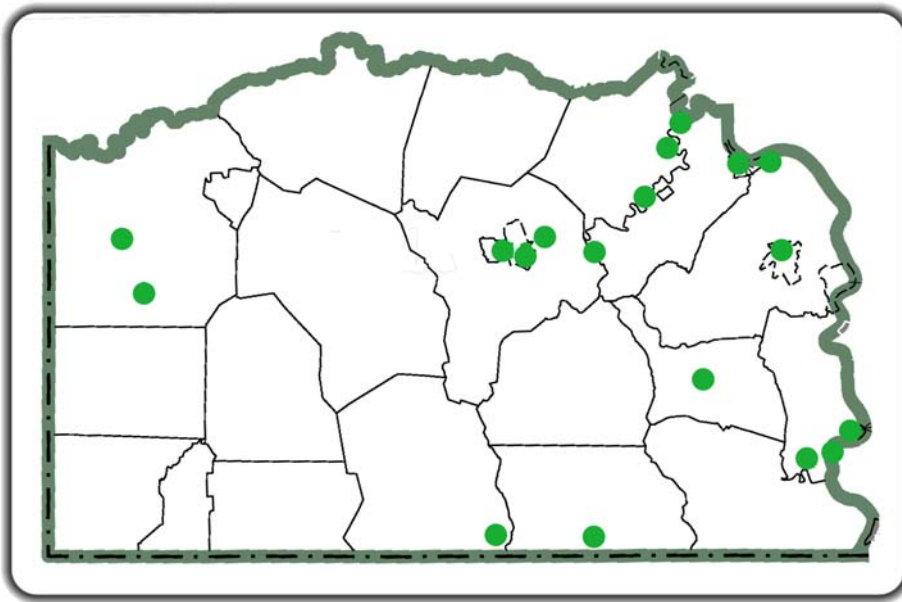


Greene County Tourist Promotion Agency Video Projects 2010-2011

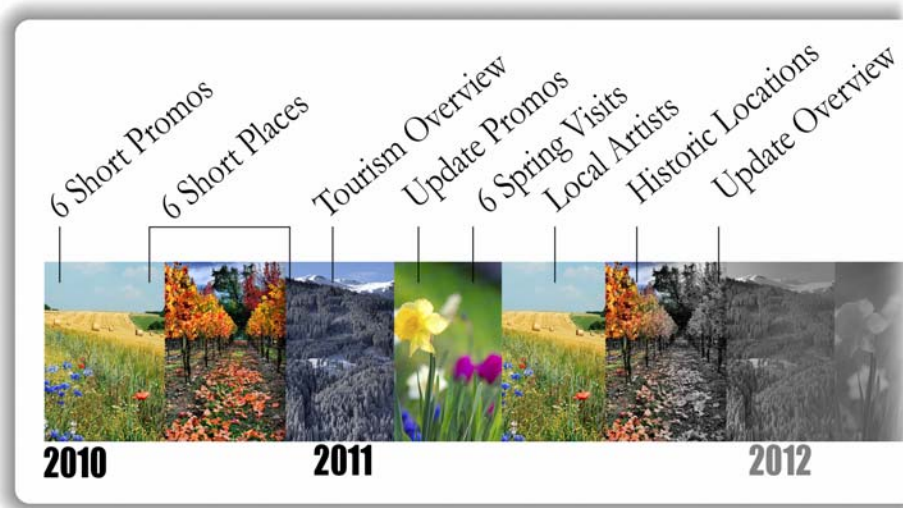
PROJECT OVERVIEW STATEMENT

This eighteen-month project provides a way for the Greene County Tourist Promotion Agency to create and sustain an online video presence. The plan's development was guided by cost efficiency, coverage area and available resources. The eight phases of the project are a stepped approach which will result in a diverse range of 31 videos that highlight Greene County's natural resources, its charm and its hospitality. The project will reach a regional and national audience, assisting in GCTPA's goal of attracting economic benefit to Greene County. The first phase of the project can begin immediately upon approval.

PROJECT COVERAGE MAP



PROJECT TIMELINE



Greene County Tourist Promotion Agency Video Projects 2010-2011

July 2010

Promotion of Annual Events

Create six one-minute videos as a direct call-to-action for tourists to attend some of Greene County's most popular annual events.

1. Re-Opening of Foundation Coal Aquatic Center
2. Greene County Fair
3. Rain Day
4. Jacktown Fair
5. Harvest Festival at Museum
6. White Covered Bridge Festival

Greg Ayersman's promo for the 2008 White Covered Bridge Festival has over 1,400 views on YouTube: <http://www.youtube.com/watch?v=E9Z2Mxv7d5I>



Greg's 2009 promo for Foundation Coal Aquatic Park has over 1,200 views.

For the GCTPA, the photos and videos from Greg Ayersman's library will be re-edited and uploaded to a new GCTPA YouTube page. A voice-over will be added to the new versions, using a script developed in collaboration with the GCTPA's representative.

30 days after beginning work, Greg Ayersman will deliver:

- 6 videos uploaded to GCTPA's YouTube channel.
- One data disc with high quality copies of the videos.
- One DV tape with "clean" copies of the videos.

This tape can be used by the GCTPA to create the 2011 versions of the videos.

Greene County Tourist Promotion Agency Video Projects 2010-2011

August 2010-November 2010

Introduction to Greene County "Places"

Six newly-created videos. These videos visit the six Boroughs of Greene County, showing the year-round charm of the area and highlighting one of the Borough's unique events.

- | | |
|------------------|-----------------------------|
| 1. Carmichaels | Bituminous Coal Show |
| 2. Clarksville | 100th Anniversary |
| 3. Greensboro | The Log Cabin |
| 4. Jefferson | Thomas Hughes House library |
| 5. Rices Landing | Pickin' on the Pond |
| 6. Waynesburg | Christmas Parade |

The purpose of the video is to present the Borough as a great place to visit year-round, and to emphasize a "can't miss" tourist event. The video will include an interview with a local resident, pictures and video of the Borough and of the highlighted community event. The script outline will be created by Greg Ayersman, and will include one round of editorial oversight by the GCTPA's representative.



The delivery timeline will be established by the GCTPA based on the dates of the highlighted events for each Borough. Upon completion of the sixth video, the GCTPA will have received:

- 6 videos uploaded to GCTPA's YouTube channel.
- One data disc with high quality copies of the videos.
- One DV tape with generic b-roll shots.

This tape can be used by the GCTPA for future video productions.

Greene County Tourist Promotion Agency Video Projects 2010-2011

January 2011-February 2011 "Visit Greene County" Overview

Building from the twelve new videos created during the previous six months, the Overview video will be a four-minute tour of everything Greene County has to offer to tourists. The video will include visual themes from the GCTPA's website and printed promotional material, including slogans and promotional taglines.



This video is the keystone project of the proposed 18-month production schedule. The scope of work and corresponding budget will be determined by the GCTPA, using nine sample videos provided by Greg Ayersman. The outline script will be developed by Greg Ayersman and the GCTPA will have two rounds of revisions before the final cut is delivered.

No later than 45 days after beginning production, the deliverables will include:

- One video uploaded to GCTPA's YouTube channel.
- One data disc with high quality copies of the video.
- 50 professionally printed DVDs.

For GCTPA to use at trade shows or to mail by request.

Greene County Tourist Promotion Agency Video Projects 2010-2011

March 2011

Update of Annual Event videos from 2010.

The set of six event promos from July of 2010 will now have new graphics added to the “clean” tape that was delivered to GCTPA.



By re-using the material from 2010, this project will be done for half the cost of the original videos.

The springtime delivery date will allow the GCTPA to include the video link in blast emails for several months before the events happen.

The individual organizations will also be able to embed the videos into their websites, onto their Facebook page and include the video in their own email blasts.

Most people watch more than one video when they visit YouTube, so as the individual events promote themselves, they are also doing promotion work for the GCTPA's other activities. People will watch videos for other events.

The previous year's videos will be deleted from YouTube and the 2011 videos will be uploaded.

30 days after beginning work, Greg Ayersman will deliver:

- 6 videos uploaded to GCTPA's YouTube channel.
- One data disc with high quality copies of the videos.
- One DV tape with "clean" copies of the videos.
This tape can be used by the GCTPA for future video productions.

Greene County Tourist Promotion Agency Video Projects 2010-2011

April 2011

Springtime and Outdoors in Greene County.

Six 90-second videos that focus on the outdoor attractions offered in Greene County. These will be newly created videos that tie into activities already being promoted in printed brochures by the GCTPA.

1. Hiking at Ryerson Station
2. Biking at Rices Landing
3. Biking in Greensboro
4. Canoeing at Ten Mile Creek
5. Fishing at Whiteley Creek
6. Fishing at Lake Wilma



As an additional benefit, these six videos will help profile some of the less-traveled western areas of Greene County. The videos will be action-driven, with an on-camera narrator actually doing the fun activities. The script outline will be created by Greg Ayersman, and will include one round of editorial oversight by the GCTPA.

No later than 45 days after beginning production, the GCTPA will have received:

- 6 videos uploaded to GCTPA's YouTube channel.
- One data disc with high quality copies of the videos.
- One DV tape with generic b-roll shots.

This tape can be used by the GCTPA for future video productions.

Greene County Tourist Promotion Agency Video Projects 2010-2011

May 2011-ongoing "Greene County Destinations"

This phase is optional and is not included on the project timeline.

At this time, the GCTPA will have 19 videos on their YouTube page that highlight public activities in Greene County. The production of Private-Public partnership videos can now begin on an ongoing basis. The agency will work with privately-owned tourist attractions to determine project participants, but it is expected that members of the GCTPA would be some of the first locations wanting to benefit from the publicity.

The two-minute visits will be host-driven, with a person visiting and discovering the location for the first time. In this way, the on-camera personality is a stand-in representing the experience that the tourist will enjoy. The tenor of the videos will be similar to many programs seen on the Travel Channel or PBS's travel shows. The videos will not have a direct call-to-action for sales on behalf of the private business, but will mention the location, phone number and web address of the featured business.

GCTPA Members who might benefit from the reduced cost of video production:

Captain's Watch Bed & Breakfast	Mason-Dixon Park Camping
Carmichaels Golf Club	Mt. Morris Campground
Cole's Country Cabins	Rohanna's Golf Course
Firehouse RV Campgrounds	Servant Song Ministries Retreat
Friends of the Thomas Hughes House	So' Journey Farm
Greene Academy of Art	Thistlethwaite Vineyard
Greene County Historical Society	Two Rivers Marina
Greene Cove RV Park	Weatherbury Farm Vacation
Klondike Lanes & Mini Golf	Windy Ridge Retreat Center

The features and topics highlighted in each individual video will be guided by the host location, but the GCTPA will have editorial control over the final cut.

The completion dates will be rolling deadlines, depending on when the GCTPA Member chooses to participate. After completion, Greg Ayersman will:

Upload video to GCTPA YouTube site.

Provide a data disc copy of the video to the Member and to the GCTPA.

Provide a DV tape with b-roll highlights to both the Member and the GCTPA.

This tape can be used by the GCTPA for future video productions

Greene County Tourist Promotion Agency Video Projects 2010-2011

Summer 2011

Historic Greene County

A series of one-minute stories that highlight the historic places of Greene County. The purpose is to strengthen the GCTPA's message of "History and Heritage" and direct people to visit the tourism website.

This series acts as a formatting tool for topics that don't fit into the other themes of Events, Places or Outdoor Activities, but are part of what makes Greene County interesting to visitors. There are dozens of locations and historic personalities that could be covered under this campaign.

1. Who was General Wayne?
2. What is The Fisher Site?
3. Mason-Dixon Line
4. The Corbly Massacre
5. Sugar Run Petroglyphs
6. The Cornerstone of Pennsylvania

A previous client visited the Cornerstone in March of 2008. That video currently has over 1,200 views on YouTube. http://www.youtube.com/watch?v=j_k3J4BLtFI



Upon completion of the limited series, the GCTPA will have received:

- Videos uploaded to GCTPA's YouTube channel
- One data disc with high quality copies of the videos
- One DV tape with generic b-roll shots.

This tape can be used by the GCTPA for future video productions.

Greene County Tourist Promotion Agency Video Projects 2010-2011

Summer 2011

Arts of Greene County

A series of two-minute stories that profile the arts and crafts community of Greene County. As a counterpoint to the “History” series, these videos will show the charm of life in Greene County today. The tertiary purpose is to support the GCTPA’s theme of “Agritourism” and show the local faces and personalities that will be met on a trip to Greene County today.

A partial list of artists working in Greene County:

Jennifer Adamson, pottery	Steve Murdoch, wood sculpture
Sandra Brown, sewing	Colleen Nelson, painting
Tom Bussoletti, wood carvings	Susan Phillips, ceramics
Karen Calvert, glass	Lilian Shields, wreathmaking
Debbie Coss, weaving	Michael Stester, furniture
Beth Day, glass	Gerry Wagner, ceramic
Barbara Deynzer, painting	Tom and Judy Wilson, glass
Leslie Fehling, watercolor	Linda Winegar, ceramics
Richard Hunnell, ink and pen	Pete Zapadka, photography
Melanie Miller, sewing	

These artists have work for sale at co-ops, where tourists can spend money year-round. Many artists also sell at annual fairs and festivals in Greene County- events which the GCTPA promotes as revenue-generating.

Upon completion of the limited series, the GCTPA will have received:

- Videos uploaded to GCTPA's YouTube channel
- One data disc with high quality copies of the videos
- One DV tape with generic b-roll shots.

This tape can be used by the GCTPA for future video productions.

Greene County Tourist Promotion Agency Video Projects 2010-2011

Fall 2011

"Visit Greene County" Overview

Update of four-minute tourism video, using new video from the past summer's shoots. This presents a more complete image of everything happening in Greene County today.



This video refreshes the keystone project of the proposed 18-month production schedule. The scope of work and corresponding budget will be determined by the GCTPA, using nine sample videos provided by Greg Ayersman. The outline script will be developed by Greg Ayersman and the GCTPA will have two rounds of revisions before the final cut is delivered.

No later than 30 days after beginning production, the deliverables will include:

- One video uploaded to GCTPA's YouTube channel.

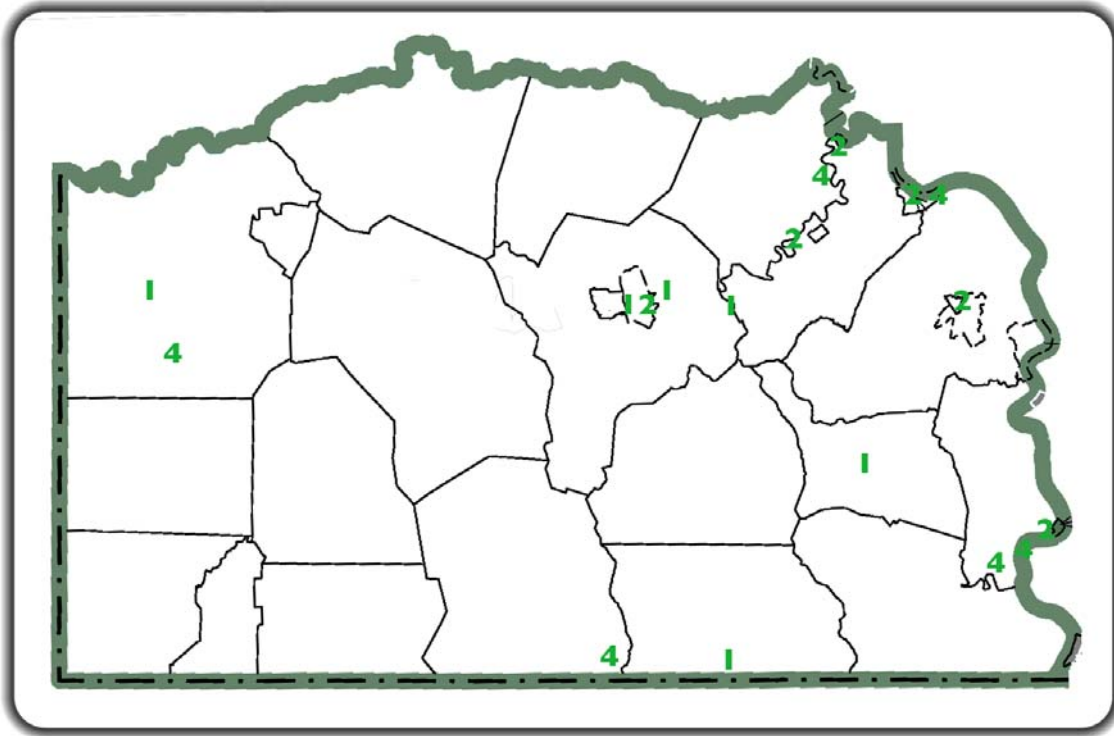
- One data disc with high quality copies of the video.

- 50 professionally printed DVDs.

For GCTPA to use at trade shows or to mail by request.

Greene County Tourist Promotion Agency Video Projects 2010-2011

DETAILED VIDEO COVERAGE MAP



PHASE OF PROJECT

PRODUCTION

UPDATE

1. Re-Opening of Foundation Coal Aquatic	July 2010	March 2011
1. Greene County Fair	July 2010	March 2011
1. Rain Day	July 2010	March 2011
1. Jacktown Fair	July 2010	March 2011
1. Harvest Festival at Museum	July 2010	March 2011
1. White Covered Bridge Festival	July 2010	March 2011
2. Carmichaels: Coal Queen Festival	Sept. 2010	
2. Clarksville: 100th Anniversary	Sept. 2010	
2. Greensboro: Log Cabin	Sept. 2010	
2. Jefferson: Thomas Hughes House	Sept. 2010	
2. Rices Landing: Pickin' on the Pond	Sept. 2010	
2. Borough of Waynesburg: Christmas Parade	Nov. 2010	
3. Overview of Greene County	January 2011	Nov. 2011
4. Hiking at Ryerson Station	April 2011	
4. Biking at Rices Landing	April 2011	
4. Biking in Greensboro	April 2011	
4. Canoeing at Ten Mile Creek	April 2011	
4. Fishing at Whiteley Creek	April 2011	
4. Fishing at Lake Wilma	April 2011	

Not included on this map:

- Phase 5: six Artist Profiles
- Phase 6: six History Minutes
- Optional: Private-Public Partnerships

Greene County Tourist Promotion Agency Video Projects 2010-2011

ABOUT GREG AYERSMAN



Greg Ayersman was born and raised in Greene County. He attended Waynesburg HS and Waynesburg University. At both schools, Greg focused on video production. He began offering freelance production services in 1985, and also worked for Uniontown's HSTVNews19, Olin Mills Photography, Bello Films and The Pittsburgh Pulse.

Greg currently lives in Kirby with his wife Chrissy, his dog Scooter and three chickens.

Contact Greg:
(724) 350-2280
gregayersman@gmail.com

RECORD OF SUCCESS

Greg Ayersman has created over 140 videos that profile the nature, the history and the attractions of the tri-state area. These videos have received over 50,000 views on YouTube.

Ohiopyle State Park	2,800 views
White Covered Bridge (x2)	2,300 views
Jacktown Fair	2,300 views
Greene River Trail	2,200 views
Poland Mines Coke Oven	2,100 views
BMX Waynesburg	1,400 views
Foundation Coal Aquatic	1,200 views
Cheat Lake	1,200 views
Raven Rock Trail	1,100 views
Ramp Festival (x2)	800 views