

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION
Proposed Work Plan
July '14 – June '15

Mission & Vision

The mission of Auburn's Historic & Cultural Sites Commission is to support its designated organizations to achieve their missions through collaborative marketing, programming and tourism strategies. The vision of the Commission is position Auburn as the destination of choice in the Finger Lakes through support and promotion of its history and culture.

Key Economic Goals

- Attract visitors & increase attendance at sites
- Increase visitor spending
- Increase employment
- Generate additional local tax revenue

Advertising

\$7,912

As print serves as the branding foundation of our advertising program, we will continue to devote resources to tourism related magazine advertising to create visitor awareness of Auburn and its world-class historic and cultural attractions. Currently the Historic and Cultural Sites advertising program places ads in Life in the Finger Lakes Travel Planner, Syracuse Visitors Guide, and the Skaneateles Directory.

In addition, we allocate funds for radio advertising as it has consistently proven to be an efficient medium to help generate brand awareness especially on a small budget. The Commission's support of NPR programming has been very beneficial as their listeners closely mirror the demographics of the visitors to our historic and cultural sites. Our sites will have mention on "Discover the Finger Lakes", a high quality show on Savor Life, as well as on WRVO.

Web site

\$1,000

www.historyshometown.com attracts approximately 15,000 visitors annually. We also maintain a Facebook Page.

Brochure Distribution

\$1,500

Funds are allocated to have the Historic & Cultural Sites brochure distributed at key information centers on major routes into the Finger Lakes, Route 81 and the NYS Thruway.

Memberships **\$600**

The Historic & Cultural Sites Commission maintains memberships in the Finger Lakes Tourism Alliance, NY Cultural Heritage Tourism Network, Skaneateles Area Chamber of Commerce, and the NYS TPA Council. These memberships give us the following benefits:

- Finger Lakes Tourism Alliance – reduced display fees at three NYS Thruway Information centers, annual literature exchange and listing in the Finger Lakes Region Travel Guide and web site.
- NY Cultural Tourism Network – presence on web site and information sharing
- Skaneateles Area Chamber of Commerce – listing in chamber directory and web site

Fulfillment **\$1,000**

This line item covers the cost to send the Historic & Cultural Sites Commission guide to fulfill visitor inquiries.

Special Projects **\$2,000**

Special projects are developed and implemented to increase attendance at the historic and cultural sites. Currently, this line item helps to fund ‘First Friday’ in the City of Auburn, which has been very successful in increasing visitation numbers and bringing new visitors to each of the sites.

Passport to History **\$300**

To encourage fourth grade students and their families to visit Auburn’s museums and historic sites, the Commission created the “Passport to History” program as a fun way for students to learn about the City’s rich history and culture. Students pick up a passport at a participating site, answer questions about the site and then receive a passport stamp on the site page just like they would in an actual passport. Ideally, students will visit all the sites and turn in a completed passport with a stamp on each page, making them eligible for various prizes. This program is a great learning tool for the students and also teaches them to become future ambassadors for their City. In 2013, 52 students from local schools completed the program.

Administration **\$5,688**

The Commission pays a \$600 per month fee to the Cayuga County Office of Tourism to carry out administrative duties for the Commission. The fee covers creating reports, coordinating the Holiday Traditions promotions, collateral updates, meeting attendance, note taking, agendas, meeting notices, web site & Facebook management and promotions, ad placements, bookkeeping, and other miscellaneous duties as assigned.

Total Program **\$20,000**