

BBG&G Advertising Inc
3020 Route 207, Suite 101
Campbell Hall, NY 10916
(845) 615-9084

Invoice

Bill To:
Ulster County Economic Development Alliance Linda Clark 244 Fair Street Kingston, NY 12401

Date	Invoice No.
06/20/16	3993

P.O. Number	Due Date
	07/05/16

Description	Amount
May 16 through June 15	
CREATIVE CONCEPTS	
Logo concepts developed and presented	
Received new Trail Map from Parks & Recs	
Committee-developing Trail Map brochure and rack card	
Account Service- 12.75 hr @ 85/hr	1,083.75
Strategy/Marketing- 1.5 hr @ 135/hr	202.50
WEB	
Website design underway	
Account Service- 1.5 hr @ 85/hr	127.50
Creative- 6.75 hrs @ 125/hr	843.75
Strategy/Marketing- .25 hr @ 135/hr	33.75
MARKETING & TACTICAL PLANNING	
Ongoing Community intake: Further meetings with stakeholders, Parks & Recs Committee & Hunt Committee	
We are receiving positive feedback from some community members who would like to have a display rack in their business	
We are pricing display rack options	
Compiling target media: bloggers, associations, organizations, trade journals, etc.	
Account Service-12 hrs @ 85/hr	1,020.00
Creative- 1.5 hrs @ 125/hr	187.50
Strategy/Marketing- .75 hr @ 135/hr	101.25
Thank you for your business.	Total

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EVENT COORDINATION We have coordinated a June 25 "Bikeville" event; in coordination with community and Ellenville Library. Going well. Hope to collaborate with Chamber to extend Blueberry Festival to a two-day event	
Account Service- 17.25 hrs @ 85/hr	1,466.25
Creative- .5 hrs @ 125/hr	62.50
Strategy/Marketing- 2.5 hr @ 135/hr	337.50
PUBLIC RELATIONS Final Economic Development Release follow-up; clippings and report provided Final Ellenville Million Marketing Release follow-up; clippings Respond to reporter query for pitch to Rails to Trails magazine Developing pitches for consumer market	
Account Service- 8.75 hrs @ 85/hr	743.75
Public Relations Services-10.75 hrs @ 55/hr	591.25
Strategy/Marketing- .5 hr @ 135/hr	67.50
SOCIAL MEDIA Facebook, Twitter and Instagram up and running; we will be sending out an email to all our community contacts, asking them to link, like and share posts Will begin interviewing local business owners for blog shortly	
Account Service- 10.25 hrs @ 85/hr	871.25
Public Relations Services-8.25 hrs @ 55/hr	453.75
Strategy/Marketing- .5 hr @ 135/hr	67.50
ITINERARIES & PACKAGES We are developing itineraries (to help people envision what they can do over a weekend) and packages with partners (to entice more people to stay over in the area)	
Account Service- 4.25 hrs @ 85/hr	361.25
Purchase of Special Event Insurance for Bikeville event	382.00
Thank you for your business.	Total \$9,004.50