



Invoice

314 Wall Street 2nd Floor
Kingston, NY 12401

Date	Invoice #
10/16/2018	75406

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	3,006.95	0.00
Task 1.2 - Campaign Management and Reporting	10,000.00	5,600.00	600.00
Deliverable #2 - Two Event Sponsorships			
Task 2.1 - Direct Sponsorship Costs	17,500.00	17,500.00	0.00
Task 2.2 - Research and Coordination	5,250.00	4,500.00	750.00
Deliverable #3 - Business Attraction Event			
Task 3.1 - Event Execution Costs	27,500.00	9,990.14	5,742.71
Task 3.2 - Planning, Promotion, and Coordination	7,500.00	7,500.00	0.00
Deliverable #4 - Lead Follow Up			
Task 4.1 - Create List of Interview Questions	500.00	500.00	0.00
Task 4.2 - Conduct Phone Interview With At Least 12 Leads	1,250.00	900.00	345.00
Task 4.3 - Reporting	500.00	300.00	195.00

Total This Invoice \$7,632.71

Please remit payment to Luminary Publishing, Inc.

Payments/Credits \$0.00

Online payment accepted via luminarymedia.com/billpay

Total Amount Due	\$7,632.71
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Task		Staff Member	9/16-10/15 Time	Staff Member	9/16-10/15 Time	Billable Rate / Hour	Invoice 10.16.18
1.1	Pay per Click Ad Spend						
1.2	Campaign Management and Reporting	Samm Liotta	3	Brian Mahoney	1	\$150	\$600
2.1	Direct Sponsorship Cost						
2.2	Research and Coordination	Samm Liotta	4	Brian Mahoney	1	\$150	\$750
3.1	Event Execution Time	Samm Liotta	12	Brian Mahoney	6	\$150	\$2,700
3.2	Planning, Promotion, and Coordination	Samm Liotta	0	Brian Mahoney	0	\$150	\$0
4.1	Create List of Interview Questions	Samm Liotta	0	Brian Mahoney	0	\$150	\$0
4.2	Conduct phone interviews with 12 leads	Samm Liotta	2	Brian Mahoney	0.3	\$150	\$345
4.3	Reporting	Samm Liotta	1	Brian Mahoney	0.3	\$150	\$195

Contract with Luminary Publishing, Inc.
2018 Business Attraction Marketing
4/1/2018 - 12/31/2018

Invoice Period	Invoice #	Invoice Date	Project Manager Approval	Board Approval	Check #	Check Date	Initial draw	Remaining to	4/1 - 4/15	4/16 - 5/15	5/16 - 6/15	6/16 - 7/15	7/16 - 8/15	8/16 - 9/15	9/16 - 10/15	10/16 - 11/15	11/16 - 12/15	12/15 - 12/31	Total Amount	Total Amount	Remaining		
							75347																
							3/21/2018																
							3/27/2018																
							<u>Original Contract</u>																
Deliverable # 1 - Lead Generation Campaign																							
1	1.1						10,000.00																
2	1.2						10,000.00																
Deliverable # 1 Subtotal							20,000.00		500.00	1,050.00	1,050.00	1,000.00	1,000.00	319.45		600.00				10,000.00	3,006.95	6,993.05	
Deliverable # 2 - Two Event Sponsorships																							
3	2.1						17,500.00																
4	2.2						5,250.00																
Deliverable # 2 Subtotal							22,750.00	10,000.00	600.00	1,050.00	10,000.00	1,350.00	900.00	7,500.00	600.00	750.00				17,500.00	17,500.00	-	
Deliverable # 3 - Business Attraction Event																							
5	3.1						27,500.00																
6	3.2						7,500.00																
Deliverable # 3 Subtotal							35,000.00	10,000.00	-	1,200.00	4,550.29	2,889.85	1,650.00	900.00	5,742.71					27,500.00	15,732.85	11,767.15	
Deliverable # 4 - Lead Follow Up																							
7	4.1						500.00																
8	4.2						1,250.00						500.00								500.00	500.00	-
9	4.3						500.00						450.00	450.00	345.00						1,250.00	1,245.00	5.00
Deliverable # 4 Subtotal							2,250.00					150.00	150.00	195.00							500.00	495.00	5.00
							80,000.00	20,000.00													80,000.00	57,429.80	22,570.20
							Cumulative		1,100.00	3,487.50	19,550.29	8,539.85	6,600.00	10,519.45	7,632.71								
							Drawdown Amount		600	2,250.00	16350.29	799.71											
							Amount Due		500	1,237.50	3,200.00	7,740.14	6,600.00	10,519.45	7,632.71								