

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.
11/21/16	4096

P.O. Number	Due Date
	12/06/16

Description	Amount
October 16 - November 15	
PACKAGES & ITINERARIES	
Created additional package coupons for Honor's Haven Resort & Spa.	
Mailed additional coupons to Jellystone Park at Birchwood Acres.	
Account Service - .75 hr @ \$85/hr	63.75
Production - .50 hr @ \$85/hr	42.50
Website Updates - 2 hr @ \$85/hr	170.00
SIGNAGE FOR ULSTER/ELLENVILLE	
Coordinated signage for village grounds with Hank Alicandri and Marcus Guiliano from Aroma Thyme Bistro.	
Account Service - 3.50 hr @ \$85/hr	297.50
SOCIAL MEDIA	
Coordinated and scheduled Facebook boosted posts.	
Developed social media analytic report for mid-October to mid-November.	
Strategized and implemented weekly social media engagement efforts.	
Developed and scheduled Facebook, Twitter and Instagram posts for November.	
Contacted restaurants, attractions and resorts for seasonal photos for December.	
Account Service - 18 hr @ \$85/hr	1,530.00
Creative - .75 hr @ \$125/hr	93.75
Production - 1.75 hr @ \$85/hr	148.75
Social Media Strategy - 5 hr @ \$125/hr	625.00
CREATIVE CONCEPTS	
Developed concepts for print ads.	
Creative - 3 hr @ \$125/hr	375.00
Thank you for your business.	Total

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PUBLIC RELATIONS Developed and implemented strategy and media outreach. Followed up with REI about putting together a comp package. Public Relations - .75 hr @ \$55/hr Public Relations Strategy - 8 hr @ \$125/hr	 41.25 1,000.00
WEB SITE DEVELOPMENT Updated website copy on Ellenville Business Page and Homepage. Conducted analytics on website, and updated Packages & Itineraries Page to drive more website traffic. Updated calendar and featured events. Coordinated verification code for Google Business Page with Town of Wawarsing. Account Service - 2.75 hr @ \$85/hr Production - .75 hr @ \$85/hr Website Updates - 6 hr @ \$85/hr	 233.75 63.75 510.00
REIMBURSABLES Printing of Maps and Brochures Print Advertising- Chronogram (Find Your Future) 1/1/17	 1,923.58 612.00
Thank you for your business.	Total \$9,473.08

Ulster County Economic Development Alliance
Activity Report: October 16, 2016 - November 15, 2016

Creative Concepts

- Developed concepts for print ads.

Media Planning

- Prepared tearsheets of ads.

Public Relations

- Developed and implemented strategy and media outreach.
- Followed up with REI about putting together a comp package.

Social Media

- Coordinated and scheduled Facebook boosted posts.
- Developed social media analytic report for mid-October to mid-November.
- Strategized and implemented weekly social media engagement efforts.
- Developed and scheduled Facebook, Twitter and Instagram posts for November.
- Contacted restaurants, attractions and resorts for seasonal photos for December.

Blogs

- Researched the French Corner and interviewed owners, Gerry and Pascalene Gress.
- Developed the following November/December blogs: "Find the Perfect Gift at the French Corner," "Cozy up in Ellenville," "Find Yourself in a Corner of France," "Find Your Last Minute Christmas Gifts in Ellenville."
- Proofed and uploaded the following blogs: "You Can Find a Stoneware Butter Churn at the Ellenville Public Library," and "We Found this Creamed Corn Recipe."

Collateral Material

- Updated and coordinated reprinting of 10,000 Maps & Brochures for Hank Alicandri from Sam's Point.

Marketing Plan

- Prepared document for Dr.Craft of the Ellenville-Wawarsing Chamber of Commerce explaining branded hashtag usage to members.

Packages & Itineraries

- Created additional package coupons for Honor's Haven Resort & Spa.
- Mailed additional coupons to Jellystone Park at Birchwood Acres.

Print Production

- Developed, coordinated approval and forwarded Honor's Haven Visitor's Guide ad 2017 to media.

Signage

- Coordinated signage for village grounds with Hank Alicandri and Marcus Guiliano from Aroma Thyme Bistro.

Website Development

- Updated website copy on Ellenville Business Page and Homepage.
- Conducted analytics on website, and updated Packages & Itineraries Page to drive more website traffic.
- Updated calendar and featured events.
- Coordinated verification code for Google Business Page with Town of Wawarsing.

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Date	Invoice No.
12/20/16	4113

P.O. Number	Due Date
	01/04/17

Description	Amount
November 16 - December 15	
PACKAGES & ITINERARIES	
Updated package coupons for 2017.	
Account Service - .25 hr @ \$85/hr	21.25
Production - .50 hr @ \$85/hr	42.50
SIGNAGE FOR ULSTER/ELLENVILLE	
Designed signage for three kiosks in Ellenville area.	
Requested price quotes from various vendors for signage.	
Account Service - 3.75 hr @ \$85/hr	318.75
Production - 3.75 hr @ \$85/hr	318.75
SOCIAL MEDIA	
Developed and scheduled Facebook, Twitter and Instagram posts for December.	
Developed additional Facebook posts for Chamber of Commerce Wawarsing Wassail special events for December.	
Coordinated and scheduled Facebook boosted posts for November and December.	
Developed Facebook, Twitter and Instagram posts for January.	
Engaged with social media feeds on a weekly basis.	
Account Service - 6.50 hr @ \$85/hr	552.50
Creative - 4.50 hr @ \$125/hr	562.50
Production - 5.50 hr @ \$85/hr	467.50
BLOGS	
Developed & uploaded short blog, "Local Ellenville Brothers Visit The Ellen Show."	
Developed two blogs with recipes from Marbella Trattoria e Ristorante for 2017.	
Account Service - 1.50 hr @ \$85/hr	127.50
Production - .75 hr @ \$85/hr	63.75
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Description	Amount
BANNER ADS Updated digital ad analytics with new statistics from publications. Account Service - 1.00 hr @ \$85/hr	85.00
MARKETING PLAN Developed year-end presentation for 2016 marketing campaign. Created 2017 calendar of events. Contacted Ellenville businesses for feedback on 2016 marketing campaign. Account Service - 11.25 hr @ \$85/hr	956.25
PUBLIC RELATIONS Developed and disseminated press release for Holiday Shopping in Ellenville. Followed up with local publications to ascertain coverage. Account Service - 1.00 hr @ \$85/hr Creative - .25 hr @ \$125/hr	85.00 31.25
EVENT COORDINATION Followed up with Ellenville Public Library & Museum and the Youth Commission for registration analytics from "Bikeville" and "Paint the Town Blue." Account Service - .25 hr @ \$85/hr	21.25
WEB SITE DEVELOPMENT Reviewed analytics for pages. Followed up with Town of Wawarsing Supervisor for Google Business page & coordinated re-sending verification code. Updated December event calendar with Chamber of Commerce Wawarsing Wassail events. Added January & February events to 2017 calendar. Account Service - 2.00 hr @ \$85/hr Production - 1.00 hr @ \$85/hr Website Updates - 6.50 hr @ \$85/hr	170.00 85.00 552.50
Thank you for your business.	Total

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Ulster County Economic Development Alliance
BBG&G Activity Report: November 16, 2016 – December 15, 2016

Public Relations

- Developed and disseminated press release for Holiday Shopping in Ellenville.
- Followed up with local publications to ascertain coverage.

Social Media

- Developed and scheduled Facebook, Twitter and Instagram posts for December.
- Developed additional Facebook posts for Chamber of Commerce Wawarsing Wassail special events for December.
- Coordinated and scheduled Facebook boosted posts for November and December.
- Developed Facebook, Twitter and Instagram posts for January.
- Engaged with social media feeds on a weekly basis.

Banner Ads

- Updated digital ad analytics with new statistics from publications.

Blogs

- Developed and uploaded short blog, “Local Ellenville Brothers Visit The Ellen Show.”
- Developed two blogs with recipes from Marbella Trattoria e Ristorante for 2017.

Event Coordination

- Followed up with Ellenville Public Library & Museum and the Youth Commission for registration analytics from “Bikeville” and “Paint the Town Blue.”

Marketing Plan

- Developed year-end presentation for 2016 marketing campaign.
- Created 2017 calendar of events.
- Contacted Ellenville businesses for feedback on 2016 marketing campaign.

Packages & Itineraries

- Updated package coupons for 2017.

Signage

- Designed signage for three kiosks in Ellenville area.
- Requested price quotes from various vendors for signage.

Website Development

- Reviewed analytics for pages.
- Followed up with Town of Wawarsing Supervisor for Google Business page & coordinated re-sending verification code.
- Updated December event calendar with Chamber of Commerce Wawarsing Wassail events.
- Added January & February events to 2017 calendar.

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Date	Invoice No.
01/31/17	4131

P.O. Number	Due Date
	02/15/17

Description	Amount
December 16 - January 31	
PACKAGES & ITINERARIES	
Printed and mailed package coupons for 2017 to participating accommodations to distribute.	
Researched forums to list packages & itineraries for travelers.	
Account Service - 3 hr @ \$85/hr	255.00
Production - .25 hr @ \$85/hr	21.25
SIGNAGE FOR ULSTER/ELLENVILLE	
Continued design for three kiosks in Ellenville area.	
Coordinated printing for signage.	
Account Service - .75 hr @ \$85/hr	63.75
Creative - .25 hr @ \$125/hr	31.25
Production - 5.25 hr @ \$85/hr	446.25
SOCIAL MEDIA	
Created Social Media Analytic Report for December.	
Scheduled January social media.	
Engaged with social media feeds on a weekly basis.	
Developed Social Media Strategy for 2017.	
Developed and scheduled Annual Winterfest event posts & boosted posts for Facebook and Twitter.	
Developed and scheduled February social media	
Created a contact list of Ellenville businesses and local residents to ask for photography & feedback for 2017 social media.	
Account Service - 16.00 hr @ \$85/hr	1,360.00
Creative - 1.25 hr @ \$125/hr	156.25
Production - 2 hr @ \$85/hr	170.00
BLOGS	
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Description	Amount
Created Blog Analytic Report for 2016. Developed Annual Winterfest blog for January. Account Service - 1.50 hr @ \$85/hr Production - 1.25 hr @ \$85/hr	127.50 106.25
MARKETING PLAN Updated and submitted year-end report for 2016 marketing campaign. Attended meeting with Ellenville Farmer's Market Director and Congressman Faso's District Director to discuss progress in Ellenville. Discussed upcoming events with Asha at Ellenville Public Library & Museum. Account Service - 14.50 hr @ \$85/hr	1,232.50
PUBLIC RELATIONS Created Public Relations Earned Media projection for 2016. Coordinated collaboration with local photographer/blogger to visit Ellenville with Marcus Guiliano, Aroma Thyme Bistro. Attended Teleconference with Luminary Media about UCEDA publication collaboration. Created Annual Winterfest press release and disseminated to local publications. Posted Annual Winterfest event on local community calendars. Account Service - 4.25 hr @ \$85/hr Creative - 1 hr @ \$125/hr	361.25 125.00
WEB SITE DEVELOPMENT Reviewed packages & itineraries and homepage analytics. Updated calendar of events. Updated Wordpress, plug-ins and maintenance for website. Account Service - .25 hr @ \$85/hr Production - .25 hr @ \$85/hr Website Updates - .50 hr @ \$85/hr	21.25 21.25 42.50
Thank you for your business.	Total

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BBG&G Activity Report: December 16, 2016 to January 31, 2017

Media Planning

- Coordinated radio spot for Annual Winterfest with Townsquare Media.

Public Relations

- Created Public Relations Earned Media projection for 2016.
- Coordinated collaboration with local photographer/blogger to visit Ellenville with Marcus Guiliano, Aroma Thyme Bistro.
- Attended Teleconference with Luminary Media about UCEDA publication collaboration.
- Created Annual Winterfest press release and disseminated to local publications.
- Posted Annual Winterfest event on local community calendars.

Social Media

- Created Social Media Analytic Report for December.
- Scheduled January social media.
- Engaged with social media feeds on a weekly basis.
- Developed Social Media Strategy for 2017.
- Developed and scheduled Annual Winterfest event posts & boosted posts for Facebook and Twitter.
- Developed and scheduled February social media.
- Created a contact list of Ellenville businesses and local residents to ask for photography & feedback for 2017 social media.

Blogs

- Created Blog Analytic Report for 2016.
- Developed Annual Winterfest blog for January.

Marketing Plan

- Updated and submitted year-end report for 2016 marketing campaign.
- Attended meeting with Ellenville Farmer's Market Director and Congressman Faso's District Director to discuss progress in Ellenville.
- Discussed upcoming events with Asha at Ellenville Public Library & Museum.

Packages & Itineraries

- Printed and mailed package coupons for 2017 to participating accommodations to distribute.
- Researched forums to list packages & itineraries for travelers.

Signage

- Continued design for three kiosks in Ellenville area.
- Coordinated printing for signage.

Website Development

- Reviewed packages & itineraries and homepage analytics.
- Updated calendar of events.
- Updated Wordpress, plug-ins and maintenance for website.