

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.
07/18/16	4019

P.O. Number	Due Date
	08/02/16

Description	Amount
June 16 through July 15	
CREATIVE CONCEPTS	
Received new Trail Map from Park & Recs Committee – developing Trail Map brochure	
Developed print ad concepts	
Account Service- 12.5 hr @ 85/hr	1,062.50
Production- 7.25 hrs @ 85/hr	616.25
Strategy/Marketing- 1.5 hr @ 135/hr	202.50
Creative- 2 hrs @ 125/hr	250.00
Public Relations- 4.5 hrs @ 55/hr	247.50
WEB	
Web site construction underway. Expected completion: July 30	
Site design and content has been approved	
Account Service- 2 hrs @ 85/hr	170.00
Production- .25 hrs @ 85/hr	21.25
Website Updates- 12 hrs @ 85/hr	1,020.00
Strategy/Marketing- 1.75 hr @ 135/hr	236.25
Public Relations- .25 hrs @ 55/hr	13.75
MARKETING & TACTICAL PLANNING	
Ongoing Community intake: Further meetings with stakeholders & Hunt Committee	
Compiling target media: bloggers, associations, organizations, trade journals, etc	
Account Service-5.75 hrs @ 85/hr	488.75
Public Relations- .75 hrs @ 55/hr	41.25
Strategy/Marketing- 2.5 hr @ 135/hr	337.50
Thank you for your business.	Total

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EVENT COORDINATION On June 25 "Bikeville" event went off without a hitch. Greatly enjoyed, with requests to consider a Fall event Working with Chamber and other community organizations to create Blue "Two" Event to follow up on Blueberry Festival. This is targeted to be held in September, and will be comprised of a sidewalk chalk competition and Blue Grass band in Liberty Square.	
Account Service- 16 hrs @ 85/hr	1,360.00
Production-2.25 hrs @ 85/hr	191.25
Strategy/Marketing- 1.25 hr @ 135/hr	168.75
Public Relations- 2.5 hrs @ 55/hr	137.50
PUBLIC RELATIONS Developing pitches for consumer market Developing press release promoting rail trail renovation and restoration	
Account Service- 1.25 hrs @ 85/hr	106.25
Public Relations Services-3.5 hrs @ 55/hr	192.50
Strategy/Marketing- .25 hr @ 135/hr	33.75
SOCIAL MEDIA Facebook, Twitter, Pinterest and Instagram up and running Have begun interviewing local business owners for blog	
Account Service- 5.75 hrs @ 85/hr	488.75
Social Media- 2 hrs @ 90/hr	180.00
Strategy/Marketing- 3.5 hr @ 135/hr	472.50
Public Relations- 6 hrs @ 55/hr	330.00
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ITINERARIES & PACKAGES We have developed itineraries (to help people envision what they can do over a weekend). These will be available on the web site and promoted through social media We are finalizing getaway packages with partners (to entice more people to stay over in the area) Account Service- 1.5 hrs @ 85/hr Strategy/Marketing- .5 hrs @ 135/hr Public Relations- 11.5 hrs @ 55/hr	 127.50 67.50 632.50
PHOTOGRAPHY We are coordinating a photo shoot to acquire outdoor, dining, hiking, biking, and recreational images for web, social media, advertising, and other marketing purposes Account Service- 11.5 hrs @ 85/hr Public Relations- 1.25 hrs @ 55/hr	 977.50 68.75
Thank you for your business.	Total \$10,242.50