

Luminary Publishing, Inc.

314 Wall Street 2nd Floor
Kingston, NY 12401

Invoice

Date	Invoice #
6/19/2017	75210

Due on receipt

Bill To
Ulster County Economic Development Alliance, Inc. attn: President 244 Fair Street Kingston, NY 12401

Project	P.O. No.
17007 UCEDA Marketing and Adv...	

Description	Amount
3.2 Social Media Sent	800.00
2.1 UlsterForBusiness Microsite ReDesign	5,000.00
2.6 Keyword Research and Strategy Plan	2,000.00
2.6 Digital Advertising Inputting and Launch	1,000.00
3.4 Total Digital Advertising May Spend, Facebook only	38.83

Please remit payment to Luminary Publishing, Inc. Online payment accepted via luminarymedia.com/billpay	Total	\$8,838.83
	Payments/Credits	\$0.00
	Balance Due	\$8,838.83

VOUCHER Form
 Luminary Media
 Contract No:

Deliverable	Task	Description	Budget	Prior Invoices	Remaining Budget	Current Invoice	% Complete
1	1.1	Temporary Campaign Strategy	\$1,200	\$1,200	\$0	\$0	100%
1	1.2	Temporary Landing Page Creat	\$1,200	\$1,200	\$0	\$0	100%
1	1.3	Social Media	\$1,440	\$1,440	\$0	\$0	100%
1	1.4	Media Buy	\$1,020	\$1,244	-\$224	\$0	100%
1	1.5	Digital Advertising on Facebook	\$1,400		\$1,400	\$0	0%
2	2.1	Ulster for Business Microsite R	\$5,500		\$500	\$5,000	90%
2	2.2	Video Production	\$10,000		\$10,000	\$0	20%
2	2.3	Photography	\$8,000		\$8,000	\$0	0%
2	2.4	Content Development (1/2, 1c	\$8,000		\$8,000	\$0	75%
2	2.5	Tri-fold Brochure	\$1,800		\$1,800	\$0	75%
2	2.6	Digital Media Campaign Resea	\$3,000		\$0	\$3,000	100%
2	2.7	Media Strategy and Campaign	\$4,000	\$3,000	\$1,000	\$0	75%
2	2.8	Landing Page Creation	\$3,300		\$3,300	\$0	0%
3	3.1	Ongoing Content Development	\$8,000		\$8,000	\$0	0%
3	3.2	Social Media	\$5,760		\$4,960	\$800	14%
3	3.3	Digital Media Campaign Maint	\$4,000		\$4,000	\$0	0%
3	3.4	Digital Media Campaign Spend	\$16,000		\$15,961	\$39	0%
3	3.5	Traditional Media Placements	\$8,608	\$2,404	\$6,204	\$0	28%
3	3.6	Traditional Media Placements	\$4,000		\$4,000	\$0	0%
3	3.7	Ad Hoc Budget	\$3,772		\$3,772	\$0	25%
Total			\$100,000	\$10,488	\$80,673	\$8,839	

Worksheet - Ad Hoc Budget Approved Deliverables
 \$1,500 (Newsletter design)
 \$1,250 (Rack Card design)

UCEDA - Week of 5.8 Social Media

1. Ulster County wraps up 2016 with a \$4.7 million budget surplus!

<http://www.dailyfreeman.com/general-news/20170503/aided-by-one-time-revenues-ulster-county-ends-2016-with-47-million-budget-surplus>

#fiscalresponsibility #thrifty #budgetconscious

2. Ulster County congratulates @Applestone Butcher Shop on their new location in Stone Ridge. Applestone offers ethically and locally raised meats that taste amazing...make sure to visit!

#roomtogrow #eatlocal

<https://applestonemeat.com/>

#eatwell #ethicalmeat #localbutcher

3. "There is no question that the film tax credit program has had dramatic impacts on our creative economy as we see major motion pictures shooting in Ulster County on a regular basis," says County Executive Mike Hein. 2017 has already seen the announcement of three major pictures."

<https://ulstercountyny.gov/news/economic-development-executive/ulster-county-executive-mike-hein-announces-film-tax-credit>

#futureoffilmmaking#ulsterfilm #filmtaxcredit #hollywoodonhudson

4. Kingston may be the home base for the S.S. Columbia, a renovated steamship set to ply the Hudson River in the next five years, for a unique way to experience the beauty of our region.

<https://hudsonvalleyone.com/2017/04/30/s-s-columbia-projects-steam-dreams/>

#SSColumbia #HudsonRiver #Historicboats

5. Looking to get ahead this summer? SUNY Ulster will host an intensive course on energy efficiency this summer at their Stone Ridge campus. Geared toward energy auditors, architects, general contractors and entrepreneurs, the course offers an in-depth look into the industry.

<http://hudsonvalleynewsnetwork.com/2017/04/30/suny-ulster-offers-summer-technical-institute/>

#energyefficiency #gogreen #greenerfuture #greenentrepreneurs

UCEDA - Week of 5.29 Social Media

1. Phoenicia's STS Theater is starting a new chapter with a kickoff event to fund a major renovation and expansion. The event features *Starry, Starry Night*, produced by board member Bruce Barry, and starring nine actors with a collective four Tony wins, three Emmy wins, and two Drama Desk Awards.

<https://hudsonvalleyone.com/2017/05/24/shandaken-theatrical-society-begins-capital-campaign-with-big-plans/>

2. Ever dreamed of running your own B&B upstate? This hidden gem in Ellenville is full of potential! And where else can you get over 5,000 sq. ft. for just \$125,000?

<https://www.trulia.com/property/3268976069-159-S-Main-St-Ellenville-NY-12428>

[Luminary will boost this post in metro NYC once it is published]

3. SUNY New Paltz has announced a \$13 million investment from the state Dormitory Authority. Among other projects, the funds will be used to renovate Bevier Hall. This investment joins many others throughout the campus, including a brand new science building, and the expansion of course offerings, including a mechanical engineering program.

<http://www.recordonline.com/news/20170516/suny-new-paltz-gets-13-million-for-renovations>

4. With Memorial Day behind us, make your plans for the many festivals planned throughout the summer and fall in Ulster County. This includes the International Festival of the Voice in Phoenicia (August 4-6), the Blueberry Festival in Ellenville (August 12), and the Rosendale Street Festival (July 15-16). See the full 2017 calendar in Ulster County Tourism's newly released travel guide!

<https://issuu.com/luminarypublishing/docs/2017-ulster-county-tourism-travel-g>

5. Earlier this year, NASA commended students in a robotics and manufacturing program at Ulster BOCES, who designed and built custom components of a storage locker destined for the international space station. NASA's recognition reflects Ulster County's investment in engineering and manufacturing excellence in the next-generation workforce.

<http://www.recordonline.com/news/20170224/nasa-recognizes-ulster-boces-manufacturing-students>

UCEDA - Week of 5.22 Social Media

1. Ride sharing is coming to Ulster County! This week Mike Hein met with representatives from Lyft to gauge interest for areas of expansion. "Ridesharing is an essential part of a growing modern economy," he told HVNN.

<http://hudsonvalleynewsnetwork.com/2017/05/18/lyft-comes-ulster-county/>

2. Congratulations to this year's graduates of SUNY New Paltz! 2,000 students will graduate this year from one of New York premier public colleges.

<https://hudsonvalleyone.com/2017/05/17/suny-new-paltz-to-celebrate-commencement/>

#RoomToGrow

3. This week marks the grand opening of @Nancy's Artisanal Creamery in Woodstock! Making just about everything with local ingredients, Nancy's joins dozens of other Ulster County food and beverage makers.

<http://nancysartisanal.com/>

4. County Executive Mike Hein announced plans to open a SUNY Ulster satellite campus in the town of Marlborough. He says "providing ease of access to higher education, for more people, is one of the most important things that we can do because, without question, we can shape the future that way."

<http://www.dailyfreeman.com/general-news/20170517/suny-ulster-plans-satellite-campus-in-town-of-marlborough>

5. Kingston High School's P-TECH Program is getting national attention. Partnering with BOCES and local manufacturers like Fala Technologies, participants graduate from high school in 6 years with an associate's degree and a head start on a lucrative career in manufacturing.

<https://hudsonvalleyone.com/2017/04/29/proud-of-myself/>

UCEDA - Week of 5.15 Social Media

1. @Smorgasburg is returning to Kingston's @Hutton Brickyards! Opening weekend is May 20th and 21st. The market will be held monthly throughout the summer and will feature many of the region's best food and craft beverage purveyors. Check the link for the calendar.

<https://upstate.smorgasburg.com/info>

#roomtogrow

2. County Executive @Mike Hein was recognized for his innovative work in managing county resources. Visiting officials from across the state may try to replicate Ulster's successful planning.

https://www.midhudsonnews.com/News/2017/May/11/UC_visiting_group-11May17.html

#localgovernment #goodgovernment #goulster

3. Local tech firm @Exago is expanding! Exago has offered tech-driven business intelligence solutions from its Uptown Kingston office since 2006. As business is growing, they're looking for help! Check the link to see available opportunities.

<https://exago.bamboohr.com/jobs/>

4. Are you ready for HITS on Hudson? The annual event is the region's premier destination for equestrians, featuring 8 weeks of shows and over \$3 million in prize money. It kicks off in Saugerties on May 24th.

<http://www.hitsshows.com/saugerties/hits-saugerties-series>

5. Have you been to the Hudson Valley Tech Meetup yet? Started in 2014, the event brings together the region's tech workers. It's a catalyst for an increasingly vibrant and growing community.

<https://www.youtube.com/watch?v=uXNorivcK2M>

#upstatetech #techmeetup #hvtechmeetup #hudsonvalleytech

**Let's discuss boosting #5.