

Agency Introductions Meeting
December 4, 2024, 9:00 AM
The meeting was held via Zoom Video Conference

PRESENT:

T. Beauford, M. Brown, D. Castle, A. Chase, M. Chiazza, T. Long, K. Minkel, P. Kaler,
B. Karmazyn, S. Ranalli, M. Roberts

ABSENT:

C. Abbott Letro, M. Alnutt, D. Gallagher, M. Glasgow, W. Paladino, S. Schutte, D. Spasiano, M.
Urbanczyk

Meeting Summary:

Mr. Kaler and Ms. Fashana introduced the board and staff to Visit Buffalo Niagara's new Agent of Record and Public Relations Agency during the VBN monthly staff meeting. The Board and the VBN staff had the opportunity to listen to each agency's presentation.

- MMGY, the new Agent of Record, provided an overview of their approach and outlined the value they will bring to VBN.
- Lou Hammond Group, the new Public Relations Agency, shared insights into their plans and how they will support VBN's public relations efforts.

Slide presentations from both agencies are attached for reference, including detailed slides outlining their strategies, key initiatives, and processes for implementation.

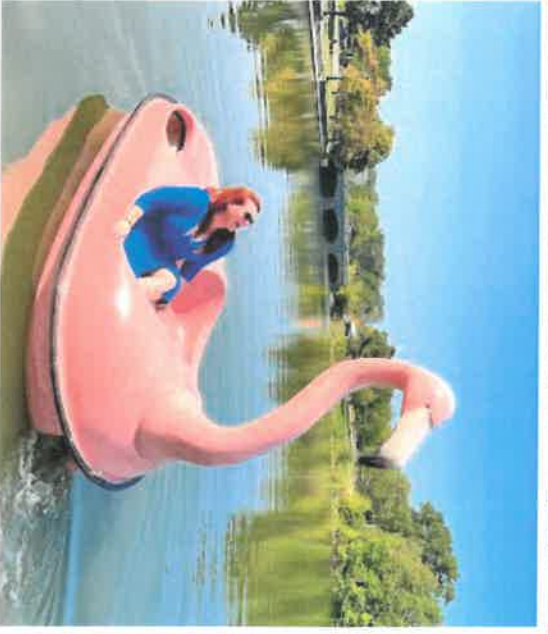
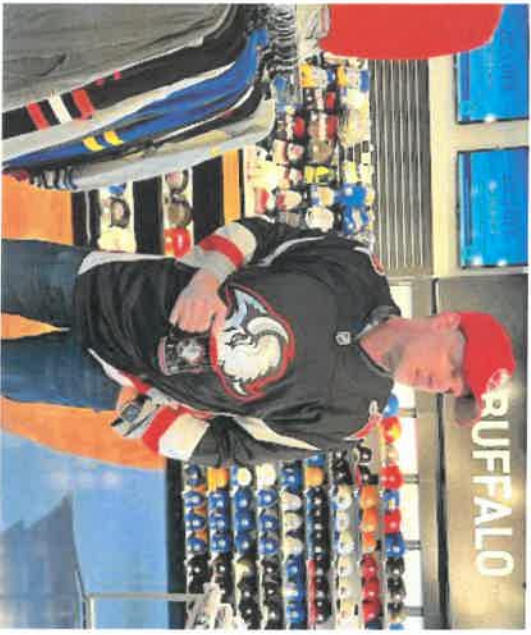


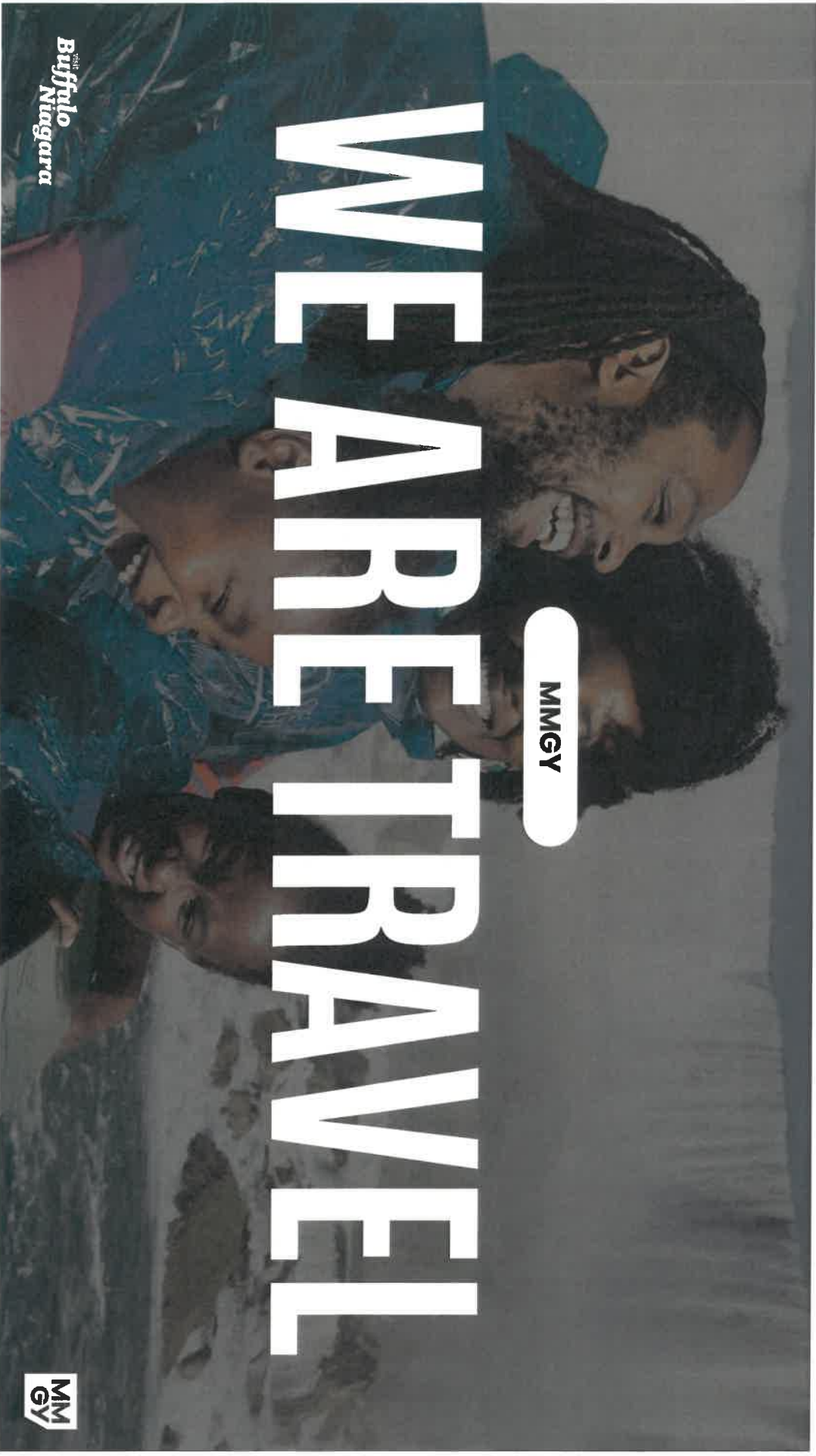
VISIT BUFFALO NIAGARA X MIMGY

DESTINATION MARKETING PARTNER INTRODUCTION

Visit
Buffalo
Niagara







WE ARE TRAVEL

MMGY

Buffalo
Niagara



Who You Work With Says A Lot About You

Explore
ASHEVILLE
Generation 3 Urban Brand

VISIT
**FORT
COLLINS,**
COLORADO

DESTINATION GREATER
VICTORIA

TOURISM
WHISTLER

Bloomington
Minnesota Travel & Tourism

CHICAGO
CHOOSE CHICAGO

VISIT
**CORPUS
CHRISTI**

HYATT

CHOICE
HOTELS

HELLO
BURLINGTON
VT

essential
**COSTA
RICA**

TRAVEL
SMITHSONIAN

city
experiences
by Herndon

ANN
ARBOR
MICHIGAN

VISIT
Detroit

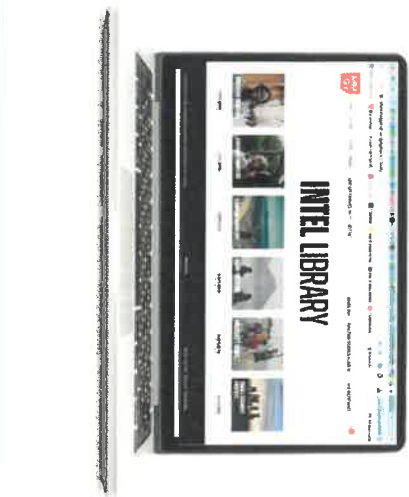
*Shoreport
Bossier*

WASHINGTON
DC

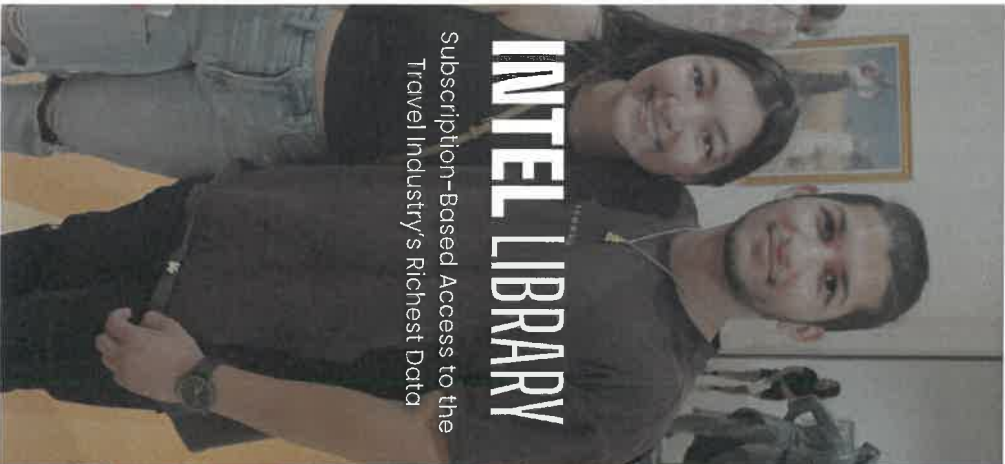
Cleveland

KC
VISIT KC

*Port
MYERS*
ISLANDS, BEACHES
& NEIGHBORHOODS

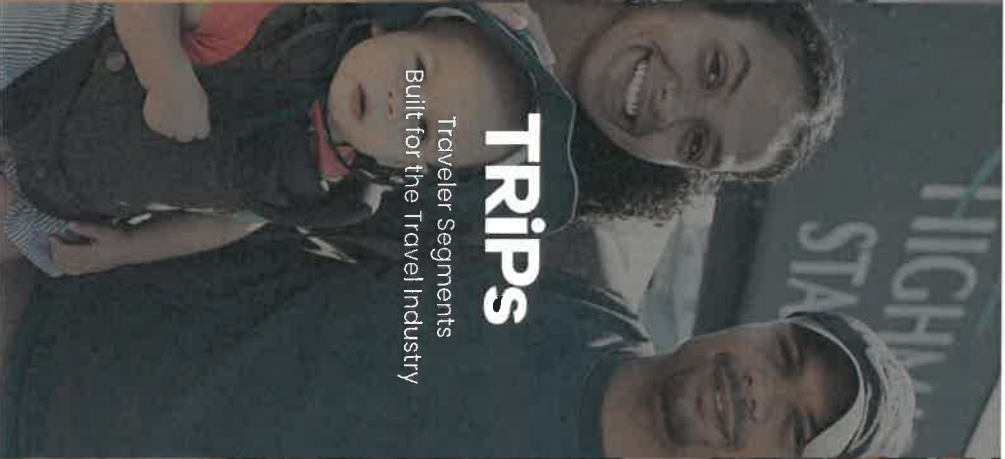


MMGY Travel
Intelligence



INTEL LIBRARY

Subscription-Based Access to the
Travel Industry's Richest Data



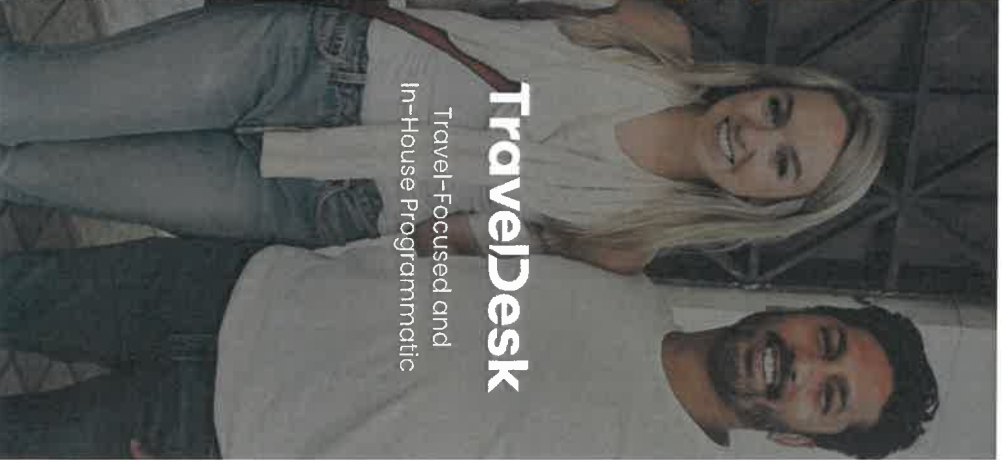
TRIPS

Traveler Segments
Built for the Travel Industry



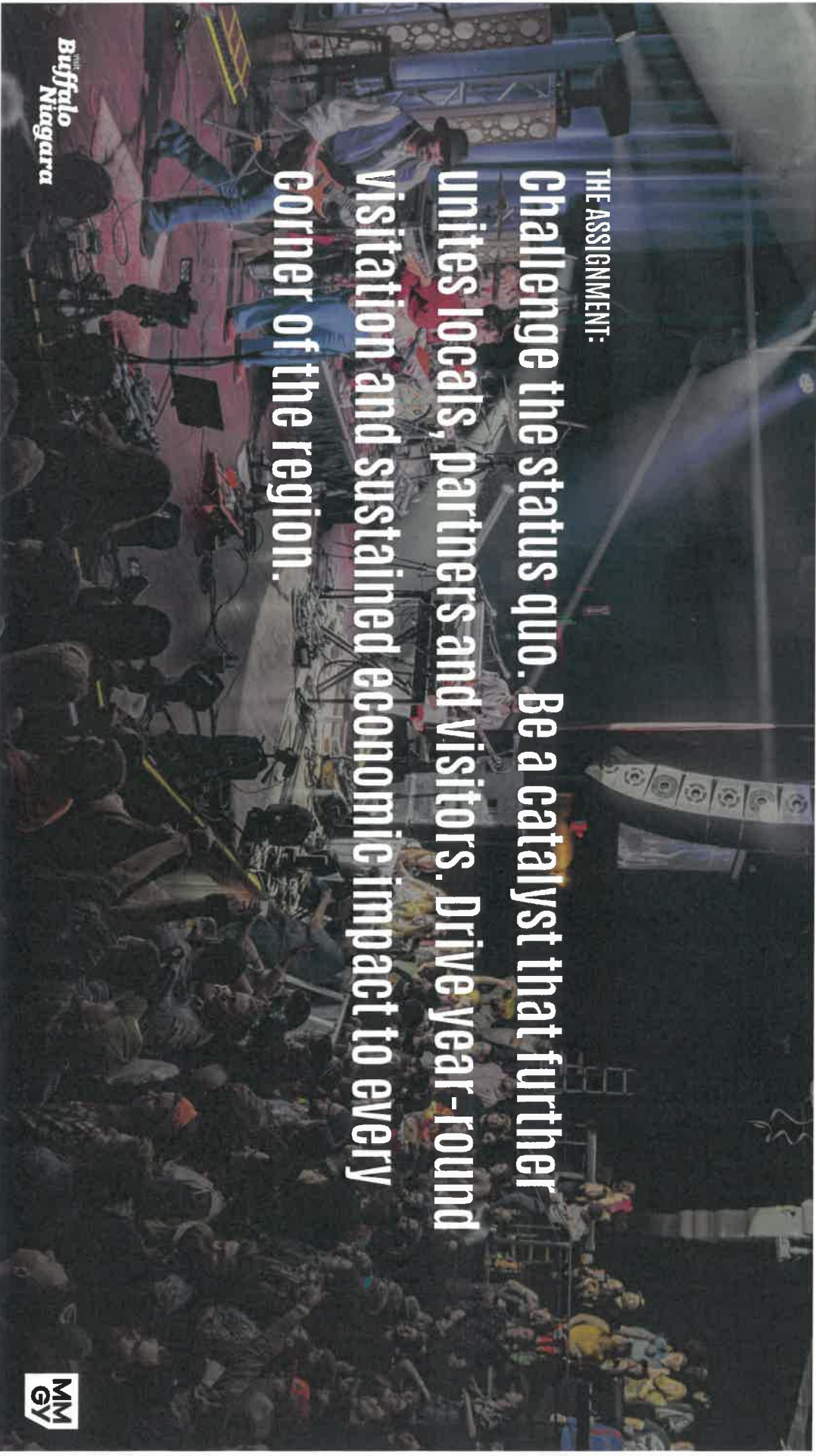
TERMINAL

More Precise Insights
to Drive Incrementality



TravelDesk

Travel-Focused and
In-House Programmatic

A large crowd of people is gathered at a night event, possibly a concert or festival. The scene is illuminated by stage lights, including a prominent blue beam of light from the top right. In the background, a stage area is visible with various equipment and structures. The overall atmosphere is vibrant and energetic.

THE ASSIGNMENT:

Challenge the status quo. Be a catalyst that further unites locals, partners and visitors. Drive year-round visitation and sustained economic impact to every corner of the region.

Buffalo
with
Niagara



READY TO GO

Buffalo
Niagara



What's Next?

Onboarding and Discovery

- Team Introductions and Workflow
- In-Destination Kickoff
- All-In Strategy Brief Development
- Measurement Platform Audit
- Brand Strategy Exploration
- Data and Business Strategy Development and Alignment
- Establish Organizational Goals and Objectives

Brand Evolution and Integrated Campaign Development

- Brand Positioning and Visual ID Development
- Campaign Brief Development
- Integrated Campaign Strategy and Account Planning
- Integrated Media Strategy and Planning



Buffalo
Niagara

LET'S GO



visit
Buffalo
Niagara

LOU HAMMOND GROUP, TERENCE GAHEA CHIEF PRESIDENT, 212-894-0211, TERENGA@LOUHAMMOND.COM

LHG
LOU HAMMOND GROUP

THE LHG DIFFERENCE

INDUSTRY'S TOP TRAVEL COMMUNICATIONS FIRM, 40 YEARS' EXPERIENCE

- DEEP UNDERSTANDING OF DESTINATIONS, HOSPITALITY
- REPRESENT SOME OF THE BIGGEST BRANDS IN THE INDUSTRY
- REPRESENT 32+ DESTINATIONS; MANY CLIENTS FOR OVER 10+ YEARS
- 45 EMPLOYEES
- FOUNDED PR WORLD NETWORK, 27 MEMBERS COVERING 50+ COUNTRIES



INDEPENDENT,
KNOWN FOR
BOUNDLESS
CREATIVITY AND
ENTHUSIASM

SEVEN OFFICES –
NY, TAMPA,
DENVER, MIAMI,
ATLANTA, DALLAS,
CHARLESTON

IN-HOUSE DESIGN
TEAM + SOCIAL
MEDIA,
INFLUENCER
DIVISION

EXPERTS IN
OWNED, EARNED,
SHARED MEDIA
MODELS + EVENTS
& CONSUMER
ACTIVATIONS

ONE VOICE,
ALL CHANNELS,
INTEGRATED
APPROACH

NO TIME SHEETS,
DEBT OR DOUBLE
BILLING–
TRANSPARENCY:
NO SURPRISES

DEEP PASSION FOR
OUR CLIENTS:
YOUR #1
ADVOCATES

OUR PARTNERS

DESTINATIONS



JAMAICA
FOUR STAR BEACH

BRISTOL
THE BRISTOL EXPERIENCE



PADUCAH

Explore Paducah



NEW ENGLAND
EXPERIENCE

CATAWBISS
THE CATAWBISS EXPERIENCE

ATHENS
GA

DURHAM
THE DURHAM EXPERIENCE

PLAY ON
NC

EXPLORE
JEMMANA
COMETA

St. Joseph Island
ORIOLE

CARTERSVILLE

SoftLife

MALE HARBOUR
HARBOUR

New Jersey
as you go

Kentucky

THE GREAT
KENTUCKY

VISIT
MISSISSIPPI

Smoky Mountains

PROVIDENCE
RI

EXPERIENCE
MONTBLOCH

OXFORD

COBB
THE COBB EXPERIENCE

SEE
MONTREY

THE
BLON
ROUTE

JERVIS ISLAND
SEASIDE

BOONE

COLUMBUS
LIVE FORWARD

HBURG
WESTHATTESBURG

EST. 1971
Soul

DISTINCTLY
HAETTEVILLE

HOSPITALITY & CRUISE

THE
Libertine
Arabia

MSC

ASHVILLE
CLUBS

SHARBELL

nexon

SquareMouth

LOWIE

the
Gibbes
Museum
of Art

JUKES

NATIONAL MONUMENT
STATE

SOLONIA
WINEGROWERS

PARROT
ISLAND

Explora

CLIFF HOUSE
PIZZA

STRATEGIC PROPERTY
CORPORATION

THE
BEACH
COMPANY

CLIMAX HILLS

Sea Pines

FINN-KONEN
COTTAGE

MMI
THE SOUTHWEST
WORLD MUSEUM

Allelo ZOO

GARDEN OF THE GODS

GLIMPING

Oliver
HOTELS

FAIRLAND CAPITAL

BRON
ROUTE

TWO ROADS

The Farm Club

Elaso

RECOVERY CASAS

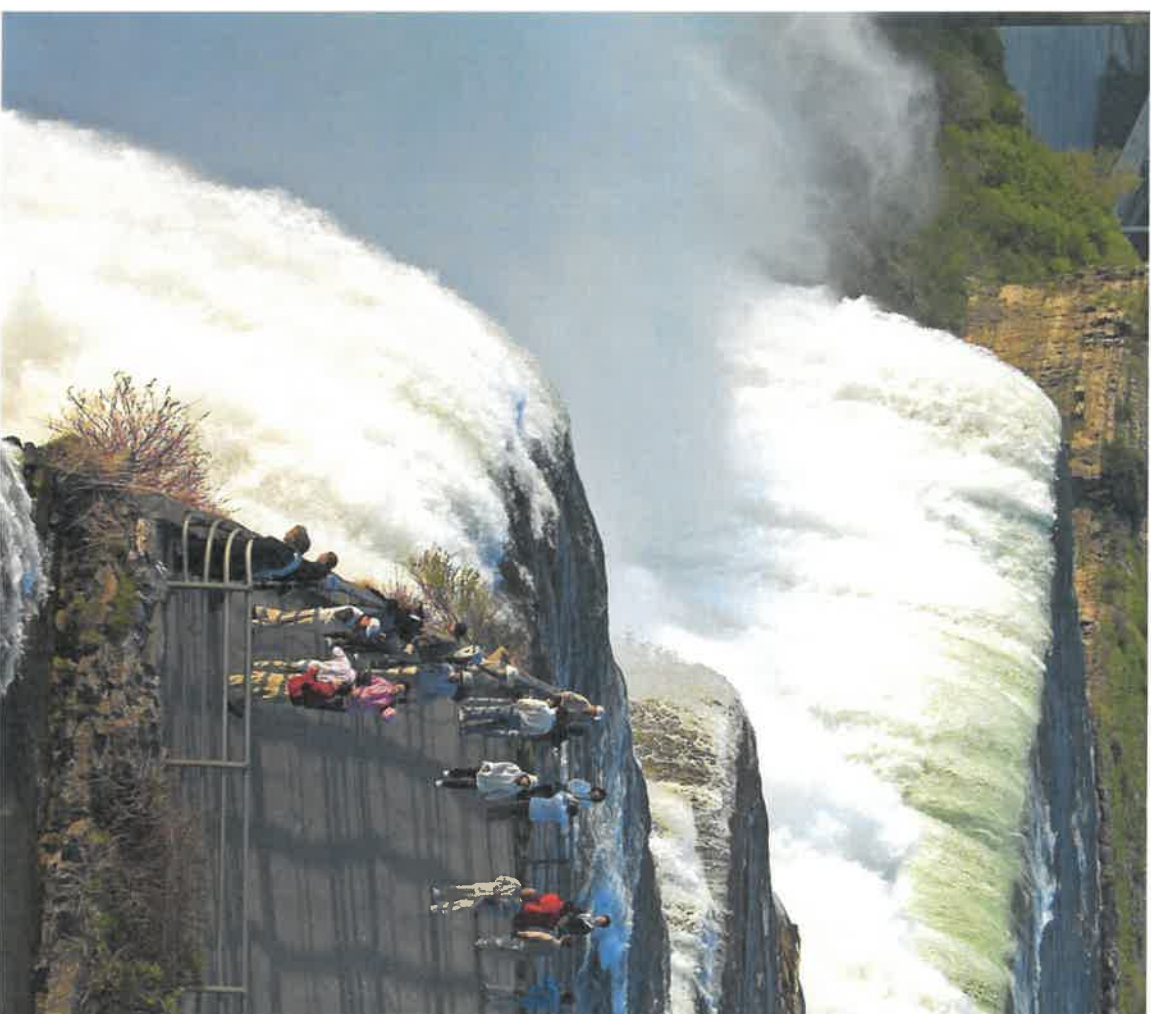


LHG'S EXPERTISE

LHG provides a wide range of services to support your growth and vision. Expertise in the following disciplines.

- | | |
|------------------------------------|--------------------------|
| BRAND STRATEGY | INTEGRATED CAMPAIGNS |
| COMMUNITY RELATIONS | MEDIA RELATIONS |
| CONTENT CREATION | PAID MEDIA INTEGRATIONS |
| CRISIS MANAGEMENT | PROMOTIONAL PARTNERSHIPS |
| ECONOMIC DEVELOPMENT | PUBLIC AFFAIRS |
| ENTERTAINMENT/CELEBRITY ENGAGEMENT | SOCIAL MEDIA |
| EVENT PLANNING | STORY TELLING |
| EXPERIENTIAL ACTIVATION | STRATEGIC PLANNING |
| INFLUENCER MARKETING | THOUGHT LEADERSHIP |

DECEMBER 4, 2024



PR STRATEGIES

MAXIMIZE
PARTNER
RELATIONS +
LOCAL EXPERTISE

BALANCE
URGENCY TO BOOK
WITH EVERGREEN +
EDUCATIONAL BRAND
AWARENESS

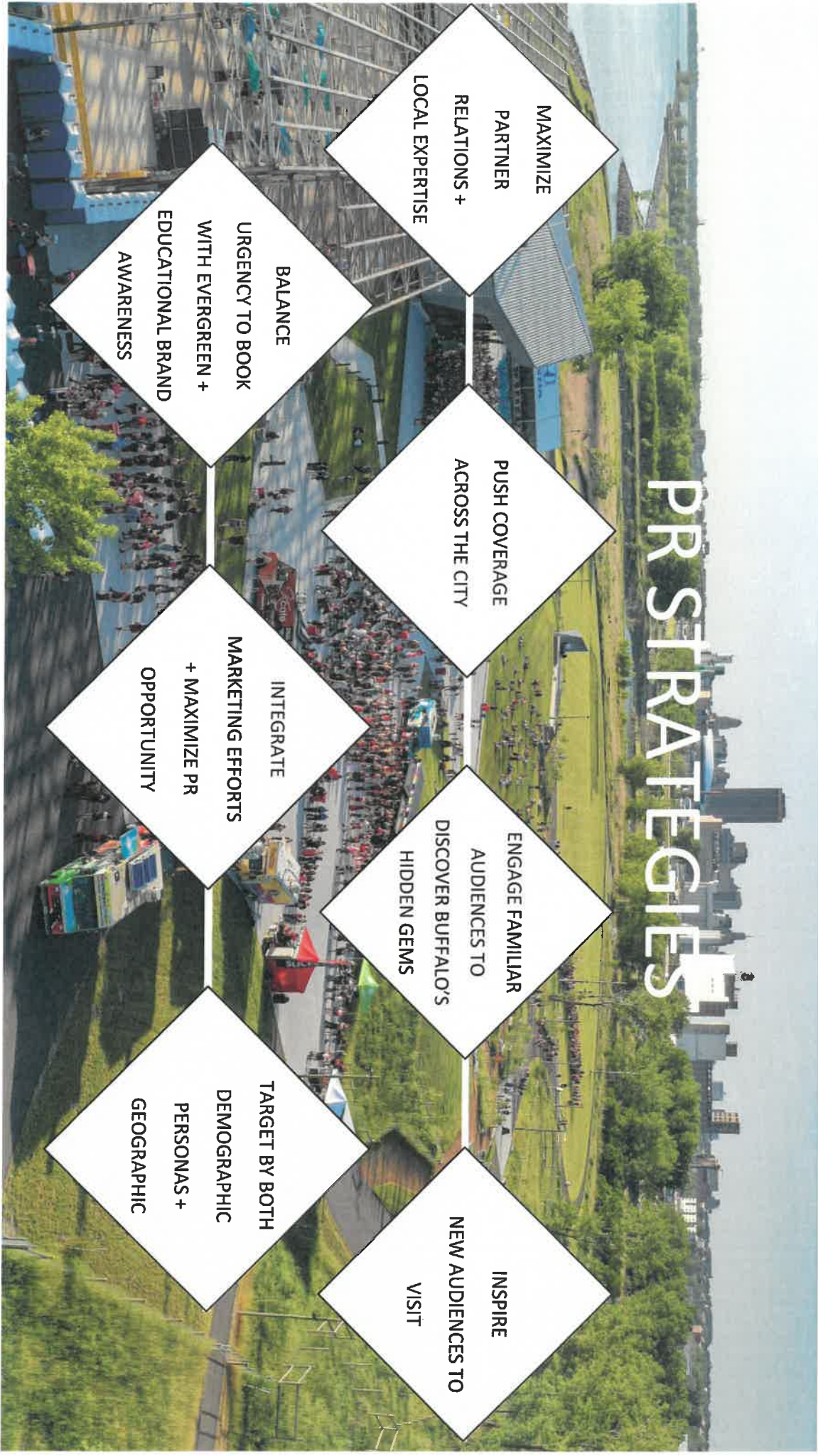
PUSH COVERAGE
ACROSS THE CITY

INTEGRATE
MARKETING EFFORTS
+ MAXIMIZE PR
OPPORTUNITY

ENGAGE FAMILIAR
AUDIENCES TO
DISCOVER BUFFALO'S
HIDDEN GEMS

INSPIRE
NEW AUDIENCES TO
VISIT

TARGET BY BOTH
DEMOGRAPHIC
PERSONAS +
GEOGRAPHIC



TARGET MARKETS AND NICHE OF FOCUS

Focus: national + key regional markets.

EMERGING LUXERS

FAMILIES

EXPERIENCE SEEKERS

MEETINGS

HISTORY LOVERS

LOCAL RESIDENTS

TARGET REGIONAL MARKETS

KEY MARKETS:

- New York tri-state
- Pennsylvania
- Ohio
- Massachusetts
- New Hampshire
- Illinois
- Maine
- Montreal/Toronto

POTENTIAL GROWTH MARKETS:

- Tampa
- Atlanta
- Charleston
- Washington/Baltimore



TACTICAL EXECUTION

PROACTIVE
MEDIA
OUTREACH

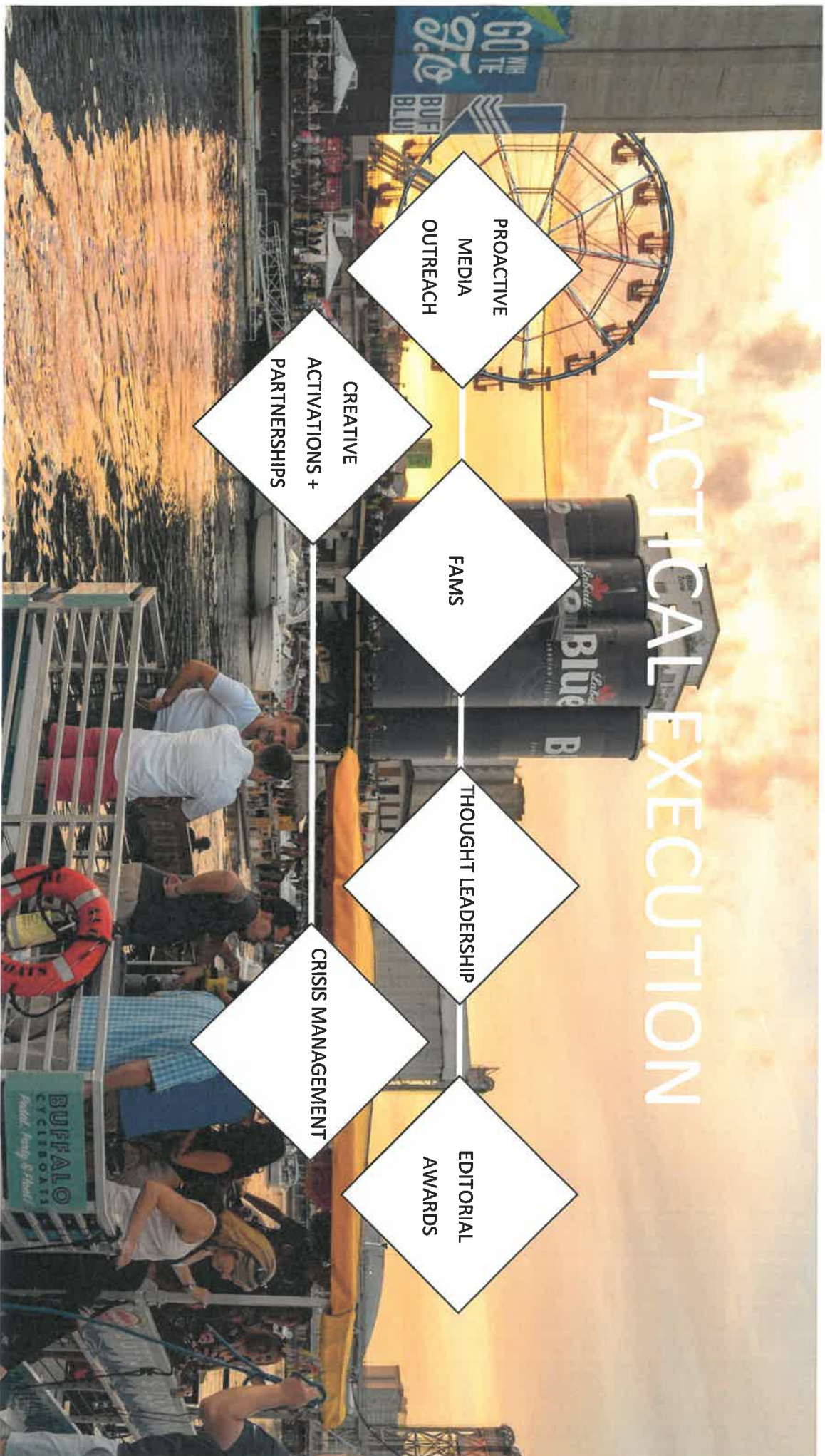
CREATIVE
ACTIVATIONS +
PARTNERSHIPS

FAMS

THOUGHT LEADERSHIP

CRISIS MANAGEMENT

EDITORIAL
AWARDS



STRATEGIC APPROACH

1 RESEARCH + IMMERSION: FIRST 30 DAYS

Deep dive into consumer target: what motivates, what's most meaningful. Use visitor data, competitive analysis, macro trends; ensure building tailored messaging.

2 PROCESS: FIRST 30 DAYS

Lay out roles; define workflow. Detailed approach = faster results, fewer mistakes as we create our annual plan, content calendar and timeline.

3 GOALS + STRATEGY / PLAN DELIVERY: FIRST 60 DAYS

Work closely; set clear, measurable goals. Articulate tailored strategy that ladders up to goals, use strategy as our "North Star" to execute initiatives. Focus on KPIs.

4 EXECUTE: HIT GROUND RUNNING – PROACTIVE PITCHING, HOSTING AND RESULTS DELIVERY

Work strategically, efficiently – build awareness through proactive pitch calendar + media visits, events, newsletters, media missions, partnerships.

5 ANALYZE + ADJUST: ONGOING

Track, results in real time to ensure we're delivering ROI. We refine our work when needed, have ongoing conversations about taking thoughtful risks.

INDUSTRY ENGAGEMENT

OUR APPROACH

LHG ENSURES INDUSTRY PARTNERS ARE ENGAGED, ACTIVE PARTICIPANTS SEEING THE VALUE PROVIDED BY VISIT BUFFALO NIAGARA.

SERVICES OFFERED:

- Create partner learning opportunities:
 - Conduct PR seminars, invite media/influencers to join with local journalists for panel discussion
 - Develop webinars, such subjects as influencers, crisis
 - Arrange niche seminars on a quarterly basis
 - Launch Media Ambassadors Program; Showcase Visit Buffalo Niagara as a vibrant, trend-setting destination, designate experts from different sectors
 - Share media results with featured partners, stress importance of their contribution
- Provide LHG documents:
- Hotel/Tourism Awards, globally
 - Travel Industry Meetings, globally
 - Holiday Calendar Listings, deadlines
 - "The Social-lite," recap social and digital happenings; monthly

HOT TIPS MEDIA LEADS PROGRAM:

Personalized partner opportunities for Visit Buffalo Niagara formatted in custom, user-friendly shared Google Document like this sample below:

Month of Month	Destination to Visit	Types of Activities	Partner Opportunity
February	Feb 9 Feb 9	Epic Girls Getaways in Mississippi Spring Break Family Travel (Regional)	Epic Girls Getaways Editor Spring Break Family Travel Editor
March	February 16	Mississippi Commemorates the 80th Anniversary of Freedom Summer Raiding: Summer Events & News (Regional)	80th Anniversary of Freedom Summer Editor Summer Raiding Editor
April	March 1 March 1 March 1	Lazy Backdoorz Getaways: Lowkey pre-wedding weekends in MS Mississippi Music Series: Artists, Writers and Musicians (Gulf of Mississippi) The Real Deal: Mississippi's Top Fishing Experiences	Lazy Backdoorz Editor Mississippi Series: North US Editor Real Deal Editor
May	April 8 April 12	Outdoor Wonders: This is Mississippi (Outdoors Month) Mississippi Music Series: Artists, Writers and Musicians (Delta) Round Up: Jewelcraft Events	Outdoor Wonders Editor Mississippi Series: Delta Editor Mississippi Jewelcraft Editor

YOUR LHG TEAM



LOU HAMMOND |
FOUNDER/CHAIRMAN



TERRY GALLAGHER |
PRESIDENT, NEW YORK



VICTORIA POLANSKY |
ACCOUNT SUPERVISOR



TATYANA SEALY |
ACCOUNT COORDINATOR



STEPHEN HAMMOND |
CEO



ALLISON PORIS |
VICE PRESIDENT



ELIZABETH LOVE |
ACCOUNT EXECUTIVE

THANK YOU FOR THE OPPORTUNITY!

LHIG
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