



Marketing, Promotion, and Education

Existing Marketing and Promotion

Greene County recognized the significance of local tourism organizations many years ago, due to their importance as an economic development tool. Greene County has an operating division of county government, which is responsible for tourism marketing and promotion efforts. In November 2008, the Greene County Legislature merged the Greene County Tourism Promotion Department into the Greene County Department of Planning and Economic Development. The consolidated department is now known as the Department of Economic Development, Tourism and Planning. Integration of tourism and economic development under a single umbrella is not new. New York State Tourism, for example, is under the aegis of the New York State Department of Economic Development.

A prime example of Greene County economic development and tourism initiatives working hand-in-hand was the Tourism Enhancement Program spearheaded by the Department of Planning and Economic Development. Established in September 2005 and active through the end of 2007 when federal funding through the Small Cities Community Development Program ended, the Tourism Enhancement Program was designed to assist the county's resorts, lodging, restaurant, attractions and other tourism-related businesses with enhancement of their properties. The grants helped pay for exterior/façade improvements, signage, furnishings, installation of high-speed internet service, and additions of restaurants, conference facilities, and gift shops.

In addition to the Tourism Enhancement Program, Greene County Planning and Economic Development regularly makes loans through its revolving loan programs to tourism-

related businesses. The county's Main Street Revitalization Program has also been a vital part of improving the tourism allure of Greene County's villages and towns.

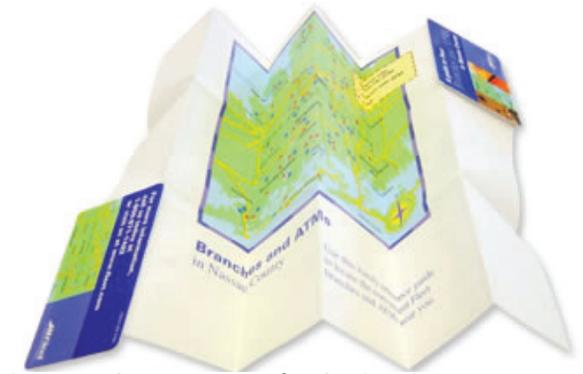
Plans call for a strategic planning initiative to be undertaken in conjunction with the Greene County Industrial Development Agency and Greene County Chamber of Commerce to develop a rebranding of the county's image that capitalizes on its location in the Catskills and Hudson Valley, while conveying its unique attributes. The combined department also expects to launch a series of Tourism Roundtables to continue meeting with key leaders in the hospitality sector, as recommended in the Comprehensive Economic Development Plan, with the goal of getting the tourism industry more involved in advancing priority projects. Regional meetings with the hospitality industry and support of the Greene County Industrial Development Agency's Retail Destination Park are among other plans in the works.

Future Marketing and Promotion Efforts

Providing information regarding the Scenic Byway will be the starting point for all future marketing and promotion efforts. Coordination and cooperation with regional and state tourism organizations, recognizes that tourists travel to a region and a destination. This will require that the Byway Coordinating Committee and promotional entities such as the Greene County Tourism Promotion Department work together to ensure that existing marketing materials are updated and future marketing materials include the Scenic Byway. In addition, the Byway Coordinating Committee should provide information to the State and National Scenic Byway programs for inclusion with their marketing materials and web sites.

Businesses located along the byway can become an effective mini-chamber of commerce for the Byway Corridor, functioning both as rest stops as well as places to get maps, directions and information from "Scenic Byway Supporters." Clear vinyl Byway logo stickers could be displayed in the window of member businesses, showing travelers that the community is supporting the efforts to promote the Durham Valley. As part of this effort, it will be important to increase the awareness of business owners and their staff to the multitude of scenic and historic sites, recreational activities, and other intrinsic qualities of the Scenic Byway Corridor. Familiarization tours for both business owners, residents, and the tourism trade would be valuable.

Maps featuring the Scenic Byway and walking tours of Oak Hill, Cornwallville, and other historic areas could be created and available at the Durham Center Museum, Durham Town Hall and all businesses that are "Scenic Byway Supporters." A suggested map concept is shown below and available at www.zcardna.com.



Suggested map concept for the Scenic Byway.

Web support for the Scenic Byway could include downloadable maps, histories of area features, blogs, and other traveler information. The Byway Coordinating Committee should consider building and hosting a web site to assist the tourist with making plans to visit the Durham Valley.

The *Existing Character and Developing Image* graphics on the following pages illustrate a suggested approach how to “brand” the Scenic Byway Corridor in future marketing and promotion efforts.

Community and Visitor Education

The Durham Valley is a special place where the past and present intertwine in a way that creates its dynamic character. Articulating these qualities and making history visible is an important aspect of the role of the Byway Coordinating Committee. Creating broad support and enthusiasm for the resources of the Byway Corridor includes reaching out to local communities, educating children and adults, and interpreting the Durham Valley’s heritage for visitors and local residents.

The process of developing this Corridor Management Plan included outreach by the Byway Coordinating Committee through a series of public presentations and community meetings, where each presentation was accompanied by a series of maps and illustrative graphics that convey the intrinsic qualities of the Byway Corridor. It is important to the Byway Coordinating Committee to promote the rural character of the Durham Valley and its intrinsic qualities, so that those intrinsic qualities are valued by visitors and residents alike.

The Byway Coordinating Committee will provide a lead role in educating and engaging the community (residents, business owners, and others) and visitors about the importance of the Byway Corridor and the Durham Valley Scenic Byway. This role includes promoting the economic benefits of the Scenic Byway and its components to the

community, private property owners, and others who own, manage, or otherwise control important agricultural properties, significant natural resources, and potential historic buildings, sites or cultural landscapes.

Management Actions - Marketing, Promotion, and Education

Implement an interpretive, educational, and marketing program to educate the local community and visitors on the intrinsic values of the Scenic Byway Corridor.

- a. Develop a marketing approach and a marketing brochure to promote the Scenic Byway Corridor.
- b. Create a logo for use in identifying the Scenic Byway Corridor.
- c. Create a Durham Valley Scenic Byway web site. Maintain and update on an annual basis the web site. Consider a web address that has Durham Valley Scenic Byway in the name.
- d. Develop and maintain a speaker’s bureau (a listing of available experts) to visit schools, organizations, or other groups to promote the Byway Corridor. Develop lecture topics and potential venues.
- e. Provide information to the State and National Scenic Byway programs for inclusion with marketing materials and web sites. Provide stories to New York State Scenic Byways Program for use on its web site.
- f. Write items for publication such as press releases, contributions to heritage tourism publications, and articles for other industry publications.

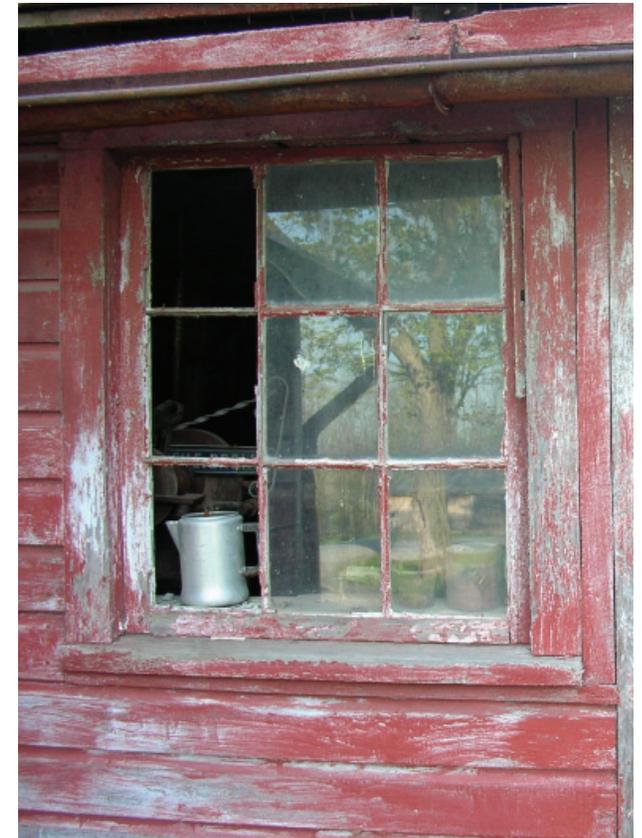
Create training and outreach programs to engage the community.

- a. Work with Scenic Byway partners to develop and provide a training program for business owners and other organizations to educate them on the Scenic Byway, resource protection, benefits, and methods to integrate the Scenic Byway into their business offerings.

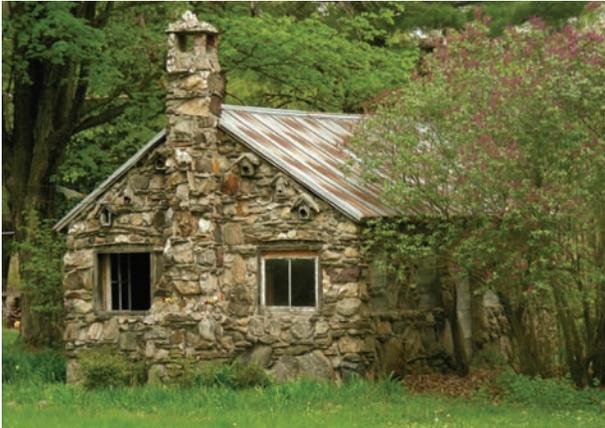
- b. Organize tours of existing businesses and evaluate materials available to travelers.

Broaden the participation on the Scenic Byway Committee to include all interested stakeholders.

- a. Work to add additional members to the Scenic Byway Committee. Consider adding one stakeholder with interests in agricultural lands and one stakeholder with a local business interest.
- b. Re-evaluate the composition of the Scenic Byway Committee on a regular basis to ensure that it provides broad participation from all interested stakeholder groups.



Existing Character



Developing Image

