

I LOVE NY

Public Relations Partner

RFP Response

TO: Campbell Ewald New York i/c/o I LOVE NY
111 W 33rd St., 6th Floor
New York, NY 10016

Eric Mower + Associates, dba Mower
211 West Jefferson Street
Syracuse, NY 13202
Mary Gendron/Trish Nugent
Senior Vice President-Travel & Tourism Co-Leads
212.980.9065/mgendron@mower.com
212.284.9935/pnugent@mower.com

Eric Mower and Associates
Vendor # 1100053947
Tax ID # 16-1375311
[This offer shall be firm and not revocable for a
period of 60 days unless withdrawn in writing.]

▼ ▼ MAY 31, 2024

mower



[WATCH VIDEO](#)

Table of Contents

4	About Mower
11	Our Approach for I LOVE NY
20	We Know New York & the PR Landscape
24	We're Prepared to Navigate Challenges
29	I LOVE NY: Big Ideas for Reaching Target Audiences
54	Mower's Relevant Experience
62	Your Mower Team
68	Proposed Budget
71	References
72	Case Studies
80	Work Samples
82	Detailed Personas
90	Financial Health Statement

About Mower

▣▣ The Mower Approach



Making Fierce Friends

**TELL THE NEW YORK STORY
WITH PASSION**

**BUILD AND PROTECT YOUR
REPUTATION**

**CONNECT WITH KEY
STAKEHOLDERS**

At Mower, we spark fierce friendships between brands, customers and stakeholders through ideas that create authentic, enduring connections. Our Making Fierce Friends™ philosophy is the cornerstone that drives our client work. It's our proprietary approach that will enable I LOVE NY to establish deeper, more meaningful connections built on **affection**, **relevance** and **trust**. Destinations reap rewards by building relationships through strategic communications.

▣▣ About Mower

Fiercely Independent.

As an independent, women-led and 100% employee-owned agency, our priorities are our clients and our employees rather than shareholders.

55

YEARS IN SERVICE



CITIES

140+

EMPLOYEES

IPREX THE GLOBAL COMMUNICATION PLATFORM



GLOBAL REACH

WOMEN-LED

ESOP

POWERHOUSE



AWARD-WINNING TRAVEL & TOURISM EXPERTISE

▣▣ Awards and Recognition



2023 Large Agency
of the Year



Travel and Tourism Awards



Travel & Tourism Specialty

40+ years

Travel & Tourism: An area of focus for more than 40 years with experienced integrated marketing teams.



A deep understanding of Travel & Tourism audiences, both B2B and B2C with award-winning results.



Mower fields its own industry-related research and attends key industry events and tradeshows, like NYSTIA Tourism Conference, PRSA Travel & Tourism Section Conference, and the Destinations International Annual Convention.



Follows and understands key micro- and macro-trends impacting the industry.

▀▀ A Few of our Best Friends in Travel & Tourism



Our Approach for I LOVE NY

▣▣ The Ask: Elevate Interest and Increase Revenue

Objective

Generate positive media coverage of New York State's tourism attractions and regions, positioning New York as an ideal vacation and getaway destination.

Develop new and nurture existing relationships with travel and trade media to maintain positive coverage of New York State's travel landscape and provide opportunities and support for statewide partners to build relationships and generate coverage.

Business Objectives/ Impact:

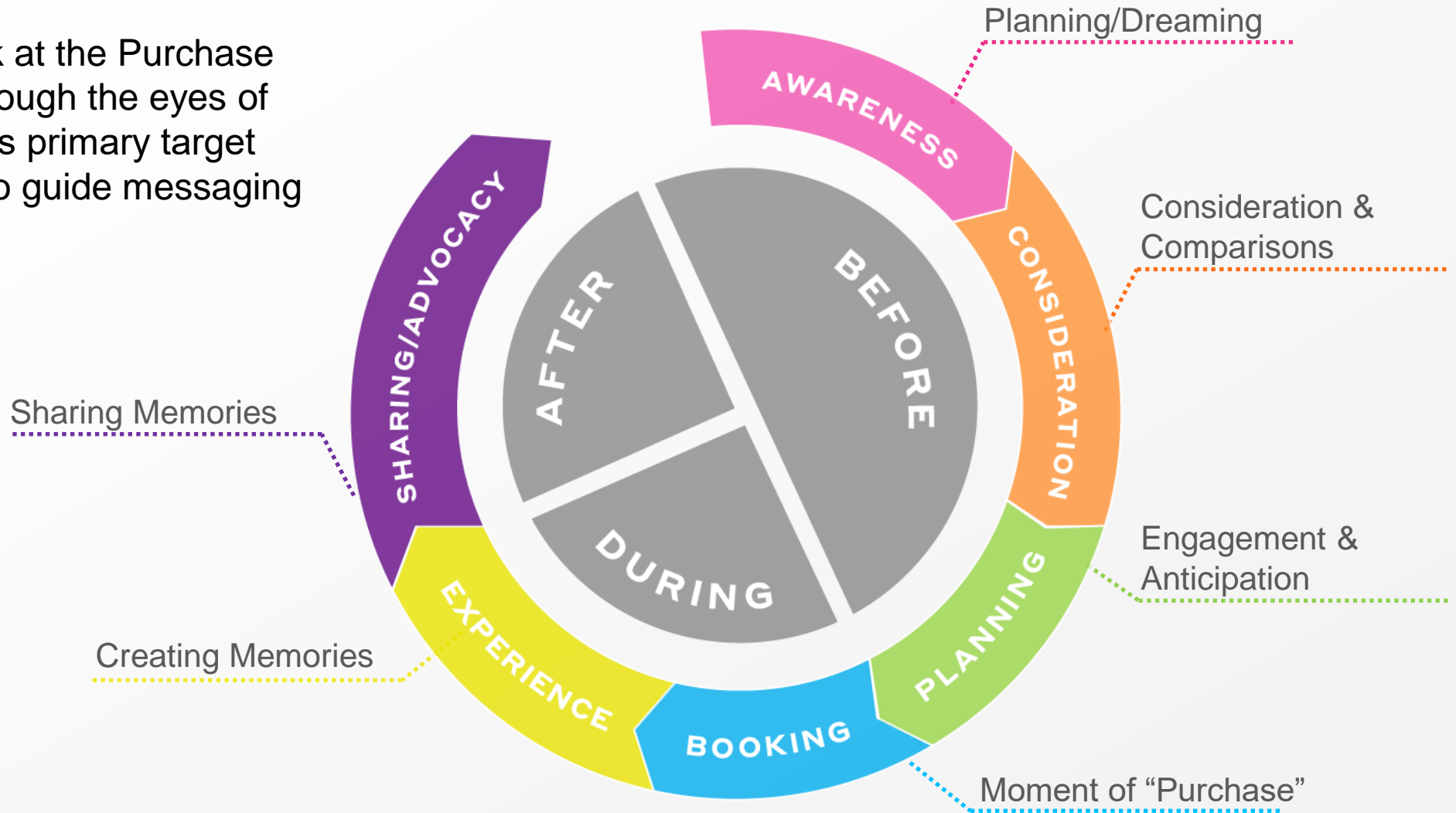
Build awareness and interest that results in increasing the number of visitors and their spending within New York State, focusing on hotels, attractions, food and beverage, and the state's many other appeals.

Strategic Approach:

Leverage storytelling and experiential engagement to showcase the diversity, cultural richness and natural beauty of New York State.

Understanding I LOVE NY's Market

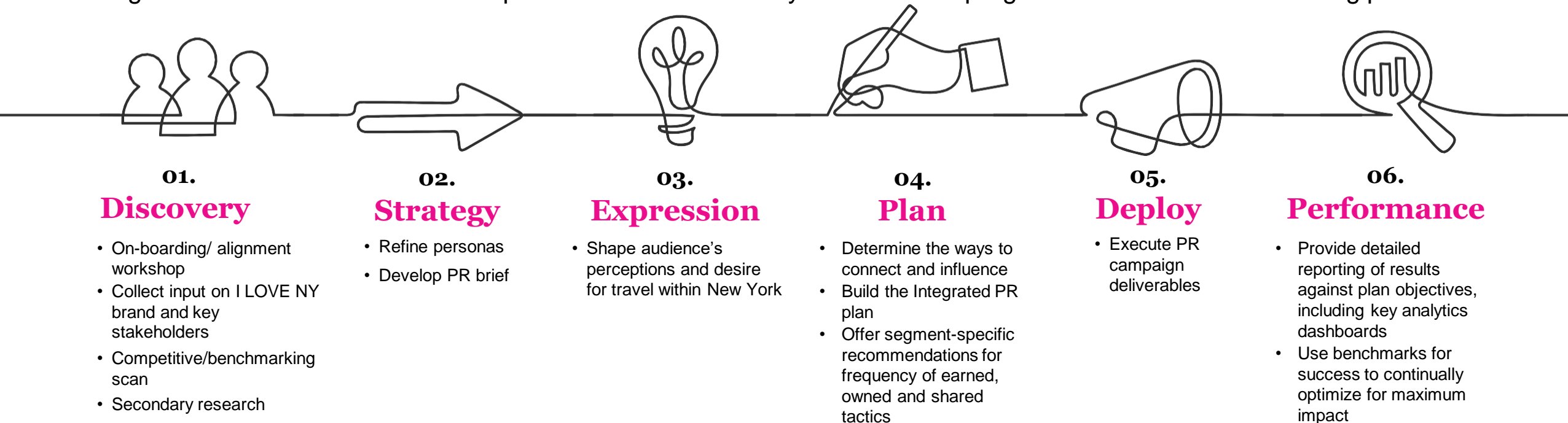
We will look at the Purchase Journey through the eyes of I LOVE NY's primary target segments to guide messaging and tactics.



Our Travel & Tourism Strategic Approach

We will take a fresh approach to understanding the motivations, barriers and opportunities relative to each target audience for I LOVE NY. We will assess the existing PR program to identify opportunities to elevate its impact across audiences.

With an informed perspective of what sets I LOVE NY apart from competitive destinations, we will develop a comprehensive PR platform and plan which we will deploy and measure the results of in real time, fine tuning as we go. We will collaborate with Campbell Ewald to seamlessly blend the PR program into the overall marketing plan.



▣▣ Roadmap to Earned Media Success

Smart strategic planning will elevate I LOVE NY to grow the tourism economy.

Research/Planning: Research, planning and strategy are Mower's core competencies. Skilled research strategists and account planners support our travel and tourism specialty practice, supporting clients in tackling their toughest business and marketing communications challenges. We combine traditional with emerging research methodologies to capture valuable information and insight to drive business. Our toolbox includes quantitative, qualitative and secondary research. We tap appropriate resources to illuminate gaps and opportunities and inform next steps. The personal connections and experiences of our broader Mower integrated team will be leveraged—exploring distinctions that inspire a New Yorker to explore their home state or draw those in outside markets of the U.S. and drivable Canada to experience the Empire State.

State of PR Audit: At the start of our engagement, Mower will conduct a thorough I LOVE NY press room and earned media audit to generate a baseline analysis of the state of communications that can inform our strategic recommendations. We'll be looking for:

- The messages that have pulled through to date
- The breadth and quality of the earned media, exploring feature/highlight/mention patterns
- Diversity and geographic reach of earned media to determine strategy for ensuring parity among the state's 11 tourism regions and attendant TPAs
- Influence of media in reaching broad and niche audiences
- Gaps in message resonance
- Red flag issues requiring a communications strategy to overcome

▣▣ Roadmap to Earned Media Success

Goal Setting: Following a deep dive into I LOVE NY's goals as well as its pain points and barriers, Mower, Campbell Ewald and the I LOVE NY team will agree to key performance indicators (KPIs) and objectives and key results (OKRs) that will have the best impact on state tourism. This will create the benchmarks against which our success will be mapped and measured.

Strategy: When it comes to ensuring successful execution, strategy isn't everything, it's the only thing. In addition to understanding I LOVE NY objectives through the resources already referenced, we'll schedule an in-depth, in-person strategy session with key stakeholders to guide collaborative development of a tactical public relations plan to position New York as a LGBTQ champion, a leader in accessible tourism, a place for all to celebrate Black culture, and a state rich in history ready to be rediscovered—among many other facets of the New York travel experience.

Partner Bonding: Long-standing connections, like those we've developed over decades representing important brands within New York State's tourism sector, will benefit I LOVE NY's engagement with Mower. To ensure that we weave into our plan the full benefit for and support of your tourism partners, we will make it a priority to connect meaningfully with the 11 priority regions, so each are represented.

Database Design: We will cull a custom media list from our database that speaks to I LOVE NY's priority audiences and reaches the right geographies to achieve our goals. This will include national, regional and local leisure, special interest, business, trade journalists, producers and influencers and contacts from drivable Canada. As we finalize the right media vehicles to reach targeted audiences, we'll poll our reporter friends to understand their experience with New York, giving us a strong background in the media touchpoints to date as well as the special stories yet to be reported.

Ongoing Learning & Analysis: Mower monitors new and evolving trends daily. Our Travel & Tourism specialty members have an internal group email for sharing news, tips and ideas as well as thought leadership on trends. Mower's Performance Marketing Group keeps its finger on the pulse of paid and organic social media trends. Our in-house research department conducts primary and secondary research which can be used to gather preferred travel content ideas from our target audiences. Through memberships in organizations such as Destinations International and NYSTIA, team members keep ahead of changes in the media landscape for travel.

▣▣ Roadmap to Earned Media Success

Plan Development: Mower's approach to communications is centered on **Making Fierce Friends™**, a strategic method rooted in the science of what connects people to each other, to brands and to destinations. It is designed to generate the three main drivers of friendship: Affection, Relevance, and Trust. This isn't just some back-of-the-napkin idea. This approach is grounded in sound behavioral science, tested in the halls of academia and proven in the marketplace. Our mission is to leverage those three drivers of friendship in our PR storytelling to create authentic and enduring personal connections between New York State and travelers.

We will developing a comprehensive roadmap that provides parallel tracks for reaching leisure travelers of many backgrounds and interests via print, online, broadcast and influencer channels, along with a track for reaching the travel trade. Mower's signature plan matrix will categorize initiatives by priority addressing target audiences, tourism regions, TPAs, I LOVE NY's four tourism subcategories, topic and season, need periods by region, and special features (e.g. I LOVE NY Fall Foliage Report).

Included will be:

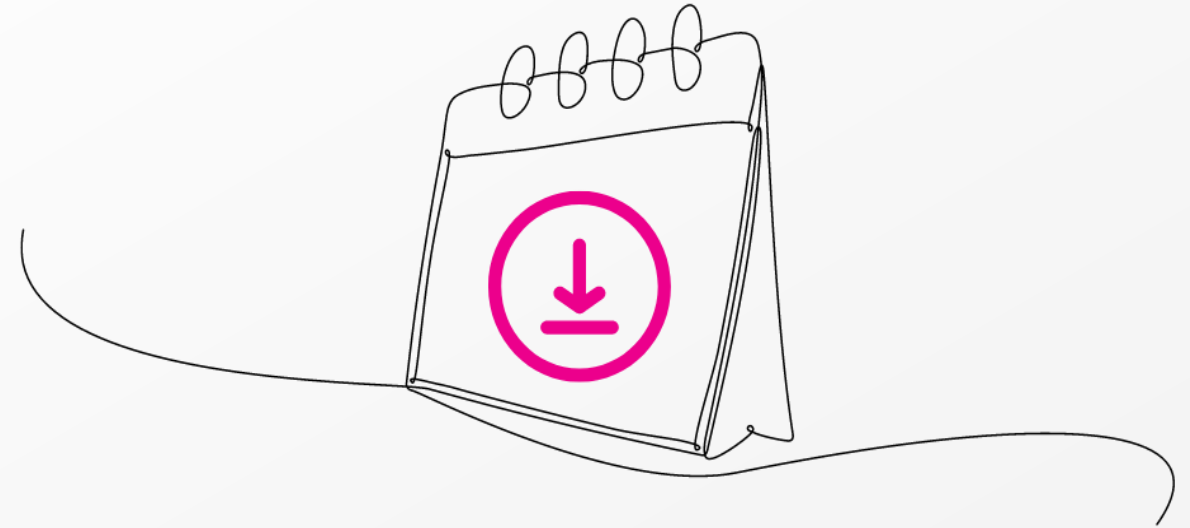
- Announcement and creative pitch angles focused on securing positive press coverage that zeroes in on distinct offerings while supporting business growth objectives.

- Media engagement initiatives, including spokesperson interviews with key consumer and trade media; a targeted media/influencer visit program, exchanging travel experiences for guaranteed editorial and social media coverage, and organized FAM trips.
 - Mower is well versed in the art of organizing and hosting a successful FAM tour or individual visit. We recognize that every reporter has professional and personal nuances, and we craft thoughtful itineraries to ensure their experience puts our client in the best light. In exchange, the destinations we work with receive coverage that drives business forward.
- Media events that leverage meaningful partnerships and marketing efforts, plus creative media tour activations, media mailers and other high-touch engagements
- Proposed trade show activations for on-site interviews in alignment with I LOVE NY's marketing and group sales initiatives.
- Suggested partnerships and turnkey experiential consumer activations.
- Unexpected guerrilla marketing activations that are both attention grabbing with passersby and newsworthy for extended amplification.

▀▀ Delivering Proactive, Always-on PR

With a solid strategy in place – and an action plan mapped to meet our shared goals – Mower's travel PR specialists will be working a well-choreographed media engagement system that brings visibility to important pillars for I LOVE NY and reaches both traditional and niche audiences. Much as I LOVE NY has done internally, we will structure our account team around areas of excellence, so executives with subject matter passion and expertise take ownership of distinct storylines and audience targets. Multiple account leads will coordinate to serve as our conductors, ensuring the full team is in lockstep, moving I LOVE NY's objectives forward.

To show you the level of detail we bring to our collaborative team activities, we've prepared a sample September action plan for I LOVE NY. It will show you how we keep your clearly defined audiences and important subjects on an aggressive communications schedule, and where we see important drivers of connection—like Affection, Relevance and Trust—guiding the communications plan.



**[DOWNLOAD SAMPLE ACTION PLAN
DESIGNED FOR I LOVE NY](#)**

▣▣ Leveraging @ILOVENYPR

A Spring 2024 report by Edison Research found use of X (aka Twitter) has declined 30% year-over-year. While I LOVE NY's press page is a creative idea for supporting PR efforts, it won't replace direct connections.

Further, we believe the current content can be better aligned with the stated purpose of the channel, to be a "media resource for story ideas and news."

It's currently acting as a reshare page for earned media already captured, which only emphasizes stories *already told* to reporters that have tuned in for insight. In our experience, that can be a deterrent to reporters who are on the hunt for fresh ideas and angles.

We will develop a fresh plan for X that engages media with useful tips and ideas that are actionable and can inspire future reporting, with links to information they can use – rather than the finished work by their competition.

We also recommend considering a duplicate page on Instagram – a recent study found that's the number one social media platform journalists plan to have more presence on in the coming year.



We Know New York & the PR Landscape

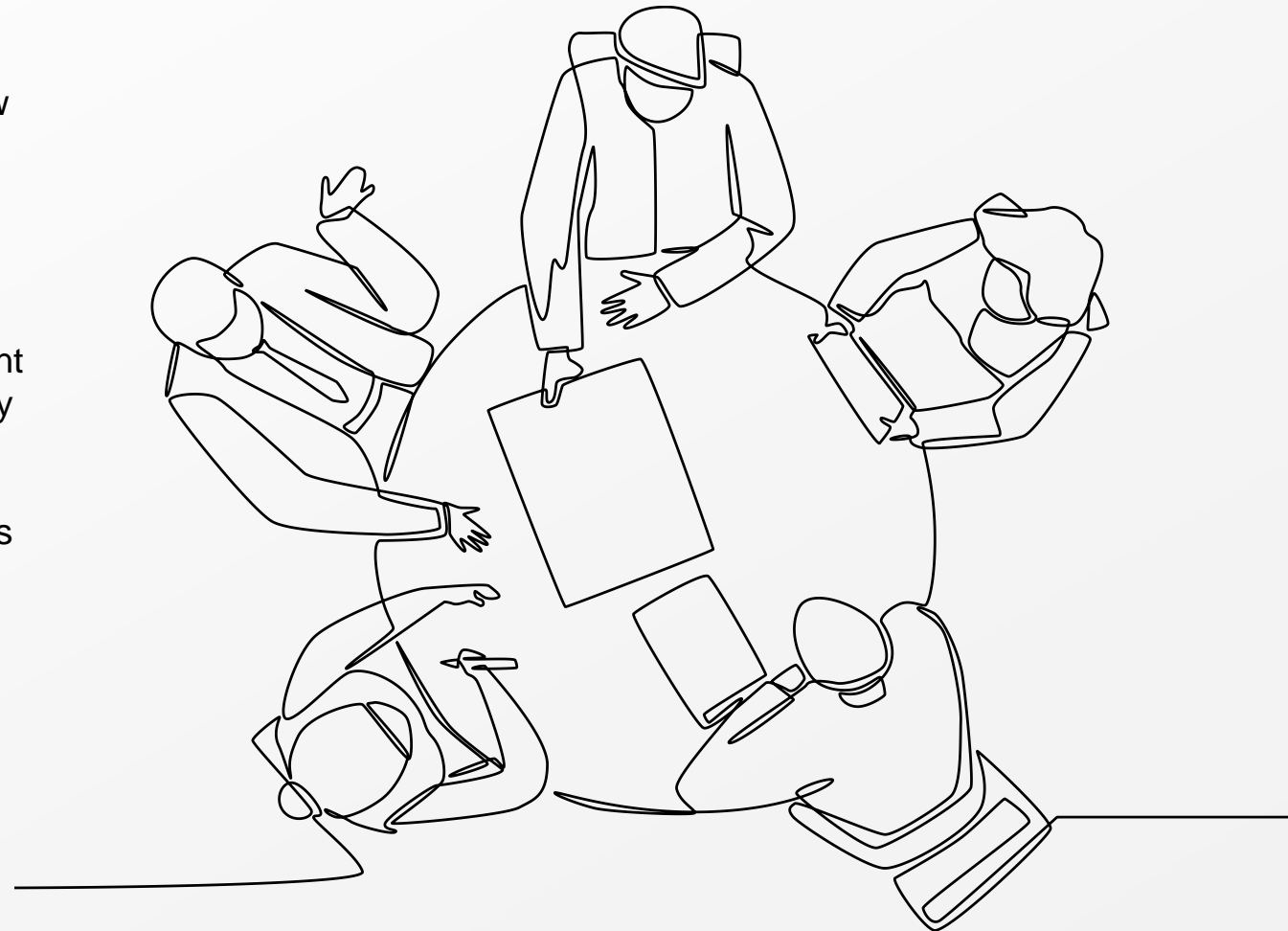
▣▣ Mower's Knowledge Base

Mower is currently engaged with I LOVE NY almost daily, monitoring and responding to PR opportunities for New York-based clients. These include Westchester County Tourism, Whiteface Lodge, The Lake House on Canandaigua, Sofitel New York, Maid of the Mist, and Museum Association of New York.

We are familiar with the website and its many assets, have often attended I LOVE NY's annual media events, and we appreciate Ross Levi's reporting of activities and special panels at bi-annual NYSTIA conferences, including the recent program on multi-cultural marketing which was moderated by Ross and featured four of his team members.

We direct media to the website and assets on a regular basis to help them enrich their stories.

And as a legacy agency of the I LOVE NY marketing program, it is an important part of Mower's history. Suffice it to say, there is no learning curve involved in a start-up phase.



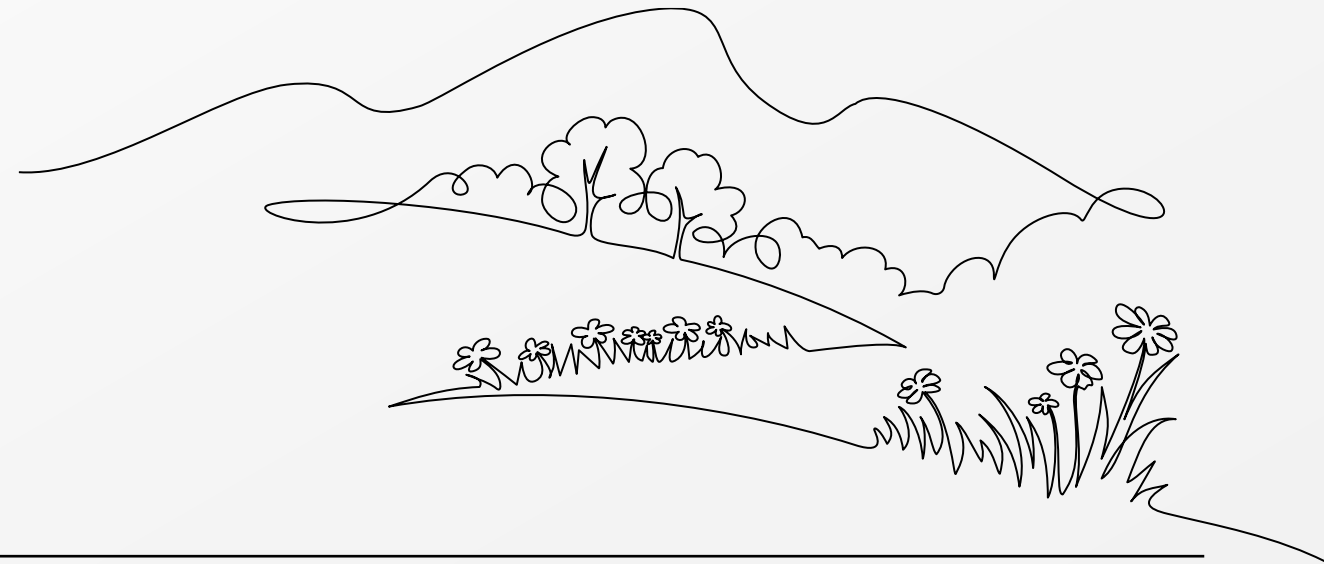
▣▣ Destinations with Special Potential

The Thousand Islands region was sleepy for decades after regular train service ceased and lodging assets aged in place. The addition of the 1000 Islands Harbor Hotel, the first major new build in 25 years, was a game changer.

Though the region has certainly come alive in recent years, there is still much that can be done to promote this unique and special area of the state. We look forward to the opportunity to work closely with Corey Fram and his team to continue to illuminate its many appeals, including the unique history and heritage of wooden boats, sunken ships and shore dinners, not to mention the eponymous salad dressing.

In addition, there is great potential in zeroing in on **smaller regions, such as Genesee County** which, sandwiched between Buffalo and Rochester, could benefit from more focused attention. It, along with other would-be “drive through” counties could be packaged together and/or discretely called out as not-to-be-missed experiences.

The opportunity to highlight lesser-known counties and TPAs will draw increased tourism, benefiting the small businesses within these communities. We aim to work closely with Kelly Rapone and her colleagues in similarly placed areas of the state to boost awareness and business.



Considerations in an Ever-changing Landscape

Communications has drastically evolved and our industry and approach to destination PR is ever-changing.

Shrinking Newsrooms: Dwindling staff and freelancer budget cuts have increased lead times and demand for exclusive pitches that are hyper-focused on the audience. One-size-fits-all is an oxymoron. High impact touchpoints including mailers, dinners with key personalities, first-person experiences, and press trips are paramount to earning quality coverage.

Understanding Audiences: Data including clicks and shares is informing editorial strategy in the newsroom, putting heightened pressure on journalists to prioritize stories that will be "popular" in engagement and views. PR must bring a deep understanding of the people that engage with an outlet to inform suggested editorial angles.

Broadened Media Lists: Influencers/content creators are now on media lists; reporters are becoming social influencers (and 97% of journalists indicate they use social media for work-related purposes, per one recent study).

RFI Resources: Substacks with gated calls for information, paid full access to Qwoted and Connectively, etc., require constant monitoring as destinations compete for opportunities.

Power of the Press Release: With more media behind a paywall, the press release has taken on new relevance as the only news everyone can access. Releases that tell an exceptionally creative and engaging story, enhanced with multimedia (video/images/infographics), position I LOVE NY's newsroom to deliver ideas that drive travel consideration.

Navigating Culture Wars: Importance of Mission, Vision, Values strategy is key to determining if, when and how to engage with topics of importance to travelers.

Crisis Planning: In an environment of "when" rather than "if", crisis communications planning is a tenet of any PR program.

Election Season: Competition for editorial space is keen and requires extra effort to win space over political coverage.

Podcasts: Geared to a mobile society, podcasts can be consumed on the go. Storytelling allows for the richer, more nuanced aspects of travel. The immersive nature allows listeners to envision themselves in the location.

Social media as primary info sources. It's been proven that travelers rely on these platforms' authenticity and recommendations in making travel decisions.

We're Prepared to Navigate Challenges

▣▣ Maintaining a Strong Position

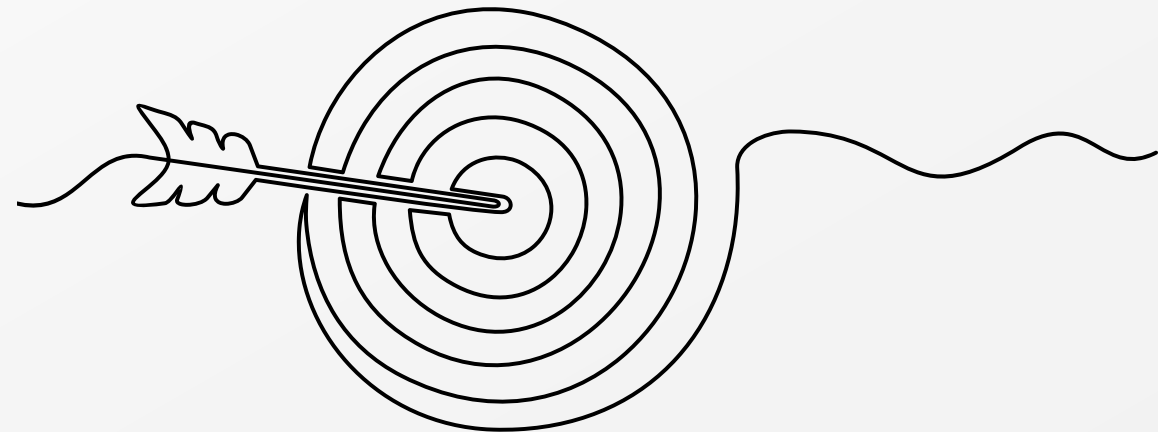
Upon hiring, Mower will work with Campbell Ewald to pick up the reins of the program, ensuring that positive momentum continues without interruption. That said, challenges are a given, and, in 2024, are led by geopolitical issues that are playing out, in some instances, at a national, state, regional and local level. Keeping abreast of developing conditions and creating messaging to address them is an ongoing part of the program.

The Mower PR & PA Group has a highly respected issues-management and crisis-communications practice that has helped clients deal with reputational challenges for decades.

Short-term, we'll review all current and potential threats that could undermine New York State tourism, and review I LOVE NY's response preparedness, identifying gaps and opportunities for immediate improvement. We'll establish early-warning monitoring systems across earned media and social to quickly gather facts and identify misinformation needing our attention. We'll also focus on analysis of existing assets and preparatory content development, because consumers will accept third party speculation—even if it contains bad or misleading facts—when destinations don't supply information

rapidly. We'll ensure plans are pre-designed for swift activation of public relations events and press conferences in the instance of a crisis. The team is well-versed in pulling off these events quickly and under pressure.

Long-term, we'll work to ensure I LOVE NY leadership and key stakeholders are prepared to navigate challenges, both those anticipated and unanticipated. Fortunately, Mower has a 35-year history in developing and deploying crisis and media training programs for client organizations and individuals. These will be key tools.



▣▣ Crisis Experience and Support

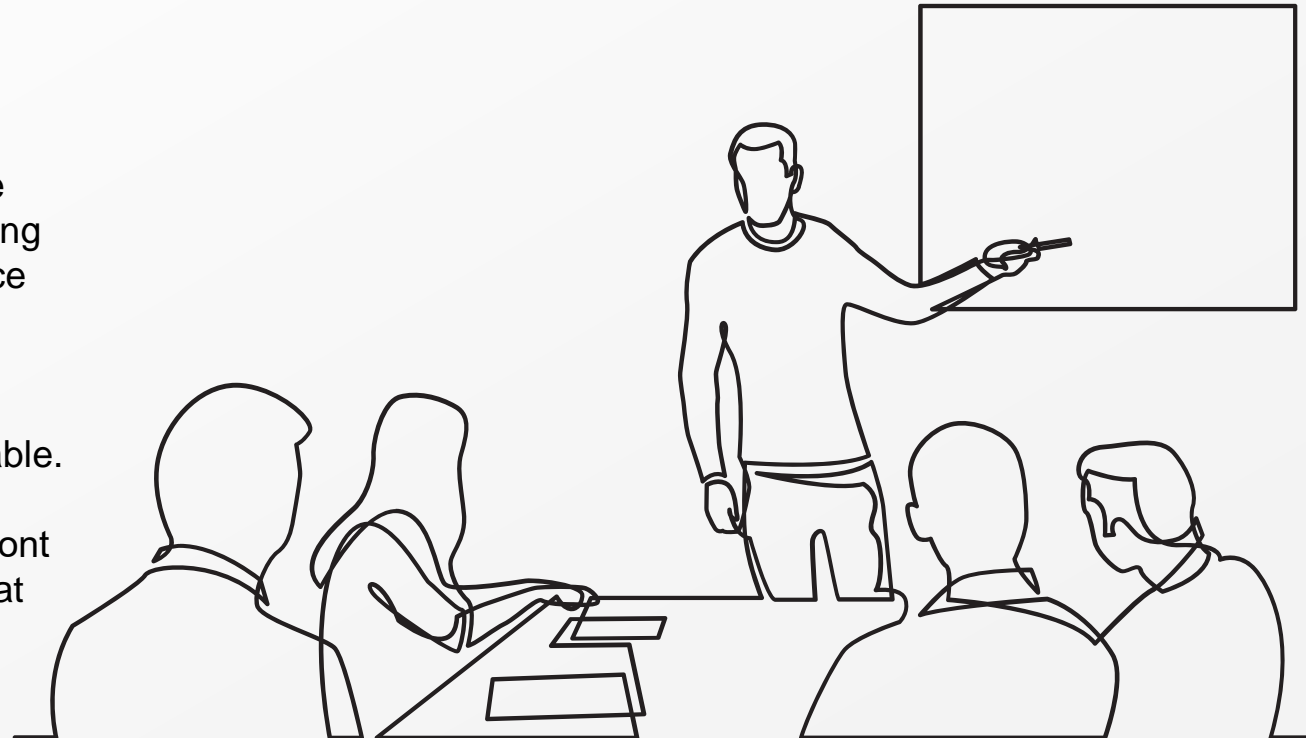
Mower's crisis communications specialty has benefited our clients for 35 years. This includes crisis planning and training as well as crisis management.

A key component is a crisis workshop which features a classroom-style seminar and customized multi-phase roll-play drill.

This is an invaluable service when you consider that the average business organization has an 80% chance during any five-year span that it will face a crisis that can reduce brand equity by 20%.

Most of the damage is not the result of the initial event. Reputational harm comes from duration and is preventable.

The aim of Mower's programming is to give clients up front the knowledge and skills needed to handle any crisis that may come their way.



▣▣ Crisis Experience and Support

Given that I LOVE NY does not currently have a crisis plan in place, we recommend earmarking some budget to hold a **crisis simulation workshop** which will lead to development of a crisis plan.

Far from the thick, dust-gathering three-ring binder that sits on the shelf, never to be used, Mower develops a simple and streamlined protocol with advance training to ensure that crisis team members can respond quickly and nimbly to any crisis that may arise or may be brewing.

In an atmosphere of prejudice, political polarization, culture wars and election year fireworks, a crisis plan is especially needed in today's world.



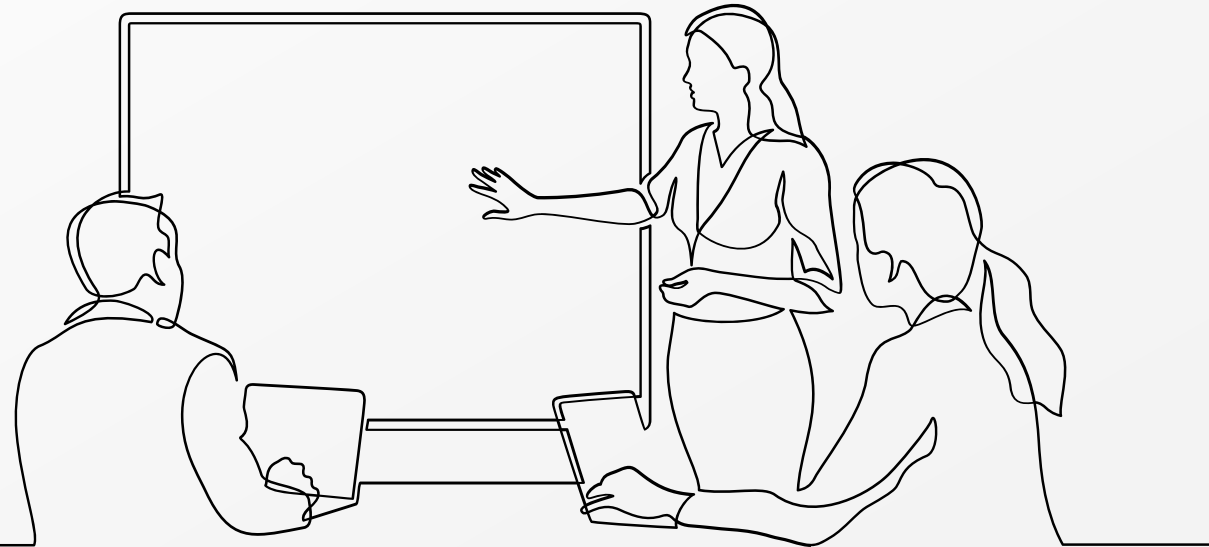
▣▣ Crisis Experience and Support

Adjacent to crisis planning are two other Mower strategic tools: Media Training and a newly launched Culture Wars Workshop.

Mower media training arms spokespersons with tools to ensure that they are in control of interviews and are consistent in delivering their key messages, regardless of the questions asked. The sessions combine a classroom training and messaging workshop with simulated on-camera interviews where trained reporters ask tough questions, providing participants with the opportunity to practice commanding the interview, getting their messaging across.

Our new Culture Wars Workshop helps clients align mission, vision and values to serve as critical tools for future survival, profit, liquidity and growth. It has been developed from the understanding that customers want to do business with brands they trust and share core values.

When brand communications and organizational actions agree with public facing ESG, CSR and DEI initiatives, organizations achieve affinity with the expectations of key stakeholder audiences.



I LOVE NY: Big Ideas for Reaching Target Audiences

Generating Emotional Connection with Target Segments

Insight

New York State's welcoming spirit is reflected in its diverse landscapes and communities, where inclusivity is a way of life.

Strategy to Create Connection

Show how I LOVE NY is unmatched in its commitment to welcoming people from all walks of life.

Connection Point

Travel where everyone belongs.

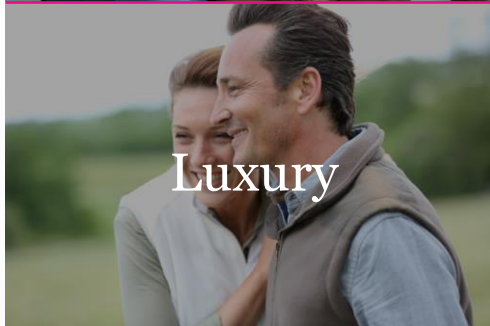


Core Target Segments

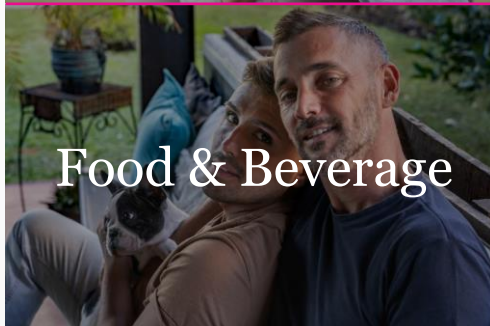
When you partner with Mower's Travel & Tourism specialty for PR, you have the benefit of a team that comes with a deep understanding of your key targets.



“As a family, we love going on new adventures and exploring the great outdoors. New York State offers a perfect blend of natural beauty, history and family-friendly attractions that appeal to all of us. We always look forward to discovering hidden gems, trying new activities and making memories together. As we end one vacation, we find ourselves looking ahead to our next one in the Empire State.”



“As lovers of luxury and refinement, we're eager to invest in new experiences that offer sophistication and relaxation. Exploring the diverse regions of New York State allows us a selection of world-class accommodations, from which we can indulge in culinary delights and cultural pursuits creating unforgettable memories that enrich our lives.”



“As self-proclaimed foodies, we're always seeking new culinary adventures that expand our palates and offer experiences we can go back and share with friends. Exploring the vibrant food scene of New York City, the Hudson Valley and Upstate feeds our passion for gastronomy and sparks a desire for more in the future.”

Additional Targets

Worth special focus as the program evolves.



Solo travel has more than doubled since before the pandemic.

“Traveling on my own gives me the luxury of spending as much...or as little...time in a location as I want to. I’m better able to absorb every experience and reflect on it later. It’s a kind of sabbatical that I find both restorative and energizing. New York State offers an abundance of options to match my solo travel mood of the moment.”



More than half of seniors aged 50+ rank travel as their top priority for spending discretionary income.

“Having devoted earlier years to career and raising a family, we relish the time we have for personal pursuits. New York has so much to offer that it’s hard to prioritize what to do first, second and third.”



Media coverage increasingly focuses on ideas for girls’ and guys’ getaways, ranging from spa retreats to adventure travel.

“It is such a bonding experience to have concentrated time with a small group of close friends. We make memories that stay with us for the rest of our lives. We will never forget our amazing Finger Lakes trip last year.”

▣▣ I LOVE NY Focus Programs



“As a member of the LGBTQ community, traveling to inclusive and accepting destinations is essential for me to express my true self and connect with like-minded individuals. New

York’s vibrant LGBTQ scene and cultural offerings provide me with a sense of belonging and empowerment, and a feeling of safety and security that not all destinations can genuinely promise.”

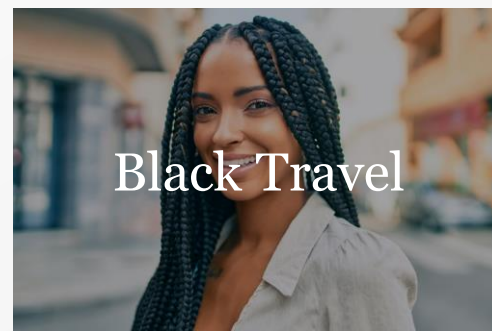


“As history enthusiasts, traveling to New York State offers us a treasure trove of historical experiences to explore and discover. We seek destinations that offer rich historical narratives, iconic

landmarks and immersive cultural experiences for our family to explore and learn from. Current interest revolves around the upcoming America 250 celebration which is central to New York’s story.”



“Accessible attractions, accommodations and outdoor activities enable me to create cherished memories with my family and inspire others with special needs to embrace travel.”



“As a Black traveler, exploring the cultural heritage and history of New York State is a deeply enriching experience for me. From the vibrant streets of Harlem to New York’s music venues and historic sites honoring Black achievement,

each destination offers a unique opportunity to connect with my roots and celebrate my identity.”

LGBTQ

New York has played a pivotal and pioneering role in the advancement of LGBTQ rights in America. From the Stonewall Uprising to passing anti-discrimination laws in 2003 to becoming the largest state to legalize same-sex marriage in 2011 to banning conversion therapy in 2019, New York is continuing a legacy that deserves to be celebrated 365 days a year.





12 MONTHS OF PRIDE

We understand that I LOVE NY aims to celebrate pride year-round. We notice that scheduled events throughout the state seem to wane toward year-end. Adding seasonal pop-up events can round out the year, ensuring activations in all 11 tourism regions (focusing on one per month) – plus June Pride (the 12th month) – for a robust support of this important, revenue-producing segment. Themes might take the form of:

Winter – Ski destinations (including repeat and expansion of the 2023 ski weekend), museums and other indoor fun

Spring – Flower festivals, wine tours, fishing trips

Summer – Pride celebrations, whitewater rafting, boating adventures

Fall – Foliage excursions, harvest festivals, cideries, farmers' markets

▣▣ LGBTQ – Additional Ideas



LGBTQ Ambassadors Program

Identify LGBTQ media/influencers to be part of the program and send them on epic travel experiences, sharing welcoming and inclusive destinations and events throughout the state. Program could launch with social support, as well as traditional PR, including interviews with regional and national broadcast outlets and profiles on the participating ambassadors.

Within this program, I LOVE NY could partner with [OutBound](#) or [Venture Out Project](#), solo travel companies, to create solo travel itineraries with single LGBTQ influencers.



Pride Profiles Podcast

Turn these [Pride Profiles](#) into an official podcast series with new guests and spotlights within the state.



Partnerships

Partner with a car rental or auto company that designs a distinct vehicle for one of the brand ambassadors to take throughout the state. *Alternative:* Partner with an airline to offer “Proud Flights” connecting New York State to other popular LGBTQ inbound markets and host a FAM of select media from one or more markets.



Colorful Arts Program

Organize pop-up LGBTQ art festivals or events throughout the state, with a special emphasis on youth artists. Explore opportunities to work with state-wide art galleries, LGBTQ artists and put an emphasis on the state's rich LGBTQ art culture and history.

▣▣ LGBTQ – FAM/Individual Visit Themes



Tulip Festival FAM

Celebrate the arrival of spring with a FAM to the Mohonk Tulip Festival in New Paltz. Stay at Mohonk Mountain Resort and enjoy a long weekend filled with fresh flowers, wine tastings and relaxation.



Follow the Rainbow Road

This week-long FAM hits up the best and brightest June Pride events and celebrations, stopping at LGBTQ community-owned restaurants and businesses along the way. The FAM will end in New York City for the annual NYC Pride Parade.



Community Travels Here

Host a FAM trip to The Finger Lakes' Ithaca and Geneva or Greater Niagara's Allentown or Elmwood, communities known for their cultural diversity and LGBTQ-friendly vibes, reinforcing and spreading awareness for New York destinations that are extremely welcoming and inclusive.

Media We Know Who Will LOVE This



Kelsy Chauvin, Contributor
Passport & Conde Nast Traveler



Matt Kirouac, Contributor
Travel + Leisure



Dan Koday, Contributor
PureWow & Yahoo Life



Donald Pladgett, Managing Editor
Out Traveler & Out Magazine



Alani Vargas, Associate Editor
Parade



Opheli Garcia Lawler, Senior Staff Writer
Thrillist



Adam Dupuis, Managing Editor
Instinct Magazine



Laura Begley Bloom, Senior Contributor
Forbes

ACCESSIBLE NY

Promoting true accessibility is not only the right thing to do ethically, but also presents a remarkable opportunity to connect with new segment of guests eager to create their own New York memories. Continuing to demonstrate our commitment to accessibility through technology allows us to welcome a vastly underserved population of prospective visitors.



A GUIDE TO QUIET NEW YORK

New York State is known for excitement, high touch adventures, enthusiastic crowds and, let's face it, noise.

For travelers with sensory sensitivities who prefer quiet, calmer trips and attractions, we'll aggregate and create a guide of places where visitors can enjoy a quieter experience.

From Strong National Museum of Play's industry leading programs to Animal Adventure Park's Low Sensory Nights to the countless natural outdoor environments where quietude is part of the splendor, we will develop a robust guide that will underscore I LOVE NY's commitment to accessible travel.

The guide will be promoted through earned media, a "quiet" press trip, individual visits, and through I LOVE NY's paid, owned and shared channels.



▀▀ Accessible NY – Additional Ideas



New York for all Spectrums

Concept and roll out I LOVE NY Sensory Pods or Stations at rest stops throughout New York State to ease the stress of travel for parents traveling with children with sensory needs. Pods could also be considered for high-traffic attractions in New York State as well as festivals and concerts where loud noise and groups of people can cause heightened sensory reactions. Showcase the pod at a press event and invite reporters/creators living with sensory issues (or with family similarly impacted) for a FAM.



Aiden AI

Add to the I LOVE NY app a tool called Aiden AI virtual assistant. Aiden will locate the most exciting and accessible attractions and destinations, like hiking trails for wheelchair users and accessible hotel rooms and restaurants.



Roll Mobility: Go Further Together

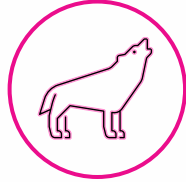
Organize a partnership with Roll Mobility, a new "Yelp"-type app, designed to make life easier for people who use wheelchairs or have mobility issues. The platform provides users with reliable information on the accessibility of restaurants, public spaces, businesses, trails and parking spaces, with user ratings and input from the community. Roll out this partnership to reinforce New York's commitment to transparent accessible travel, encouraging all attractions to gain a stamp of approval.



We LOVE New York: Staff Development Training

Focus on staff development and training for interacting with travelers with disabilities by launching a statewide volunteer program led by members of programs like the New York State Commission of the Blind, New York State School for the Deaf, or New York State Disability Services Council.

▀▀ Accessible Travel – FAM/Individual Visit Themes



Westchester Wilderness Adventures

Center a media visit around Westchester’s wilderness pursuits. Activities include hikes with the Trails Without Limits program using All-Terrain Trackchairs, handcycle bike rides, a visit to Faraway Farms to interact with alpacas and a “Sleep with the Wolves” experience at the Wolf Conservation Center. For media traveling by air, Westchester County Airport’s Hidden Disabilities Sunflower Program ensures a positive experience for those with hidden disabilities by wearing a discreet sunflower lanyard to inform staff of their needs, promoting a supportive environment.



A Guide to Quiet New York City

Showcase NYC's quieter side for travelers with sensory sensitivities who want to escape the hustle and bustle of the city without actually leaving it. A FAM showcasing quiet, calmer NYC could include The Cloisters, The Gardens at St. Luke in the Fields, Astor Chinese Garden Court at the Metropolitan Museum of Art and The Frick Collection.



Fielding Dreams: All-access Baseball

Organize a media trip to Cooperstown, the birthplace of baseball, coinciding with the Hall of Fame Weekend festivities (July 2025). Delve into the heart of baseball history with exclusive access to the induction ceremony, the Hall of Fame awards ceremony, the Parade of Legends and Legends of the Game Roundtable discussion. Explore the National Baseball Hall of Fame and Museum, designed to be fully accessible, and visit Doubleday Field, the iconic birthplace of baseball.



Accessible Thrills

Thrillseekers can head to the Adirondacks for a memorable winter FAM that will have adrenaline pumping. Welcome guests to Whiteface Mountain for a go at adaptive skiing. Offer a bird's eye view of the Adirondack forest treetops with wheelchair-accessible walkways at the Wild Center and Wild Walk. Organize a tour of the Olympic museum and village led by a Paralympian.

Media We Know Who Will LOVE This



Lebawit Lily Girma
Bloomberg



Sophie Morgan
Conde Nast Traveler



Laura Dannen Redman
AFAR



Christina Jelski
Travel Weekly



Cassandra Brooklyn
Forbes



Eve Chen
USA Today



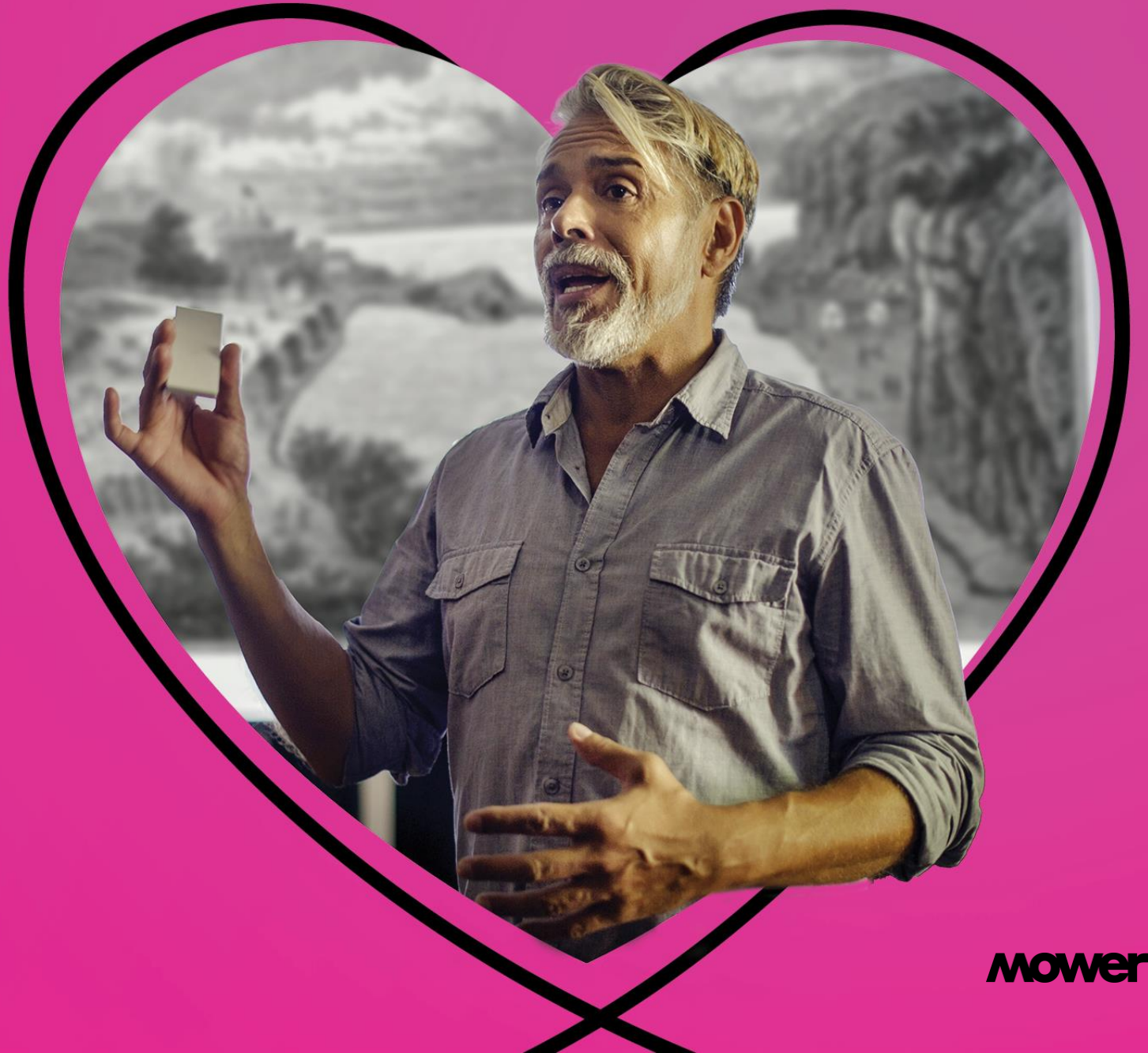
Joel Rose
NPR



Meg St-Esprit
Thrillist

PATH THROUGH HISTORY

Teachers shape the minds of future generations, imparting not just knowledge but inspiration day after day. Celebrating them with unforgettable travel experiences could create a legion of ambassadors, spreading the good news throughout New York classrooms and beyond.

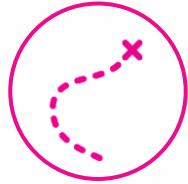




KNOWLEDGE QUEST

In summer, educators are afforded a break to regroup and feed their own quest for learning. But peak summer travel rates are not a break, creating a dilemma for educators with an inflexible vacation window. For May's Teacher Appreciation Month, launch a "New York Summer School" passport program that raises awareness of Path Through History locations and allows certified teachers to explore them at little or no cost. Teachers can go back to the classroom with information and collateral for students to take home to inspire family vacation ideas within the state.

Path Through History – Additional Ideas



Find the LOVE

Create a mobile or online scavenger hunt game with clues leading participants throughout the state to discover official Path Through History sites. This concept could launch in 2025, and lead to a bigger 2026 moment with a focus on Revolutionary War destinations for America 250.



A Guinness Record Breaker

Host the world's biggest party/ball, where attendees dress up as famous historical figures from New York's past, or instead can be inspired to don period attire reflecting any time in New York State history.



Historical Humans of New York*

Partner with storyteller Brandon Stanton ([Humans of New York](#)) to travel throughout the state, capturing the stories of the people who manage Path Through History sites and their passion for their attraction. Leveraging the beloved @HumansofNY platform, turn New York's most famous—or overlooked—historical destinations into the backdrop for Brandon's signature first-person storytelling style.

*This idea could also be fine-tuned to focus exclusively on Revolutionary War history for the 2026 celebration.



A Cut Above the Rest

Partner with a fashion show (Project Runway; Making the Cut) for a challenge to create dresses with a New York history theme. As another spin, partner with a cooking reality show (Top Chef; Chopped) to test today's best cooks and their ability to craft a meal using cooking utensils from a bygone era, with historical references provided by Path Through History site docents.



Another View

Use augmented reality at historic neighborhoods, buildings and battlefields to visually replace the present with the past. VR headsets, available at select Path Through History locations, give travelers an opportunity to feel immersed in their location in a different way, exploring how the area would have looked during a bygone era.

Path Through History – FAM/Individual Visit Themes



History Repeats Itself

Arrange a trip that includes a well-known historian. This could be a single individual, like Devin R. Lander, New York State Historian, or the group could grow to reflect a number of historians who specialize in different periods of significance for the state (New York Academy of History would be a resource to explore). Reporters would travel to two areas within the state, exploring Path Through History stops and learning about the region through the unique lens of their guides, gaining perspective on the moments that make New York today.



The Race is On

Partner with a luxury car brand to celebrate New York's auto and sports history culture.

- NASCAR's Watkins Glen International
- International Motor Racing Research Center
- Saratoga for its Automobile Museum
- Saratoga Race Course
- National Museum of Racing and Hall of Fame



Lady Leadership

Head to the Finger Lakes countryside, home of Seneca Falls, the birthplace of the women's rights movement. In addition to important points of historical interest, like the Women's Rights National Historical Park and National Women's Hall of Fame, prioritize experiences at women-owned or led businesses.

- Tasting at Red Tail Ridge Winery, owned by Nancy Irelan
- A rail bike tour aboard Finger Lakes Rail Riders, owned by Kathy Ferron
- Refreshments at Amity Coffee, owned by Lyndsi Stoltzfus



Escape Election Season in the Capital

Yes, really! Natural wonders are a wonderful antidote to election stressors.

- Albany's Pine Bush Preserve Commission
- Delmar's Five Rivers Environmental Education Center

Media We Know Who Will LOVE This



Brian Cicioni
USA Today, etc.



Katherine Parker-Magyar
Forbes, AD, etc.



Lauren Matison
Travel + Leisure, etc.



Malerie Yolen-Cohen
HuffPost, Newsday, etc.



Aunindita Bhatia
World Atlas, TripSavvy, etc.



Michela Rosano
Canadian Geographic



Larry Bleiberg
Washington Post, BBC Travel, etc.



Rossilynne Skena Culgan
TimeOut

BLACK TRAVEL

Music has the power to move souls, ignite revolutions, and bring people together across cultures and backgrounds—and New York State's rich Black cultural heritage has had a profound impact in shaping its course.





LYRICAL LANDMARKS

Giving the I LOVE NY mobile unit an active presence at select local music festivals will engage audiences with information about venues that have and continue to play an important part in the progression of music. Information, graphic t-shirts, I LOVE NY stickers and other merch could be considered for free or sale at events.



I ♥ NY REMIXED

Invite New York State Black musical artists to reimagine the I LOVE NY theme song in their own styles—rock, blues, gospel, hip-hop, jazz, pop, reggae, classical. Have them capture performances on video and promote them through paid, earned, shared and owned channels. Provide musicians with I LOVE NY merch to wear and distribute to fans during their gigs.

Black Travel – Additional Ideas



Educational Popups at the New York State Fair/County Fairs

Offer immersive experiences for fair visitors to learn more about Black history and culture that have not only been influential to New York, but the nation. Sponsored exhibits on the state’s crucial connection to the Underground Railroad can feature interactive displays and storytelling sessions. Additionally, showcase Black culinary traditions with a “Taste of Diversity” or “Made with LOVE” culinary exhibit – offering tastings and cooking demos from Black-owned restaurants and vendors across the state.



Geocached Scavenger Hunt

Create a geocached scavenger hunt for participants to discover hidden caches at various locations across the state, including Black-owned businesses and historic landmarks celebrating Black culture and heritage. Each stop not only offers unique clues leading to the next destination, but also provides an opportunity to learn about and support the rich contributions of Black entrepreneurs and historical figures in the state. Clues would lead crowds of seekers in and around cultural sites, with travel-related prizes to the winners.



Quest Loves NY

Commission the award-winning musician, director of “The Summer of Soul” and ACLU spokesperson, Questlove, to document the vibrancy of today’s *Black New York* experience. This could be the Ken Burns of the Black New York experience, bringing to life the state’s music, art, culture, food and surprising revelations of Black history.



Amazing Race-Style Tour

Combine history, art and community through the creation of an Amazing Race-style tour to highlight Black cultural landmarks across the state. Document a group of participants as they travel between significant sites, including historic landmarks, neighborhoods, museums and cultural festivals, using clues and completing challenges that reveal the rich tapestry of New York’s Black history. For further promotion opportunities, consider soliciting corporate sponsors from various New York-based companies and corporations.

Black Travel – FAM/Individual Visit Themes



Cultural Culinary Tour

FAM tours for select food and beverage journalists of the many different tastes, shapes and forms of the Black culinary experience across New York State. From African to Caribbean to soul, the Black culinary diaspora is vast and influential to our state's diverse foodservice and culinary industries.

- Bratts Hill by Chef Darian Bryan in Buffalo's Larkinville District
- Umana Yana (A.K.A The Meeting Place) in Albany
- Sylvia's "Queen of Soul Food" Restaurant in historic Harlem



The Pulse of NY: Performance Art Immersion

Organize media tours with Black Theatre United to highlight the state's history and roots in Black theatre and performance art, as well as its influence on today's vibrant arts and culture scene.

- Alvin Ailey American Dance Theater
- Dance Theatre of Harlem
- African Grove Theatre
- Black Theatre Troup of Upstate NY



Reminisce: The Rhythm & Blues

Center a media visit around one of New York City's biggest jazz festivals, including tours of landmarks related to the history of music popularized by the Black community.

- Winter Jazzfest/Blue Note Jazz Festival
- 1520 Sedgwick – The birthplace of hip hop
- Apollo Theater
- Hush Hip Hop Tour NYC
- Louis Armstrong House
- Bronx Walk of Fame
- The Cotton Club
- Woodlawn Cemetery



The Underground Unveiled

Partner with Black Travel Alliance for a group FAM that takes journalists through important Path Through History spots related to the Underground Railroad.

- Niagara Falls Underground Railroad Heritage Center
- Oakwood Cemetery
- Broderick Park in Buffalo
- Juneteenth Festival in Buffalo
- Harriett Tubman home in Auburn

Media We Know Who Will LOVE This



Simone Harvin
Travel Noire



Angela Johnson
The Root



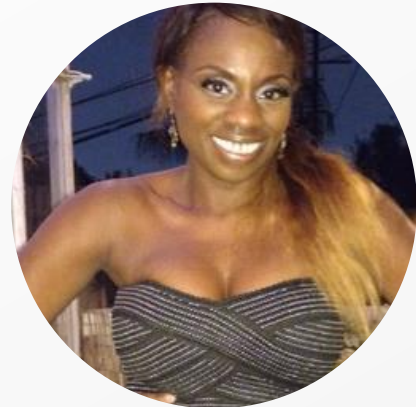
Haniyah Philogene
the Grio



Rafael Peña
Black Enterprise



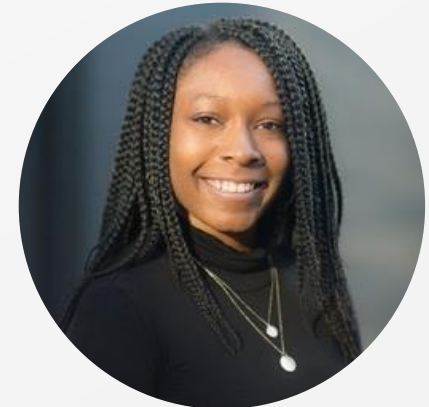
Okla Jones
Essence



Delaina Dixon
Ebony



Natalie Preddie
The Toronto Star



Ariel Felton
Bloomberg News

Mower's Relevant Experience

▀▀ Mower Generates Results



Mower created a rallying cry and tourism partner toolkit for NYSTIA members to use to augment their pandemic recovery marketing. Goal: to encourage New Yorkers to vacation in their home state in 2021 to help restore tourism sales, jobs and tax revenue. It worked.

"The campaign succeeded beyond our expectations. Well over 100 New York State destinations and virtually every NYS TPA signed up to participate in the campaign. ROAM THE EMPIRE holds our record for co-op program industry Participation!" – Bob Provost, President, New York State Tourism Industry Association



As part of an integrated marketing effort, Mower spearheaded what resulted in a multi-award-winning campaign that underscores the County's spirit of welcoming and inclusion of diverse traveling audiences.

"After joining forces with Westchester County Tourism & Film in 2018, the impactful "Go Beyond in Westchester" campaign was created. Garnering national recognition and prestigious awards, it has brought the wonders of Westchester to the attention of more than 220 million people and fueled the county's tourism growth to 2 billion dollars." – George Latimer, County Executive, Westchester County



The primary driver of North American group travel to Ireland (thanks to strong travel advisor relationships), CIE Tours was challenged to gain better brand awareness directly with consumers. Mower led a multi-year, multi-pronged campaign leveraging best PR practices to build credibility directly with customers, all without losing sight of important trade relationships that drive business.

"In a competitive RFP response, Mower rose to the top and delivered on its promises. They hit the ground running as a "strategically tactical" partner, getting immediate results in our highest booking period while building out a thoughtful longer-term plan." – Elizabeth Crabill, Former CEO, CIE Tours

▣▣ New York State Tourism Industry Association

Roam The Empire – a rallying cry that knit together New York State’s competitive DMOs toward a common cause.

SITUATION

The pandemic was devastating for New York State’s tourism industry. By the end of 2020, the industry had lost more than 330,000 workers, and state and local tourism-related tax revenues sank 45%. Mower was enlisted to help NYSTIA, New York State Tourism Industry Association, bring together their highly competitive members with a common message—one that would get New Yorkers exploring their own state again.

INSIGHT

After a year of lockdown, we knew people were itching to travel. But we also know that not all travel is created equal. At the time, consumers saw road trips as less risky than air travel. We saw this as an opportunity. After all, our vast state is filled with things to do and places to explore without ever leaving its borders. From there, our rallying cry was born.



[WATCH VIDEO](#)

▣▣ New York State Tourism Industry Association

Roam The Empire – a rallying cry that knit together New York State’s competitive DMOs toward a common cause.

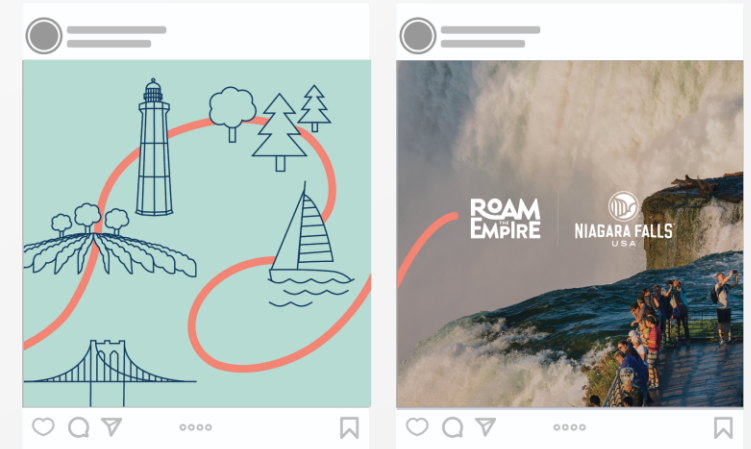
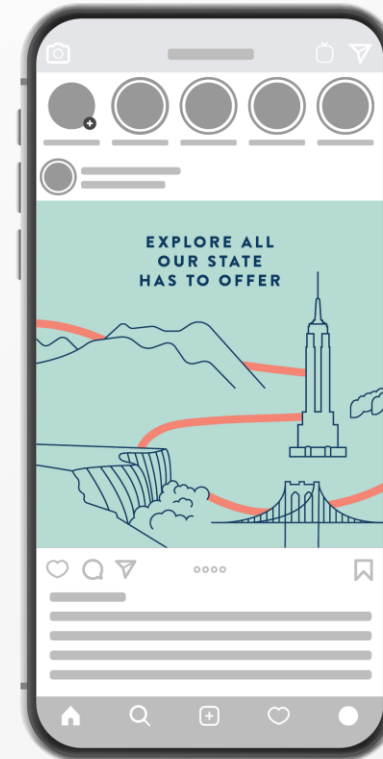
IDEA

Get New Yorkers to *Roam the Empire*. We created a campaign celebrating all that’s waiting to be explored right here in New York State. We started by developing a toolkit containing everything the state’s tourism industry partners needed to start getting the word out: key messages, logos, branded digital and print assets in varying sizes, a templated news release and social media guidelines. We developed a series of animated videos to bring random New York state adventures to life. They were posted to our Roam the Empire Instagram page along with other engaging content to support the initiative.

RESULTS

Within the first 90 days, more than 100 previously competitive tourism partners agreed to band together and participate—more than twice as many as expected. Over \$60,000 in advertising grants and pro bono press services were contributed by statewide media groups to help encourage New Yorkers to roam. On social media, #roamtheempire gained well over 100,000 earned media impressions, all with an entirely organic social presence. Even then Lt. Governor Kathy Hochul publicly lauded the effort with a letter to NYSTIA members. Sample campaign awards included:

- Global ACE Integrated Marketing Campaign; Sales Enablement; B2B2C Campaign
- ANA B2 Sales Enablement and Social Media
- HSMAI Adrian Award Recovery Marketing
- NYSTIA New Yorker Award



Westchester County Tourism

Beyond the Everyday: Westchester County Inclusive Influencer Marketing Campaign

SITUATION

Second only to New York City's five boroughs, Westchester County is the state's most diverse county. Spanning 500 square miles of cities, towns, and hamlets, Westchester suffered in the wake of COVID-19—and was looking for a way to revitalize area travel. The resulting campaign was carefully architected to not only reflect the county's population and all its different communities, but also to ensure potential visitors of all races, genders, orientations, abilities and backgrounds could see themselves safely enjoying all that Westchester has to offer.

INSIGHT

Through focus groups and quantitative research, Mower's Insights team discovered that while prospective travelers knew Westchester as one of New York City's suburbs, its diversity and the inclusive and welcoming communities within weren't as well-known. To change that, we'd need to actively target creators whose content resonated with priority audiences, including Black, Latinx, Asian, LGBTQ and uniquely abled travelers, to spread awareness about Westchester. So, we set out to find a cluster of content creators who mirrored the county's vibrant and culturally diverse population, and designed enticing itineraries for each creator's unique audiences.



Westchester County Tourism

Beyond the Everyday: Westchester County Inclusive Influencer Marketing Campaign

IDEA

We took Westchester County's social media beyond where it had ever been—in a campaign called “Beyond the Everyday.” Smart negotiation and budgeting enabled us to secure 27 content creators against our initial goal of 10—and **41% of those we worked with came from multicultural backgrounds or were uniquely abled, eager to explore inclusive and accessible travel.** We used a mix of our own organic searching and the AI influencer-search platform HypeAuditor to find influencers with solid engagement rates and multiplatform audiences, like Tracy Hopkins, Gerry Isabelle, Kirstie Pike, Christine Diaz, Bary Hoy, Noelle Foley, Catarina Rivera, Ron Lai and Amorrays Marcano. And we monitored their content to confirm everything followed FTC and contract terms.

RESULTS

The outcome? Staggering. In 2022, Westchester County tourism's Instagram page saw chart-topping metrics, including a 91% increase in total engagement and a net follower growth of 45%. We calculated a 12.7X return on investment for Westchester County in the first year alone and, based on estimated ad value, the campaign paced to over \$500,000 in value by the end of 2023. The campaign won several influencer marketing, content marketing and social media awards in 2022 and 2023, including PRSA Bronze Anvil, PRNews Platinum & Digital Awards, Bulldog Award and HSMIAI Gold Adrian Award.



91%
increase in total
engagement

Net follower
growth of
45%

▣▣ CIE Tours International

Finding inspiration in the art of Irish storytelling

SITUATION

Ireland and Britain's largest tour operator, CIE Tours, offers fully inclusive and expertly guided vacations to Europe, from group travel to highly curated private itineraries. Over its almost 90-year history, the company has earned a reputation for excellence that is rooted in its signature Irish hospitality, the genuine warmth and expertise of its guides and hosts, and a talent for fostering lasting friendships on the road. CIE Tours makes it easy for travelers—buyer personas they call Heritage Seekers, Knowledge Questers and Dream Travel Chasers—to immerse themselves in a new place with exclusive access, authentic experiences and in-depth knowledge that, in the spirit of Celtic heritage, often begins with a story.

INSIGHT

- Online family history research in the U.S. had grown 14-fold in the past decade, and inexpensive home DNA kits were impacting the genealogy travel trend. For Knowledge Questers, a guided vacation is a seamless way to connect with their European heritage. The company's deep bank of native Irish guides is an incredible on-the-ground resource for the ~37 million North Americans with Irish ancestry.
- CIE Tours can be a champion for Knowledge Questers (both "students of life" and traditional academics) in their pursuit of growth.
- Dream Travel Chasers are influenced by popular culture references and connections that can make an Irish voyage enticing.
- The majority of business is booked via North American travel advisors. This remained vital to profitability for CIE Tours, but brand building demanded more consumer awareness.



- While guests may have a personal travel advisor, when there are complaints, they'll turn straight to social media to get public and personal attention. CIE Tours needed a strong game plan.

IDEAS

- Meet local guides and record their favorite tales from the road, particularly exploring genealogy storylines for owned content and pitching fodder.
- Become the authority on heritage tourism, with live interviews for the CEO during the New York City St. Patrick's Day parade, and a custom genealogy tour experience for The Trip Sisters on PBS.
- Turn CIE Tours' more mature audience into online advocates by demystifying how to connect, consume and share on social channels. Place dynamic American students with a passion for the Emerald Isle on select tours, serving as social media subject-matter experts, bridging the digital divide for boomer guests through a multigenerational learning experience.
- Arrange for hardworking educators to feed their own quest for learning and travel through Europe in summer's high-season at off-season rates.

▀▀ CIE Tours International

Finding inspiration in the art of Irish storytelling

IDEAS CONTINUED

- Jump on the news cycle as media buzzed about the final season of HBO's *Game of Thrones*, offering examples of how Westeros can live on through CIE Tours via stops in the rolling hills of Winterfell (Belfast) and the icy chill from Beyond the Wall (Iceland).
- Prepare a detailed customer communications process for managing social media inquiries and complaints, which often came through in real time from Ireland's time zone.

RESULTS

- Extraordinary tales of personal discovery were revealed during interviews with Irish guides, illuminating the connections local experts can create for travelers interested in their Irish roots. Mower used those tales to create a blog, "I Know That House: Finding Family and Childhood Letters on an Irish Tour," which became the baseline for media outreach, securing relevant stories in *The Washington Post* and inspiring a PBS special on genealogy travel.

- Student ambassadors helped guests navigate social channels, sparking better sharing and a surge in community engagement, including a 40% increase in user-generated content on Ireland that incorporated CIE Tours-specific tags and hashtags. Mower's organic Facebook program—with little paid support—grew by leaps and bounds (+185% in organic post reach and +167% in organic post impressions YOY).
- Care for teachers became a positive story during a tumultuous news cycle for the education community, which was experiencing a wave of strikes across the country. The Teacher Appreciation Month deal earned over 64 million media impressions and a story that syndicated nationwide, helping the company surpass sales goals.
- Mower seized the *Game of Thrones* moment, earning placements like *Good Morning America* online and *Architectural Digest*, plus key trades like *Recommend* and *TravelPulse*.

AD



Travel Destinations for Game of Thrones Superfans Who Love Design
AD's insight on the most notable hotels, sites, and of course, filming locations from *Game of Thrones*

Game of Thrones Campaign



Heritage Tourism and Tour Guide Spotlights



Placing Students on Tours to Support Guests with Digital Devices and Social Sharing



Teacher Appreciation Campaign

Your Mower Team

Travel & Tourism—Meet Our Experts



Mary Gendron – SVP, Travel & Tourism Co-Lead

Mary leads Mower’s New York City market initiatives and the agency’s Travel and Tourism specialty. Having founded her own agency two decades prior to combining it with Mower in late 2014, Mary has deep experience representing brands throughout North America and internationally. Current and past clients include destinations such as Nantucket, Singapore, Hong Kong, St. Lucia and Westchester County. Additional experience encompasses Four Seasons Hotels and Resorts, Pebble Beach Resorts, and Singapore Airlines. Mary received HSMAI’s Winthrop W. Grice Lifetime Achievement Award in Public Relations. Post-9/11, she was appointed to the Mayor’s Crisis Communications Committee which was charged with reinvigorating New York City’s tourism. Mary is active in several industry associations including Destinations International and New York State Tourism Industry Association.



Trish Nugent – SVP, Travel & Tourism Co-Lead

For more than two decades Trish has specialized in launching and positioning marquee hospitality brands and destinations. She has spearheaded award-winning PR programs for major travel companies, among them Westchester County Tourism & Film, Pebble Beach Resorts, CIE Tours International, Lufthansa Group, Element Hotels, Capella Hotels and Resorts and Orbitz.com. Trish is a recipient of the Public Relations Society of America Bronze Anvil for Best Use of Social Media, Bronze Anvil Award of Commendation for Influencer Marketing and the PR News Platinum Award in Content Marketing.



Mike Baron – SVP, Group Creative Director

With more than 30 years of experience, Mike has worked with some of the world’s most well-known B2B, B2C and CPG brands. He currently oversees all creative work for Westchester County Tourism & Film and previously developed “Roam the Empire,” New York state’s COVID recovery campaign, as well as “Six Feet Saves”—one of the state’s first COVID awareness campaigns. Prior to joining Mower, Mike was also the creative lead for Delta Vacations.

Travel & Tourism—Meet Our Experts



Jeff Peters – Director, Strategic Planning

Jeff is a business-driven strategist who is passionate about the insight and strategic thinking that gives brands purpose and accelerates growth. Jeff is responsible for obtaining customer and market insight to drive strategic, integrated marketing communications across a wide range of B2C and B2B initiatives. Jeff is experienced in gathering data from disparate sources to mine actionable insights that underpin award-winning creative. Client experiences include Westchester County Travel & Tourism, “Roam the Empire,” New York state’s COVID recovery campaign, M&M’s, Levi’s, and Andrew Lloyd Webber’s Broadway musicals including “Sunset Boulevard”.



Gary Holmes – VP, Reputation Management

Gary’s communication experience spans more than 20 years in public affairs, media relations, community outreach and journalism. He joined Mower after more than four years with the New York State Department of Health, where he led all internal and external communications, served as the agency’s primary spokesperson for local, national, and international press inquiries, and served as the department’s chief liaison to the press office for Governor Andrew M. Cuomo during the peak of the COVID-19 pandemic. Previously he managed all communications and community outreach for the New York State Department of Transportation’s 11 statewide regions. A storyteller at heart, Gary spent 10 years as a senior news manager in Spectrum’s Albany-based statewide news production facility, which gave him a unique vantage point for the issues that were resonating in communities across New York.



Jamie Scalici – Director, Public Relations

A New York native with a background in broadcast journalism, Jamie manages strategy, planning and execution for a variety of clients in the hospitality, lifestyle, food and beverage, B2B and healthcare spaces, including The Lake House on Canandaigua, Sofitel New York, Pebble Beach Resorts, 84.51° and Springs Window Fashions. Since joining the agency in 2011 she’s excelled at engaging national and regional media through strategic pitching, as well as designing and executing special promotions, events and press trips. She has supported client relations and led brand campaigns and media relations for clients across the country.

Travel & Tourism—Meet Our Experts



Justine David – Senior Account Supervisor, Public Relations

Justine is a results-driven, team-oriented and community-minded professional offering more than seven years of successful public relations experience. From her Mower base in Buffalo, NY, Justine designs and implements communication strategies for various clients and industries related to travel & tourism, banking and financial services, renewable energy and food innovation. Justine received her Master of Science degree in public relations management from Buffalo State College.



Julie Thomas – Senior Account Supervisor, Public Relations

Julie is a seasoned professional in the travel and tourism industry, bringing over a decade of experience to her diverse client portfolio. Julie has worked with an array of hospitality clients, including Westchester County Tourism, Whiteface Lodge, Sofitel New York, Margaritaville Times Square, Selina, Pebble Beach Resorts, Preidlhof Italian Wellness Resort, Sanctuary on Camelback Mountain, Foxwoods Resort and Casino, Inn at Perry Cabin, Baha Mar and One & Only. Through her work, she has been a key player in numerous award-winning travel and tourism campaigns, including public relations and social media work on behalf of Westchester County.



Lindsay Kszanznak – Senior Account Supervisor, Public Relations

As a Senior Account Supervisor, Lindsay oversees public relations and social media initiatives and serves as a day-to-day client relationship manager across several of the firm's travel, lifestyle, technology, and B2B accounts. Prior to joining Mower, Lindsay held PR roles at Tipping Point Communications and Quinn, catering to client's social media, media relations, and crisis communications needs. With grounding in travel and tourism from all of her agency experiences, her current Mower clients include The Lake House on Canandaigua.



Jenna Bush – Account Executive, Public Relations

Jenna is one of Mower's travel and tourism specialists, serving clients such as Westchester County Tourism, Pebble Beach Resorts, Benchmark Resorts & Hotels and Whiteface Lodge. She previously handled public relations for Sanctuary Camelback Mountain, and beyond the hospitality industry, she has extensive experience in the healthcare and medical sectors. Jenna earned the 2023 Bronze Anvil Award of Commendation for influencer marketing and continues to lead influencer marketing and social media efforts for clients at Mower.

Travel & Tourism—Meet Our Experts



Lily Richardson – Assistant Account Executive, Public Relations

Lily is a recent graduate from the University of North Carolina at Chapel Hill, where she specialized in Advertising/Public Relations at the Hussman School of Media and Journalism. She now supports Mower Travel & Tourism clients including Benchmark Resorts & Hotels (which manages multiple properties throughout New York State). Lily brings strong experience from internships with Go Fish Digital and Curtis Media Group. She previously served as a writer for the Daily Tar Heel and Coulture Magazine while at UNC, and she is passionate about the arts as a former opera singer.



Venessa Quinn – Strategy Director, Performance Marketing

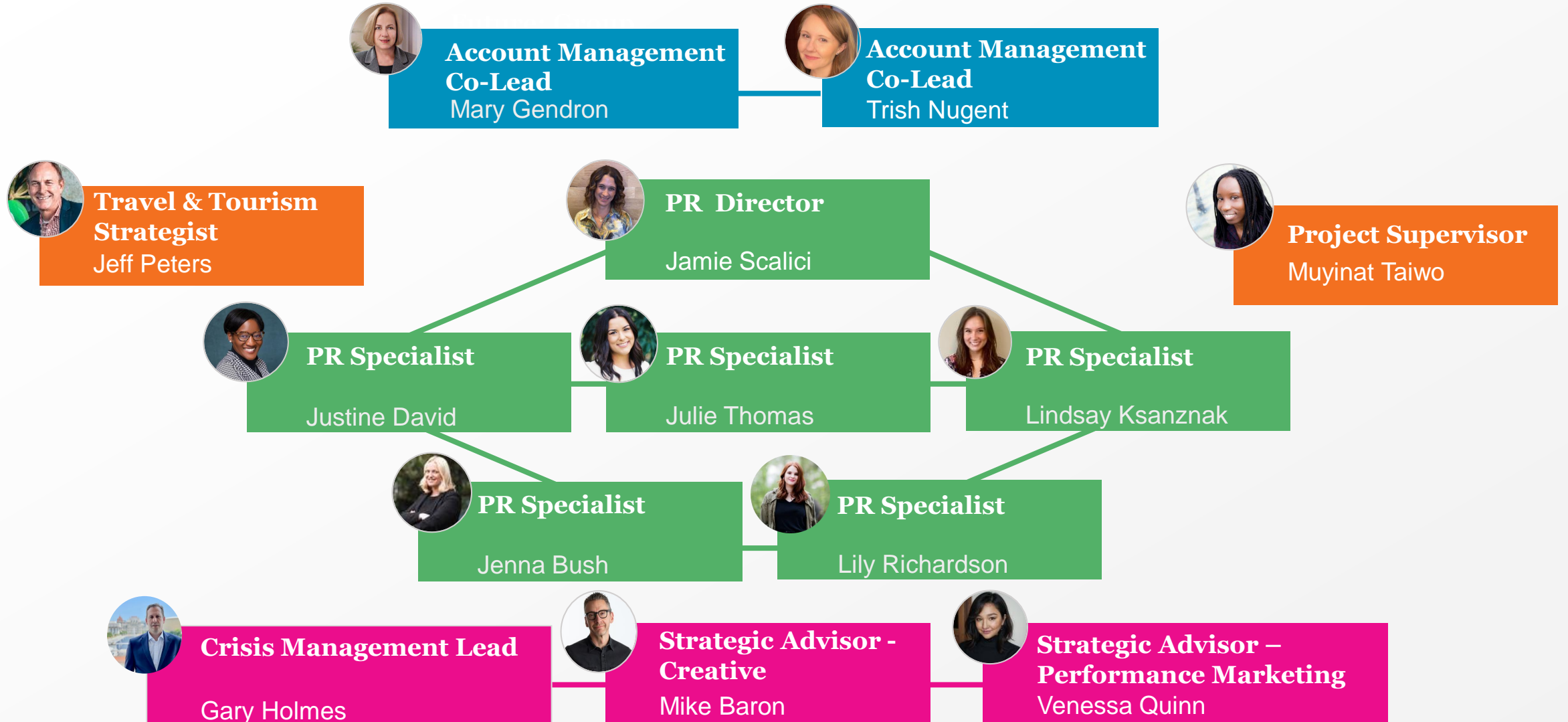
Venessa has spent more than a decade in the industry, specializing in paid search, paid social, video and programmatic. She has led cross channel marketing teams, specializing in the travel, transportation, CPG and pharma verticals. Venessa now serves as Mower's Performance Marketing Strategy Director and is the main go-to for new client strategy. Client experience includes Westchester County Tourism, Virgin Voyages, Unilever, Lowe's, Northwest Bank, Mercedes and Honey Baked Ham.



Muyinat Taiwo – Project Supervisor

Muyinat is a Project Supervisor whose professional experience runs the gamut from retail print production to advertising. She earned her Bachelor of Science degree in Business Administration from Elon University, as well as a Master of Science degree in Integrated Marketing Communications from Loyola University Chicago. Before joining Mower in 2021, Muyinat worked in an account/project management hybrid role for clients such as Aaron's, Atlanta Mercedes-Benz Stadium, Piedmont Healthcare, The Home Depot Backyard, and Wayne Farms. At Mower, Muyinat has continued to work on an array of accounts, including Westchester County Tourism, Atlantic City Electric, C&D Technologies and ABB.

▣▣ Mower – I LOVE NY Team Organizational Chart*



*With 127 other Fierce Friends from Mower at the ready to provide their expertise when needed.

Proposed Budget

Proposed Budget

SUBJECT TO FURTHER DISCUSSION ON SCOPE INCLUSIONS	BUDGET ESTIMATE
Onboarding: audit of earned media and PR resources/needs	\$5,000
Discovery Session: deep dive into I LOVE NY's goals and marketing strategies to reach them; discussion of PR's role in meeting business objectives	\$10,000
Strategy: development of PR brief to guide the plan draft	\$2,500
Plan: draft detailed action plan including spreadsheet of initiatives, activations, events (press trips, media events, individual visits), and angles across 11 tourism regions; revisions and updates as needed	\$25,000
Execution and Reporting (execution on plan \$33,000 per month)	\$400,000
Press Trip Management – planning/escorting 3 trips Media Event Management – 4 events/year Crisis Workshop/Crisis Plan	\$15,000 \$20,000 \$22,500
Potential Program Enhancements & OOP: TBD – Competitive audit, persona refinement, research, media training OOP* – press trips, individual visits, media marketplace events, partnerships, guerrilla tactics	\$260,000
TOTAL	\$760,000

Appendix:

References

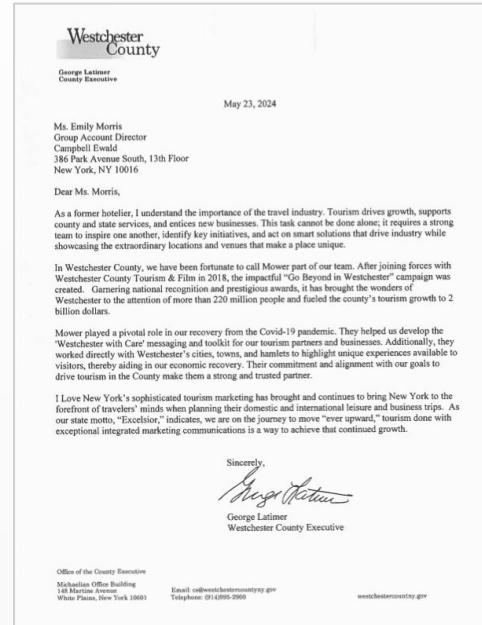
Additional Case Studies

Work Samples: News Releases, Pitches, Social Media

Detailed Personas

Financial Health Statement

References



DOWNLOAD REFERENCES

Case Studies

The Lake House on Canandaigua *(off-season support)*

Downtown Committee of Syracuse *(tourism guerrilla marketing)*

1000 Islands Harbor Hotel *(place making)*

Whiteface Lodge, Lake Placid *(brand building)*

Arthritis Foundation *(non-tourism | non-profit | guerrilla marketing)*

Off-season Support

Turning The Lake House on Canandaigua into a year-round escape.

SITUATION

Recently revamped, The Lake House on Canandaigua was an in-season splash, but off-season business needed a boost. Drive-market travelers were needed to support the Finger Lakes' best new hideaway.

INSIGHT

The Lake House, a premium dining, wellness, and ski/outdoor destination, should be the reason regional travelers plan a Finger Lakes getaway during the shoulder- and off-seasons, from late autumn through late spring.

IDEA

Introduce The Lake House to targeted regional markets along or near the accessible I-90 corridor, attracting guests who would find the hotel inaccessible during the summer with high-season rates, but would appreciate the affordable luxury of an off-season getaway. Reinforce The Lake House's accommodations, service and appeals as a premium dining, spa and wellness and ski/outdoor destination via individual media outreach, news releases, media/influencer visits and a hosted FAM trip to stimulate positive press coverage in the target drive-markets.

RESULTS

Within nine months Mower secured 213 articles about The Lake House and all it has to offer for visitors year-round, achieving 402 million earned impressions. Featured stories included coverage in the Toronto Star, NewYorkUpstate.com, Saratoga Living, Cleveland Magazine, Foodism Toronto, Buffalo Spree, Buffalo Magazine and The Kit (Toronto).



Tourism Guerrilla Marketing

Put the "U" Back in Syracuse for Downtown Committee of Syracuse

SITUATION

Like every other city and town in America, COVID changed everything in Syracuse. For the restaurants, shops, museums and theaters that call downtown Syracuse home, business was anything but usual, and they were looking for ways to embrace the new normal.

INSIGHT

Coming out of the lockdown, we knew people would be ready to get back out there. We also knew that the local business community was more than ready to welcome them back—safely and responsibly. So, we partnered with the Downtown Committee and a group of local leaders to get the word out that Syracuse was back open for business.



Tourism Guerrilla Marketing

IDEA

Together, we decided it was time to *Put the “U” Back in Syracuse*. And to do it, we developed a fully integrated campaign to help get people back downtown. We launched the campaign by hosting a press conference featuring local elected officials unveiling a massive, interactive mural.

Simultaneously, we announced a scavenger hunt—sending players on missions to some of their favorite spots in the city. The campaign was promoted by a robust media mix of TV, radio, outdoor, programmatic banners, a webpage and a series of social videos.

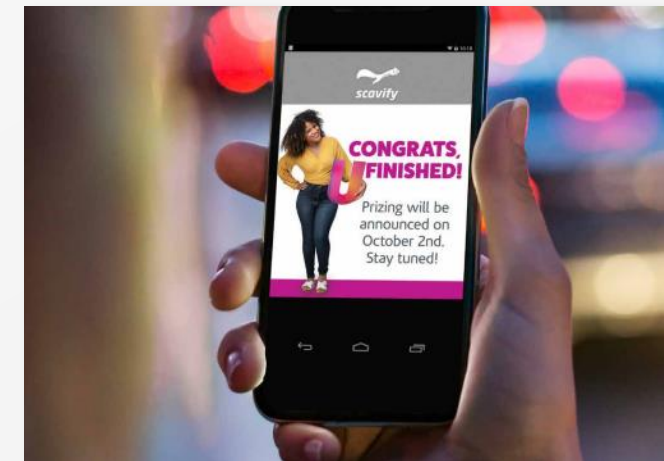
We armed local business owners with launch kits including window clings, posters and support of social media.

RESULTS

People noticed. With 289,800 impressions, 7,167 visits to ubackinsyracuse.com, 315 scavenger hunters, 300+ #Syrac_se shares on social and 3,415 organic video views.

With 94% positive sentiment, the campaign helped to get people excited, get them back out there, and get them to visit downtown Syracuse.

Campaign awards included Global ACE Integrated Marketing; ANA B2 Omni-Channel Content Program.



Place Making

A Thousand Reasons to Visit 1000 Islands Harbor Hotel.

SITUATION

1000 Islands Harbor Hotel needed to educate travelers on the year-round appeal of its destination in New York's Thousand Islands District, which is not supported by a dedicated marketing program.

INSIGHT

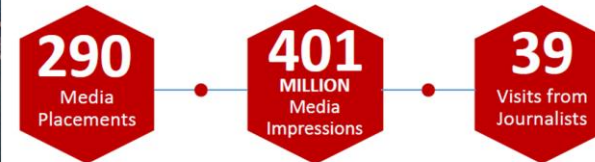
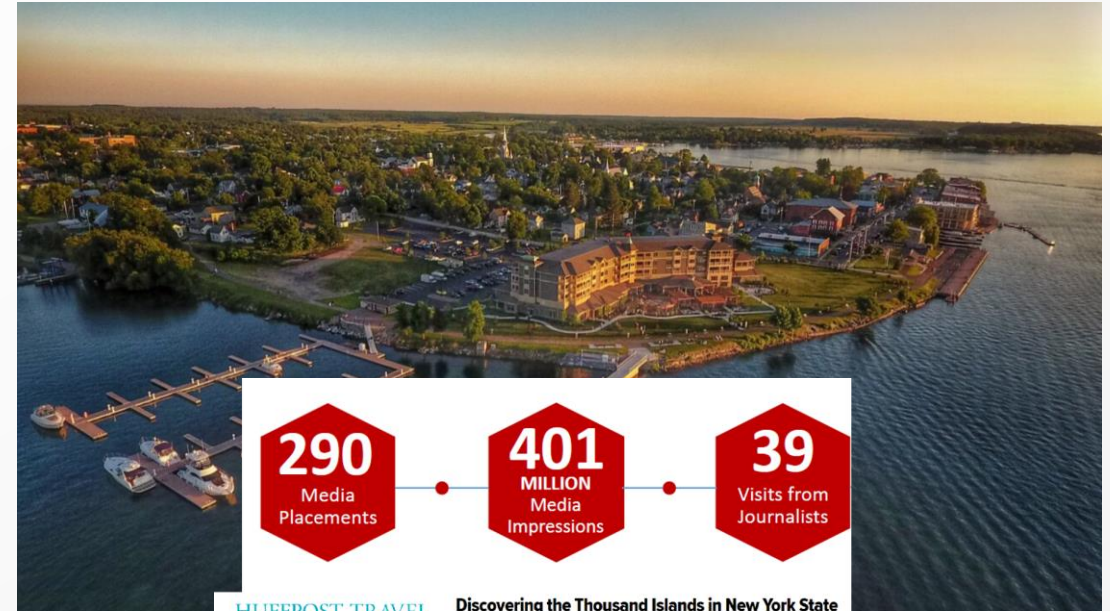
Seasoned travelers want to unearth the next under-the-radar gem. Destination PR benefits the hotel.

IDEA

Rebrand the area as a must-see, four-season retreat, accessible thanks to the 1000 Islands Harbor Hotel. Underscore top attractions (Antique Boat Museum, Clayton Opera House, river excursions and nearby wine tasting) as well as seasonal events and hotel packages (Clayton Jazz Festival, Ice Bar and Punkin' Chunkin') to give journalists a taste for all that Clayton offers.

RESULTS

National and important feeder-market press found a thousand reasons to talk about Clayton through the lens of the 1000 Islands Harbor Hotel.



HUFFPOST TRAVEL Discovering the Thousand Islands in New York State and Ontario, Canada

BRIDAL GUIDE Top Honeymoon Destinations for Every Month of the Year

ShermansTravel HAND-PICKED DEALS. EXPERT ADVICE. 5 Incredibly Romantic Hotels in New York State

(585) mag.com Thousand Islands revisited River delights in and around Clayton, New York

FWx 9 WELLNESS GETAWAYS GUARANTEED TO REDUCE STRESS

THRILLIST BEAUTIFUL UPSTATE NEW YORK DRIVES YOU NEED TO TAKE

Brand Building

Courting Kids: Can a resort naturally designed for romance woo family travelers? Whiteface Lodge says yes.

SITUATION

Lake Placid's Whiteface Lodge was built with couples in mind, from its spa and fine dining to cozy touches like in-suite cast-iron fireplaces. Its price point, too, reflects its top TripAdvisor ranking for romance in the region.

INSIGHT

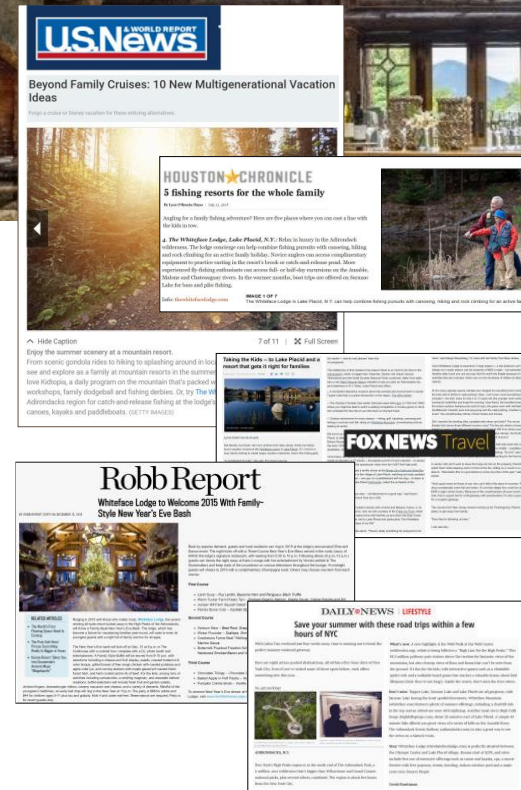
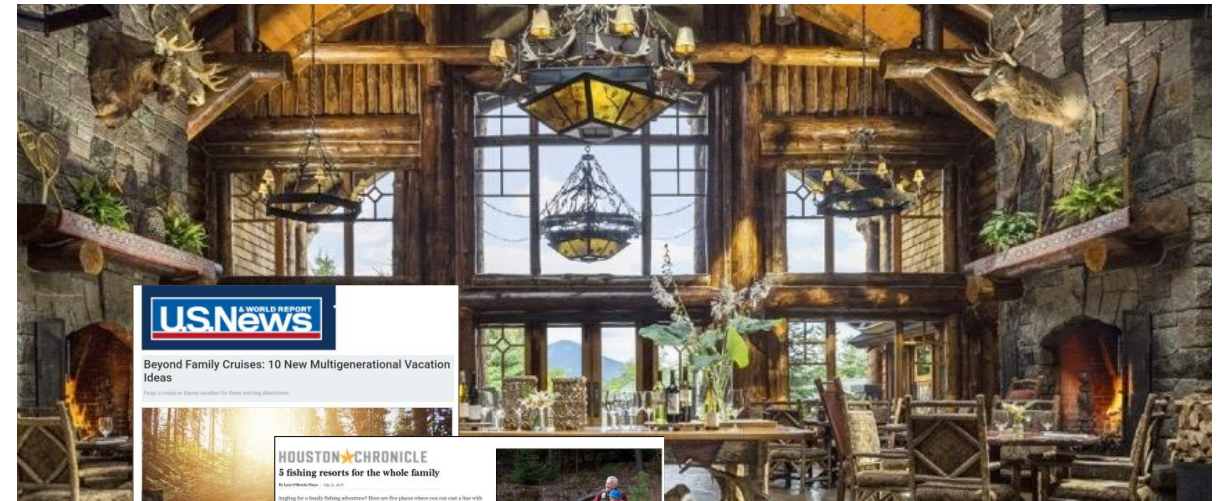
With a veritable playground of outdoor adventure at its doorstep, the resort could broaden its market share and capture the hearts of families as well.

IDEA

Pitch consumer media a key message: Whiteface Lodge's trend-bucking, resort-inclusive policy offsets its higher room rate and puts a wealth of family-friendly activities at guests' fingertips for no additional charge – among them a game room with bowling lane, sports gear from ice skates to fishing poles, and an on-site movie theater with treats.

RESULTS

Whiteface Lodge's family-friendly attributes have earned the resort feature coverage in national press and a spot among the top 10 family destinations in multiple rankings, all while maintaining its #1 rating for romance.



Non-tourism / Non-profit Guerilla Marketing

Success with a takeover of 50+ iconic sites across the country for Arthritis Foundation's 75th Anniversary.

SITUATION

As the nation's #1 cause of disability, arthritis impacts nearly 60 million adults and hundreds of thousands of children. Despite this, the public's understanding of arthritis is low—it is not a single disease afflicting older people (a common misconception), and there are more than 100 types of arthritis. The Arthritis Foundation works with and for the arthritis community to improve the quality of life, provide advocacy and drive scientific and regulatory advancements.

INSIGHT

Despite limited budget and a vast audience footprint, the Arthritis Foundation's 75th Anniversary in 2023 could help increase awareness of the Foundation as a cause leader.

IDEA

As part of a fully integrated approach, mount a guerrilla effort to get iconic buildings and monuments in key cities around the country to light up in the Foundation's signature green during May, which is Arthritis Awareness Month and marked the Foundation's 75th Anniversary.



Non-tourism / Non-profit Guerilla Marketing

RESULTS

The building lights initiative, which has since won multiple marketing and non-profit awards, led the integrated campaign, with more than 50 locations -- from Niagara Falls to the Freedom Tower -- lighting up. The video on this slide shows the initiative and the impressive earned media results are shown below.

In May 2023, www.arthritis.org had 632,000 active users, the highest recorded number of active monthly users, and a 53% improvement from May 2022. Additionally, engagement rates in May (75.4%) and June (76%) were their highest recorded monthly engagement rates.



[WATCH VIDEO](#)

Work Samples

Samples of our Work: Press Releases, Pitches, Social Content

Subject Line: Spectacular Views Await during The Great North American Solar Eclipse at this Lakeside Resort

Greetings X –

On April 8, 2024, New York's incredible Finger Lakes region will be in the prime path of The Great North American Solar Eclipse, a stellar celestial event occurring every 100 years. Aspiring celestial sensation travelers eager to witness the once-in-a-lifetime phenomenon with unobstructed front row seats, can stay at [The Lake House on Canandaigua](#) for an all-encompassing eclipse experience boasting lakefront views as far as the eye can see.

The Lake House's [2024 Solar Eclipse Viewing Package](#), starting at \$724 per night, includes:

- Deluxe accommodations for two (Check-in on Sunday, April 7 and must include stayover on Monday. Additional nights may be added)
- Keepsake blanket for two
- Eclipse viewing glasses for two
- Eclipse viewing party Monday, April 8 from noon – 5 p.m., including a Celestial Celebration featuring Solar Eclipse-themed heavy hors d'oeuvres like sun chips and caviar, moon ball sliders, and crispy milky ways, a cash bar and DJ entertainment.

As we look towards 2024, does The Lake House's Solar Eclipse Viewing Package align with any unique travel destination stories you might be working on? Please let me know if you'd like to learn more or if I can provide additional details.

Best,



Canandaigua, NY (September 21, 2023) – This fall, in just 90 minutes, New York City dwellers can trade the concrete jungle for fall foliage adventures in the Finger Lakes. The award-winning [Lake House on Canandaigua](#) is offering premier, a sought-after fall escape to Canandaigua Lake with a complete package that will have vacationers trading city lights and sounds in no time.

Proud at \$14,500, the [Tropic Ocean Airways Package](#) provides stress-free transportation to update New York ahead a message. Travelers can fly with us on their schedule with a private charter between the East River in New York City and the Finger Lakes. The 220-mile flight lands them at a dock at the New York Sportsman's Club located on East 23rd Street between Waverline Plaza and Regiment Circle Park. The final destination is The Lake House on Canandaigua where a luxury lake escape begins.

- Available for booking now through November 2023, the Tropic Ocean Airways Package includes:
- Private charter transportation from New York City to The Lake House on Canandaigua
 - Luxury accommodations (two-night minimum)
 - Guaranteed early check-in
 - Finger Lakes bottle of wine and chocolate as arrival



FOR IMMEDIATE RELEASE
Hello, Gorgeous! Sofitel New York Unveils FUNNY GIRL Suite

NEW YORK – May 6, 2022 – Sofitel New York, the official hotel of the Tony Awards, has revealed its bewitching limited suite series featuring the first ever Broadway view of the classic musical [FUNNY GIRL](#), now playing at the August Wilson Theatre. The new suite will feature signature décor inspired by the highly anticipated Broadway musical starring Denzel Washington as the iconic Fanny Brice. Guests booking the [FUNNY GIRL Suite](#) package will receive two towels to the musical and "mimosas" presented by SOFITEL.



Upon entering the 2415 [FUNNY GIRL Suite](#), guests will be greeted by a view of the iconic State and Chrysler Buildings. Butler beds will be welcomed to a new 1940s "Gorgeous" sign. As guests make their way through the suite they'll find other signature items inspired by the Broadway show, including plushies and sheet music from the 1932 production, photographs of the real Fanny Brice, a collection of books on Fanny Brice, Ziegfeld Follies, and Vaudeville, a directors chair, fur, and vintage signage, and a Broadway dressing room-style vanity mirror.

Completing the experience, guests who book the [FUNNY GIRL Suite](#) package will receive two tickets to see the musical, along with tickets presented by SOFITEL in an official SOFITEL Suite bag. The [FUNNY GIRL Suite](#) is available for booking May 13 – November 12, 2022, at a starting rate of \$799 per night. The [FUNNY GIRL Suite](#) package starts at \$1499 per night and must be booked at least 10 days before arrival. Reservations can be made through [Sofitel.com](#).



Birds of prey encounters, leaf moldings and more usher in summer at Whiteface Lodge

LAKE PLACID, N.Y. – June 20, 2023 – The "nest" of an owl at the Adirondack Lodge, where about 100,000 birds of prey, including Golden Eagles, Red-tailed Hawks, and Bald Eagles, are housed in a 100-year-old building, is now open to the public. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge.

FOR IMMEDIATE RELEASE
Birds of prey encounters, leaf moldings and more usher in summer at Whiteface Lodge

LAKE PLACID, N.Y. – June 20, 2023 – The "nest" of an owl at the Adirondack Lodge, where about 100,000 birds of prey, including Golden Eagles, Red-tailed Hawks, and Bald Eagles, are housed in a 100-year-old building, is now open to the public. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge.

LAKE PLACID, N.Y. – June 20, 2023 – The "nest" of an owl at the Adirondack Lodge, where about 100,000 birds of prey, including Golden Eagles, Red-tailed Hawks, and Bald Eagles, are housed in a 100-year-old building, is now open to the public. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge.

LAKE PLACID, N.Y. – June 20, 2023 – The "nest" of an owl at the Adirondack Lodge, where about 100,000 birds of prey, including Golden Eagles, Red-tailed Hawks, and Bald Eagles, are housed in a 100-year-old building, is now open to the public. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge. The owl is a Red-tailed Hawk, which is a common sight at the lodge.



Things are cooking in the Adirondack Whiteface Lodge kitchens dining with new menus, wine events, holiday specials

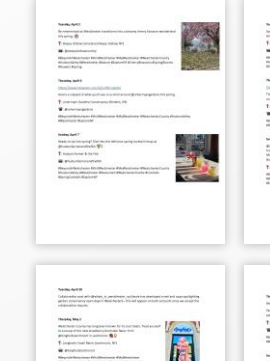
Up over 100 new menu items, wine events, holiday specials

FOR IMMEDIATE RELEASE
Things are cooking in the Adirondack Whiteface Lodge kitchens dining with new menus, wine events, holiday specials

Up over 100 new menu items, wine events, holiday specials

Up over 100 new menu items, wine events, holiday specials

Up over 100 new menu items, wine events, holiday specials



Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

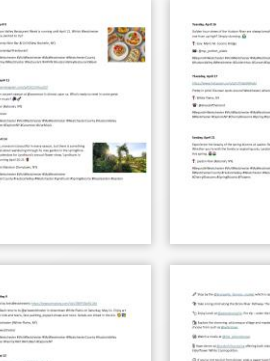
Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)



Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

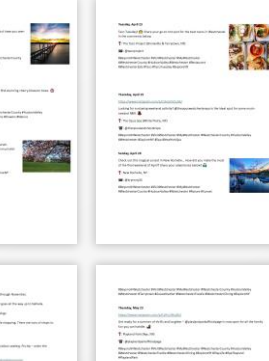
Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)



Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

Whiteface Lodge is pleased to announce the arrival of Lake Placid, NY, home to the first ever... (text continues)

DOWNLOAD WORK SAMPLES

Detailed Personas

▣ Families. Drivers and Motivators for New York State.



*The Thompsons.
Residing in Western MA.*

Prioritize family travels as an essential part of our lifestyle.

The Thompson family values adventure, outdoor activities and cultural experiences. They enjoy exploring new destinations and are eager to expose their children to diverse landscapes, lifestyles and attractions.

Drivers and motivators to visit New York State:

- ***Natural Beauty:*** *The Thompsons are motivated to explore New York State's scenic beauty, including its picturesque landscapes, lakes, mountains and state parks. They seek outdoor adventures such as hiking, camping and wildlife watching, making destinations like the Adirondacks, Finger Lakes and Hudson Valley appealing to them.*
- ***Historical & Cultural Exploration:*** *The family is intrigued by New York State's rich history and diverse cultural heritage. They are interest in visiting historic sites, museums and cultural attractions such as the Erie Canal, Saratoga Battlefield and Corning Museum of Glass to learn about the region's past and traditions.*
- ***Family-Friendly Activities:*** *They are interested in attractions that cater to both adults and children like Darien Lake Theme Park Resort, Rosamond Gifford Zoo and Great Wolf Lodge.*

“As a family, we love embarking on new adventures and exploring the great outdoors. New York State offers a perfect blend of natural beauty, history and family-friendly attractions that appeal to all of us. We’re looking forward to discovering hidden gems, trying new activities and making unforgettable memories together.”

Luxury. Drivers and Motivators for New York State.



*The Harringtons.
Residing in New York City.*

Crave unique, high-quality experiences and are seeking custom tours and other tailored travel experiences that enable them to connect with local culture and environment.

The Harringtons lead a luxurious lifestyle and seek exclusive experiences that offer refinement, sophistication and relaxation. They enjoy fine dining, luxury accommodations and cultural pursuits. Traveling is an essential part of their lifestyle, allowing them to escape the hustle and bustle of city life and unwind in luxurious surroundings.

Drivers and motivators to visit New York State:

Exclusive Retreats: *The Harringtons are drawn to luxury retreats and boutique hotels that offer privacy, personalized service and exquisite amenities. They seek upscale accommodations in scenic locations such as the Hamptons or the Finger Lakes region where they can relax and rejuvenate in opulent surroundings.*

- **Fine Dining:** *The couple is passionate about gastronomy and are interested in visiting renowned restaurants, wineries and gourmet food festivals in regions like the Hudson Valley or Long Island Wine Country where they can discover and savor new flavors.*
- **Cultural Immersion:** *They appreciate cultural experiences that allow them to indulge their interests in art, music and theater. They are interested in attending exclusive events, art galleries and performing arts venues in cultural hubs like Saratoga Springs, Hudson or Rhinebeck.*

“As lovers of luxury and refinement, we’re always seeking new experiences that offer sophistication and relaxation. Exploring the diverse regions of New York State allows us to indulge in world-class accommodations, culinary delights and cultural pursuits creating memories that enrich our lives.”

Food & Beverage. Drivers and Motivators for New York State.



*The McNeils.
Residing in Providence, RI.*

Motivated to explore diverse culinary scenes during leisure travel.

The McNeils are passionate about exploring culinary experiences, discovering new flavors and indulging in fine dining. They enjoy immersing in the food and beverage culture of different regions, seeking out renowned restaurants, local delicacies and artisanal products. Traveling for food and beverage experiences is a priority for them, as they believe it enriches their lives and creates lasting memories.

Drivers and motivators to visit New York State:

Culinary Exploration: As a global culinary hub, The McNeils are motivated to visit New York City, which offers a vast array of dining options from Michelin-starred restaurants to hidden gems in diverse neighborhoods. They can explore iconic food markets like Chelsea Market and attend the NYC Wine & Food Festival.

- **Gourmet Food and Wine:** The couple is interested in discovering gourmet food products, artisanal cheeses, wines and craft beverage produced in New York State. They are drawn to regions like the Finger Lakes, Hudson Valley and North Fork known for their wineries, breweries, cideries and farm-to-table dining experiences.
- **Cultural Immersion:** In addition to culinary experiences, the McNeils are interested in exploring the cultural attractions and historical landmarks of New York City and other regions. They appreciate the intersection of food, culture and history, seeking out restaurants and neighborhoods that reflect the diverse cultural heritage of the state.

“As food and beverage enthusiasts, we’re always seeking new culinary adventures that expand our palates. Exploring the vibrant food scene of New York City and the diverse regions of New York State allows us to indulge our passion for gastronomy and create unforgettable dining experiences together.”

▣▣ LGBTQ. Drivers and Motivators for New York State.



Alex.
Residing in Philadelphia.

Motivated to celebrate my identity with others who share my values and experiences.

Alex is a member of the LGBTQ community who values inclusivity, diversity and authentic experiences. They are passionate about exploring new destinations that embrace LGBTQ culture and offer vibrant nightlife, cultural events and community connections. Traveling is an opportunity for Alex to express themselves freely, connect with like-minded individuals and celebrate their identity in welcoming and accepting environments.

Drivers and motivators to visit New York State:

- **LGBTQ Scene and Nightlife:** Alex is motivated to visit NYC, Fire Island and the Buffalo-Niagara region (Allentown and Elmwood Village neighborhoods) to immerse in the vibrant LGBTQ scene and nightlife. They seek out LGBTQ-friendly clubs, bars and events where they can socialize, dance and connect with members of the community, fostering a sense of belonging and acceptance.
- **Cultural Events and Festivals:** Alex is interested in attending LGBTQ cultural events, festivals and pride celebrations that celebrate diversity, equality and inclusion. They are drawn to NYC's Pride Parade, DragCon and LGBTQ film festivals where they can participate in community activism and advocacy. Alex is drawn to LGBTQ-friendly towns like Saranac Lake and Lake Placid in the Adirondacks and cities in the Hudson Valley like Hudson and New Paltz that offer LGBTQ-friendly accommodations and events.
- **Arts & Entertainment:** Alex is drawn by NYC's thriving cultural scene, including Broadway shows, museums, galleries and performing arts venues.

“As a member of the LGBTQ community, traveling to inclusive and accepting destinations is essential for me to express my true self and connect with like-minded individuals. New York City’s vibrant LGBTQ scene and cultural offerings provide me with a sense of belonging and empowerment, and a feeling of safety and security that not all destinations can offer.”

Accessible NY. Drivers and Motivators for New York State.



*Emily.
Travels with husband and adult daughter.
Residing in Boston.*

Appreciates destinations that prioritize accessibility amenities.

Emily is a passionate traveler who values inclusivity and accessibility in her adventures. She seeks destinations and accommodations that cater to her specific needs, ensuring a comfortable and enjoyable travel experience for herself and her family.

Drivers and motivators to visit New York State:

- **Accessible Attractions:** Emily is motivated to visit accessible attractions and activities in New York State such as Niagara Falls State Park, which provides accessible parking, shuttle services and viewing platforms with unobstructed views of the falls for wheelchair users and individuals with mobility impairments. Other venues that offer accessibility features include The Strong National Museum of Play - Rochester, Museum of the Earth - Ithaca and Boldt Castle - Thousand Islands, which provide sensory-friendly exhibits and programs for visitors with autism or sensory sensitivities.
- **Accessible Outdoor Recreation:** Emily enjoys nature-based experiences that accommodate her accessibility needs. She seeks out wheelchair-accessible trails, parks, scenic overlooks and recreational activities such as adaptive sports and adaptive hiking programs in regions like the Catskills, Thousand Islands and Central New York.
- **Wheelchair-Friendly Accommodations:** Emily prioritizes wheelchair-friendly accommodations with accessible rooms, roll-in showers and other ease-of-use features to ensure a comfortable stay during her travels. She looks for hotels, resorts and vacation rentals in regions like the Finger Lakes, Hudson Valley and Adirondacks that offer accessible lodging options and amenities.

“Accessible attractions, accommodations and outdoor activities enable me to create cherished memories with my family and inspire others with special needs to embrace travel.”

Path Through History. Drivers and Motivators for New York State.



The Smith family.
Residing in Syracuse.

Seeks destinations that provide stories and insight that deepen our understanding of our nation's past.

Michael and Sara Thompson are deeply passionate about history and enjoy immersing their family in the stories and heritage of New York. They value authenticity, historical accuracy and engaging experiences that bring the past to life. They seek destinations that offer rich historical narratives, iconic landmarks and immersive cultural experiences for their family to explore and learn from.

Drivers and motivators to visit New York State (highlighted through the lens of 3 historical themes):

Native American Heritage: *Michael is interested in learning about Native American history and culture in New York State. He seeks out destinations like Ganondagan State Historic Site in the Finger lakes, where he can explore a reconstructed Seneca village and learn about the Haudenosaunee Confederacy's contributions to American history and governance.*

- **U.S. Presidents:** *As a history buff, Michael is fascinated by the connections between New York State and U.S. Presidents. He seeks destinations like the Theodore Roosevelt Birthplace National Historic Site in Manhattan and the FDR Presidential Library and Museum in Hyde Park to learn about the lives and legacies of these influential leaders.*
- **Revolutionary War Sites:** *Michael seeks out Revolutionary War sites in New York State, such as Saratoga National Historical Park and Fort Ticonderoga, where key battles and events shaped the course of American history. He and his family enjoy exploring battlefields, forts and historic sites that offer insights into the Revolutionary War era and its significance.*

“As a history enthusiast, traveling to New York State offers me a treasure trove of historical experiences to explore and discover.”

Black Travel. Drivers and Motivators for New York State.



Jasmine.
Residing in Cleveland.

Looking to embrace the legacy of resilience and creativity within the Black community.

Jasmine is passionate about exploring her cultural heritage and connecting with the rich history of Black communities. She seeks authentic experiences that celebrate Black culture, art and history, providing opportunities for learning, empowerment and connection. She values destinations that honor the contributions of Black individuals and communities, fostering a sense of pride and belonging.

Drivers and motivators to visit New York State:

- **Harlem Renaissance Sites:** Jasmine is motivated to visit NYC, particularly Harlem, to explore sites associated with the Harlem Renaissance. She seeks out landmarks like the Apollo Theater, Abyssinian Baptist Church and the Studio Museum in Harlem where she can learn about the artistic and cultural movements that emerged during this vibrant period of Black history.
- **Historic Sites of Black Achievement:** She seeks out historic sites and landmarks that commemorate the achievements and contributions of Black individuals and communities. These include National Women's Hall of Fame in Seneca Falls, the Harriet Tubman National Park in Auburn and the Martin Luther King Jr. memorial in Buffalo, where she can honor the legacies of prominent Black figures and activists.
- **Cultural Festivals and Events:** Jasmine is interested in attending cultural festivals, events and celebrations that showcase the diversity and vibrancy of Black culture in New York State. She seeks out events like the African American Day Parade in New York City, the Juneteenth Celebration in Brooklyn and the Rochester International Jazz Festival where she can experience music, art, food and traditions rooted in Black heritage.

“As a Black traveler, exploring the cultural heritage and history of New York State is a deeply enriching experience for me. From the vibrant streets of Harlem to the historic sites honoring Black achievement, each destination offers a unique opportunity to connect with my roots and celebrate my identity.”

Financial Health Statement

Auditor Letter



Steven J. St. Amour, CPA/ABV, CVA
Mark R. Ciaralli, CPA, CFE
Linda Gabor, CPA, CFE
Elizabeth A. Gardner, CPA
Daniel F. Griffin, CPA, CVA
Michael G. Lisson, CPA, CITP
Anna T. Murphy, CPA
Christina R. Ondrako, CPA
Adam E. Panek, CPA
Ricky D. Shaw, CPA

Mary C. Barraco, CPA
Teresa J. Cayea, CPA
Craig S. Cristo
Steven J. Dippolito, CPA
David A. Fritz, CPA
Jaimie P. Galante, CPA
Scott M. Heyman, CPA, CFP
Ianya Hilbert
Kathleen Kaminski, CPA
Adam L. Kroft, CPA
Susan R. St. Amour, CPA
Jeffrey R. Vaughn, CPA, CVA

May 28, 2024

Campbell Ewald
New York i/c/o I LOVE NY
111 W. 33rd Street 6th Floor
New York, NY 10016

Re: Proposal-Advertising Agency Service

To Whom It May Concern:

We have been asked by our client, Mower, to provide you certain information regarding their financial position.

We are independent certified public accountants with respect to Mower and have been engaged as the auditors for Mower since 1975. Based on our certified financial statement audits, Mower has always received an unmodified audit opinion and has continued to maintain a high net worth position in relation to their company sales. Mower's 2023 audited financial statements had income from operations over \$3,100,000 and cash used in operating activities of \$2,700,000. They currently enjoy a substantial working capital base along with an available line of credit and lending agreement with Key Bank of seven figures. In addition, they have averaged capitalized billings in excess of \$168,000,000 over the past ten years.

We believe these key indicators are reflective of Mower's financial strength and past performance.

Very truly yours,

GROSSMAN ST. AMOUR
CERTIFIED PUBLIC ACCOUNTANTS PLLC

Steven J. St. Amour, CPA/ABV, CVA
Partner

[DOWNLOAD HERE](#)

An aerial photograph of a coastal lighthouse. The lighthouse is white with a red band and a black top. It sits on a green cliffside overlooking a blue ocean. There are several buildings, including a white one with a red roof, and a paved area near the lighthouse. The background shows a sandy beach and more of the coastline.

Thank you
MOWER

For more information, contact:
Mary Gendron or Trish Nugent
Senior Vice President – Travel & Tourism Co-Leads
mgendron@mower.com / pnugent@mower.com
212.980.9065 / 212.284.9935