the use, operation, management and maintenance of the Premises, and that this is an agreement for the privilege of Baseball to use the Premises only for the purpose of collegiate baseball. This Lease Agreement may not be assigned by Baseball to any person or entity, and Baseball agrees that the City’s consent to any assignment may be withheld for any reason, and in its sole discretion.

b. The City agrees not to enter into a lease for the Premises with any other minor league, professional or collegiate league during the term of this lease, without the written consent of Baseball.

c. It is further understood that this Lease Agreement is non-exclusive, meaning that, at those times when the Premises are not being used for Baseball’s purposes, the City retains the right to make the Premises available for other uses to the extent that the use will not interfere with those purposes. By express understanding it will not be interference for the City to allow the playing field to be used by college, high school, little league or other local baseball teams, or to permit others to host outdoor concerts on the Premises. At such times, it shall be the City’s responsibility to maintain the Premises in good repair. Baseball agrees it will cooperate with the City in making the premise available to others.

### Section IV – Compensation (Rent)

a. As compensation for the use of the Premises, and during the term of this Lease, Baseball shall pay to the City fees as follow:

|              |                                       |
|--------------|---------------------------------------|
| Day Game     | \$100.00 per game                     |
| Night Game   | \$125.00 per game                     |
| Day Practice | \$ 50.00 per practice (up to 3 hours) |
| Day Camp     | \$ 50.00 per day                      |

Day game means any game that ends before 6:00 p.m.

Night game means any game that begins at or extends beyond 6:00 p.m.

Doubleheaders shall be billed as two games.

Day Practice means any practice that ends before 6:00 p.m.

b. Baseball will provide the City Department of Parks and Recreation and the City Comptroller's Office with a schedule detailing all planned field use for games, practices and camps no later than April 1<sup>st</sup>.

c. Full payment for the season's field usage shall be made as follows: prior to June 1<sup>st</sup>, 25%; prior to July 1<sup>st</sup> an additional 25%, prior to August 1<sup>st</sup>, the remaining 50%. A reconciliation of actual field use, including practices, will be completed on or before August 31, and any refund or payment due shall be made within ten days.

#### Section V – Non-Alcohol Concessions and Advertising

a. It is the purpose of this Section to provide an incentive to Baseball to operate concessions during the term of the lease for all Fairgrounds activities, for the benefit of both Baseball and the City. The City and Baseball agree that during the term of this lease, concession rights for the sale of food and non-alcoholic drinks, as well for baseball souvenir items sold on the Premises shall be exclusive to Baseball. The City shall not permit nor allow mobile units or other vendors or concessions upon the premises during events or activities being conducted by Baseball or others during the term of this lease. Prior to opening the concessions for sale of food and drink, Baseball will provide the City with all applicable licenses, including but not limited, required NYS Department of Health.

b. All expenses incurred in providing concessions shall be at the sole expense of Baseball.

c. The City authorizes Baseball to install soda vending machines on the Premises. The City, in its sole discretion, can ask to have the vending machines removed if vandalism occurs.

d. Baseball shall be responsible for causing the concessions to be open and operated for all Watertown Wizard events. Additionally, Baseball shall be responsible for causing the concessions to be open and operated during the hours of Fair Week if an event is held in the grandstand area. In the event that non-Wizard events are held at the Leased Premises during Baseball's regular season, Baseball shall be responsible for causing the concession to be opened and operated for those events.

e. Baseball will be allowed to sell Advertising to be placed upon the outfield fence on the Premises and on the scoreboard. Baseball is not authorized to sell advertising and install signs in any other areas of the Premises without the written consent of the City. It will be the responsibility of Baseball to install and remove the Advertising. Signs can be up only between May 15<sup>th</sup> and August 31<sup>st</sup>. No later than August 1st of each year, the City of Watertown shall be paid the following for the rights to sell advertising as detailed above:

Scoreboard Signs

\$10.00 for each 3x3

\$15.00 for each 3x6

Outfield Signs

\$25.00 for each of the first 10

\$50.00 each for each additional sign

Section VI – Sale of Alcoholic Beverages

a. Baseball will be permitted to sell alcoholic beverages pursuant to a validly issued and sustained license from the NYS Liquor Authority, as long as those sales comply in all respects with the Alcohol sales policy of the City of Watertown, and the ABC Laws, Rules and Guidelines which are incorporated in the City approval of said application.

(1) Baseball Games: At no time shall alcohol sales begin more than an hour prior to the start of the game, and all alcohol sales will cease at the end of the 7<sup>th</sup> inning stretch. If a double header is being played, sales shall end following the completion of the 5<sup>th</sup> inning of the second game.

(2) Other events: The sale of alcohol shall not be allowed more than one hour prior to the commencement of the event and shall stop at least one half hour prior to the scheduled conclusion of the event.

b. Baseball acknowledges that, as the party responsible for the concessions, it is obligated not to sell alcoholic beverages in violation of the New York Alcohol Beverage and Control Law, the New York Penal Law, and/or the New York General Obligations

Law. If it is determined that Baseball has sold beverages in violation of any of the applicable rules and regulations, including any term of this lease, Baseball's right to sell alcohol on the leased premises shall be immediately revoked.

c. Baseball acknowledges that the City of Watertown is not involved in the sale of alcoholic beverages in the concessions, and agrees to defend and indemnify the City, including reimbursement of the City's reasonable attorney's fees, from any and all claims, civil or criminal, arising from any claimed violations of law pertaining to, or statutory duty arising from, the sale of alcoholic beverages.

d. In the event that alcohol is sold at a non-Wizard event at the Premises, and such event is sponsored by a not-for-profit organization, Baseball agrees that it shall donate a minimum of 50 % of the net proceeds of the sale of alcohol to the not-for-profit as a charitable contribution. The City shall have the right to audit alcohol sales for such events to permit a determination that the appropriate minimum donation was made.

#### Section VII – Adequacy of Leased Premises

a. Baseball represents that the Premises satisfy the requirements of the Perfect Game Collegiate Baseball League and that the City shall not be obligated to make any changes to the Premises and the office space during the term of this Lease to satisfy any requirements of Baseball or the Perfect Game Collegiate Baseball League.

b. Baseball shall certify in writing to the City that it has accepted, in good order and repair, the Premises. This certification by Baseball shall include a statement that Baseball has examined and knows the condition of the Premises and has received the same in good repair and working order. Any exceptions by Baseball to the condition of the Premises at the time of their receipt shall be provided to the City in writing.

#### Section VIII – Maintenance

a. The City agrees that it will keep the Premises, including any structural or capital repairs and improvements, in good repair during the term of this Lease, and at its own expense. The City further agrees that it shall bear the cost of electric facilities and electric service to the Premises.

b. Baseball agrees to provide custodial maintenance of the Premises during the term of the Lease. Baseball is responsible for cleaning the Leased Premises after every game or practice. Baseball shall keep the Premises secure and keep unauthorized persons off of the roof in the grandstand area. Baseball agrees to be further responsible for maintenance of the Premises for all non-baseball activities that Baseball permits to take place on the Premises while the facilities are in the possession of Baseball. If Baseball has the concessions open for a non-Baseball event, they will still be responsible for custodial maintenance and cleanup of the Premises.

c. The City agrees that it will maintain the baseball field. Baseball acknowledges, however, that the City's employees are not responsible for the laying and removal of the main field tarp prior to, during, or after any particular baseball game.

d. If all or any part of the Premises are damaged or destroyed by Baseball, or by any of its agents or employees, or by any of Baseball's patrons, or during any event for which Baseball is responsible, (for example, damage or destruction to the outfield fence), Baseball agrees that it will immediately cause repairs or, if the City repairs the damage, that it will reimburse the City for such damage or destruction.

#### Section IX – Parking Fees

Baseball acknowledges that the City reserves the right to assess a parking charge, per car, at each home game for the Team. This amount may increase at the City's sole discretion. The parties agree that the City shall be responsible for collecting the fee, and that all proceeds from parking shall inure to the City.

#### Section X – Office Space

As part of the Fairgrounds Capital Improvement Project, the City constructed office space. A portion of that office space has been requested for use by Baseball from May 15<sup>th</sup> through August 31<sup>st</sup>. The City agrees to lease a portion of the office space to Baseball for Five Hundred and Twenty Five Dollars (\$525.00) for the term, which amount shall be paid in the same manner as detailed in Section IV c, above. In the event Baseball no longer desires to occupy the office space, Baseball may vacate the office upon thirty (30) days' written notice to the City, and the lease payment due will be prorated. This office space shall be considered part of the Premises for purposes of Section XV.

#### Section XI – Concession Space

a. As part of the Fairgrounds Capital Improvement Project, the City constructed concession space. Baseball has requested exclusive use of the concession space during the term of this Lease. The City agrees to lease concession space highlighted in yellow on the attached map, to Baseball for twenty five hundred dollars (\$2,500) for the term, which amount shall be paid in the same manner as detailed in Section IV c, above.

b. In the event that a non-Wizard event is held within the Leased Premises during the term of the lease that has attendance which exceeds 1,000 people, Baseball will pay the City an additional \$1,000 for lease of the concession space for that event. If the attendance at such an event exceeds 2,000 people, Baseball will pay the City an additional \$2,000 for lease of the concession space for that event.

## Section XII – Insurance

a. Baseball agrees to name the City as an additional named insured for its liability coverages, and to provide proof of general liability insurance in the amount of \$500,000 per person and \$1,000,000 per occurrence, and property damage coverage in the amount of \$100,000. Baseball shall provide the City with copies of its declarations pages for the policy or policies during the duration of the Lease Agreement. Baseball's policies of insurance may not limit the City's coverage as an additional insured to vicarious liability issues only.

b. The City will insure the Premises to cover only the City's interest in the event of damage due to fire or other hazard. Baseball agrees that, if the Premises are materially damaged by fire or other casualty, the City is not obligated to restore the Premises, and Baseball will have no claim under this lease against the City for not restoring the Premises.

c. Baseball shall procure and maintain workers' compensation insurance and disability insurance in accordance with the laws of the State of New York. This insurance shall cover all persons who are employees of Baseball under the laws of the State of New York. Proof of said insurance shall be provided to the City of Watertown upon signing of this Agreement.

## Section XIII – Hold Harmless

Baseball shall indemnify and hold the City harmless, including reimbursement for reasonable attorneys' fees, from any and all loss, costs or expense arising out of any liability or claim of liability for injury or damages to persons or to property sustained by any person or entity by reason of Baseball's operation, use, or occupation of the Premises, or by or resulting from any act or omission of Baseball or any of its officers, agents, employees, guests, patrons or invitees. The liability insurance in the type and amounts identified at Section X, naming the City as an additional named insured, shall be sufficient for purposes of meeting Baseball's obligations under this paragraph.

## Section XIV – Venue and Applicable Law

a. The City and Baseball agree that the venue of any legal action arising from a claimed breach of this Lease is in the Supreme Court, State of New York, in and for the County of Jefferson.

b. This Agreement shall be construed in accordance with the laws of the State of New York.

Section XV – Right of Access

The City reserves the right to enter the Premises by its duly authorized representatives at any reasonable time which does not interfere or conflict with the conduct of the business of Baseball, for the purposes of inspecting the Premises, performing any work necessary to required on the part of the City, exhibiting the Premises, or in the performance of its police powers.

Section XVI – Return of Premises

Baseball agrees to return the Premises to the City, upon the expiration of this Lease, in as good condition as when Baseball received possession of the Premises, reasonable wear and tear excepted, and excepting damage to the Premises caused by others when the Premises were not under the control of Baseball. The City and Baseball will conduct an initial walk through of the Premises at the beginning of the lease term. Upon expiration of the lease, The City and Baseball will conduct a final walk through of the Premises

Section XVII – Desire to Renew Notice

If Baseball desires to have a lease Agreement for the following year, they must notify the City in writing by January 31<sup>st</sup>.

Section XVIII – Notice

All notices required to be given under this Lease shall be in writing and shall be deemed to have been duly given on the date mailed if sent by certified mail, return receipt requested, to:

To City:                      City Manager  
   City of Watertown  
   245 Washington Street  
   Watertown, New York 13601

To Baseball:                Todd Kirkey, General Manager  
   Watertown Wizards, Inc.  
   P.O. Box 695  
   Watertown, New York 13601

A party may change the address to which notices are to be sent by written notice actually received by the other party.

IN WITNESS WHEREOF, the City and Baseball will have caused this Lease to be executed by authorized agents to be effective as of June 1, 2012.

THE CITY OF WATERTOWN, NEW YORK

By: \_\_\_\_\_  
Mary M. Corriveau, City Manager

WATERTOWN WIZARDS INC.

By: \_\_\_\_\_  
Todd Kirkey, General Manager

STATE OF NEW YORK     )  
COUNTY OF JEFFERSON ) ss.:

On \_\_\_\_\_, 2012, before me, the undersigned, a Notary Public, in and for said State, personally appeared Mary M. Corriveau, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me he executed the same in his capacity and that by his signature on the instrument, the individual or the person upon whose behalf the individual acted, executed the instrument.

\_\_\_\_\_  
NOTARY PUBLIC

STATE OF NEW YORK     )  
COUNTY OF JEFFERSON ) ss.:

On \_\_\_\_\_, 2012, before me, the undersigned, a Notary Public, in and for said State, personally appeared Todd Kirkey, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me he executed the same in his capacity and that by his signature on the instrument, the individual or the person upon whose behalf the individual acted, executed the instrument.

\_\_\_\_\_  
NOTARY PUBLIC

**2012 Destination Marketing Proposal**  
**to**  
**City of Watertown**  
**From**  
**1000 Islands International Tourism Council**



## **Background:**

The 1000 Islands International Tourism Council works as the “destination marketing organization” for the region including all of Jefferson County and neighboring Ontario communities along the St. Lawrence River.

As such, it engages in marketing projects designed to attract visitors to the region from outside the area. The Council’s marketing projects leverage buy-in from governments, non-profits and business partners.

In 2012, the Council’s total budget goal is \$988,309. Over half of that budget comes from the two largest investors in the Council. The 1000 Islands Bridge Authority/Federal Bridge Corporation of Canada provides staff and services. Jefferson County provides a program grant in the amount of \$325,000. This year’s funding from State of New York Matching funds program is \$58,309.

The balance of funding comes from many businesses and organizations who, like the City of Watertown, “buy-in” to the Council’s programs.

As the official Jefferson County Tourism Promotion Agency, the 1000 Islands International Tourism Council includes promotions of Watertown based attractions, events and hospitality services in all its regular programs. The buy-in list is for additional exposure or support of special projects.

## **Challenges and Opportunities**

As growth has occurred in the City of Watertown and adjacent municipalities, new tourism opportunities and challenges are emerging. The Watertown Area now has both the capacity and the need to maintain a year-round tourism marketing effort.

From 2006 to 2012, the number of rooms in the Watertown/Fort Drum area will have grown from 928 to 1,541. That’s 66% growth in six years. Looking at it another way, there will be 223,745 more room nights to sell in 2012 than there were in 2006. The community has also seen an expansion of general retail and food service during the same time. Sales tax records show that the County’s taxable sales are well above what can be supported by the resident population.

In recent meetings with hotel operators, it has become clear that more aggressive marketing will be needed to maintain occupancy levels and room rates.

This proposal suggests the City continue to support a core set of marketing initiatives for 2012 and that discussions begin with the goal of developing an expanded Watertown branded destination marketing effort based on a coalition of interests that include the City, surrounding towns, the County, the Tourism Council and area businesses.

Elements of such a program could include:

- Continued participation in the 1000 Islands regional efforts, especially for summer
- Bolstering of the Watertown branded campaign for fall shopping and entertainment
- Development of a Watertown branded campaign targeting spring break business
- More aggressive marketing of meeting and motor coach business on-going, using both 1000 Islands and Watertown brands
- Exploration of sport-tourism opportunities using Watertown recreation and hospitality facilities
- Expanded VFR (visiting friends and relatives) efforts related to Fort Drum

## **2012-13 City of Watertown Destination Marketing Sponsorships and Buy-ins**

### **Core Programs**

#### **Watertown positioning in 1000 Islands regional marketing: \$14,250**

*The programs position Watertown within overall 1000 Islands branded marketing*

#### **2012 Summer Marketing Program**

*\$8,750 for major partner position*

The TIRTDC will place about \$100,000 in cooperative television advertising in key markets including Rochester, Buffalo, Scranton/Harrisburg and Ottawa. For 2012, plans also call for placement of \$30,000 in online banner ads on key websites in Upstate New York, Eastern Ontario and Central Pennsylvania.

Partnership packages have been developed for the summer campaign. Utilizing cable systems and broadcast channels, over 5,000 TV spots are expected to be aired. A total of 2,500,000 banner impressions will be made as part of the websites buy. Each major partner receives coverage in a rotation of the TV cooperative ads, impressions in a rotation of the online campaign, a feature in the summer calendar of events tabloid (12,000 copies), a featured position on the campaign landing-site (getaway1000.com) and positions in the summer coupon booklet (12,000 copies).

#### **2013-14 International Travel Guide**

*\$5,500 for a full page ad in color*

The Council's main consumer travel piece is the *1000 Islands International Travel Guide*. 275,000 copies of the Guide are published. The guides are direct mailed to all advertising inquiries, as well as the previous year's inquiries. The Guide is carried as an official publication in both New York and Ontario welcome centers. Thousands are distributed at consumer shows by the TIRTDC and cooperating partners

It should be noted that editorial content about the City and local businesses is underwritten by the Council's Jefferson County grant. This request is for display ad space which will be designed to the City's specifications and can highlight a number of tourism sites in Watertown.

## Core Programs

### Watertown Area branded projects: \$27,600

*These programs are Watertown branded marketing*

#### Watertown Canadian Shop, Stay & Save: \$15,000

*Total investment goal \$45,000 (underwriting requested from City: \$15,000)*

With the Canadian dollar continuing to trade around par, the Watertown Area has proven to be very attractive to Canadian shoppers from throughout eastern Ontario. In 2010 and 2011, the Council received \$14,000 in support from the City and Town of Watertown to conduct a fall marketing effort targeting Ontario Shoppers. Working with the Watertown Times, a 16-page tabloid was produced and inserted into newspapers in Ottawa, Kingston, Brockville and Gananoque (115,000 copies total).

Display ads were taken during September and October in Ottawa, Kingston and Brockville Newspapers. A Google Adwords campaign directed traffic to the VisitWatertown.com site.

The visitwatertown.com website was re-designed around the shopping promotion and \$1,024 in Google Adwords targeted eastern Ontario communities.

Based on input from Watertown Area lodging businesses, an expanded program is suggested for 2012. The Council will approach other Watertown Area municipalities with access to occupancy tax revenue and work to strengthen partnerships with private interests.

#### E-Marketing: \$10,000

The Internet offers proven means of maintaining market presence between media campaigns. By purchasing geo-targeted paid search on Google and Bing, traffic can continue to be driven to the VisitWatertown.com site. Further, these campaigns can be changed to reflect specific opportunities. For example, stay and fly programs can be promoted in conjunction with airport during key southern vacation time periods. Whitewater rafting can be teased during warm weather months and Zoo topics can be teased in rotation. Events such as DPAO concerts can be featured. Paid search ads can also direct clicks to specific parts of the site that directly apply to the information promoted in the ad.

This line item would work to provide more active maintenance of the VisitWatertown.com and work to drive traffic to the site with an average of \$500 per month in "per click" paid search.

#### 2013-2014 Seaway Trail "Journey" Magazine: \$2,600 – 2/3 page ad

The Seaway Trail annually publishes its *Journey* magazine covering communities and activities along the Seaway Trail from Massena to Erie, Pennsylvania. A 2/3 page ad would promote Watertown in this publication with a press run of 200,000.

This keeps Watertown highly visible in the overall Seaway Trail program. In addition to the Watertown ad, other communities in Jefferson sponsor cooperative pages in *Journey*. The Tourism Council also supports the Seaway Trail's marketing fund with a \$5,000 annual investment that is pooled with similar investments from other Seaway Trail Counties.

**2012 Marketing Proposal Cost Summary:**

Participation in 1000 Islands branded projects:

- 2012 Summer Marketing Program, Major Partner.....\$8,750
- 1000 Islands International Travel Guide Ad .....\$5,500
- Subtotal:*.....\$14,250

Support of Watertown Area branded projects:

- Fall season Visit Watertown campaign .....\$15,000
- VisitWatertown.com maintenance and paid search.....\$10,000
- Seaway Trail Journey Magazine .....\$2,600
- *Subtotal*.....\$27,600

**Total core marketing programs.....\$41,850**

## **Goals for Expanded Watertown Branded Destination Marketing**

### **Fall Shop and Stay Campaign: Increase from \$45,000 to \$60,000**

*Build this campaign with the goal of attracting additional investments from bordering towns and private operators*

Beyond 2012, the goal is to continue building this campaign, adding a television component, buying ads in the Kingston and Ottawa broadcast markets. A program would be developed following the “doughnut” approach used in the Tourism Council’s summer season program. The fall program would shift the focus from waterfront, outdoor activity to Watertown Area activity including shopping, family getaways and agri-tourism.

### **Winter-Break Campaign: Investment range of \$25,000 - \$40,000**

*New initiative with the goal of attracting additional investments from bordering towns and private operators*

Winter months are traditionally low occupancy months at hotels and low sales months overall. School breaks in the February and March provide an opportunity to attract much needed business over the cold weather months. While many families use the breaks for a southern vacation, others look for a short escape close to home. Communities in other northern areas have been successful in building winter break business targeting families looking for an affordable getaway. With the development of new hotels with indoor pools; significant shopping opportunities and family-friendly recreation, Watertown is now in a position to take advantage of this opportunity.

A Visit Watertown for a Winter Break campaign would be developed using web, print and electronic media to promote packages available from area hotels in combination with activities such as shopping; skiing at Dry Hill; winery tours; NYS Zoo activities; and events that fall within the targeted time frames (ie Irish Festival).

The advertising will continue to target Eastern Ontario and Ottawa. This campaign would also target nearby Northern New York communities in St. Lawrence County and the Adirondacks.

### **Meetings, Sports Events, Motorcoach: Investment range of \$18,000 - \$30,000**

*Expanded initiative with goal of attracting additional investments from bordering towns and commitments of sales resources from private operators*

With the development of new hotel properties in the Watertown Area, there is a facilities base to market to the travel trade and host meetings, sports events and motorcoach groups. Approaching these markets requires more visibility at trade events and specific outreach efforts to planners, tour operators, travel agents.

### **AAA/CAA outreach**

Organize sales missions to New York, Pennsylvania and Ontario auto clubs. This program is a road show that sends a team of sales representatives to AAA/CAA offices (and others) to provide briefings on new properties and reasons to visit. Participate in auto club sponsored consumer trade shows.

### **Motorcoach**

Expand presence at “group leader” shows to include sales representatives from Watertown Area hotels.

### **Meetings & Conference**

Develop Watertown branded booth materials for meeting trade shows. Expand schedule of trade show attendance to include regional shows that may prove productive for Watertown. Organize expanded attendance to include hotel sales representatives at state level trade shows.

### **Sport Tourism**

Organize group of hospitality and sports interests to evaluate potential to host sports events.

**Notes regarding on-going Tourism Council projects:**

**Watertown Visitors Map**

An 11" x 17" color map of the Watertown Area is produced for use in providing directions to visitors. The map includes street level details along with the locations of hotels, major shopping areas and points-of-interest. Hotel desks and other visitor service areas receive the maps in pads of 50.

**Brochure Distribution**

The Council is very active in brochure distribution. It regularly stocks literature displays in two I-81 rest areas in Jefferson County, operates the Welcome Center at the Thousand Islands Bridge and mails tens of thousands of "visitor kits" annually. The literature projects in this proposal are backed by that distribution system and other City attractions are encouraged to take advantage of the distribution as well.

**Black River Marketing**

With the support of the City and State of New York through the Blueway initiative coordinated by the Tug Hill Commission, a number of Black River marketing projects have been implemented and continue.

- Black River Guide
- BlackRiverNY.com
- Black River Public Relations Resources

**Fort Drum VFR**

The Council continues to work toward promoting visits to the region by friends and relatives of personnel stationed at Fort Drum. It will continue to distribute literature on post and develop literature targeting military visitors.

