



Invoice

314 Wall Street 2nd Floor
Kingston, NY 12401

Date	Invoice #
5/16/2018	75364

Bill To
Ulster County Economic Development Alliance, Inc. attn: President 244 Fair Street Kingston, NY 12401

Project: 18004 Business Attraction Campaign

P.O. No.	Terms
	Due on receipt

	Contract	Prior Amt	Current Due
2018 Business Attraction Campaign			
Deliverable #1 - Lead Generation Campaign			
Task 1.1 - Pay Per Click Ad Spend	10,000.00		187.50
Task 1.2 - Campaign Management and Reporting	10,000.00	500.00	1,050.00
Deliverable #2 - Two Event Sponsorships			
Task 2.1 - Direct Sponsorship Costs	17,500.00		0.00
Task 2.2 - Research and Coordination	5,250.00	600.00	1,050.00
Adjustment per \$10,000 credit - \$8,350 Credit			-1,050.00
Balance Remaining			
Deliverable #3 - Business Attraction Event			
Task 3.1 - Event Execution Costs	27,500.00		0.00
Task 3.2 - Planning, Promotion, and Coordination	7,500.00		1,200.00
Adjustment per \$10,000 credit - \$8,800 Credit			-1,200.00
Balance Remaining			
Deliverable #4 - Lead Follow Up			
Task 4.1 - Create List of Interview Questions	500.00		0.00
Task 4.2 - Conduct Phone Interview With At Least 12 Leads	1,250.00		0.00
Task 4.3 - Reporting	500.00		0.00

Total This Invoice \$1,237.50
Payments/Credits \$0.00

Please remit payment to Luminary Publishing, Inc.

Online payment accepted via luminarymedia.com/billpay

Total Amount Due	\$1,237.50
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UCEDA ADWORDS REPORT: MAY 1 - 15

This report shows the overall performance of the UCEDA Search Engine Marketing (SEM) campaign

Highlighted in this report is:

The number of clicks on your ads

The number of impressions your ads received on the Search Engine Results Pages (SERPs)

How many users downloaded the ebook or filled out a form (conversions)

The average position of your ads (the placement in which your ad was seen on SERPs in comparison to other advertiser's ads)

The bounce rate on these webpages (bounce rate is defined as the percentage of visitors to a particular website who navigate away from the site after viewing only one page)

The top 10 keywords we are bidding on that performed the best

The top 10 search terms people are searching for that triggered our ads to show up in SERPs

The overall landing page performance: clicks, impressions, click-through rate, and conversions



Michael P. Hein
Ulster County Executive

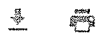
WOODSTOCK FILM FESTIVAL SPONSORSHIP

On behalf of UCEDA, Luminary negotiated a sponsorship offer with the Woodstock Film Festival taking place October 10-14. Total value: \$10,000. UCEDA sponsorship benefits are below:

- 30 second filmmaking video shown at the awards ceremony
- 30 second filmmaking video, shown on a loop at the Hospitality Lounge, where attending filmmakers, industry members, and members of the press congregate for one day
- Information table with UCEDA member present in Hospitality Lounge on Friday OR Saturday of the Festival.
- Sponsored email blast sent to 12,000 film industry members
- Full page ad in WFF commemorative program
- Opportunity to provide a one-sheet on the benefits of filmmaking in Ulster County for inclusion in 300 attendee information packets
- 2 passes to all networking parties at the festival

This sponsorship arrangement would communicate the benefits of filmmaking in Ulster County to thousands of filmmakers, producers, directors, actors, Woodstock Film Festival followers, and attendees.

May 1 – 16, 2018



Ending balance: \$187.50

Date	Description	Amount (USD)
May 16, 2018	Campaign activity: 3 clicks	\$4.34
May 15, 2018	Campaign activity: 8 clicks	\$19.23
May 14, 2018	Campaign activity: 12 clicks	\$27.86
May 13, 2018	Campaign activity: 6 clicks	\$12.82
May 12, 2018	Campaign activity: 1 click	\$1.98
May 11, 2018	Campaign activity: 5 clicks	\$8.75
May 10, 2018	Campaign activity: 4 clicks	\$5.99
May 9, 2018	Campaign activity: 6 clicks	\$10.85
May 8, 2018	Campaign activity: 4 clicks	\$8.37
May 7, 2018	Campaign activity: 10 clicks	\$20.99
May 6, 2018	Campaign activity: 3 clicks	\$7.47
May 5, 2018	Campaign activity: 5 clicks	\$12.15
May 4, 2018	Campaign activity: 1 click	\$1.90
May 3, 2018	Campaign activity: 10 clicks	\$17.23
May 2, 2018	Campaign activity: 5 clicks	\$14.65
May 1, 2018	Campaign activity: 9 clicks	\$20.13

Starting balance: -\$7.21

Task	Staff Member	4/16-5/15 Time	Staff Member	4/16-5/15 Time	Billable Rate / Hour	Invoice
1.1						5.16.18
1.2			Samm Liotta	7	\$150	\$1,050
2.1						
2.2	Brian Mahoney	4	Samm Liotta	3	\$150	\$1,050
3.1						
3.2	Brian Mahoney	3	Samm Liotta	5	\$150	\$1,200
4.1						
4.2						
4.3						
Samm, I just moved your name / hours over, so you get one column, and Brian gets one column. easier to read that way - molly						