



314 Wall Street 2nd Floor  
Kingston, NY 12401

# Invoice

Date	Invoice #
11/16/2018	75407

<b>Bill To</b>
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
<b>2018 Business Attraction Campaign</b>			
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	6,200.00	750.00
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	5,250.00	0.00
Deliverable #3 - Business Attraction Event			
Task 3.1 - Event Execution Costs	27,500.00	15,732.85	1,585.24
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	1,245.00	0.00
Task 4.3 - Reporting	500.00	495.00	0.00

Total This Invoice \$2,335.24  
 Payments/Credits \$0.00  
 Please remit payment to Luminary Publishing, Inc.

Online payment accepted via [luminarymedia.com/billpay](http://luminarymedia.com/billpay)

<b>Total Amount Due</b>	<b>\$2,335.24</b>
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Task		Staff Member	10/16-11/15 Time	Staff Member	10/16-11/15 Time	Billable Rate / Hour	Invoice 11.16.18
1.1	Pay per Click Ad Spend						
1.2	Campaign Management and Reporting	Samm Liotta	4	Brian Mahoney	1	\$150	\$750
2.1	Direct Sponsorship Cost						
2.2	Research and Coordination	Samm Liotta	0	Brian Mahoney	0	\$150	\$0
3.1	Event Execution Time	Samm Liotta	6	Brian Mahoney	2	\$150	\$1,200
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	0	Brian Mahoney	0	\$150	\$0
4.3	Reporting	Samm Liotta	0	Brian Mahoney	0	\$150	\$0

