

Luminary Publishing, Inc.

314 Wall Street 2nd Floor
Kingston, NY 12401

Invoice

Date	Invoice #
7/10/2017	75224

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
3.3 Monthly Maintenance: Adwords and Facebook	500.00
3.4 Total Digital Advertising June Spend: Adwords and Facebook	632.79
2.3 Photography (Fala Technologies, Exago, Fruition Chocolate)	1,600.00
3.2 Social Media Sent	840.00
Please remit payment to Luminary Publishing, Inc.	
Online payment accepted via luminarymedia.com/billpay	
Total	\$3,572.79
Payments/Credits	\$0.00
Balance Due	\$3,572.79

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	\$ 1,200.00	\$0	\$0	100%
1	1.2	Temporary Landing Page Crea	\$1,200	\$ 1,200.00	\$0	\$0	100%
1	1.3	Social Media	\$1,440	\$ 440.00	\$1,000	\$0	100%
1	1.4	Media Buy	\$1,020	\$ 1,244.00	-\$224	\$0	100%
1	1.5	Digital Advertising on Faceboo	\$1,400		\$1,400	\$0	0%
2	2.1	Ulster for Business Microsite R	\$5,500	\$ 5,000.00	\$500		90%
2	2.2	Video Production	\$10,000		\$10,000	\$0	20%
2	2.3	Photography	\$8,000		\$8,000	\$1,600	0%
2	2.4	Content Development (1/2, 16	\$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	\$ 3,000.00	\$0		100%
2	2.7	Media Strategy and Campaign	\$4,000	\$ 3,000.00	\$1,000	\$0	75%
2	2.8	Landing Page Creation	\$3,300		\$3,300	\$0	0%
3	3.1	Ongoing Content Developmen	\$8,000		\$8,000	\$0	0%
3	3.2	Social Media	\$5,760	\$ 800.00	\$4,960	\$840	15%
3	3.3	Digital Media Campaign Maint	\$4,000		\$4,000	\$500	0%
3	3.4	Digital Media Campaign Spend	\$16,000	\$ 39.00	\$15,961	\$633	4%
3	3.5	Traditional Media Placements	\$8,608	\$ 3,004.00	\$5,604	\$0	35%
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	\$18,927	\$81,073	\$3,573	

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

UCEDA - Week of 6.5 Social Media

1. Kingston's renaissance is attracting major investment! Developer Charles Blachman is currently renovating not one, but two historic buildings into boutique hotels in the city's Uptown neighborhood.

<http://www.dailyfreeman.com/general-news/20170527/developer-plans-another-uptown-kingston-boutique-hotel>

2. Ulster County is a hub for startups! According to last year's census, Kingston and the surrounding area led the entire Northeast in jobs created by new businesses. County Executive Mike Hein says the reason is simple: "Entrepreneurs are simply seeking a better quality of life."

<http://www.dailyfreeman.com/general-news/20160908/ulster-ranks-no-1-in-startup-job-creation-share-in-northeast-us-census-report-says>

3. At a press conference last week, County Executive Mike Hein announced his support for county-wide campaign finance reform. The bill would make Ulster the first upstate county to publicly fund elections, ensuring that candidates are responsive to residents and businesses alike.

<https://hudsonvalleyone.com/2017/06/01/hein-pitches-plan-to-reform-countys-campaign-finance-laws/>

4. Summer is just around the corner, and that means farmers are bringing their produce to farmer's markets all over Ulster County. Craft food and beverage production is booming in Ulster, growing almost 70% since 2009. With over 500 farms, visitors have plenty of delicious options to choose from.

<http://www.ulstercountyalive.com/landing/ulster-countys-bountiful-farmers-markets>

5. Ever wanted to get involved in Ulster's growing film industry? Check out the facebook page for the @Hudson Valley Film Commission. Director @Laurent Rejto coordinates with local film productions and hooks them up with the local community, calling for everything from locations, to props, to people.

<https://www.hudsonvalleyfilmcommission.org/>

UCEDA - Week of 6.12 Social Media

1. David Schropfer was featured on Bootstrapping in America! Schropfer is the founder of AnchorID, an innovative tech-security startup based in Kingston that's part of Ulster's growing tech industry.

<https://www.tastytrade.com/tt/shows/bootstrapping-in-america/episodes/david-schropfer-of-anchor-id-06-08-2017>

2. Ridesharing is coming to Ulster County earlier than expected. A new bill in the state legislature sets the date at June 29th, right in time for the 4th of July weekend. Ridesharing is expected be a boon to Ulster's economy and local businesses.

<http://www.bizjournals.com/albany/news/2017/06/07/just-in-time-new-regulations-govern-uber-lyft-in.html>

3. Summer is festival season in Ulster County! Last weekend's 22nd annual Bounty of the Hudson was a celebration of all the amazing food and beverages coming out of the region. It was hosted by the Shawangunk Wine Trail, which advocates for many of Ulster's amazing wineries.

<http://www.bountyofthehudson.com/>

[could also link to:

4. The Kingston Farmer's Market has been named one of the top ten farmer's markets in New York State by Best Things in New York. Since 2000, the market in Kingston has been one of the best spots to sample and support Ulster County's food producers.

<https://bestthingsny.com/farmers-markets/>

5. Have many of these restaurants have you visited yet? Ulster County is quickly becoming known as a culinary destination. This year sees the opening of more than 8 new restaurants throughout the Catskills, including Casella's in Hurleyville. Cesare Casella was a high-profile restaurateur in Manhattan before moving to Hurleyville to open a butcher shop and salumeria using local ingredients.

<https://catskilleats.com/2017/02/15/coming-soon-new-catskills-restaurants-debuting-in-2017/>

UCEDA - Week of 6.19 Social Media

1. Building on its success installing electric car-charging stations throughout the county, Ulster County is thrilled to support a funding initiative from @Sustainable Hudson Valley and @EV Connect. Up to \$8,000 is available to install public charging stations across the county. Contact Sustainable Hudson Valley for more information: <http://wp.sustainhv.org/>

<would suggest using photo of the County Executive at county building charging station>

2. More and more people are making Ulster County their top travel destination! Business Insider has the scoop on the region's growing popularity, including local businesses such as @Shindig, @The Phoenicia Diner, and @The Forsyth B&B.

<http://www.businessinsider.com/where-to-go-in-hudson-valley-and-catskills-2017-6/#woodstock-where-to-stay-1>

3. Film in Ulster County is booming! Only halfway into the year, Ulster has already hosted six feature films with five Oscar-winning actors. "The surge in film production being attributed...to the inclusion of Ulster County in the New York State Upstate Film Tax Credit program," says the Daily Freeman. #FutureofFilmmaking

<http://www.dailyfreeman.com/general-news/20170611/surge-in-local-film-production-result-of-ulster-county-inclusion-in-upstate-film-tax-credit-program>

4. Employment numbers are rising across the Mid-Hudson Valley. Economic growth was fueled in part by Ulster County, which has shown steady growth over the past several years. #UlsterforBusiness

<http://www.dailyfreeman.com/general-news/20170615/employment-numbers-rise-across-mid-hudson-and-catskills>

5. Last week the @Hudson Valley Farm Hub and the @Cornell Cooperative Extension of Ulster County hosted the fifth annual Small Grains Field Day. The effort aims to revive the area's once-vibrant grains economy, and includes the participation of several local bakers, brewers, and distillers. It's another example of the many fruitful collaborations taking place throughout Ulster County. #RoomtoGrow

UCEDA - Week of 6.26 Social Media

1. What do big-budget productions like Men in Black, Boardwalk Empire, and American Horror Story have in common? They all turned to @Shadow Supply for props! Located in Saugerties, Shadow Supply is a resource to films across the country. #UlsterforBusiness #FutureofFilmmaking

<http://www.shadowsupply.com/>

2. Last week SUNY New Paltz hosted DISRUPTED: The Future of the Hudson Valley Economy. Larry Gotlieb of the HVEDC was joined by Ulster County residents Dennis Crowley, founder of Foursquare, and Kale Kaposhilin of the Evolving Media Network for a panel discussion on the Hudson Valley's changing economy. Learn more: <http://www.hvedc.com/news/disrupted-the-future-of-the-hudson-valley-economy/>

[see pictures attached in e-mail]

3. Based in Kingston, the @Hudson Valley Tech Meetup is at the center of Ulster County's emerging tech economy. As it gains momentum, several specialized spin-offs are getting off the ground as well, including @StartupHV, to accomodate start-ups of every variety. Check out the next one at @Pivotground on July 19! #UlsterforBusiness #HackYourWorkLifeBalance

<https://www.meetup.com/hvtech/events/240989637/>

4. "Ulster County was our bullseye." Read about Sean Hanna and Scott Melcher's journey from Astoria to a beautiful family home in Ellenville from the New York Times.

<https://www.nytimes.com/2017/06/15/realestate/house-hunting-real-estate-upstate-new-york.html>



June Adwords Performance

- Campaign launched 6/9
- Top keywords are New York Farmers, filming in new york, and opening new restaurant
- One lead tracked from the term "filiming in NY" - two calls were tracked from the keyword "filiming in new york"
- Ad positioning is strong for Film and Food/Bev campaigns, but poor for Tech and Brand.

Summary By Vendor

Adwords	Clicks	Imps	CTR	Avg. CPC	Cost
June	342	22,770	1.50%	\$ 1.29	\$ 439.66
Totals & Averages	342	22,770	1.50%	\$ 1.29	\$ 439.66

TOP RANKED KEYWORDS BY CLICKS

Top keywords by clicks	Clicks	Imps	CTR	Avg. CPC	Cost
New York farmers	25	3226	0.77%	\$ 1.22	30.53
filming +in +new +york	20	1062	1.88%	\$ 2.11	42.22
opening new restaurant	15	1269	1.18%	\$ 1.47	22.04
bakery business	5	119	4.20%	\$ 0.96	4.78
food business	3	185	1.62%	\$ 0.69	2.08
open restaurant	3	277	1.08%	\$ 0.91	2.72
business of bakery	2	38	5.26%	\$ 1.03	2.06
how to open a bakery	2	33	6.06%	\$ 1.04	2.08
blueberries	2	170	1.18%	\$ 1.13	2.25
apple orchards	2	42	4.76%	\$ 1.04	2.08

ADWORDS CAMPAIGN OVERVIEW

Campaigns	Clicks	Impressions	CTR	Avg. CPC	Cost
Film	263	13,873	1.90%	\$ 1.33	\$ 349.75
Food/Beverage	71	8,344	0.85%	\$ 1.17	\$ 82.76
Tech/Mfg	8	535	1.50%	\$ 0.89	\$ 7.15
UCEOD Brand	-	18	0.00%	\$ -	\$ -
Totals/Averages	342	22,770	1.50%	\$1.29	\$ 439.66

Top Viewed Search Ads

Ad 1

NY Film & Television Industry
Stunning Locations Close to NY
ulstercountyny.gov/FutureofFilm/LearnMore
Financial Incentives, 90 Miles From NYC,
Your Hub for A-Level Productions

- Clicks: 238
- Impressions: 12,380
- CTR: 1.9%
- Cost: \$328
- Average Position: 2.4

Ad 2

NY Food & Beverage Businesses
Make Ulster County Your Home
ulstercountyny.gov/RoomToGrow/LearnMore
Fresh Ingredients, Local Suppliers,
Gorgeous Locations & Thriving...

- Conversions: 1
- Clicks: 25
- Impressions: 1360
- CTR: 1.8%
- Cost: \$30
- Average Position: 2.6

Ad 3

Open a Restaurant in Ulster
We Help Businesses Succeed
ulstercountyny.gov/RoomToGrow/LearnMore
Ulster County Offers Fresh Ingredients &
Local Suppliers in a Gorgeous Location

- Conversions: 0
- Clicks: 17
- Impressions: 1431
- CTR: 1.2%
- Cost: \$24
- Average Position: 2.6
- Conversions: 0