



Watertown City Council  
Monday, August 25, 2014  
7:00 p.m.

## Adjourned Council Meeting and Work Session Agenda

### Discussion Items:

1. Advantage Watertown
  - John Bartow, Chairman
2. Marketing Proposal
  - Lynn Pietroski, President and CEO  
Greater Watertown Chamber of Commerce

### Executive Session

1. Collective Bargaining
2. Employment History of Particular Individual

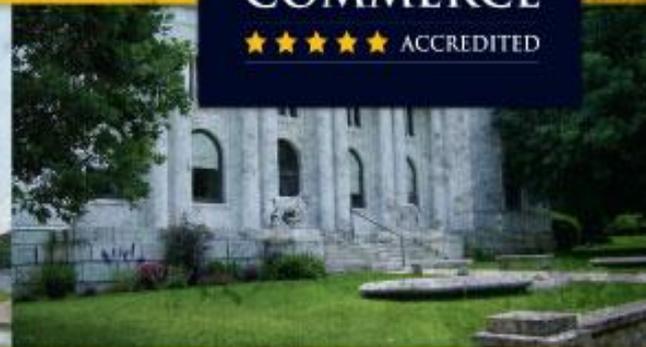
*city of* **Watertown**  
*marketing*



THE GREATER  
WATERTOWN  
NORTH COUNTRY

**G · W · N · C**  
CHAMBER OF  
COMMERCE

★★★★★ ACCREDITED



# ORIGINAL WEBSITE PLAN

- The website will feature pages that promote the area's list of accommodations, dining, shopping and attractions, calendar of events, history and more.
- There will also be an opportunity for businesses to advertise and offer discounts/deals.
- All marketing materials (walking brochure, bike brochure and television campaign) will feature this website and have a corresponding QR Code, which will bring them back to this website.
- The Text Alerts will also be featured on the website.
- Referral links will be added to various tourism and search sites for better visibility.
- **The cost is for building the website, website address, SEO, hosting and labor: \$3,500**

# UPDATE/MAINTAIN CURRENT WEBSITE

- Update and Maintain the current [visitwatertown.com](http://visitwatertown.com), instead of, creating a new one from scratch.
- Request the login information from the TI Travel Council to maintain and update the out-of-date information currently listed.
- To improve Search Engine Optimization and advertise the existence of the site.
- To add a community calendar of events, current events section, highlight new businesses/economic development, etc.
- To add area links pertaining to the city and not the 1000 Islands.

# \*UPDATED WEBSITE: VISITWATERTOWN.COM

Since the last presentation:

The website has been completely updated.

Old, obsolete information was removed.

Better representation of the City.

However, downloadable tourism guides/city tour brochures need to be updated and added.

Social Media component added that advertises the City NOT the Thousand Islands...



# PRINT ~~VS.~~ AND WEBSITE

Since the website has been completed, corresponding print projects should be put in place.

These can be added to the [visitwatertown.com](http://visitwatertown.com) site, as a downloadable link or through an online viewing software.

Also, by adding a QR Code/link on these brochures in the printed and online form, this will further push traffic to the site. These are some of the considered print projects.

- Walking Tour Brochure
- Bike/Walking/Fishing Access Brochure
- “Shop, Stay and Play” Booklet

In addition to the print, adding a social media component, will enhance the websites SEO and impact.

# WALKING TOUR BROCHURE

- Highlight locations in and around the city with an easy to use map and walking directions.
- The brochure will feature local historic sites and match the content of the Walking Tour PowerPoint highlighted on the city's current website and the older brochure previously produced by Infinite Media.
- The full color brochure will consist of a 11" x 17" folded down to an 8.5" x 11" trifold brochure.
- On one side of the brochure, a list of historical locations with their respective photos and written history, all of which would be numbered.
- On the opposite side, the numbers (walking tour locations) will be placed on a large full color map, this will take up most of one side of the brochure and be located on the inner fold.
- These will be distributed at local businesses, hotels and a few visitor centers in upstate New York.
- **The cost for printing, setup, shipping, distribution and labor costs for the brochure is: 10,000 = \$4,000 (printing, shipping & labor) + \$200 (distribution) = \$4,200**



# OLDER WALKING TOUR

**15 Taylor Mansion**

Such is the beauty of some residences in parks on north side of Washington Street, the design of the Taylor mansion is a gem of architectural design. The mansion, built in 1872, is a fine example of the Queen Anne style. The house was built as a commission for the Taylor family.

**16 Trinity Episcopal Church**

Trinity Episcopal Church, washed through the century for its architectural beauty. It is a fine example of the Queen Anne style. The church was built in 1872, and is a fine example of the Queen Anne style. The church was built in 1872, and is a fine example of the Queen Anne style.

**17 Masonry House**

The Masonry House, one of the most of the Masonry House was built in 1872. It is a fine example of the Queen Anne style. The house was built in 1872, and is a fine example of the Queen Anne style.

**18 Victorian Gardens**

The Victorian Gardens, one of the most of the Victorian Gardens was built in 1872. It is a fine example of the Queen Anne style. The gardens were built in 1872, and is a fine example of the Queen Anne style.

**Additional Walking Tour:**

The Clinton Street neighborhood is filled with many historic homes. For more information, the Jefferson County Historical Society offers a tour of the neighborhood.

For more walking pleasure there is also a neighborhood just south of this area, filled with historic and Queen Anne style buildings. This area is known as the Historic Clinton Street neighborhood, and is a fine example of the Queen Anne style.

While there is no formal guide for this area, there are some things to watch for:

**For Example, Can You Find:**

- A stone hitching post in the shape of a man's head?
- A wall with metal casting (like a miniature fence on the road edge)?
- Stone sidewalk blocks?
- A brick sidewalk wall?
- An iron 10 burner carriage house?
- A masonry block or curbside?
- Three porches (one in addition to the side of a house used to shelter entry and used for wash tubs)?
- Stone roof? Spanish tile roof?
- Weather signs (especially on buildings on the rear of property)?

waterTownWalkingTour

a walking tour of Historic & Antiquated WaterTown, New York

waterTownWalkingTour

Long Tour 1.5 miles

Short Tour 0.4 miles

**1 Padlock Mansion / Jefferson County Historical Society**

Steps and Padlock for the "House of the Past" The Padlock Mansion was built in 1872. It is a fine example of the Queen Anne style. The house was built in 1872, and is a fine example of the Queen Anne style.

**2 Syc & Burrows (Syc & Perry)**

The Syc & Burrows building, one of the most of the Syc & Burrows building was built in 1872. It is a fine example of the Queen Anne style. The building was built in 1872, and is a fine example of the Queen Anne style.

**3 Padlock Arcade**

The location of the Public Square was a well-known site in 1872. It is a fine example of the Queen Anne style. The square was built in 1872, and is a fine example of the Queen Anne style.

**4 Washburn Building**

Arguably the most impressive building in WaterTown, the Washburn Building was built in 1872. It is a fine example of the Queen Anne style. The building was built in 1872, and is a fine example of the Queen Anne style.

**5 Old Post Office (New Court Complex)**

Significantly the most important building in WaterTown, the Old Post Office building was built in 1872. It is a fine example of the Queen Anne style. The building was built in 1872, and is a fine example of the Queen Anne style.

**6 The Original Jefferson County Courthouse**

In the center of Antietam and Sherman Streets, the Jefferson County Courthouse stands as a fine example of the Queen Anne style. The courthouse was built in 1872, and is a fine example of the Queen Anne style.

**7 Empalls**

Originally built in 1872, the Empalls building was built in 1872. It is a fine example of the Queen Anne style. The building was built in 1872, and is a fine example of the Queen Anne style.

**8 First Baptist Church**

The First Baptist Church, one of the most of the First Baptist Church was built in 1872. It is a fine example of the Queen Anne style. The church was built in 1872, and is a fine example of the Queen Anne style.

**9 Flower Statue**

The Flower Statue, one of the most of the Flower Statue was built in 1872. It is a fine example of the Queen Anne style. The statue was built in 1872, and is a fine example of the Queen Anne style.

**10 Public Square**

At the center of the Public Square, the square was built in 1872. It is a fine example of the Queen Anne style. The square was built in 1872, and is a fine example of the Queen Anne style.

**11 Agriculture**

The Agriculture building, one of the most of the Agriculture building was built in 1872. It is a fine example of the Queen Anne style. The building was built in 1872, and is a fine example of the Queen Anne style.

**12 Flower Memorial Library**

The Flower Memorial Library, one of the most of the Flower Memorial Library was built in 1872. It is a fine example of the Queen Anne style. The library was built in 1872, and is a fine example of the Queen Anne style.

**13 Masonic Temple**

The Masonic Temple, one of the most of the Masonic Temple was built in 1872. It is a fine example of the Queen Anne style. The temple was built in 1872, and is a fine example of the Queen Anne style.

<b>1 Padlock Mansion / Jefferson County Historical Society</b> 228 Washington Street	<b>7 Empalls</b> 122-30 Public Square	<b>13 Flower Memorial Library</b> 229 Washington Street
<b>2 Syc &amp; Burrows (Syc &amp; Perry)</b> 1044 Washington Street	<b>8 Lincoln Building</b> 102 Public Square	<b>14 Masonic Temple</b> 340 Washington Street
<b>3 Padlock Arcade</b> Washington St. between Arsenal and State Street	<b>9 First Baptist Church</b> 237 State Street	<b>15 Taylor Mansion</b> 261 Clinton Street
<b>4 Washburn Building</b> Corner of Washington and Arsenal Street	<b>10 Public Square</b> Public Square, Antietam, Washington, Florida and State Streets	<b>16 Trinity Episcopal Church</b> 237 Sherman Street
<b>5 Old Post Office (New Court Complex)</b> Antietam Street	<b>11 Flower Statue</b> Center of Washington Street, Public Square	<b>17 Masonry House</b> 228 Washington Street
<b>6 The Original Jefferson County Courthouse</b> Center of Sherman Street	<b>12 Agriculture</b> Corner of Sherman Street and Old Post Office	<b>18 Victorian Gardens</b> 228 Washington Street

# BIKE/WALKING TRAIL/FISHING ACCESS BROCHURE

- Details for this brochure have yet to be determined. However the layout will be close to the style of the Walking Tour Brochure, but have a different design.
- The full color brochure will consist of a 11" x 17" folded down to an 8.5" x 11" trifold brochure.
- These will be distributed at local businesses, hotels and a few visitor centers in upstate New York.
- **The cost for printing, setup, shipping, distribution and labor costs for the brochure is: 10,000 = \$4,000 (printing, shipping & labor) + \$200 (distribution) = \$4,200**



# “SHOP, STAY & PLAY” BOOKLET

- The “Shop, Stay & Play” Booklet will feature area accommodations, dining, shopping, and attractions for the City of Watertown.
- This will be a 10-12 page saddle stitched booklet with location details for the city limits.
- Additional advertising space will be available to businesses outside the area as well as the featured city businesses.
- These booklets will be distributed to area businesses and various tourism destinations.
- The tourism destinations along the 81 corridor from Binghamton to Alexandria Bay, NY.
- The cost for printing, setup, shipping, distribution and labor costs for the brochure is:
  - **15,000 = \$7,820 (printing, shipping & labor) + \$780 (distribution, one-time) = \$8,600**
  - **25,000 = \$9,412 (printing, shipping & labor) + \$1,768 (distribution, twice) = \$11,000**

# SOCIAL MEDIA

- **Facebook:** A Facebook page will be created focusing on the City of Watertown Tourism Initiative. Events, deals, packages, things to do and more will be shared on the page. Contests, Trivia Questions and Where is this picture from are just some of the fun things to participate in. The feed/posts will be managed by Hoot suite.
- **Twitter:** A twitter feed will be created and will also focus on the same information as above in the Facebook feed. Special hashtags will be created for specific events and locations for others to share the information. The feed/posts will be managed by Hoot suite.
- **Instagram:** Using an Instagram account, post LIVE videos and details about area attractions and events. Share on Twitter and Facebook.
- **History Pin:** Using the Walking Tour Brochure, create a historical walking tour on History pin. Encourage people to utilize the program and the app on their phones by adding the icon to marketing materials.
- **The cost for this package including labor is: \$5,000.00**



# ADDITIONAL OPTIONS

These were options from  
the original proposal.

# PHOTOGRAPHY

- Photography will be needed for all print and web projects, this includes events and area photos.
- The Chamber will be considered the middle man between the city and the photographer.
- We will help choose the locations, events and setup times with the photographer. Between the City of Watertown and the Chamber, we will decide which locations best highlight the city.
- The photos can also be used for media purposes, in-house usage and however else the City of Watertown sees fit to utilize the imagery
- The photographer will not require any usage rights or restrictions on how the photos can be used.
- The price includes the labor and usage of photos for 20hrs of work.
- **The cost for labor and usage: \$3500.00**



# WWNY TV7 TELEVISION/TEXTING PACKAGE



- The television package included in this proposal is targeted to specifically reach the local audience.
- The content will focus on imagery of Watertown, Downtown and area events/attractions.
- The package will run for 4 months. This will include (3) commercials from 5:30-12am, (2) commercials from 4-6pm, and (3) various commercials spots each week for 17 weeks on the 7News main channel.
- The spots on average could reach approximately 158,339 local upstate New York people at least 7 times with this message.
- The ad spots will change based on events or focus on visit Watertown or stay in Watertown theme.
- The TV ads will also contain an option for viewers to signup for Text Alerts.
- The Text Alerts will allow viewers an opportunity to win various prizes or packages. For those businesses interested in participating, they will in turn receive free advertising through promotion on the television ads.
- The Chamber is responsible for reaching out to local businesses and creating the prize package deals.
- The alerts will also collect contact information including email, phone #s, etc. These can be collected and used for future marketing projects.
- The entire package includes (3) months of alerts.
- **The cost of this package including the programs and labor is:  
\$6,000.00**

# WELCOME PACKETS

- The welcome packets for new homeowners and renters is a much needed asset in welcoming those not familiar with the area.
- The Chamber will mail the “Shop, Stay & Play” Booklet, a welcome letter from the mayor, and a copy of the Chamber’s visitor guide.
- This will automatically be sent to any new home buyer and renter from the last two years.
- The cost for printing, setup, shipping, distribution, mailing lists and labor costs for the brochure is:
  - **8,000 mailings= \$4932 (printing, shipping & labor) + \$2000 (postage) = \$7,000**

# TRADE SHOW MATERIALS

➤ **Standard Popup Banners (2):** These will highlight the city and the potential for economic development. The first banner will focus on Visitors to the area highlighting things to do, events, and local history. The second banner will center around the theme “Watertown Means Business.” This banner will also feature statistics and imagery pertinent to potential investors and future entrepreneurs.

➤ **The cost for printing, setup, shipping and labor costs for both banners is \$979.00**

➤ **Outdoor Vinyl Banners (2 or more):** These vinyl banners will also be used at events throughout the city and at trade/display shows. One will be hung possibly outside city hall, “Welcome to Watertown” and the other used at area events... possible theme suggestions could include; stay-cations, economic development, Snowtown USA, visit downtown, etc. Since the banners are reasonably priced, we suggest purchasing at least (2). One for visitors and the other to push the stay here theme.

➤ **8ft outdoor banners with grommets, includes printing, setup, shipping and labor: \$328.00 each**

➤ **6ft outdoor banners with grommets, includes printing, setup, shipping and labor: \$318.00 each**



# LAMP-POST BANNERS

- Add more banners through the city limits.
- These (30) banners will focus on welcoming visitors to the area when entering the city limits and they will also feature a patriotic version honoring the men and women of the 10th Mountain Division.
- The banners will be hung at various locations throughout the city on the high-traffic city light posts.
- The banners include both the vinyl banners and brackets.
- **The cost for this project including labor is: \$6,210.00**

# ADDITIONAL OUTDOOR INSTALLATION OPTIONS

- **Bill Boards:** At certain times of the year, place a southbound banner for visitors coming into the city area. The banner would highlight the city events and landmarks. The theme surrounding this illuminated billboard will be “Welcome to Watertown.”
- **The cost for this project including labor is: \$3,950**
- **Outdoor Installations:** Large snowflakes will be placed at various locations throughout the city. Businesses and organizations can then sponsor a particular installation to have an artist or themselves paint it. They also in turn would have a plaque of their names under that particular installation. This was a difficult project to start, but T.F. Wright could do an 8” thick, 3’ x 3,’ 6-sided sculpture with a sandblasted snowflake etched into the shape.
- **The cost for this project including labor is: \$25,000**