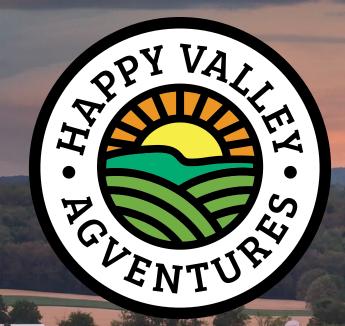


WELCOME TO



As an agricultural business, the Agventures initiative has definitely helped enhance our presence and connect with people across the county, state, and country. The Agventures staff really understands agricultural marketing and works diligently to support our agritainment efforts. We appreciate our relationship and are thrilled that we established this partnership as we were starting our small business.

Michael and Tara Immel, owners, Nittany Meadow Farm The Happy Valley Adventure Bureau (HVAB) launched Happy Valley Agventures in partnership with the Chamber of Business & Industry of Centre County (CBICC) in fall 2019. The initiative supports the county's agricultural businesses by inviting residents and visitors to experience what is raised, grown, produced, and crafted in Happy Valley, PA.

Agriculture is deeply rooted in Centre County's rich history, as is the spirit of innovation and entrepreneurship. The growth in agritourism and "agritainment" offerings since the launch of Happy Valley Agventures four years ago reflects this proud heritage. Consumers with a desire to connect with where their food comes from, and to participate in authentic experiences found on the farm or in the field, have ample options in Happy Valley.

The following pages highlight Happy Valley Agventures' efforts over the past year to promote and support our agriculture and agritourism establishments – the 65 (and growing) destinations that currently comprise the initiative. We look forward to building on this support and partnership in 2024.

Questions about the Happy Valley Agventures initiative should be directed to HVAB Public Relations Director Lesley Kistner, who coordinates destination outreach and engagement, at LesleyK@happyvalley.com.

Sincerely,

to 3. just

Fritz Smith
President and CEO
The Happy Valley
Adventure Bureau

250

Greg Scott President and CEO The Chamber of Business & Industry of Centre County

MARKETING CAMPAIGNS



Working with Blink agency, seasonal marketing campaigns brought year-round awareness to Happy Valley's agricultural businesses and events.

WINTER 2022-23

Jan. 16 — Feb. 26, 2023

\$50,000

TARGET AUDIENCE

FEMALES 25-54



PLATFORMS

DIGITAL ONLY

Centre County, plus Harrisburg, Hershey, Lancaster, Lebanon and York (HHLLY)

Maintain constant campaign heartbeat; raise awareness of events and activities enjoyed during the winter months

\$155,000

Total 2023 marketing campaign investment RESULTS

TOTAL IMPRESSIONS

1.9 million; **2.076 clicks**

VIDEOS COMPLETED

409,400

WEBSITE SESSIONS/PAGE VIEWS

3,090, 4749

NEW WEBSITE USERS

2,666

1:41

RESULTS

DURATION

May 30 — July 26, 2023

SPRING/SUMMER 2023

\$105,000

TARGET AUDIENCE FEMALES 25-54

PLATFORMS

TV ADS; DIGITAL, including video, standard display, native display and audio streaming; outdoor boards

GEOGRAPHY

Centre County plus 90-mile radius, with focus on **HHLLY**

Mid-week travel, quick summer getaways/family activities





TOTAL IMPRESSIONS

2.07 million; **2.312 clicks**

VIDEOS STARTED

WEBSITE SESSIONS/PAGE VIEWS

3,088; 5,737

AVERAGE SESSION DURATION

WEBSITE SESSIONS (GA4) JULY 1-26

4.331

TOTAL USERS (GA4) AVERAGE TIME ON PAGE (GA4)

2.249

SPECIAL THANKS to the destinations and the individual and families that accommodated Blink photo sessions in 2023. Combined with HVAB photography, **these** sessions are building a robust seasonal photo library in support of **HVAB** agritourism marketing efforts.

OUTREACH & ENGAGEMENT

SPECIAL PROMOTION

2023 marketing activity included special efforts to encourage residents to explore their own businesses – through event participation and sponsorship, along with earned and paid media.

MARKETING CAMPAIGN PHOTOGRAPHY

- Farmer Homestead Days
- with Tait Farm food sampling

- Sponsored Mini Whinnies at Quarter Acre
- participating destinations

Through social media marketing, seasonal consumer newsletters, event participation/sponsorship, and special initiatives, Happy Valley Agventures ensures that residents and visitors have continuous awareness about agricultural experiences and offerings in Happy Valley, PA



EARNED AND PAID MEDIA

SPRING ON THE FARM SPECIAL PREVIEW APRIL 2023 Centre County Gazette

AGVENTURES HOLIDAY SHOPPING GUIDE NOV. 2023



WOMEN KEY TO SUCCESS STORIES AS FARMS CELEBRATE NATIONAL AG DAY



CONSUMER NEWSLETTER

HOLIDAY NEWSLETTER, DEC. 6, 2023



46 PERCENT CLICK RATE





FALL NEWSLETTER, SEPT. 6, 2023 OPEN RATE

39 PERCENT CLICK RATE 3 PERCENT



SPRING/SUMMER **NEWSLETTER.** MAY 17, 2023

43 PERCENT OPEN RATE
6 PERCENT



TOP PERFORMING POST



Happy Valley Agventures works with Hello Social Co. for social media marketing.

HELLO SOCIAL CO

FACEBOOK

SOCIAL MEDIA

1.481 FOLLOWERS 2,524 PAGE VISITS 31,258 TOTAL PEOPLE **REACHED WITH POSTS**

INSTAGRAM

1.676 FOLLOWERS 893 PAGE VISITS 11,867 TOTAL PEOPLE **REACHED WITH POSTS**

We collaborated with content creators to encourage their @brittaroundtown @emilygoesplaces @alexeatstoomuch

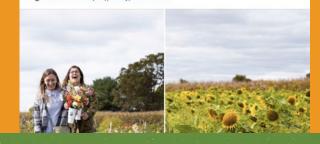
Pick your own blooms 🤵 Dahlias and specialty sunflowers are starting to bloom at Rooted Farmstead. One large sunflower field is scheduled to be in full yellow glory in late September/early October, hopefully in time for the

At The Heirloom Farmer, additional sunflower cutting dates are planned for Sept. 8 and 9, weather and bloom dependent.

Visit us in #HappyValleyPA and read up on the Top 10 fall 'Agventures': https://bit.ly/45DMszH

Happy Valley Agventures

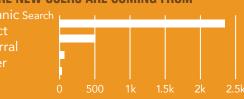
September 30 Fall Market.



IMPRESSIONS

REACH

ENGAGEMENT



IN STORE FOR 24!



ENGAGE MORE IN '24

'FRESH FROM

THE FIELD'

There are several ways establishments can better engage with Happy Valley Agventures – and residents and visitors -- and help spread the word about family friendly agricultural offerings in Centre County:

• Update your profile listing, photos on HappyValleyAgventures.com. Email LesleyK@happyvalley.com for assistance.

- Add your events to the online calendar, and send a co-host request to Happy Valley Agventures on Facebook.
- Share social media posts from Happy Valley Agventures platforms.
- Include the #HVAqventures hashtag on your social media posts.
- Display the Agventures logo and promotional rack cards at your establishment.
- Let the HVAB know about new product and experience offerings. Add Agventures contact information at the end: website, hashtag, social media channels!

WEBSITE

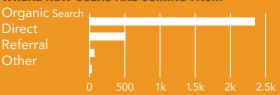
on HappyValleyAgventures.com, as well as add events to the online calendar.

WEBSITE ENGAGEMENT

Website data reflects October 2023 to December 2023 due to Google's switch to Ga4 metrics, and is not reflective of the entire year.

TOTAL NEW USERS

WHERE NEW USERS ARE COMING FROM



HAPPY VALLEY AGVENTURES

The HVAB partnered with Bandwango, a software company that helps destinations deliver unique passport experiences, on a new agritourism centered digital passport trail. From pick-your-own blooms to field-to-fork dining and gourmet local foods to cow-to-cone ice cream, the Happy Valley Agventures Fresh from the Field Trail takes you to the best stops to experience Centre County's rich agricultural heritage. Enjoy special offers along the way, and exclusive prizes for trail completion milestones, including a chance to win the Grand Prize Agventures Getaway for completing the full Traill. The trail goes live in February 2024.

HAPPY VALLEY AGVENTURES DESTINATIONS

(AS OF JAN. 1, 2024)

Axemann Brewery Nittany Meadow Farm Rooted Farmstead Apple Pony Inn Long Lane Farm Stand Barrel 21 Distillery Nittany Valley Creamery Bear Meadows Farm Goot Essa Pine Grove Hall University Wine Company Grange Fair/Grange Park Windemere Farms Otto's Pub & Brewery Pisano Winery Goats2Go Windermere Natural Soaps Maine Bay & Berry Robin Hood Brewing Co. **HomeWaters** Rimmey Road Farm Mad McIntosh Cidery

Big Spring Spirits Kinfork Kuhn's Tree Farm Way Fruit Farm Tait Farm Wasson Farm Meyer Dairy Bee Tree Berry Farm Rhoneymeade Harner Farm RE Farm Café at Windswept The Heirloom Farmer Penn's Cave & Wildlife Park Shuey's Market Pole Cat Hollow Farm Mount Nittany Vineyard & Winery University Wine Company Elk Creek Café + Aleworks Nittany Valley Benefit Dinner Historic Barn at Cooke Tavern The Pines on Strawberry Hill J&L Farm Cidery- 814 Ciderworks

Buffalo Run Farm and Equestrian Center Haven Valley Homestead & Retreat The Mini Whinnies at Quarter Acre Wood Agricultural Heritage Driving Tour Downtown State College Tuesday Farmers Market Downtown State College Friday Farmers Market Boalsburg Farmers Market Pine Grove Mills Farmers Market Centre County Farmland Trust (Farm Routes) Wildfire Ranch - Spiritual Retreat Nittany Valley Benefit Dinner Sengle's Mountainhome Blueberries Penn State Berkey Creamery Pasto Agricultural Museum at Penn State Bellefonte Farmers Market Seven Mountains Wine Cellars Wine Bar North Atherton Farmers Market Grange Park Equine Center Happy Valley Vineyard & Winery Seven Mountains Wine Cellars Happy Valley Vineyard & Winery







HAPPYVALLEYAGVENTURES.COM

HAPPY VALLEY AGVENTURES SUPPORTS AND MARKETS CENTRE COUNTY ESTABLISHMENTS THAT ARE:

- agriculturally focused;
- open to the public in some capacity;
- provide ag-related experiences; or
- served by vendors, producers and/or distributors sourced in the Centre County area