



Final Report

Catskills Trout Tales

A Regional Marketing Initiative
ESD/Market NY Final Report
Project AC690

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Empire State Development.

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Catskills Trout Tales Snapshot

Get Caught by the Catskills...

Catskills Trout Tales: A regional tourism and branding campaign inviting visitors to fall in love with the Catskills through the magic of fly fishing in the spring season, created produced by Spillian: A Place to Revel, along with a host of regional partners.

A Quick Glance at the 2018 Launch Season

Financials

Total 2018 Budget: \$67,000

Estimated 2018 Revenues: \$260,000+

Attendance

Estimated over 2600 visitors and participants in April & May 2018

Project Highlights

- Over 50 offerings from over 65 partners in April & May 2018 season
 - Special Weekend Workshops
 - Lodging Packages
 - Branded Retail Offers
 - Classes
 - Community-Wide Festivals
 - Film Festivals
 - Restaurant Specials
 - Book-Signings & Lectures
 - Special Publications & Articles
 - Expo's & Conferences
 - Contests
 - Arts Events
 - Fishing & Hiking Guide Packages
 - Guided Hikes and Paddles
 - Branded Custom Cocktails
 - Specials on Related Services
- Over \$7,000 in gear and retail in-kind donations
- Over 30 earned media mentions
- Placement of over 10,000 print & digital assets
- Dedicated web site and social media traffic totalling over 70,000 views and visits
- Launch of an ongoing annual growing campaign hosted by the Catskill Center
- A grassroots model that ensured accessibility for a wide range of partners

Funding Sources

Grants

- Market NY/Empire State Development
- Delaware County Tourism & Promotion
- The O'Connor Foundation

Founding Organizational Partners

- Catskill Center for Conservation & Development
- Catskill Dream Team
- The Emerson Resort & Spa
- Esopus Creel
- Kenco: The Work & Play Outfitter
- The MARK Project
- The Roxbury, Contemporary Catskill Lodging
- Spillian: A Place to Revel
- Trout Unlimited
- Upstate Adventure Guides
- Susan's Pleasant Pheasant Farm
- Union Grove Distillery

Catskills Trout Tales 2018 Project Report

Catskills Trout Tales: Project Goals



Re-Imagining the Catskills in Spring

Spring in the Catskills is challenging. The snows have retreated such that the ski centers have closed down, the landscape is slow to awaken, and travelers are often seeking the bright sun of tropical destinations. Simultaneously, businesses and organizations are coming off of what is usually a hard winter, with wildly ranging revenues and all of the bills that hit early in the year. For decades, spring in the Catskills has been the ultimate shoulder season: one to grimly grit your teeth through and survive.

It wasn't always this way. In the early part of the 20th Century, hundreds of people would flock to the Esopus for opening day of trout season, lined up shoulder to shoulder, fairly certain that they wouldn't catch anything, but yearning to find their way back to the streams and the mountains, and falling in love each year with the spare beauty of the Catskills in spring and its hospitality.

Catskills Trout Tales finds that energy again. It invites adventuresome travelers to find a growingly popular destination in a special season, with its own delights and secrets, rather than ignore it during the so-called 'off' season. It also breaks some of the boundaries and expectations that those of us who live and work here: of geography, of bureaucracy, of economics, and of our own expectations that spring is something simply to be endured.

Catskills Trout Tales has extended the current Catskills summer tourist season into early spring, using trout fishing as the engine to attract overnight visitors to the region.

Vision

Capturing the cultural and natural history of the Catskills as the birthplace of American fly-fishing while building connections between regional hospitality businesses, conservation organizations and local media, Catskills Trout Tales is a branding, marketing, and programming campaign designed to excite visitors to come and stay in the region, exploring the area's forests, waters, and historic communities as stewards rather than simply consumers.

Like any popular outdoor destination, the Catskills must continually find ways to balance increased tourism with the protection of its natural resources, so visitors understand the value and vulnerability of the ecosystems they have come to experience. By partnering with both hospitality/retail businesses and nonprofit environmental/community organizations, Catskills Trout Tales educates and inspires visitors to love this special place into life rather than love it to death, and to become return visitors who repeatedly invest in the area.

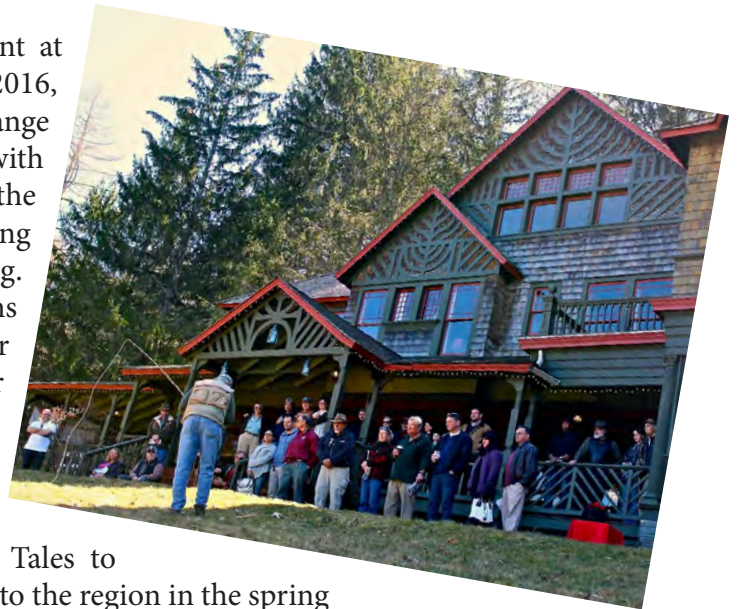
Simultaneously, projects that seek to engage small businesses in this region must find ways to make their buy-in relevant and sustainable. Catskills Trout Tales invites participating organizations to contribute in ways that directly strengthen their own businesses as they strengthen the region. We believe that this is a powerful model that is deeply sustainable: inviting participation that challenges people not only to help with this effort but to see what unique elements that they can add that will both make it unique to the Catskills but beneficial to their businesses.

History

Catskills Trout Tales emerged out of a growing three-year project spearheaded by Spillian LLC, an events and retreat center in Fleischmanns with a mission to support imagination and possibility, and a commitment to investing in projects to strengthen the region.

Catskills Trout Tales' first iteration was a one-day event at Spillian launching the spring trout-fishing season in 2016, co-sponsored by Trout Unlimited, with support from a range of regional nonprofits, businesses, and media. In 2017, with assistance from regional supporters, Spillian expanded the idea into envisioning a broader vision to use trout fishing as a regional engine to build momentum in the spring. Responses from regional businesses and organizations were overwhelmingly positive – the region is hungry for a way to brand itself as a destination during this shoulder season, and very interested in exploring ways to amplify their own efforts.

In 2018, funding from Empire State Development/Market NY and local funders allowed Catskills Trout Tales to expand into an innovative, powerful tool to bring visitors to the region in the spring tourist season and shift it from being the quietest time of the year to the go-to place for beginning to experienced anglers and explorers.



Goals

- To create tangible growth in visitors by increasing tourist visits and spending in the spring season
- To build sustainable tourism in the region, inviting visitors to be stewards rather than consumers, educating and enchanting visitors so they cherish and protect the Catskill mountains
- To build an innovative platform that supports an expanding network of businesses and organizations that strengthen themselves, each other, and the region by collaborating on a common economic and tourism development project
- To empower local businesses & organizations to see tourism marketing as a way to stretch their own vision and goals through engagement rather than 'pay for play' models
- To celebrate and strengthen the cultural and natural history of the Catskills
- To break artificial barriers between Catskills counties tourism efforts
- To offer strong enough ROI for area businesses to ensure longterm engagement
- To build a relationship with potential major corporate underwriter (such as Orvis or Simms) to providing underwriting in future years to add to sustainability and national visibility
- To create a world-class marketing and programming campaign that brands the Catskills as the trout fishing capital of the US every spring and builds interest in the Catskills year round
- To develop media relations with NYC/Brooklyn and national print, digital & broadcast media outlets
- To begin to make the spring months as strong a tourism season as summer, fall, and winter seasons
- To create a replicable model that can be used for other seasonal/focus campaigns across the region

Catskills Trout Tales: Steps Implemented

Overview

Catskills Trout Tales has been a truly grassroots project, bringing together a wide array of community partners to bring the campaign to life. The steps articulated below were driven by Spillian's leadership with support from a handful of consultants in PR, advertising, and outreach, and were amplified by the individual efforts of many project partners. Our goal was to create the most sophisticated campaign possible on a very small budget of less than \$70,000, parleying community assets and talents into a cohesive project that would have genuine impact for visitors and build capacity for project partners.

Planning

- Secure initial funding and support via grant and early investor sources
- Put implementation team in place, including major vendors
- Develop branding images and languaging
- Develop language and platforms to attract regional partners to develop programming, hospitality packages, and cross-marketing strategies
- Develop spring events and offerings season
- Develop communications plans with appropriate regional agencies, including Tourism Promotion Agencies
- Develop reporting tools for partnering organizations and prepare final reporting
- Identify, solicit, and support regional NGO to take on Catkills Trout Tales in future years, expanding the project to the wider Catskills region

Media/Social Media Outreach

- Design and launch catskillstrouttales.com website with SEO tools
- Create social media accounts (Facebook, Instagram, Twitter, Tumblr) and implement cross-promotion plan for organic reach, as well as sponsored post schedule
- Develop and implement social media contest
- Define media partnerships with broadcast, print, and media outlets.
- Design and print marketing collateral: posters, banners, postcards, and advertising images
- Produce digital marketing collateral: memes, hashtag campaigns, short videos
- Develop and print Catskills Trout Tales Passport
- Define Catskills and NYC locations for placement of print marketing materials
- Attend I LOVE NY Media Marketplace and plan travel FAM
- Broadcast marketing collateral online, in Hudson Valley, the Catskills, and NYC



2018 Event Season

- Support events and offerings by project partners using trout fishing, streams and forests of the Catskills as the entry point for visitors in April and May including:
 - Special Weekend Workshops
 - Lodging Packages
 - Branded Retail Offers
 - Classes & Learning Opportunities
 - Community-Wide Festivals
 - Film Festivals
 - Restaurant Specials
 - Book-Signings & Lectures
 - Special Publications & Articles
 - Expo's & Conferences
 - Contests
 - Arts Events
 - Fishing & Hiking Guide Packages
 - Guided Hikes and Paddles
 - Branded Custom Cocktails
 - Specials on Related Services

The first year of Catskills Trout Tales included over 50 special events and offerings from over 60 official partners, with additional organizations informally adding their own efforts.

Catskills Trout Tales 2018 Project Partners

50/50 On the Water	Greater Roxbury Business Association	Roxbury Arts Group
Arkville Bowl & BBQ	Green Label Homes	Roxbury Wine & Spirits
Ashokan Dreams Lodging & Guiding	Home Goods of Margaretville	Sage Fly Fish**
Boiceville Inn	Hudson Valley Weather*	Smith Optics**
Business Alliance of Margaretville	Judd Weissman, Guide	Spillilian LLC*
Catskill Center for Conservation & Development*	Just Shop Boutique	Susan's Pleasant Pheasant Farm*
Catskill Dream Team*	Kenco: The Work & Play Outfitter*	The Emerson Resort & Spa*
Catskill Forest Association	Kirkside Park	The Erpf Gallery
Catskill Interpretive Center	Longyear Gallery	The Inn at Toll Gate Creek
Catskill Mountain Angler	Lyne Acres	The Roxbury General Store
Catskill Mountain Club	Margaretville Liquor Store	The Roxbury, Contemporary Catskills Lodging*
Catskill Mountain Tattoo	The MARK Project*	Town of Roxbury
Catskill Mountain View House	Mountain Eagle News	Tree Juice Maple Syrup
Catskill Rose Lodging & Dining	NY Forest Owners Association	Trout Unlimited*
Catskills Candies and Confections**	Peekamoose Restaurant & Tap Room*	Ulster County Tourism
Catskills Seasons Ltd	Phoenicia Business Association	Union Grove Distillery*
Chappies Restaurant	Phoenicia Diner*	Upstate Adventure Guides*
Cortland Lines**	Phoenicia Library Angler's Library	Wayside Cider
Delaware County Tourism	Pine Hollow Lodging	Westkill Brewing
Dun Magazine**	Rail Explorers	Willow Drey Lodging
Esopus Creel*	Reel Catskills Guiding and Lodging	WIOX Community Radio*
Fifield Outfitters Guiding and Lodging	Roscoe Brewery	Yeti**

*Regional Founding Partner, supporting the project either with cash or resource donations

**Gear Partner or Community Partner, supporting the project with in-kind donations

Catskills Trout Tales: Specific Results

In 2018

- Over 50 events from over 65 partnering organizations in Delaware and Ulster Counties in April and May
- An estimated attendance of over 2600 visitors to events, offerings, and packages
- Over 20,000 unique visits to the Catskills Trout Tales website by June 2018.
- Over 3400 followers on Catskills Trout Tales Facebook page with weekly views topping at 50,000
- 1000 followers on Catskills Trout Tales Instagram page
- \$7000 in donated gear prizes
- 30 print/digital media mentions
- “Trout Month” 40 interstitials, ten in-program interviews on WIOX 91.3 FM
- Dedicated, self-produced 6000 print run tabloid publications from Catskill Mountain News

In 2019

- Self-funded second season facilitated by the Catskill Center for Conservation and Development/ The Catskills Interpretive Center, with a broader reach into additional Catskills counties and a comparable number of events and offerings
- Served as inspiration for the organization and implementation of regional ‘shop local’ campaign, Catskills Love, produced by the MARK Project and funded by NYS

Catskills Trout Tales: Overall Effectiveness

An Extraordinary Beginning

Catskills Trout Tales met or exceeded most of our goals. We are both awed and grateful for the extraordinary community support by both participating partners and our neighbors in our part of the Catskills.



For the first time in decades, the region began to have a sense of energy in the spring. As visitors wandered down the Route 28 corridor into the heart of the Catskills, they discovered a place that was brimming with life and opportunities to explore.

They found signage, events, tastes, treats, experiences and more that picked up on the Catskills Trout Tales branding and began to create a trail into what can feel like a large, beautiful, but often mysterious and impenetrable place to visit.

We are particularly proud of the following impacts of Catskills Trout Tales on the region.

Some of Catskills Trout Tales' Most Powerful Impacts

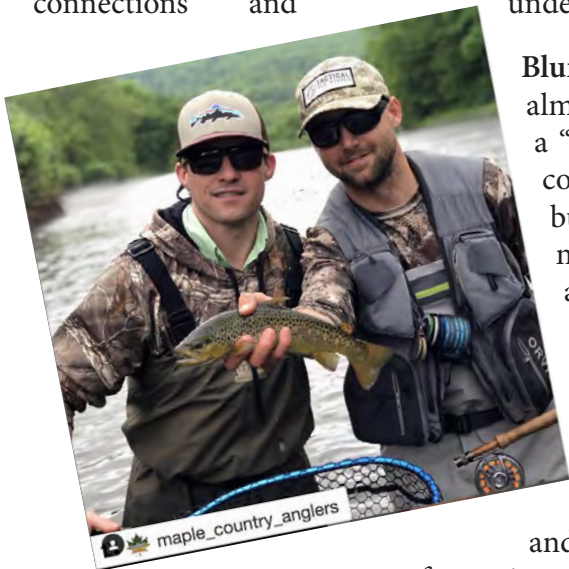
Branding the Catskills as 21stC angling destination: This is a clear, evocative branding message that positions the Catskills on par with other world-class fishing locations and will continue to attract anglers from around the world. This demographic includes outdoor enthusiasts, conservationists, and consumers of higher end hospitality offerings, and generally have disposable income. Catskills Trout Tales has begun that branding, and should continue to strengthen it in years to come.

Defining family-friendly activities in the Catskills: After decades of being seen as the place for families to visit, the Catskills have recently struggled with finding ways to attract and retain families. We have begun to redefine this and develop a next generation of committed visitors.

Develop spring as viable tourist season: Expanding the summer tourism season beginning into late March will have enormous impact on the region's economic stability. These months are when most hospitality businesses struggle and fail.

Building capacity and presence for small businesses: For the micro-businesses in the Catskills, trying to build effective marketing can feel insurmountable. By being able to tie into a project that didn't require the standard 'pay for play' model, but instead invited people to increase their impact by increasing their involvement allowed many small businesses to amplify their marketing reach in ways they'd not ever been able to achieve before.

Strengthening relationships between local businesses: by working together in an innovative, collaborative project that is designed to benefit each participant as much as it is the area, participating businesses are building connections and understanding one another better as resources.



Blurring lines between counties: While the Catskills tourism support is almost unilaterally defined specifically by county, visitors are looking for a "Catskills" experience and generally aren't particularly aware of which county they are in. This project, because it emerged from the hospitality business community, built informal but powerful connections and networks between regional businesses and organizations, and took advantage of the momentum across counties. As an example, currently over 46% of tourism dollars in the Catskills lands in Ulster County and less than 10% (by far the lowest number) lands in Delaware County. Catskills Trout Tales has begun to change that imbalance.

Inviting visitors to "love it to life": The most effective tourism campaigns invite guests to fall in love with the region they're visiting and begin to feel a sense of belonging and stewardship. With its intimate ways of engaging with the Catskills, the partnerships between environmental organizations and tourism organizations, and the ongoing messaging about the care of wild places, Catskills Trout Tales has become a legitimate voice in sustainable travel.

I just got off the phone with a fly fishing client in Manhattan. She said she just saw my picture in a magazine and was reading about me?!? It was a travel "newsletter" laying around the Starbucks near the Met Museum, containing Michelle Hermann's article. Nice work!

- Mark Loete, Catskill Mountain Angler

Catskills Trout Tales: Challenges & Unexpected Events

While Catskills Trout Tales was, overall, an extraordinary project, we did have a few challenges and unexpected events.

Herding Cats

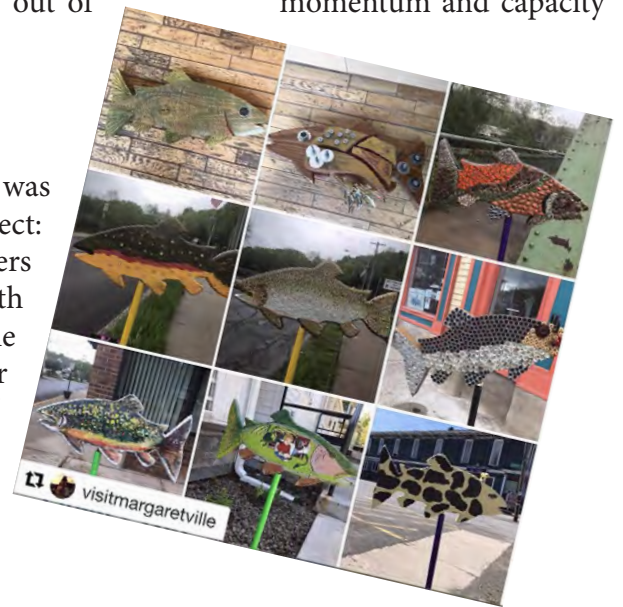
Community-based projects bring specific challenges. While we worked very hard to create strong and flexible communications tools, managing so many partners of varying size and goals was definitely challenging. We learned a lot about finding ways to communicate the shared responsibility for the success of Catskills Trout Tales, we did struggle with some partners for a clear understanding of how we could amplify each others' efforts. Ultimately, the hardest part of working with so many partners was collecting data after the season was over in 2018; while people had really good intentions, they were into their busy summer season and had limited resources to follow up well.

Media Challenges

While our media consultants worked hard to gain media attention, it was definitely one of the more difficult aspects of the project. We had hoped that area tourism agencies, as well as I LOVE NY as a funder, would have been a bit more proactive about working to amplify the project. In retrospect, we could have managed the press process differently than we did, and perhaps could have gained more major media attention. That said, we did lay groundwork for international media, including, for example, an article in *Travel & Leisure* magazine about Spillian and the Catskills in summer 2019. This coverage grew out of momentum and capacity building from Catskills Trout Tales.

Unexpected Successes

One of the wonderful unexpected layers of Catskills Trout Tales was how interested project partners were about continuing the project: while we saw this clearly as a spring campaign, many of our partners saw it more as a season launch. Some of them continued on with their own efforts that emerged from the spring season; for example the Business Alliance of Margaretville, who followed up on their "Something Fishy on Main" event in the spring with an auction of painted trout artwork as a fundraiser in August.



Catskills Trout Tales: Conclusion

This has been a unique project for the Catskills, leveraging the assets and strengths of the tourism industry (nonprofit and commercial alike) to simultaneously strengthen their own businesses and the region through a focused, content driven campaign. With this grassroots engagement, the scope of the project has been possible for a fraction of what it would cost to bring in an outside PR firm to vision and execute, and has built relationships between participants in powerful ways. This is a celebration of and by the community, and has changed not only visitors' experiences of the Catskills, but strengthen the fabric of the region as well. It has already become a model for tourism campaigns throughout the year, and we believe that it can continue to be, helping the region to thrive.

We are grateful to Empire State Development, Market NY, I LOVE NY, and all of our other supporters and sponsors for making this project possible.

Performance Narrative

Attendance

Spillian LLC produced the Catskills Trout Tales 2018 season, so we have included data just from that first season. Catskills Trout Tales was taken over by the Catskill Center for Conservation and Development/The Catskills Interpretive Center in 2019, repeating most of the offers, packages, and events of the 2018 season and expanding the reach of the project into a wider area of the Catskills. While we do not have specific data for this second year, given the continuation and expansion of the program, we are confident that these numbers were larger in its second iteration.

We are estimating attendance at the 50 plus events in the 2018 season at between 2600 and 2700. Because this project included one-time events and packages as well as ongoing offerings from a wide variety of businesses and nonprofit organizations, gaining specific attendance data was complicated. A number of the smaller partnering organizations reported anecdotally. Estimating \$100 spent per visitor, Catskills Trout Tales drew over \$260,000 to the region in the 2018 season.

Please see the attached report entitled “2018 Catskills Trout Tales Events and Offers” for more specific data.

Website/Social Media

The Catskills Trout Tales website was launched in January, 2018 and by June, 2018, had garnered over 20,000 unique views.

The site offered the following:

- Partner information. links, and onsite blogs on trout specific news
- Full events calendar
- Dedicated pages for all events, offerings, and packages
- “Latest news” blog on latest on events and other fly fishing seasonal information
- Online CTT Passport story submission
- Direct social media links
- Yoast SEO tools
- Contest links and updates
- Fly Fishing history and natural history information
- Links to DEP and other state agencies
- Maps

Facebook: Launched in January, 2018, the Facebook page grew to over 3400 followers within a couple of months, and with an aggressive organic posting schedule and cross-posting effort by project partners combined with sponsored posts and contests, built extraordinary traffic. In one week, for example, we had over 50,000 post views. Average post views ranged between 200-500, with stand-out posts that project partners cross-posted reaching up to 5,000 views.

Instagram: Launched in January 2018, with over 1000 followers.

Twitter: Launched in January 2018, with @300 followers.

Tumblr: Launched in January, crossposting social media posts

Post topics included:

- Events, packages, offers, contests, media mentions, gear partner posts
- Trout fishing history, natural history
- Catskills Trout Tales memes and other branding
- Catskills Trout Tales online Passport submissions

Out-of-State Traffic

Because of the collaborative nature of Catskills Trout Tales with many small organizational partners, our reporting on out-of-state traffic is limited. In our first year, our goal was to focus on NYC and regions nearby, in New Jersey and Pennsylvania; reaching out to fly fishing enthusiasts, families, and outdoor recreation enthusiasts who already were aware of the Catskills, but not aware of what it could offer in the spring shoulder season. The majority of visitors were from New York State, but based on reporting that we've received from project partners, we are confident in estimating that at least 10% of visitors were from surrounding areas and beyond.

Employment

Direct employment from Catskills Trout Tales 2018 included two Spillian part time consultants. Break the Ice Media, our PR Firm, employed two staff members part time for six months on the project. In 2019, the Catskill Center for Conservation and Development provided part time employment for two staff members working on the second year of the project, without external Market NY project funding. Our goal for this project was to keep staff costs as low as possible so we could parley a fairly small budget into a far-reaching project that could benefit Project Partners and the region as a whole. As a result, the employment implications for Catskills Trout Tales are not simple to quantify directly: the point was to increase traffic and opportunities for businesses and nonprofits in the area. Individual project partners were able to find or extend employment through events or increased traffic during the season; for example: Spillian's three event offerings during the season offered employment to 10 part time staff who generally are not employed during this season, and hiking and fishing guides reached over 50 new guests for guided trips for the first time in this spring season.

Project Specific Goals

One of the goals of Catskills Trout Tales is to bring visitors to the Catskills as stewards rather than simply consumers; engaging and educating guests to understand the region as a place to support and invest in, rather than to visit once and consume its resources. There are several markers for our success in this arena including:

- Over 300 uses on Instagram of the CTT hashtag #loveittolife
- Over \$6300 in funds raised by donated materials for Founding Project Partner Ashokan-Pepacton Watershed Chapter of Trout Unlimited at two 2018 season events

Another goal was to re-brand the Catskills as the go-to place for fly fishing on the East Coast, as the birthplace of American fly fishing. Measures include:

- Over 111,000 search results in Google referencing “Catskills Trout Tales,” including many mentions in fly fishing enthusiast publications, blogs, calendars, and forums
- Catskills Trout Tales branding in hundreds of locations in the Catskills and in the Hudson River Valley, some during the season, and some year-round
- Over 300 Instagram posts used #catskillstrouttales hashtag
- Over \$7000 worth of donated prizes from Industry leaders such as Yeti, Cortland, Sage Optics, and Dun Magazine, and ongoing relationships begun for future partnerships and sponsorships with them, as well as Orvis
- Relationship built with 50/50 On the Water, an international program to encourage women to engage in fly fishing, beginning with 2018 program offerings
- Over 30 media mentions in 2018

Note: Please see following documentation on :

- Catskills Trout Tales 2018 Events & Offerings Calendar and Estimated Attendance
- Sample Facebook Data
- Break the Ice Media Final Report
- Break the Ice Media Social Media Contest Report
- CTT Media Mentions
- CTT 2018 Hotel Marketing Materials Distribution (Kingston)

2018 Catskills Trout Tales Events & Offers

NOTE: Over 50 events & offers from over 60 organizations. Because of the scale of the project, and its efforts to empower small businesses and increase marketing capacity, we did not always get good reporting data from community partners. Many felt that it was a great awareness campaign, regardless of their specific numbers in the first year, and virtually all returned to be included in the second year's programming.

EVENTS	Estimated Attendees
Saturday, April 7 Trout Tales at Spillian: A Fish Fest & Feast 1 PM to 9 PM Location: Spillian, A Place to Revel Sponsor: Spillian Launching a season & a campaign at a superb Catskills retreat	150
Sunday, April 8 Shavertown Trail Hike 10:00 AM Location: Shavertown Trail Sponsor: Catskill Mountain Club	12
Saturday, April 14 Trout Unlimited Anniversary Celebration 5:00 PM Location: Boiceville Inn Sponsor: Trout Unlimited, Ashokan-Pepacton Chapter 30 years of advocacy, community, and the love of trout	45
Friday, April 20 Legendary Headwaters Hike on the Wilowemoc 2:00 PM Location: Claryville Sponsors: Upstate Adventure Guides, Esopus Creel Find the source in a hike to exquisite undiscovered country	9
Friday, April 20 – Sunday, April 22 A Mythic Catskills Weekend Location: Spillian, Catskill Forest Preserve Sponsors: Spillian, Upstate Adventure Guides, Catskill Mountain Angler Discover the deep magic the streams, forests, food and lore of the Catskills in an all-in-one weekend adventure	12

Saturday, April 21	
Something Fishy on Main	100
10 AM to 4 PM	
Location: Margaretville	
Sponsor: Business Alliance of Margaretville	
A family festival of fish, spring, and art on Main Street	
Saturday, April 21	
Screening of IF4 – International Fly Fishing Film®	150
7:00 PM	
Phoenicia Playhouse	
Sponsors: Esopus Creel, Trout Unlimited, Westkill Brewing, Phoenicia Business Association, Phoenicia Library Angler's Library	
Breathtaking shorts from fly fishing around the world	
Wednesday, April 25	
7:30 PM	
Trout Unlimited Monthly Meeting Featuring Heidi Nute	30
Boiceville Inn	
Sponsor: Trout Unlimited, Ashokan-Pepacton Watershed Chapter	
Talk from the female world-recorder holder for largest tarpon caught on a fly	
Thursday, April 26	
The Ashokan Way: Reading with Author Gail Straub	21
6:30 PM	
Location: Catskill Interpretive Center	
Sponsors: Catskill Interpretive Center Catskill Center	
Author Gail Straub will read from her new book, <i>The Ashokan Way</i> , lyrically chronicling a year's worth of walks near the Ashokan Reservoir.	
Friday, April 27 – Wednesday, May 2	
Seeing Nature's Mind Regenerating Place, Spillian	19
3 PM Friday to 5 PM Wednesday	
Location: Spillian, A Place to Revel	
Sponsors: Spillian, 7group	
Discovering how nature can inspire & renew	
Saturday, April 28	
Trout Appetizers at Lake Wawaka	10
Location: Susan's Pleasant Pheasant Farm	
Sponsor: Susan's Pleasant Pheasant Farm	
Cast your line with an expert guide: taste the joys of fly fishing	
Saturday, April 28	

Sporting Legends of the Catskills: Jerry Bartlett Collection 1:00 PM Location: Phoenicia Library, Angling Museum Sponsor: Jerry Bartlett Memorial Angling Collection A program on the evocative history of fish and game clubs in our region.	23
Saturday, April 28 Spring Open House at the Catskill Interpretive Center 10 AM – 2 PM Location: Catskill Interpretive Center Sponsors: Catskill Interpretive Center Catskill Center Learn about all the opportunities for getting out and exploring the Catskills this spring, with guides, outdoor skill demos, casting demos, and the launch of a new fishing rod loaner program	30
Saturday, May 5 Catskills Great Outdoors Expo 10 AM to 4 PM Location: Best Western Kingston Hotel & Conference Center Sponsor: The Catskill Center Everything to make your Catskills adventures perfectly perfect.	500
Thursday, May 10 Angler's Night 6:00 PM Location: Peekamoose Restaurant & Tap Room Sponsors: Peekamoose Restaurant and Esopus Creel Join with local anglers to share tales of trout and good cheer!	35
Saturday, May 12 STOKE REEL: Fly Fishing Film Tour 2018 7:00 PM Location: Union Grove Distillery Sponsor: Union Grove Distillery	30
Sunday, May 13 Catskills Trout Tales Fiver (Cancelled/Weather) A 5 mile road run along the East Branch of the Delaware River & BBQ Location: Arkville Sponsor: Arkville Bowl & BBQ	
Friday, May 18 to Sunday, May 20 Fly Fishing at the Emerson Location: The Emerson Resort & Spa Sponsor: The Emerson	16

Guided fishing on the very special stretch of the Esopus Creek in our backyard and enjoy a luxurious weekend at the Emerson

Saturday, May 19

Roxbury's O-FISH-ALL Trout Day! 100

Location: Kirkside Park, Roxbury

Sponsors: Greater Roxbury Business Association, Town of Roxbury

Kids and their adults try their hand at fishing at the historic Kirkside Park, celebrate all things fish with a splendid array of explorations, art, activities, and special offers. Just say the magic words "Trout Tales!"

Friday, May 25 - Sunday, May 27

Taking Flight: Birding in the Catskills 50

Location: The Emerson Resort & Spa

Sponsor: The Catskill Center

Saturday, May 26

Deer Exclosure Walk 10

10 AM to 2 PM

Location: Margaretville NY

Sponsors: Catskill Forest Association, New York Forest Owners Association

Explore an area that has been protected from deer to learn about how to manage health of our forests and streams

Saturday, May 26

Paddle the Pepacton 10

11:00 AM

Location: Pepacton Reservoir

Sponsor: Catskill Mountain Club

Wednesday, May 30

Dawn Adventure with Rail Explorers 30

6 AM to 9 AM

Location: Catskill Railroad from Phoenicia

Sponsors: Rail Explorers

Pedal down the railroad in custom Rail Explorers to be amongst the trees and alongside the Esopus Creek, and enjoy a campfire breakfast.

ONGOING EVENTS & CONTESTS

Estimated
Attendees

Catskills Trout Tale: Biggest Trout Photo Contest

20

Catch and release Photo Contest

Location: The Catskills Preserve and Your Phone
Sponsor: Union Grove

The Phoenicia Diner Trout Special 50

Location: The Phoenicia Diner
Sponsor: The Phoenicia Diner
Featuring local trout through the Catskills Trout Tale Season. Ask us about our photo contest and amazing gear prize for the best selfie with your dinner!

Fly Fishing 101, Saturdays 50

10am-12pm
Location: Kenco Work & Play Outfitter
Sponsor: Kenco Work & Play Outfitter
For those dreaming of getting on the water but not sure where to start, with Orvis-trained instructors.

Fly Fishing 201, Saturdays 40

1:30pm- 5:30pm by appointment only.
Location: Kenco Work & Play Outfitter
Sponsor: Kenco Work & Play Outfitter
We are offering a fishing class on local waters with a chance to catch your first fish!

Trout Tales Pedicure at the Emerson 30

April 1 through June 30
Location: **The Emerson Resort & Spa**
Sponsor: **The Emerson Resort & Spa**
60-minute luxury spa pedicure includes a deep pressure point massage for feet and legs and complete nail care. Refresh and revitalize your feet with marine botanicals and sea salt.

Spillian Trout Tale Cocktail

Union Grove Distillery Vodka and Tree Juice Maple Syrup
Locations: Check in at your favorite spot for a drink!
Sponsors: Spillian, Union Grove Distillery
Sip on the Spillian Trout Tale Cocktail, made with Union Grove Distillery Vodka and Tree Juice Maple Syrup, and crafted to resemble the sparkling waters of a Catskills trout stream.

Catch of the Day Dinner Special 15

Catskill Rose Lodging and Dining
Bring us your catch of the day and we'll cook it for you! \$5 off your food tab for each fish.

Peekamoose Restaurant & Tap Room Trout Special 200

Peekamoose Restaurant & Tap Room

Ask us about our very special local trout offerings during Catskills Trout Tales.

Chappies Skillet Trout	50
Chappies Restaurant Roxbury	
Savor our special pan roasted trout during Catskills Trout Tales	

GUIDE PACKAGES	Estimated Attendees
-----------------------	----------------------------

Upstate Adventures Guides	20
Judd Weissman	6
Catskill Mountain Angler	10
Esopus Creel	20

LODGING AND GUIDE PACKAGES	Estimated Attendees
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Catskills Angling at Ashokan Dreams	4
A full day of guided fly fishing, lunches, s'mores, and lodging	
Ashokan Dreams B&B	

Catch a Rest and a Trout!, Love Package	10
Susan's Pleasant Pheasant Farm	
A weekend for two fishing, exploring the magical property at Lake Wawaka at a private preserve, including boat rental and breakfast.	
\$475 a couple	

Fishing and Lodging on the East Branch	10
Fifield Outfitters, LLC	
Guided fly fishing and bass boat expeditions and lodging on the East Branch of the Delaware, and streamside lodging.	

Experience the Great Western Catskills	6
Reel Catskills	
A 4 to 6 hour guided wildlife photography and fly fishing trip for two, floating along along a premier fly fishing destination the West Branch of the Delaware River.	

LODGING	Estimated Attendees
----------------	----------------------------

Trout Tales Package	10
The Emerson Resort & Spa	
Special pricing for midweek and two-night weekend stays	

Pine Hollow Lodging	15
10% all rentals in April and May until Thursday, May 24 Choose from over 20 vacation rentals.	
The Inn at Toll Gate Creek	10
Rooms \$110 a night, with breakfast and stream access for fishing	
Green Label Home	20
10% discount on rental of select properties Please mention "TROUTTALES" in your inquiry and we will discount your rental.	
Lyne Acres	6
Lyne Acres is offering a 2 night stay for \$700* (up to 6 people) for those joining in on the fun festivities being offered through Catskills Trout Tales.	
Catskill Mountain View House	10
Spring fishing special \$100 off 2 weekend or 3rd night free	
Streamside from Willow Drey Lodging	10
10% off rentals during the Catskills Trout Tales Season	
The Roxbury: Contemporary Catskills Lodging	20
Contact us for special offers throughout Catskills Trout Tales!	

SPECIAL THEMED OFFERS

Trout special offerings from local retailers. The following represent the type of offer that business owners offered; many others shared specials on their own as the project grew.

Catskill Seasons Ltd, Margaretville	30
Everything you need for your outdoor adventures...hip boots, waders, poles and accessories, rain gear, hiking gear, and more! Stop by for your fishing license!	
Just Shop Boutique, Arkville	30
Couture in the country...the best, most creative and unexpected fashion from a world-class fashion industry expert. She finds amazing deals in unexpected places...stop by to see what trout themed magic they're offering, including official Catskills Trout Tales t's!	
Home Goods of Margaretville	40

A marvelous array of trout-themed treats to cook and eat with...for every fishing fan! (And don't miss their Trout Cookie Decorating Day as part of the Margaretville Something Fishy on Main celebration on April 21.

Catskill Candies and Confections, Margaretville 70

Handmade exquisite trout-shaped chocolates...the best solution to 'catch and release' – just don't release the chocolate!

The Roxbury General Store, Roxbury 30

A 10% discount on all merchandise in the store to anyone who says the magic words "Trout Tales" at the register. (This offer excludes bike rentals.)

Margaretville Liquor Store 30

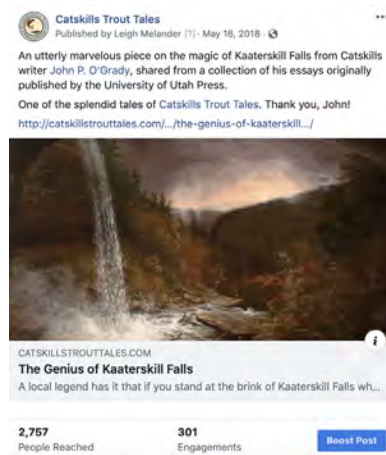
Featuring wines with fish on the label throughout Catskills Trout Tales! Come and catch your own.

TOTAL ESTIMATED ATTENDEES 2264

Sample Facebook Data

Facebook is a core part of the success of the Catskills Trout Tales campaign.

We launched the CTT Facebook page in January of 2018, and built an audience of over 3400 within weeks. We posted 3 to 4 times daily, capturing the range of the CTT vision and community. Our goal was to build a web of cross-posting by project partners to amplify the reach of both the page and posts, and we found that when this happened we had fairly spectacular results, reaching thousands of people per post. In one week in April, we had over 50,000 post views. Some samples and data:



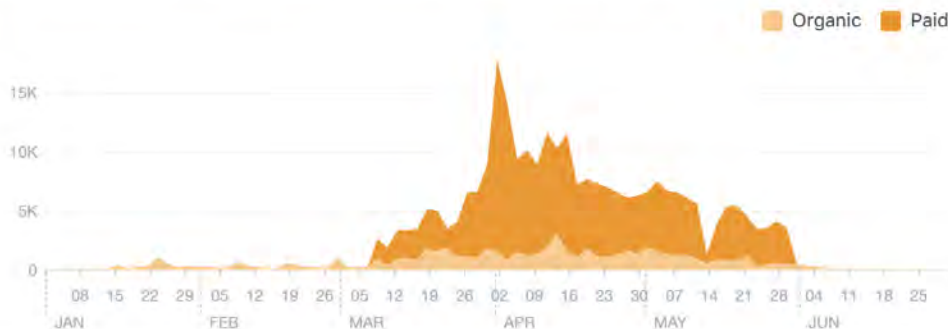
Catskills Trout Tales | Discover the Catskills in the Spring

GET CAUGHT BY THE CATSKILLS Learn. Explore. Discover. Adventure. Feast. Play. Spring in the Catskills... The Season...

catskillstrouttales.com
Jan 13, 2018 · 646 Shares

Total Reach

The number of people who had any content from your Page or about your Page enter their screen. This number is an estimate.



BENCHMARK

Compare your average performance over time.

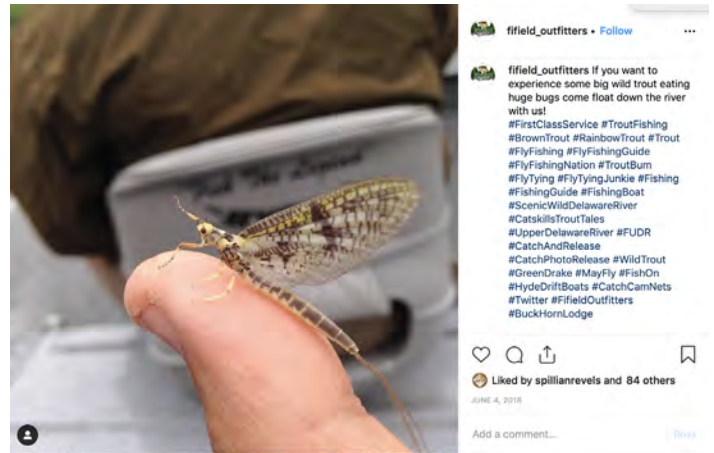
Organic

Paid

Social Media Snapshots



Sample cross promotion from hospitality partner



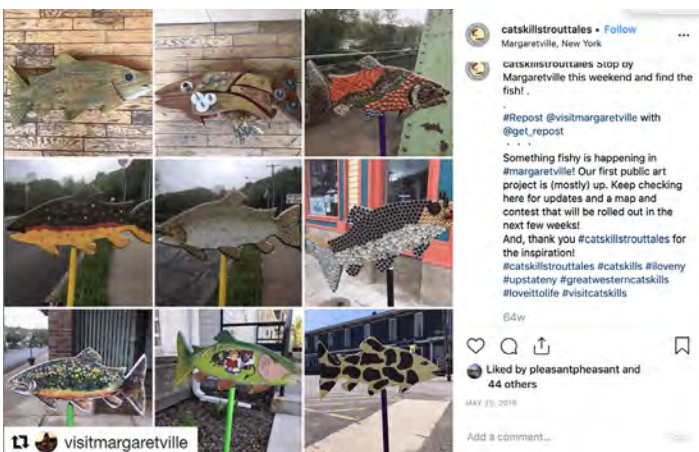
Sample cross promotion from guide partner



Sample cross promotion from lodging partner



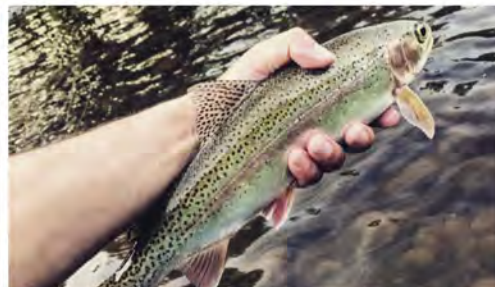
Sample organic post by visitors



Raffled entries from Margaretville Something Fishy On Main



Sample cross promotion from regional artist



Deliverables & Activities

Social Media & Contest

- Social Media Strategy
- Facebook Advertising Strategy
- Facebook Ads: Kickoff Event & Contest
- Contest Landing Page – Development & Updates
- Contest Prize Development
- Contest Official Rules
- Contest Social Media Posts for Partners
- Promote Getaway Contest
- Create Landing Page for Union Grove Contest

Public Relations

- Media Kit Development
- Attended Summer Media Marketplace
- April Media FAM – Organize & Follow-Up
- Track Media Placements & Social Media Mentions
- Pitching to Media Contacts

Partnership Cross-Promotions

- Develop Relationship with Orvis Manhattan, Provide Collateral
- Begin Conversations around Catskills Trout Tales Day
- Identify & Contact Outdoor Gear Retailers in NYC
- Identify & Contact Hotels in/around Kingston, NY

PR Highlights:

Developed a full **media kit** including story starters, campaign overview, one sheet, passport and photos.

Attended the **I Love NY Summer Media Marketplace** with an Orvis representative alongside Sullivan County. Followed up with media with relevant information to our conversations.

Identified and reached out to **48 writers** to invite on a Catskills Trout Tales FAM.

Monitored media-lead services and responded to **four inquiries** with relevant information.

Facilitated **media attendance** at the April FAM including confirmations, sizing, transportation and follow up.

Secured **four media placements** and **23 social media mentions**.

Provided contact information and introductions for **interested media** for future visits/interviews.

3

Hosted Media:

- offMetro
- New York Lifestyles
- Yum-Yum-Traveler, Jax Fax Magazine

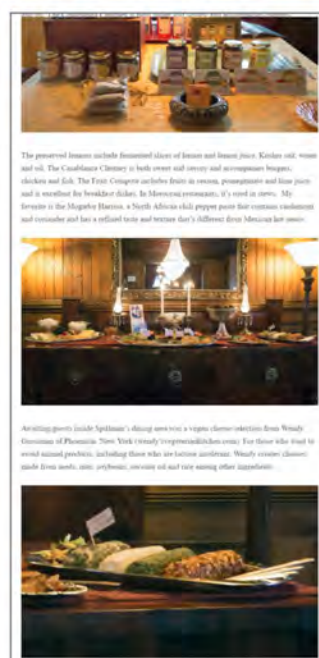
Interested Media:

- Travelzoo.com
- AAA Magazine
- Smithsonian Magazine
- Freelancer for Travel + Leisure, New York Times and WSJ Magazine
- Freelancer for Time, BBC Travel, Esquire, The Atlantic, Fortune, Marie Claire, Travel + Leisure, Hemispheres, Rhapsody and Modern Luxury
- Traveling Mom, Traveling Dad
- Bucket List Journey
- Local Adventurer
- The Travel Bite
- Multicultural Travel News
- Geri Bain
- Let's Travel! Radio
- Splash Magazine
- ExtremeKids.com
- AndNorth
- edible Hudson Valley

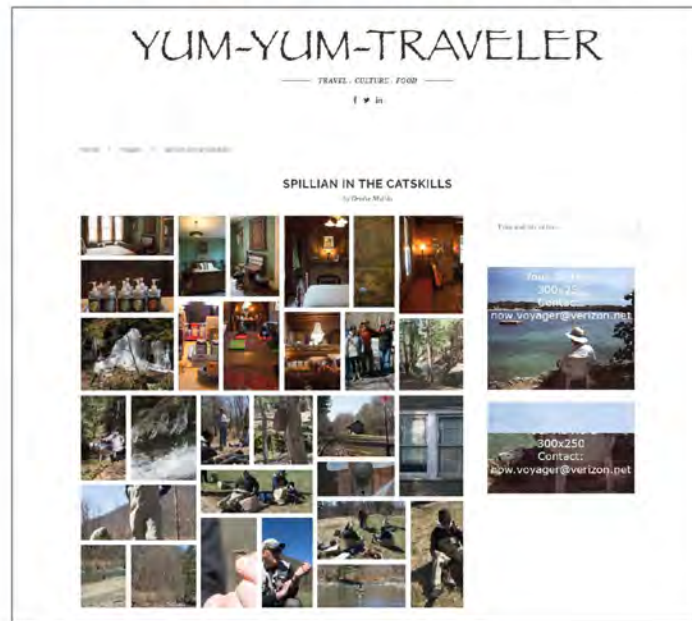
Travel Talk Radio – [Radio Interview with Bob Nesoff](#), 4/18/2018



Yum-Yum-Traveler – [Moroccan Spices, Condiments, Vegan and Goat Cheeses in the Catskills](#), 4/29/2018

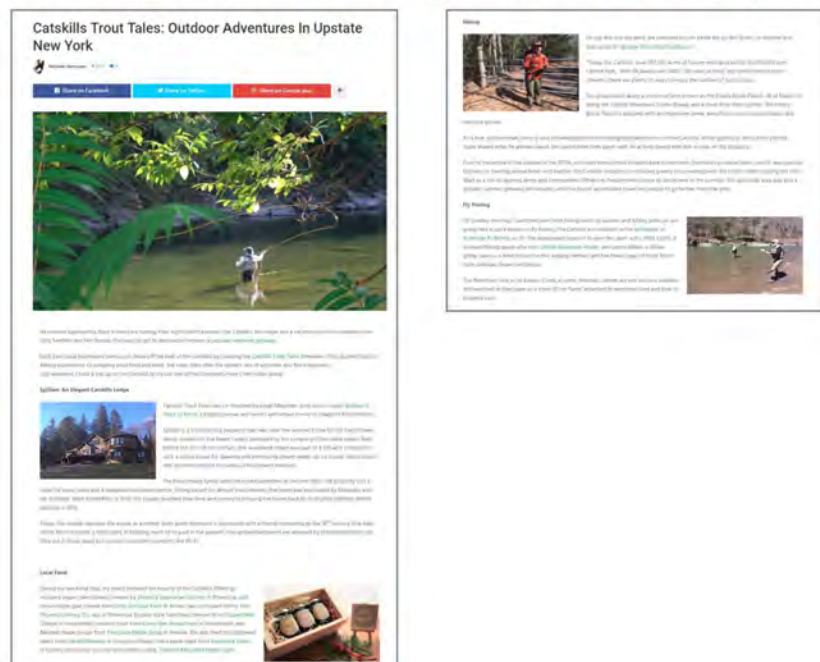


Yum-Yum-Traveler – [Spillian in the Catskills - Photo Gallery, 5/3/2018](#)



7

offMetro – [Catskills Trout Tales: Outdoor Adventures In Upstate New York, 5/8/2018](#)



8

Social Media Mentions:

- Gerrie Summers: Instagram – [Emerson Resort & Spa](#), 4/20/2018
- Gerrie Summers: Instagram – [Spillian Rooms](#), 4/20/2018
- Gerrie Summers: Twitter – [Catskills](#), 4/20/2018
- Michele Herrmann: Facebook – [Spillian](#), 4/20/2018
- Michele Herrmann: Instagram – [Spillian \(9 photos\)](#), 4/20/2018
- Michele Herrmann: Twitter – [Tree Juice Syrup](#), 4/21/2018
- Michele Herrmann: Instagram – [Hike, Upstate Adventure Guides \(10 photos\)](#), 4/21/2018
- Michele Herrmann: Facebook – [Earth Day in Catskills](#), 4/22/2018
- Michele Herrmann: Instagram – [Fly Fishing](#), 4/22/2018
- Michele Herrmann: Instagram – [Fly Fishing \(videos\)](#), 4/22/2018
- Michele Herrmann: Instagram – [Fly Fishing \(videos\)](#), 4/22/2018
- offMetro: Twitter – [CTT retweet](#), 4/22/2018
- Gerrie Summers: Instagram – [Fly Fishing](#), 4/23/2018
- Gerrie Summers: Instagram – [Spillian](#), 4/23/2018
- Gerrie Summers: Twitter – [Spillian](#), 4/24/2018
- Gerrie Summers: Instagram – [Spillian \(5 photos\)](#), 4/25/2018

Social Media Mentions:

- Denise Mattia/Yum-Yum-Traveler: Facebook – [Tastes at Spillian](#), 4/29/2018
- Gerrie Summers: Instagram – [Upstate Adventure Guides](#), 4/29/2018
- Gerrie Summers: Twitter – [Upstate Adventure Guides](#), 4/29/2018
- Gerrie Summers: Twitter – [Fly Fishing](#), 4/29/2018
- offMetro: Twitter – [Catskills Trout Tales](#), 5/8/2018
- offMetro: Facebook – [Catskills Trout Tales](#), 5/8/2018
- Gerrie Summers: Instagram – [Ducks/Wildlife](#), 5/9/2018



- Other Highlights:**
- Developed a robust **social media strategy** with creative recommendations to expand engagement.
 - Built and launched the **getaway contest** (which received a total of **6,445 views and 3,651 entries**) including an attractive landing page, six prizes, official rules, embedding on the Catskills Trout Tales website, installing a Facebook tracking pixel, and social media template posts for partners.
 - Promoted the getaway contest through a full **Facebook advertising** strategy, generating **3,059 contest entries**. Monitored the effectiveness of the ad campaign.
 - Facilitated conversations with **Sullivan and Greene Counties** around future regional possibilities for the Catskills Trout Tales campaign.
 - Established a direct contact with **Orvis Manhattan** and began discussions of in-store partnership.
 - Identified and contacted **25 hotels** in Kingston, NY about displaying collateral.
 - Identified and contacted **15 outdoor gear retailers** in NYC about displaying collateral.

11

April 7 Kickoff Event Campaign from March 16 – April 3

Schedule	Event Responses	Post Reactions	Post Comments	Post Shares	Reach	Page Likes	Link Clicks	Amount Spent
Trout Tales – Event (Anglers)	40	113	3	29	2,548	0	26	\$50.00
Trout Tales – Event (Families)	26	15	0	6	2,030	0	8	\$50.00
Trout Tales – Clicks (Anglers)	N/A	99	0	11	3,527	10	272	\$50.00
Trout Tales – Clicks (Families)	N/A	24	1	3	4,659	3	92	\$50.00
Trout Tales – Post (Anglers)	N/A	138	0	0	457	0	3	\$10.00
Trout Tales – Post (Families)	N/A	143	0	0	449	0	1	\$10.00
Total	63	532	4	49	12,848	13	402	\$220.00

12

Getaway Contest Campaign from March 23-31

Schedule	Contest Entries	Link Clicks	Post Reactions	Post Comments	Post Shares	Reach	Page Likes	Amount Spent
Contest – Entries (Anglers)	86	158	46	2	12	1,653	9	\$46.03
Contest – Entries (Families)	40	82	11	2	1	3,547	15	\$76.06
Contest – Entries (HENRYs)	95	169	27	4	4	5,775	16	\$73.97
Contest – Post (Anglers)	3	12	179	1	7	811	1	\$8.55
Contest – Post (Families)	1	2	193	0	1	693	0	\$8.60
Contest – Post (HENRYs)	1	5	236	0	0	960	0	\$8.48
Total	226	428	692	9	25	13,434	41	\$221.69

13

Getaway Contest Campaign from April 1-30

Schedule	Contest Entries	Link Clicks	Post Reactions	Post Comments	Post Shares	Reach	Page Likes	Amount Spent
Contest – Entries (Anglers)	1,139	1,682	801	23	78	22,986	66	\$507.71
Contest – Entries (Families)	306	508	309	3	17	26,988	71	\$477.48
Contest – Entries (HENRYs)	449	781	516	16	17	40,733	71	\$479.50
Contest – Post (Anglers)	17	25	844	3	13	4,002	6	\$45.61
Contest – Post (Families)	3	15	811	0	2	3,754	0	\$45.88
Contest – Post (HENRYs)	7	26	1,299	1	0	5,169	0	\$45.85
Total	1,921	3,037	4,580	46	127	103,632	214	\$1,602.03

14

Getaway Contest Campaign from May 1-30

Schedule	Contest Entries	Link Clicks	Post Reactions	Post Comments	Post Shares	Reach	Page Likes	Amount Spent
Contest – Entries (Anglers)	505	917	370	13	47	20,348	53	\$446.26
Contest – Entries (Families)	189	337	81	4	5	20,545	42	\$446.46
Contest – Entries (HENRYs)	197	361	186	5	3	20,393	38	\$293.59
Contest – Post (Anglers)	12	34	826	2	6	3,951	4	\$45.84
Contest – Post (Families)	5	16	726	2	1	3,098	-	\$45.52
Contest – Post (HENRYs)	4	17	945	2	3	4,334	-	\$31.34
Total	912	1,682	3,134	28	65	72,669	137	\$1,309.01

15

Getaway Contest Campaign Totals (March 23-May 30)

Schedule	Contest Entries	Link Clicks	Post Reactions	Post Comments	Post Shares	Reach	Page Likes	Amount Spent
Total	3,059	5,147	8,406	83	217	189,735	392	\$3,132.73

16

Recommendations for next year:

Begin campaign planning and strategy in December 2018.

Work with Sullivan and Greene Counties to expand Catskills Trout Tales campaign. Utilize Catskills region TPAs for help with funding and promotions.

Contact NYC outdoor gear retailers and Kingston hotels in March 2019 to display collateral prior to beginning of campaign.

Begin discussions in February 2019 with Orvis Manhattan about in-store event in April.

Reach out to contacts from getaway contest via email newsletter with information about 2019 Catskills Trout Tales programing and upcoming events.

Touch base with interested media from 2018 for interview or FAM opportunities.

Continue getaway contest and Facebook advertising.



Created
March 16, 2018

Facebook Advertising Strategy Catskills Trout Tales Getaway Contest



Strategy

- Install Facebook pixel code on website & contest page.
- Advertise for 2 objectives: conversions & post engagement.
- Ads will have 3 target audiences:
 - Young professionals (HENRYs) living in NYC/Brooklyn
 - Millennial Families living in NYC/Brooklyn
 - Anglers – experienced and beginners living in NYC/Brooklyn
- Key Performance Indicators (KPIs) will include successful conversions, reach, link clicks, post engagement (reactions, shares, comments) & page likes.

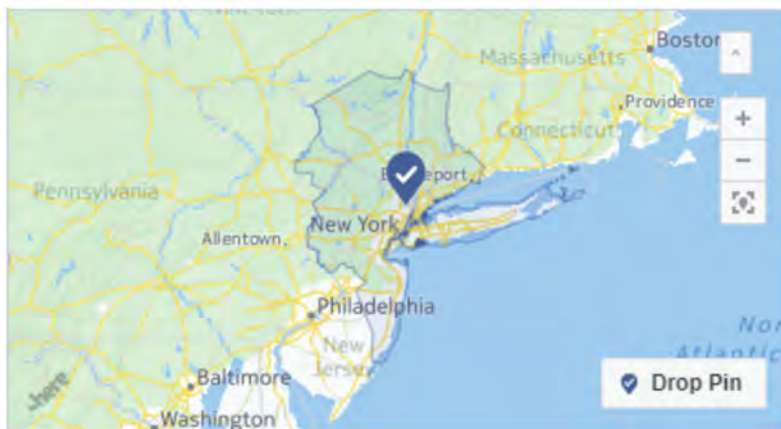


Budget & Timing

- Timing: March 23-May 30, 2018
- Budget: \$3,300
 - \$3,000 for Conversion ads to garner contest entries
 - \$1,000 per audience
 - \$300 for Post Engagement ads
 - \$100 per audience



Angler Audience



Potential Audience:

Potential Reach: 2,200,000 people ⓘ

Audience Details:

- Location - Living In:
 - United States: New York (DMA)
- Age:
 - 40 - 65+
- People Who Match:
 - Interests: Fishing, Brown trout, Rainbow trout, Montana Fly Fishing, Fly tying, Fly fishing tackle, Trout, Fly Fishing Outfitters, The Orvis Company, Orvis, Brook trout, Trout Unlimited or Fly fishing
 - Behaviors: Leisure travelers, Frequent Travelers or Fishing



Millennial Family Audience

Potential Audience:

Potential Reach: 520,000 people ⓘ

Audience Details:

- Location - Living In:
 - United States: New York (DMA)
- Age:
 - 21 - 37
- People Who Match:
 - Parents: Parents (All)
- And Must Also Match:
 - Interests: Outdoor Life, Hiking, Nature, Travel + Leisure, Outdoor recreation, Outdoor enthusiast, Vacations, Love to Travel, Travel or Trekking, Hiking, Walking....
 - Behaviors: Family vacations, Leisure travelers, Frequent Travelers or Outdoor enthusiasts



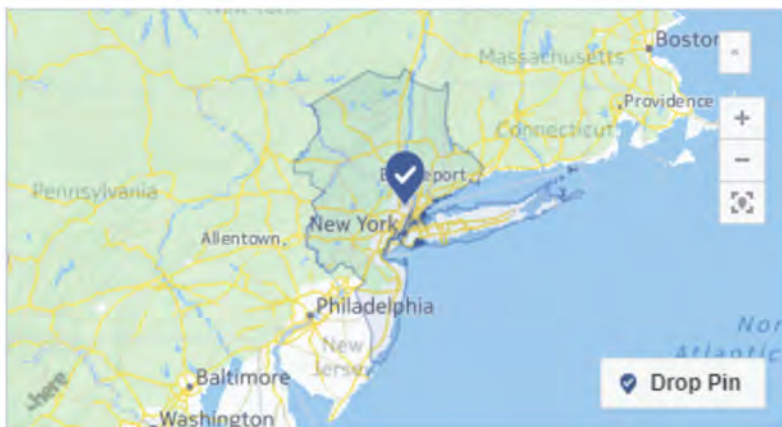
HENRY Audience

Potential Audience:


Potential Reach: 2,900,000 people ⓘ

Audience Details:


- Location - Living In:
 - United States: New York (DMA)
- Age:
 - 26 - 39
- Exclude:
 - Parents: Parents (All)
- People Who Match:
 - Interests: Outdoor recreation, Nature, Travel + Leisure, Vacations, Nature photography, Outdoor enthusiast, Nature and wildlife photography, Wildlife photography or Love to Travel
 - Behaviors: Leisure travelers or Frequent Travelers



Conversion Ads

 **Catskills Trout Tales**
Sponsored · 🇺🇸

Enter to win! We're giving away 6 fantastic prizes throughout April & May in the birthplace of American fly fishing - the Catskills.



catskillstrouttales.com
Win a Fly Fishing Getaway [SIGN UP](#)

👍 Like 💬 Comment ➦ Share

Anglers



 **Catskills Trout Tales**
Sponsored · 🇺🇸


Enter to win! We're giving away 6 fantastic prizes throughout April & May to explore the great outdoors in the Catskills. It's not just about fishing, it's about the mountains and streams, food and activities.




catskillstrouttales.com
Win a Catskills Getaway [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Families

 **Catskills Trout Tales**
Sponsored · 🇺🇸

Enter to win! We're giving away 6 fantastic prizes throughout April & May to explore the Catskills. From fly fishing (for beginners & experts) to the great outdoors and the amazing food & drink. Win a prize and experience it for yourself!




catskillstrouttales.com
Win a Catskills Getaway [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share


HENRY



Post Ads

 **Catskills Trout Tales**
Sponsored

Enter to win! We're giving away 6 awesome prizes - like a weekend in the birthplace of American fly fishing, \$1400 worth of gear or a guided fly fishing day on the Esopus.



Catskills Trout Tales Community [Learn More](#)

👍 Like 💬 Comment ➦ Share

Anglers



 **Catskills Trout Tales**
Sponsored

Enter to win! We're giving away 6 awesome prizes - like a weekend in the Catskills or a day-long outdoor adventure.



Catskills Trout Tales Community [Learn More](#)

👍 Like 💬 Comment ➦ Share

Families

 **Catskills Trout Tales**
Sponsored

Enter to win! We're giving away 6 awesome prizes - like a weekend in the Catskills, a day learning to fly fish, or a trip to a local distillery and culinary hot-spot.



Catskills Trout Tales Community [Learn More](#)

👍 Like 💬 Comment ➦ Share

HENRY



Report: Conversion to Contest Ads

Schedule	Contest Entries	Link Clicks	Post Reactions	Post Comments	Post Shares	Reach	Page Likes	Amount Spent	Budget
Trout Tales – Entries (Anglers)	1,470	2,276	1,036	34	116	31,129	96	\$750.00	\$1,000.00
Trout Tales – Entries (Families)	438	753	357	6	20	36,518	105	\$750.00	\$1,000.00
Trout Tales – Entries (HENRY)	700	1,214	695	25	22	56,044	110	\$750.00	\$1,000.00
Total	2,608	4,243	2,088	65	158	88,461	311	\$2,250.00	\$3,000.00

Timeline: Each Audience will run ads for ~2 week periods to allow for major campaign adjustments. Smaller adjustments can be made mid-campaign as needed. Adjustments typically include different copy, images, headlines and occasionally changes to the audience.

Ad periods: March 23-April 13, April 14-27, April 28-May 11, May 15-30



Report: Post Ads

Schedule	Contest Entries	Link Clicks	Post Reactions	Post Comments	Post Shares	Reach	Page Likes	Amount Spent
Trout Tales – Post (Anglers) Mar 26-Apr 27	20	35	914	4	20	3,920	7	\$50.00
Trout Tales – Post (Families) Mar 26-Apr 27	4	17	919	0	3	3,578	0	\$50.00
Trout Tales – Post (HENRYs) Mar 26-Apr 27	7	28	1,386	1	0	5,008	0	\$50.00
Trout Tales – Post (Anglers) Apr 28-May 30	8	19	548	1	6	2,438	4	\$26.21
Trout Tales – Post (Families) Apr 28-May 30	2	7	478	1	0	1,826	0	\$26.22
Trout Tales – Post (HENRYs) Apr 28-May 30	4	14	817	1	2	3,427	0	\$26.21
Total	45	120	5,062	8	31	15,646	11	\$228.43



Catskills Trout Tales Media Mentions

Outlet	Topic	Media Type
Ulster County Alive	Varied Calendar Events	DTA
Great Western Catskills	Catskill Trout Tales 2018	DTA
The Daily Star	Authors to discuss art of Catkills fly fishing Saturday	Regional News
Catskill Mountain News	Catskills Trout Tales Continues	Regional News
Edible Hudson Valley	Trout Tales at Spillian	Regional Magazine
Catskill Mountain News	Catskills Trout Tales schedule of events	Regional News
BTIM	How Catskills Trout Tales Used Facebook Split Testing Tools To Optimize Their Budget	PR Company
CNY News	Roxbury to Celebrate "Everything Trout" With Family Festival	Regional News
NY Lifestyles Magazine	The Catskills: A Place to Revel	National Magazine
Coastal Angler Magazine	Spring Fishing Outlook Around the US	National Magazine
Hudson Valley 360	Trout season opens Easter Sunday	Regional News
Catskill Mountain Region GUIDE	Catskills Dining	Regional Magazine
NY Spinner	Spring Fishing Outlook from our Fisher Guiding Friends	Regional Magazine
Tockify	Seeing with Nature's Mind: Problem Evolving for a Living World With Joel Glanzberg	News Aggregate Service
All Events In	Varied Calendar Events	Events Media Site
Nusgram.com	Varied Calendar Events	Twitter Influencer
41A.net	Varied Calendar Events	Instagram Aggregator Site
Upstate Dispatch	Catskills Weekend: Trout Tales	Lifestyle Blogger
Chronogram	Spillian Hosts Annual Trout Tales Event	Regional Magazine
Off Metro	Catskills Trout Tales: Outdoor Adventures in Upstate New York	Lifestyle Magazine
Simona David	Catskills Trout Tales	Lifestyle Blogger
Fleet Feet	Catskills Trout Tales Fiver	Running Magazine
The Mountain Eagle	Article Series by writer John O'Grady on CTT	Regional News
Catskill Mountain News	6000 Print Run of Special Publication	Regional News
WIOX Radio 91.3 FM	CTT Program guests, multiple talk shows	Regional Radio
BTIM Media Podcast	Coming Together to Create a Unified Voice, with Leigh Melander	Podcast
Jax Fax Magazine	Angling in the Catskills	Travel Magazine
Yum-Yum Traveler	Spillian in the Catskills	Travel Blog
Travel Talk Radio	Interview with Bob Nesoff	Travel Podcast
Who Fish Weekly Events	Varied Calendar Events	Travel Blog

Catskills Trout Tales 2018 Hotel Distribution

Kingston Area Hotels - Marketing Collateral Distribution

Hotel Name	Interested	Delivered	City	State
Holiday Inn Express & Suites	Yes	Yes	Lake Katrine	NY
Best Western Plus Hotel & Conference Center	Yes - 100	Yes	Kingston	NY
Super 8 by Wyndham Kingston	Emailed		Kingston	NY
Quality Inn & Suites	Yes - 100	Yes	Kingston	NY
The Forsyth B&B	Yes - 25	Yes	Kingston	NY
Hampton Inn Kingston	Yes - 25	Yes	Kingston	NY
Residence Inn by Marriott	Yes - 20	Yes	Kingston	NY
Courtyard by Marriott	Yes - 100	Yes	Kingston	NY
A Kingston Bed and Breakfast	Yes - 10	Yes	Kingston	NY
Rodeway Inn Skytop	Emailed		Kingston	NY
Church Des Artistes Guest House	Yes - 25	Yes	Kingston	NY
Rondout Inn	No - older clientele		Kingston	NY
Schwartz's Inn	Yes - 10	Yes	Kingston	NY
The Gallery Inn	Emailed		Kingston	NY
Bel's Inn	Emailed		Kingston	NY
Antique Stone House	Visitor's Center		Kingston	NY
The Firehouse Inn	Emailed		Kingston	NY
The Rhinecliff	Yes - 25	Yes	Rhinecliff	NY
Rondout Suite	Emailed		Kingston	NY
Twin Lakes Resort	Emailed		Hurley	NY
Sunset Park Motel	No Email		Kingston	NY
Motel 19	Call Back		Kingston	NY
Miss Gussie Bug	No Email		Kingston	NY
The Inn at Boitson's	Restaurant		Kingston	NY
Suite Dreams at Dreamweavers	Emailed		Kingston	NY

Contest & Giveaway Donations

Catskills Trout Tales solicited over \$7000 in in-kind donations during the 2018 season, including hotel packages, services, and gear.

Packages and Services Donors (Social Media Contest)

Spilian Mythic Catskills Weekend for two
Upstate Adventure Guides Hiking Package
Phoenicia Diner Dinner for Two
Union Grove Distillery Tour & Tasting

Emerson Resort and Lodge Trout Tales Spa Package
Esopus Creel Guided Fishing Package
Peekamoose Restaurant & Tap Room Dinner for Two

Gear Donors

YETI

Coolers: Models 125, 85(2), 75, 45, 18
(2) 36 oz Ramblers
(1) 20 oz Rambler
(1) Lowball Thermos
(12) Hats Gray
(12) Hats Tan
(2) Yeti Tank Lids 85
(6) Stickers/Bumper Stickers

SMITH

(19) Hats (4)
(4) Sunglasses
(5) Buffs
Multiple Stickers/Bumpers

SAGE

(9) Hats (1)
(1) Foundation Rod & Reel 5wt.
Multiple Stickers

CORTLAND

(6) Boxes, tippet, line, leader, stickers

Contests and Giveaways

SOCIAL MEDIA CONTEST (Traveling Package #2) 1 Yeti cooler 75, 1 Yeti Hat Gray, 1 Yeti Hat Tan, 1 Smith Sunglasses, 1 Smith Buff, 1 Sage Hat, 1 Cortland Line Box

SPILLIAN TROUT TALES (Traveling Package #1) (1) Yeti Cooler Tundra 125

(1) Pair of Smith Optic "Challis" Polarized Sunglasses
(1) Sage "Foundation" 5 weight Rod & Reel (\$500)
(1) Cortland Line package, includes: 1 spool each of 4x, 5x and 6x Tippet, 1 ea 4x, 5x Leader, 1 Spool of 4 Weight Forward Premium Fly Line
(1) Yeti Hat Gray
(1) Smith Optics Hat Black
(1) Sage Hat Green

UNION GROVE FISH PHOTO CONTEST: 20 Branded Hats (1 hat for each person that enters)(5 Yeti Gray, 5 Yeti Tan, 8 Smith Hats, 2 Sage Hats) 1 Smith Optics Sunglasses for Grand Prize Winner

PHOENICIA DINER TROUT SELFIE CONTEST: 1 Yeti 45 cooler, 1 36oz Rambler, 1 Yeti Hat Gray, 1 Yeti Hat Tan, 1 Smith Hat, 1 Smith Sunglasses, 1 Sage Hat, 1 Box Cortland Lines, 1 Smith Buff —

CCC-GREAT OUTDOORS EXPO: 1 Yeti cooler 85 w/ Lid , 2 Yeti Hats Gray, 2 Yeti Hats Tan, 1 Smith Buff, 1 Smith Hat, 1 Sage hat, 1 Box Cortland Lines

TROUT UNLIMITED BANQUET: Cooler 85 w/ Lid 1 36oz Rambler, 1 Yeti Hat Gray, 1 Yeti Hat Tan, 1 Smith Optics Sunglasses, 1 Smith Hat, 1 Smith Buff, 1 Sage Hat, 1 Box Cortland Lines, 1 Lowball Rambler

PHOENICIA ANGLER FILM FESTIVAL - 1 Yeti cooler 18 1 cortland line Box, 1 Yeti Hat Gray, 1 Yeti Hat Tan, 1 Smith Hat, 1 Sage Hat, 1 Smith Buff, 1 20 oz Rambler

Catskills Trout Tales Logos

In addition to the core CTT logo, we also created over 30 individual logos for Community Partners to use in individual marketing for events, special offers, community projects, POP displays, and more.

Samples include the following.



Catskills Trout Tales Poster

Print Run: 50

Placed Throughout Catskills & Hudson Valley
Some Placement in Manhattan & Brooklyn



Get caught by the Catskills...

April & May, 2018

Over 50 events & offerings
for everyone from those
curious about the art of fly fishing
to experienced anglers, and those who
simply love the mountains.

catskillstrouttales.com

#loveittolife 
iloveny.com

Catskills Trout Tales Post Card

Print Run: 1050

Distributed to over 100 travel media members at I LOVE NY
Media Marketplace | Distributed through the Catskills, Hudson Valley,
and at select industry vendors in NYC



Learn. Explore. Discover.

Catskills Trout Tales

A regional invitation to visitors,
celebrating the fish, streams and
forests of the Catskills in the spring with
over 40 events and offerings.

April & May 2018

Expo's, Feasts, Films, Hikes,
Expeditions, Fests, Races, Art,
Contests, Lodging, Drink, Treats,
Treasures, Adventures, Play...



catskillstrouttales.com

Catskills Trout Tales Banner

Quantity: 5

2 feet x 6 feet

Banners were used at every major Catskills Trout Tales event in the 2018 season.




Catskills Trout Tales One Page | Insert

8.5x11

100 used at I LOVE NY Media Marketplace

6000 distributed in Catskill Mountain News special Catskills Trout Tales publication, placed throughout Catskills and in NYC.



Get caught by the Catskills...

Learn. Explore. Discover.
Spring in the Catskills.
The Season of Stories.
The Season of the Trout.

Catskills Trout Tales
A regional invitation to visitors,
celebrating the fish, streams and forests of
the Catskills in the spring.
Over 40 events and offerings from
businesses and nonprofit organizations,
designed to entice beginners and
experienced anglers alike to re-discover
the Catskills as the birthplace of American
fly fishing.

April & May 2018
Expo's, Feasts, Films, Hikes, Paddles,
Expeditions, Fests, Workshops, Races,
Art, Contests, Lodging, Drink, Treats,
Treasures. Adventures. Play.

catskillstrouttales.com
#loveittolife



Founding Partners

Spillian: A Place to Revel
An international lodge & event center celebrating imagination

Trout Unlimited
The world's leading advocacy and educational organization

Phoenicia Diner
One of the Catskills' hottest spots, re-inventing the classic diner

Upstate Adventure Guides
The Catskills favorite licensed hiking guide company

Hudson Valley Weather
A weather forecasting phenom, changing how weather is shared

Union Grove Distillery
An award-winning micro-local distillery serving the Trout Tail Cocktail

The Emerson Resort & Spa
Elegance in the wilds; a top-rated resort & spa

Catskill Dream Team
An innovative new real estate company serving the Catskills

Esopus Creel
An award-winning micro-local distillery serving the Trout Tail Cocktail

Peekamoose Restaurant
Inspired farm-to-table cuisine at the Catskills' premiere restaurant

The Roxbury, Contemporary Catskill Lodging
World famous lodging with inspired themed luxury

Susan's Pleasant Pheasant Farm
A gorgeous private wilderness with its own lake for exploring

Kenco, Work & Play Outfitter
Family owned outfitters featuring the finest gear and clothing

Catskill Mountain News
The heartbeat of the Central and Western Catskills

WIOX Community Radio
A wildly diverse station that is re-imagining how radio works

I ♥ NY
iloveny.com

Support provided by Market NY through I LOVE NY/ New York State's Division of Tourism as a part of the Regional Economic Development Council awards.

Catskills Trout Tales Passport

5.5x8.5

4000 print run, offered at all Catskills Trout Tales events and partner locations, placed throughout Catskills and in NYC.

call to adventure



"In all things of nature
there is something of the marvelous."
Aristotle

Note: This project was one of the more innovative pieces we created for Catskills Trout Tales, and a measure of the kind of grassroots community co-creation that we were working to build. Initially conceived as a more traditional 'events passport,' we found that our calendar was growing so quickly that we were concerned that we could create a tool that both would be effective with audiences and serve our community partners well.

So, we re-envisioned it, when a local artist (retired ad exec and now farmer, as well as dedicated fly fisher,) reached out to us with a series of illustrations he had done. We decided to frame the piece as a journal that both adults and children could use to mark their adventure in the Catskills, with the goal of enticing them to think deeply and imaginatively about their experiences here. We placed the Passports at each event, and built a submission process on the Catskills Trout Tales website, inviting people to share their experiences, memories, and most of all tales with a larger audience. We then used these posts on Facebook to build more interest. One post, for example, by a local writer, was viewed over 5,000 times.

Please see the following pages for the full Catskill Trout Tales Passport.

A scenic view of a river flowing through a dense forest. The river is turbulent, with white water rapids and a large rock in the foreground. The forest is lush and green, with tall trees lining both banks. In the background, a mountain peak is visible under a dramatic, cloudy sky. The overall mood is serene and majestic.

A Passport



A Passport to Story

This is not a traditional passport, produced for unimpressed border guards to gain entry to wondrous places.

Instead, it's an invitation to cross your own boundaries into the wondrous tales of Catskills Trout Tales.

What are the stories that you're finding...creating...stumbling upon...
breaking from...loving? Where are the tales that you're creating in
this place, this wandering, and in yourself?

The Catskills Trout Tales Passport is an opportunity to capture some
of YOUR stories, ideas, images, and memories.

A collection of words on fishing and evocative drawings by the
Catskills' own artist/philosopher/farmer Steve Burnett, and lots of
space on the page for you to capture what makes you dream when
you come to explore.

Share what bubbles up for you, whether it's a tale, a poem, a fabulous
factoid, or even a caption for one of Steve's cartoons...
just visit the Catskills Trout Tales website and
add your genius on the Stories link.

Catskills Trout Tales. The Season of Story. The Season of the Fish.

catskillstrouttales.com

call to adventure



“In all things of nature
there is something of the marvelous.”
Aristotle

escape

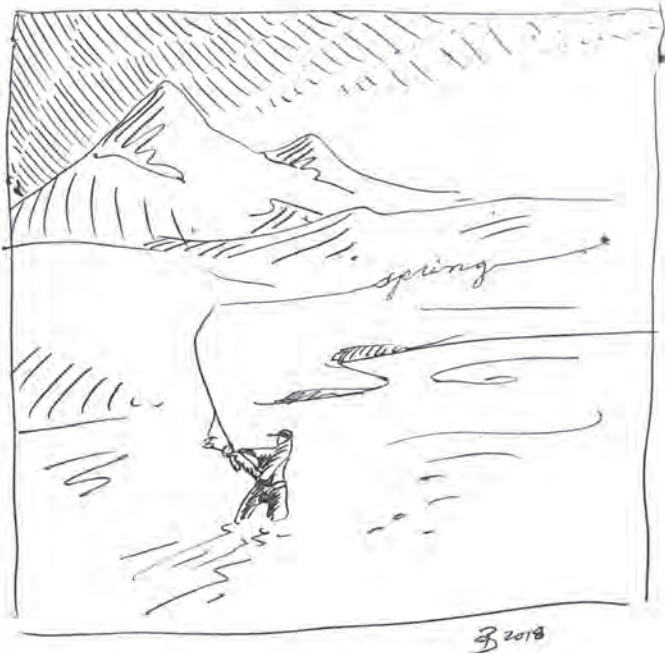


"I go fishing not to find myself but to lose myself."
Joseph Monniger

discover

“No man ever steps in the same river twice, for it’s not
the same river and he’s not the same man.”

Heraclitus



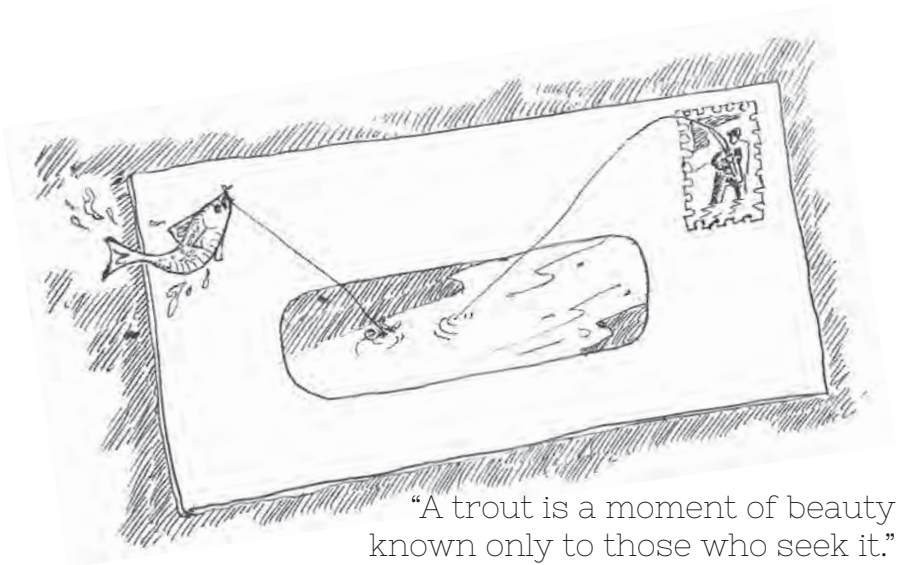
feast

"Fishing is not an escape from life, but often
a deeper immersion into it."

Harry Middleton



treasure



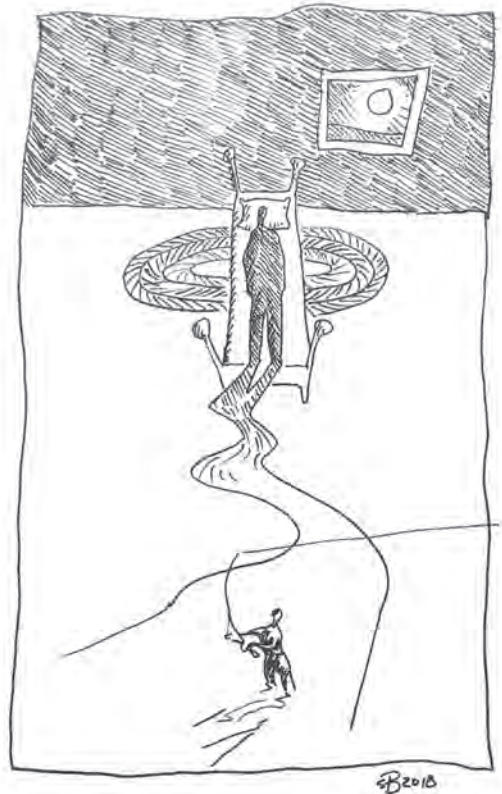
“A trout is a moment of beauty
known only to those who seek it.”

Arnold Gingrich

mysteries

“Many men go fishing all of their lives without knowing
that it is not fish they are after.”

Henry David Thoreau



lessons



“The great charm of fly-fishing is that we
are always learning.”
-Theodore Gordon

the catch



“The fish and I were both stunned and disbelieving
to find ourselves connected by a line.”
-William Humphrey

tales



"The season is ended.
There was not enough of it; there never is."
Nick Lyons

catskillstrouttales.com



Catskills Trout Tales

April & May 2018

A regional invitation to visitors,
celebrating the fish, streams and forests
of the Catskills in the spring.

Over 50 events and offerings
for everyone from those
curious about the art of fly fishing
to experienced anglers, and those who
simply love the mountains.

Re-discover the Catskills as
the birthplace of American fly fishing...
Get caught by the Catskills.
And love it to life.

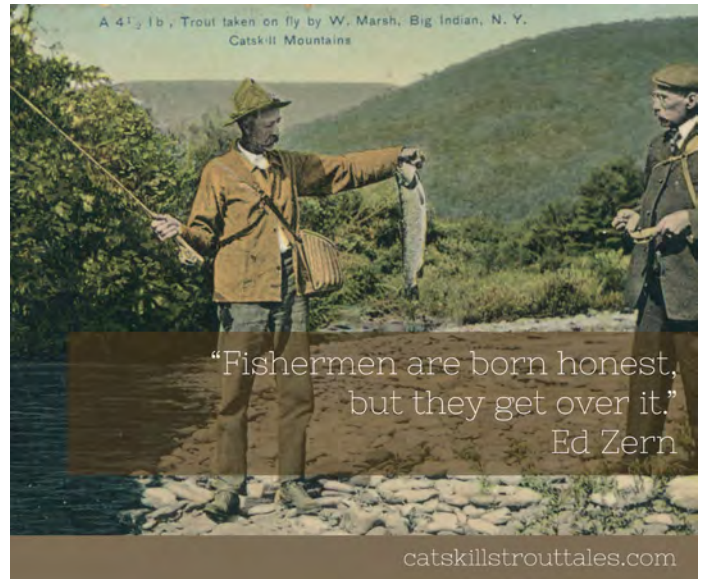


catskillstrouttales.com

#loveittolife

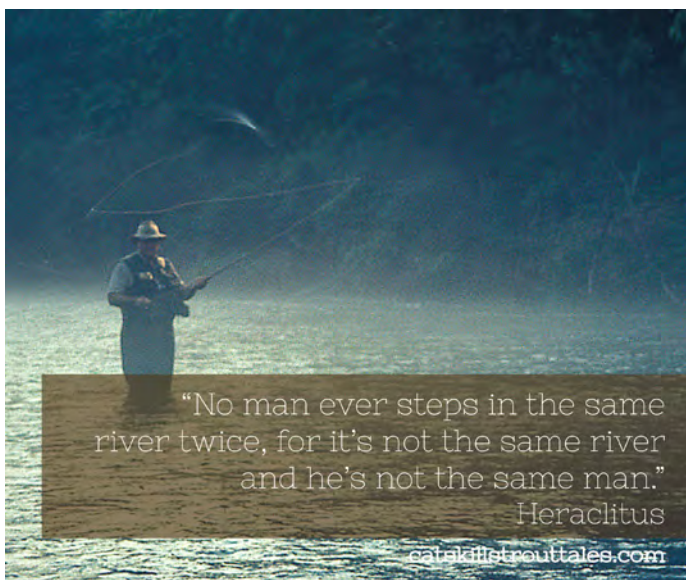
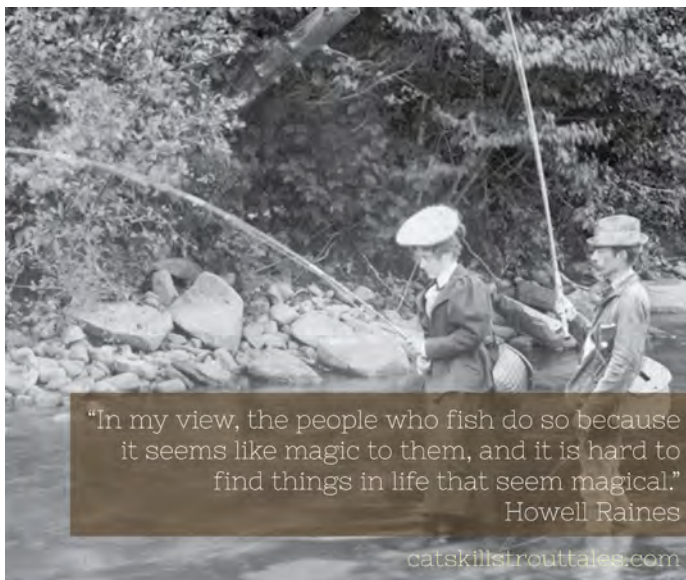
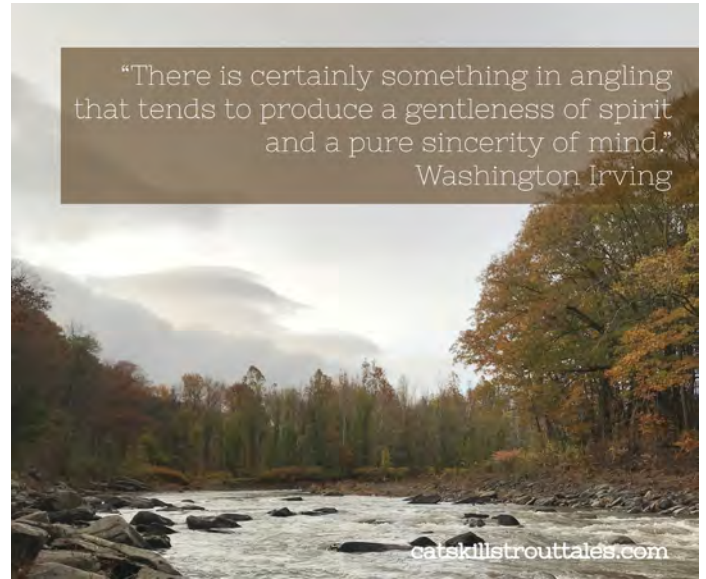
Catskill Trout Tales Memes

Social Media



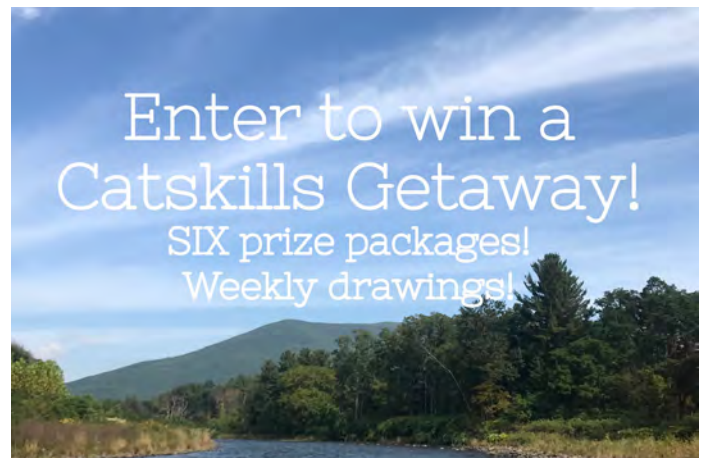
Catskill Trout Tales Memes

Social Media



Catskill Trout Tales Memes

Social Media



Note: These memes were created using both historic images of Catskills fly fishing and donated images from regional photographers and fly fishers. They were broadcast both by Catskills Trout Tales and by project partners, on Facebook, Instagram, Twitter, and Tumblr. They proved to be extremely popular, and were cross-posted over 300 times on Facebook. We used them as a branding tool to invite audiences to explore more about Catskills Trout Tales and its partners, with direct links to the website with each post.

A number of these images were used in short videos on social media as well, shared across social media platforms by partners; and have been used in the 2019 season.

Catskill Trout Tales Story Starters

Presented to @100 Travel Writers at
the I LOVE NY Media Marketplace in April



History of Catskills Trout Tales

Learn about the history of New York's Catskills – from the creation of a landscape ripe with mountains and world-famous trout streams to the Native Americans and the introduction of the frontiersman – the region is the birthplace of American fly fishing. Find out how the Catskills region was re-imagined as the epicenter of all things trout, now welcoming hundreds of people each spring to bask in the quiet beauty of the mountains and experience the adventure of fly fishing.

Women: A Growing Community

Fly-fishing is considered one of the most male-dominated outdoor sports. Making up one-third of Americans who participate in the sport, women are the fastest growing demographic of fly fishers. Catskills Trout Tales is excited to help get women more involved in the sport in conjunction with Orvis' 50/50 On the Water initiative of reaching an even gender split in fly fishing by 2020. The Catskills is proud to be the home of many female anglers, including Heidi Nute – the record holder for the largest fish caught on a fly by a female. In 2014, Heidi caught a 152.8-pound tarpon on 16-pound-test fly tippet.

Fish Out of Water

There are many ways to experience the Catskills from dry land. Treat yourself to a Trout Tales Pedicure, a 60-minute deep pressure point massage to rejuvenate your feet using marine botanicals and sea salt. Shop at Home Goods of Margaretville for an array of trout-themed treats to cook and eat with. Or celebrate all things fly-fishing at the "Something Fishy on Main" festival with trout kites, trout-shaped cookies to decorate, wine tastings and more!

Arts & Culture

Appreciate the art of fly-fishing through storytelling, photography, and film. Hear stories and secrets from some of the Catskills' greatest fisherman at the program's kick-off event, Trout Tales at Spillian: A Fish Fest & Feast. While you're there, marvel at "Catskill Fly Tying: The Art of Artifice," photography that reveals the beauty of the artificial lure, or "fly." Or watch short and feature length films showcasing the passion, lifestyle, and culture of fly fishing at a screening of the International Fly Fishing Film Festival®.

Catskills Culinary

Sink your teeth into the Catskills Trout Tales' culinary creations, such as an elevated farm-to-table meal at Peekamoose Restaurant & Tap Room. Indulge in trout-shaped chocolates from Catskill Candies and Confections or dig-in to The Phoenicia Diner Trout Special, featuring local trout! Then sip on a Spillian Trout Tales Cocktail made with local vodka and maple syrup, crafted to resemble the sparkling waters of a Catskills trout stream.

Experiencing the Outdoors

Get caught in the Catskills. Fall in love with mother nature's beauty as you run along the Delaware River in the Catskills Trout Tales Fiver, or pedal down the Catskills Railroad in custom Rail Explorers' carts next to Esopus Creek. Paddle the Pepacton Reservoir, or simply spend the day hiking, biking, or camping. Ready to get on the water? Take a fly-fishing class with trained instructors and catch your first fish!

Unique Overnights

Tuck yourself into some of the Catskills Trout Tales' most unique accommodations, complete with stunning views, open spaces, and stream access for fishing. Spend the night in one of the anything-but-traditional rooms at The Roxbury, which was featured on HGTV as "One of the Most Amazing Hotels in the Entire Country." Choose between The Emerson's contemporary Inn and Adirondack-style Lodge. Or revel in the magic of the Catskills in the private, all-inclusive luxury lodge that is Spillian, founder of the Catskills Trout Tales movement.

Conservation & Sustainability

Catskills Trout Tales invites visitors to stay in the region as stewards rather than simply consumers. As a popular outdoor destination, the Catskills tries to balance increased tourism with the protection of its natural resources. Catskills Trout Tales seeks to educate visitors on both the value and vulnerability of the ecosystems they have come to experience. Utilizing #LoveItToLife, Catskills Trout Tales seeks to inspire visitors to love the area into life rather than love it to death, and to become return visitors.

Mythology & Imagination

Learn about the myths, culture, and lore that surround fly-fishing. Hear the stories told by Native Americans about the land and trout. Wade in to the mythology surrounding this unique sport that has hooked writers and poets alike to the waters of the Catskills.

Grassroots Effort

Unlike typical tourism programs created by Tourism Promotion Agencies, the Catskills Trout Tales was born out of a grassroots effort by local businesses. In 2017, they expanded what had been a one-day event to an array of world-class programs, experiences, and offers to uncover the magic of the Catskills in spring. Together they are working to attract visitors through their area's rich history and incomparable chapter in the Story of Trout.



This project is supported by a grant awarded to Spillian LLC by New York State's Empire State Development and the I LOVE NY Division of Tourism under Governor Andrew Cuomo's Regional Economic Development Council Initiative.

Catskill Trout Tales Video Sample

Social Media



Final Budget Report Overview

Project AC690

Catskills Trout Tales Project AC690 Final Budget Report Overview

Project Expenses	Total Proposed Project Costs	Actual ESD Reimbursed	Proposed Grantee Match	Actual Grantee Match	Totals
Series Producer	\$ 8,500.00	\$ 4,500.00	\$ 4,000.00	\$ 4,000.00	\$ 8,500.00
Outreach Consultant	\$ 7,000.00	\$ 5,000.00	\$ 2,000.00	\$ 2,000.00	\$ 7,000.00
Public Relations	\$ 24,468.00	\$ 20,508.00	\$ 3,960.00	\$ 3,957.66	\$24,465.66
Advertising & Social Media	\$ 9,942.00	\$ 8,642.00	\$ 1,300.00	\$ 1,317.62	\$9,959.62
Branding	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
Web design	\$ 6,300.00	\$ 4,800.00	\$ 1,500.00	\$ 1,500.00	\$ 6,300.00
Postering	\$ 2,500.00	\$ 1,550.00	\$ 950.00	\$ 950.00	\$ 2,500.00
Printing	\$ 1,790.00	\$ -	\$ 1,790.00	\$ 1,790.78	\$ 1,790.78
Consultant Fees	\$ 4,500.00	\$ 4,000.00	\$ 500.00	\$ 500.00	\$ 4,500.00
TOTALS	\$ 67,000.00	\$ 50,000.00	\$17,000.00	\$ 17,016.06	\$ 67,016.06