



Village of Monroe Engages Marketing Agency to Develop Plan

23 Marketing Group tasked with developing a measurable marketing and communications plan to support local businesses and attract tourists to the Village

Monroe, N.Y. (November 23, 2022) – The Village of Monroe is stepping up its efforts to support local businesses and take part in Orange County’s recent tourism boom. Village of Monroe Mayor Neil S. Dwyer announced he has been working with 23 Marketing Group to analyze the current efforts and develop a measurable marketing and communications plan.

“With so many tourist attractions nearby (Woodbury Common, West Point, Legoland NY), the Village has an opportunity to attract more visitors and, in-turn, increase sales tax revenue,” said Mayor Neil S. Dwyer. “We stepped up our marketing efforts with a new website, a commitment to social media and advertising, and started working with 23 Marketing Group during the summer to help us produce a plan that will ensure a sustained effort going forward.”

23 Marketing Group recently held a strategic session with Village of Monroe officials, Monroe Chamber of Commerce leadership as well as a few local business owners to gain insight into their challenges and identify areas where they may have experienced success. In addition, the agency will analyze the Village’s current efforts, analytics and competitors to develop a data-driven marketing and communications plan that includes strategies and tactics to help grow business in Monroe.

Founded by Tony Morino and based in Orange County, N.Y., 23 Marketing Group was founded in 2019 and is well equipped to develop and implement all levels of marketing and communications. With more than 20 years of experience in the industry, Morino has worked with some of the most prestigious organizations in the region. 23 Marketing Group’s team has analyzed and drafted marketing plans for many well-respected businesses and organizations including Fianza Family Properties; Orange Packaging; SUNY Orange; East Coast Industrial Services; Mid Hudson Construction Management; and DuBois Law Group, PLLC.

About Village of Monroe:

Located in southeastern Orange County, N.Y., the Village of Monroe features a population of nearly 9,000 along with 130 acres of public parkland and 27.3 miles of streets. Among those streets are great restaurants, delis, cafés and various types of retail stores that offer a wide variety of products and professional services. To learn more, visit villageofmonroe.org or call 845-782-8341.

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