



## Fairfield County Litchfield Hills/Naugatuck Valley

March 2, 2021

Sen. Catherine Osten  
Rep. Toni Walker  
Appropriations Committee  
Legislative Office Building, Room 2700  
Hartford, CT 06106

Sen. Osten, Rep. Walker, and the Appropriations Committee,

Thank you for the opportunity to show how the Western Regional Tourism District has cared for the funds as designated by the state of Connecticut for Fiscal Years 2019-2020 and 2020-2021. Each year, the District received \$400,000 in funding to be used to market the 63 municipalities of Western Connecticut.

### **FY 2019-2020**

Fiscal Year 2019-2020 was a year of reorganization at first for the District, which then turned into a year of pandemic management. Due to the pandemic, we were granted a one-time dispensation to carry over FY 19-20 funds into FY 20-21. Of the original \$400,000, \$334,650 was placed in a separate account managed by the District's Administrative Partner, the Waterbury Regional Chamber. Funds expended were pre-COVID advertising: \$8,500; contracted media buy in conjunction with the COT, \$25,000, pre-COVID Visitor Information Centers, \$11,500; administrative fees to the Waterbury Chamber, \$20,300; design work from Adams & Knight, \$350.

### **FY 2020-2021**

Fiscal Year 2020-2021 has also been a pandemic management year thus far. Advertising funds have generally been put on hold as we look to a spring and early summer of being able to truly market to the state, and hopefully beyond. Year to date, marketing spending has gone towards social media positioning and advertising. Our goal during the pandemic was two-fold: to build our social media following in preparation of the state's re-opening and to let state residents know what COVID-safe activities were available in Western Connecticut.

Actual expenditures include: administrative and marketing fees to the Waterbury Regional Chamber, \$80,000; agency and production fees to Smith and Giaccone Storytellers, marketing partner, \$58,500; Facebook ad spending of \$25,000; other administrative costs (insurance, email, etc) of \$950.



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We anticipate a strong spring and early summer of marketing activities, including purchasing billboards at an estimated \$150,000; continued social media marketing of an estimated \$175,000, our contractually-obligated \$25,000 marketing spend in conjunction with the COT; development of a "coupon book" style mobile app at \$80,000; seasonal and evergreen content and video production of \$30,000; pre-roll/OTT streaming video at \$50,000. These figures are estimated, depending on the successful rollout of the COVID-19 vaccine to the majority of the population as well as the re-opening of the state to visitors from neighboring states.

Thank you again for the opportunity to share this information with you. Please me know if you have further questions on the District's plans. I can be reached via email at [administrator@visitwesternconnecticut.com](mailto:administrator@visitwesternconnecticut.com) or by telephone at 203-757-0701.

Best,

Terry Macary

Tourism Administrative Director  
Western Regional Tourism District