

Luminary Publishing, Inc.

314 Wall Street 2nd Floor
Kingston, NY 12401

Invoice

Date	Invoice #
11/6/2017	75311

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
1.3 Social Media	500.00
2.2 Video Production	2,500.00
2.3 Photography	1,700.00
2.5 Tri-fold Brochure	900.00
3.2 Social Media	800.00
3.3 Digital Media Campaign Maintenance	500.00
3.4 Digital Media Campaign Spend	6,012.51
3.5 Traditional Media Placements in Firm-owned Publications	1,244.00
3.7 Ad Hoc	900.00
3.8 Prospecting & Messaging Evaluation	2,500.00
Please remit payment to Luminary Publishing, Inc.	Total \$17,556.51
Online payment accepted via luminarymedia.com/billpay	Payments/Credits \$0.00
	Balance Due \$17,556.51

Receipt for Ulster County - FB

Account ID: 146534032552623



Payment Date
Oct 31, 2017 6:45am

Payment Method
American Express*1143
Reference Number: JXCC8EADS2

Transaction ID
1464378210345066-2908211

Product Type
Instagram

Paid

\$5.56 USD

Remaining ad costs at the end of the month.

Campaigns

UCEDA Generic (New LPs)

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$0.39

New York - 22-60 - Copy 2

2 Impressions

\$0.39

Food & Bev Businesses (New LPs)

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$0.33

New York - 22-60 - Copy

11 Impressions

\$0.33

Tech Businesses (New LPs)

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$1.28

New York - 22-60 - Copy

39 Impressions

\$1.28

Manufacturing Businesses (New LPs)

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$0.36

New York - 22-60

14 Impressions

\$0.36

Manufacturing - Traffic

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$1.22

US - 18+

81 Impressions

\$1.22

UCEDA Generic - Traffic

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$0.70

US - 18+

50 Impressions

\$0.70

Film - Traffic

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$0.64

US - 18+

37 Impressions

\$0.64

Tech - Traffic

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$0.30

US - 18+

16 Impressions

\$0.30

Food & Bev - Traffic

From Sep 30, 2017 4:30am to Oct 31, 2017 12:00am

\$0.34

US - 18+

13 Impressions

\$0.34

Receipt for Ulster County - FB

Account ID: 146534032552623



Payment Date
Oct 31, 2017 6:45am

Payment Method
American Express*1143
Reference Number: DXCC8EADS2

Transaction ID
1464378193678401-2908210

Product Type
Facebook

Paid

\$296.26 USD

Remaining ad costs at the end of the month.

Campaigns

Manufacturing Businesses (New LPs)

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$8.12**

New York - 22-60 1,248 Impressions **\$8.12**

UCEDA Generic (New LPs)

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$8.05**

New York - 22-60 - Copy 2 1,005 Impressions **\$8.05**

Food & Bev Businesses (New LPs)

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$8.38**

New York - 22-60 - Copy 567 Impressions **\$8.38**

Tech Businesses (New LPs)

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$8.40**

New York - 22-60 - Copy 416 Impressions **\$8.40**

Filmmakers (New LPs)

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$0.26**

New York - 22-60 - Copy 76 Impressions **\$0.26**

UCEDA Generic - Traffic

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$51.39**

US - 18+ 11,920 Impressions **\$51.39**

Manufacturing - Traffic

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$53.21**

US - 18+ 7,914 Impressions **\$53.21**

Food & Bev - Traffic

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$53.55**

US - 18+ 4,972 Impressions **\$53.55**

Film - Traffic

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$53.34**

US - 18+

11,156 Impressions

\$53.34

Tech - Traffic

From Sep 30, 2017 12:00am to Oct 31, 2017 12:00am **\$51.56**

US - 18+

9,864 Impressions

\$51.56

UCEDA - Week of 10.9 Social Media

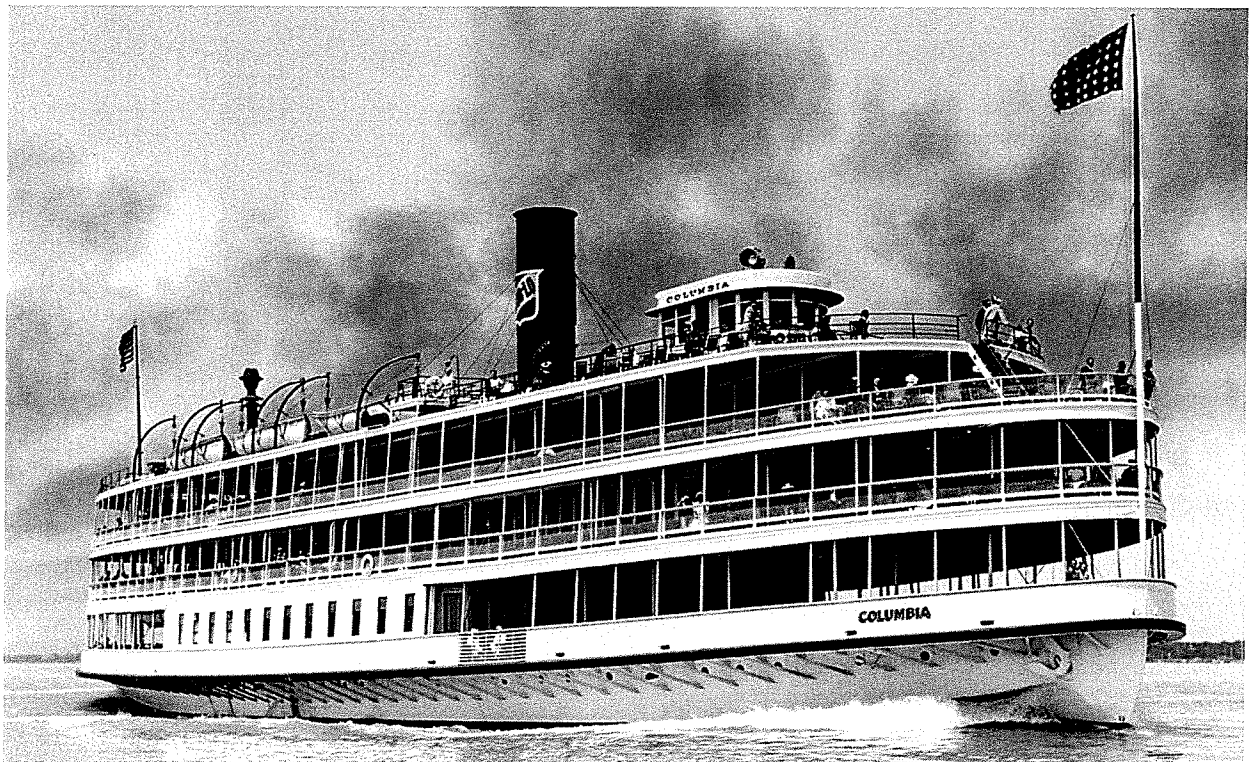
1. Blauweiss Films is hosting a celebration of Kingston's rich history. Learn about Kingston's architectural legacy through photographs in themed galleries.

https://www.facebook.com/events/381857325566685/?acontext=%7B%22source%22%3A5%2C%22page_id_source%22%3A253763341479299%2C%22action_history%22%3A%5b%7B%22surface%22%3A%22page%22%2C%22mechanism%22%3A%22main_list%22%2C%22extra_data%22%3A%22%7B%5C%22page_id%5C%22%3A253763341479299%2C%5C%22tour_id%5C%22%3Anull%7D%22%7D%5d%2C%22has_source%22%3Atrue%7D

2. SUNY New Paltz is hosting the Hudson Valley Green Building Expo. With innovative firms like Alfandre Architecture, Ulster County is becoming a hub for sustainable buildings.

<https://www.usgbc.org/event/hudson-valley-green-building-expo>

3. *Chronogram* magazine invites the community to join a conversation on economic development in the Hudson Valley. Hosted on the SS Columbia, it's an amazing opportunity to hear from leaders in development, like filmmaker/activist Rebecca Royer and Suzanne Holt, the Director of the Office of Economic Development in Ulster County.



https://docs.google.com/forms/d/1vtcEFwsKWZ-gyyABIC7JSkklken9b4vQSCobKIVUmhM/viewform?edit_requested=true

4. Don't miss the Woodstock Film Festival this weekend! For over a decade the event has introduced titans of the film industry to the beauty and charm of Ulster County for a celebration of independent film.

Use the link once the blog post it is live.

5. City officials in Kingston are already hard at work to make sure the \$10 million award through the Downtown Revitalization Initiative has the biggest possible impact. Three projects have been given priority. The Uptown Revitalization Project includes renovations, modernizing, and infrastructure improvements, the Stockade Works promises an anchor for film in Ulster County, and the Hutton Brickyards holds tremendous potential for the city's waterfront.

<http://www.dailyfreeman.com/general-news/20171006/three-kingston-projects-given-priority-in-state-funding-application>

UCEDA - Week of 10.9 Social Media

1. Smorgasburg's Upstate outpost in Kingston has been a huge success. With all of the amazing craft food and beverages in Ulster County, the event has had something to offer to everyone. Don't miss the last one of the season this weekend!

[link to blog post on smorgasburg]

2. Radio Kingston is one step closer to launch with approval of the FCC. Funded through a grant from the NOVO Foundation, the station will host community-oriented programming.

<http://www.poughkeepsiejournal.com/story/news/2017/10/12/radio-kingston-secures-fcc-approval/760059001/>

3. The Ulster County Industrial Development Agency promises almost \$2 million in support for the Kingston Food Exchange through tax breaks. The Food Exchange promises to become a hub for the County's burgeoning food and beverage industry.

<http://www.dailyfreeman.com/article/DF/20171011/NEWS/171019953>

4. County Executive Mike Hein announces the formation of a financing tool for the Ulster's growing film industry. Four banks have pooled \$8 million to support filmmakers in the form of loans and cash advances.

<http://www.dailyfreeman.com/article/DF/20171010/NEWS/171019970>

5. Ulster County is proud to release a new resource guide for businesses. County Legislator James Maloney says "It outlines funding sources, labor statistics, it gives you demographics on all aspects of Ulster County, and how you can either expand, or start a new business here."

http://www.midhudsonnews.com/News/2017/October/13/UC_busn-13Oct17.html

UCEDA - Week of 10.23 Social Media

1. *Fortune* offers a great take on what Ulster County's entrepreneurs have known all along: small towns are great for small business.

<http://fortune.com/2016/12/21/millennials-cities/>

2. Look out for John Krasinski of *The Office* around New Paltz shooting the new film *A Quiet Place*. More and more film producers are choosing Ulster County for its amazing locations, low cost of living, and a 40% tax credit.

<http://www.poughkeepsiejournal.com/story/news/2017/08/18/john-krasinski-film-new-paltz/578972001/>

3. With lower overhead, an outstanding quality of life, and easy access to metropolitan markets, hundreds of Ulster County businesses have all the benefits of an urban environment with none of the drawbacks.

<https://www.entrepreneur.com/article/283893>

4. The Advanced Manufacturing Center at SUNY New Paltz was featured by the Huffington Post. The AMC has garnered national attention for its innovative integration of art and technology in 3D printing.

<https://www.huffingtonpost.com/entry/5900d5c7e4b06feec8ac92b1>

5. Kingston City Officials extended a two-year permit to RUPCO's Energy Square project in Midtown Kingston. The 70,000 square foot project will house commercial tenants on the bottom floor, and 57 residential units, with a commitment to keep the majority of them affordable.

<http://www.dailyfreeman.com/article/DF/20171019/NEWS/171019629>

UCEDA - Week of 10.30 Social Media

1. Think you need to live in Silicon Valley for a job in tech? Fortune magazine says think again! 89% of jobs in the tech industry are outside of the Silicon Valley area, with more and more coming to Ulster County.

<http://fortune.com/2016/08/02/developer-jobs-silicon-valley/>

2. Big on dreams but tight on cash for your small business? Fortune Magazine says “No problem,” with a list of small businesses you can start on a budget, and Ulster County offers tailored business and planning services to make it easier. We’re here to help.

<http://fortune.com/2017/01/19/starting-business-startup-financial-model/>

3. Innovators everywhere are realizing the benefits of small-town entrepreneurship. With affordable real estate, a high quality of life, and access to world-class talent, Ulster County offers everything your business needs to thrive.

<http://fortune.com/2016/12/21/millennials-cities/>










4. Forbes recently published a list of the small-businesses America dreams of starting, and many of them are growing industries right here Ulster County.

<https://www.forbes.com/sites/groupthink/2017/10/20/google-search-trends-reveal-the-types-of-businesses-americans-want-to-start-most/#357c2e162c6a>

5. RUPCO’s energy square project was approved for a two-year extension on tax credits. The project joins the Metro Building in Midtown Kingston, offering affordable real estate for businesses.

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=newssearch&cd=1&ved=0ahUKEwjHtOKU6JHXAhWFW4MKHWkiBTIQqQIIJCgAMAA&url=http%3A%2F%2Fwww.dailyfreeman.com%2Farticle%2FDF%2F20171019%2FNEWS%2F171019629&usg=AOvVaw3vdEPLMXVUkfVRAX8ECdGL>

UCEDA AdWords Receipt: October 2017

Campaign	Budget ?	Status ?	Impr. ?	Clicks ? ↓	CTR ?	Avg. cost ?	Total cost ?
 Display	\$10.00/day	Eligible	1,429,206	172	0.01%	\$1.06 per click	\$181.57
 Food/Beverage	\$30.00/day 	Eligible	2,015	92	4.57%	\$2.42 per click	\$223.04
 UCEOD Brand	\$5.00/day	Limited by budget 	2,193	46	2.10%	\$3.62 per click	\$166.38
 Film	\$60.00/day 	Eligible	1,222	27	2.21%	\$3.25 per click	\$87.88
 Tech/Mfg	\$25.00/day 	Eligible	660	13	1.97%	\$3.99 per click	\$51.82
Total - all enabled campaigns			1,435,296	350	0.02%	\$2.03	\$710.69



\$33.00

October 18, 2017

Luminary Media

Account: 549-538-337

Account Summary

Invoice: 284-459-231

ITEM	QUANTITY	PRICE	TOTAL
Account Usage 9/18/17 - 10/17/17			
Local Numbers	11	\$3.00	\$33.00
Toll-Free Numbers	0	\$5.00	\$0.00
Numbers Included in Plan	10	-\$3.00	-\$30.00
Local Minutes	16	\$0.05	\$0.80
Toll-Free Minutes	0	\$0.08	\$0.00
Minutes Included in Plan	16	-\$0.05	-\$0.80
Base Charge Upcoming Period 10/18/17 - 11/17/17			
CallRail Plan	1	\$30.00	\$30.00
TOTAL:			\$33.00

Sub-Account Usage

	LOCAL NUMBERS	TOLL-FREE NUMBERS	LOCAL MINUTES	TOLL-FREE MINUTES
Ulster County NY	11	0	16	0

Billed Numbers

9/18/17 through 10/17/17

Ulster County NY

845-943-2497 (Brand ad ext)
845-867-2497 (Food Bev ad ext)
845-867-2327 (Google Paid Website Calls)
845-867-2107 (Google Paid Website Calls)
845-687-3239 (Google Paid Website Calls)
845-684-2392 (Film ad ext)
845-280-3229 (Tech/Manu ad ext)
845-243-2974 (Google Paid Website Calls)
845-243-2959 (Google Paid Website Calls)
845-243-2370 (Google Paid Website Calls)
845-206-4685 (Upstate House Heartwoods Ad)

Your plan includes 10 local numbers & 500 local minutes per month for \$30/mo.

FRUITION CH
WORLD'S BEST
MILK CHOCOLATE
MADE IN ULSTER

Paris, Copenhagen, towns that boast who won best in 2016 International Chocolate's Marañón bar, which earned Chocolate in the World. Brian Graham looks at the Office of Economic Development's business counseling and Chocolate needs to go





NEW YORK HEARTWOODS

ARTFULLY CRAFTED,
SUSTAINABLY SOURCED
MADE IN ULSTER COUNTY

New York Heartwoods produces building materials and custom furniture from fallen and urban trees that are typically discarded or turned into wood chips. The Hudson Valley's rich forest diversity allows New York Heartwoods to create products desired by architects, designers, retailers, and homeowners.

VOUCHER Form
Luminary Media
Contract No:

Deliverable	Task	Description	Budget	Prior Invoices	Remaining Budget	Current Invoice	% Complete
1	1.1	Temporary Campaign Strategy	\$1,200.00	\$1,200.00	\$0.00	\$0.00	100%
1	1.2	Temporary Landing Page Creation	\$1,200.00	\$1,200.00	\$0.00	\$0.00	100%
1	1.3	Social Media	\$1,440.00	\$440.00	\$1,000.00	\$500.00	65%
1	1.4	Media Buy	\$1,020.00	-	\$1,020.00	\$0.00	0%
1	1.5	Digital Advertising on Facebook	\$1,400.00	-	\$1,400.00	\$0.00	0%
2	2.1	Ulster for Business Microsite Redesign	\$5,500.00	\$5,500.00	\$0.00	\$0.00	100%
2	2.2	Video Production	\$10,000.00	\$6,400.00	\$3,600.00	\$2,500.00	89%
2	2.3	Photography	\$8,000.00	\$4,300.00	\$3,700.00	\$1,700.00	75%
2	2.4	Content Development (1/2, 16 stories total)	\$8,000.00	\$8,000.00	\$0.00	\$0.00	100%
2	2.5	Tri-fold Brochure	\$1,800.00	-	\$1,800.00	\$900.00	50%
2	2.6	Digital Media Campaign Research and Launch	\$3,000.00	\$3,000.00	\$0.00	\$0.00	100%
2	2.7	Media Strategy and Campaign Creative	\$4,000.00	\$4,000.00	\$0.00	\$0.00	100%
2	2.8	Landing Page Creation	\$3,300.00	\$3,300.00	\$0.00	\$0.00	100%
3	3.8	Prospecting & Messaging Eval	\$8,000.00	-	\$8,000.00	\$2,500.00	31%
3	3.2	Social Media	\$5,760.00	\$4,120.00	\$1,640.00	\$800.00	85%
3	3.3	Digital Media Campaign Maintenance	\$4,000.00	\$3,000.00	\$1,000.00	\$500.00	88%
3	3.4	Digital Media Campaign Spend	\$16,000.00	\$6,217.81	\$9,782.19	\$6,012.51	76%
3	3.5	Traditional Media Placements in Firm-owned Publications	\$8,608.00	\$6,608.00	\$2,000.00	\$1,244.00	91%
3	3.6	Traditional Media Placements in Other Outlets	\$4,000.00	\$4,000.00	\$0.00	\$0.00	100%
3	3.7	Ad Hoc Budget	\$3,772.00	\$1,881.36	\$1,890.64	\$900.00	74%
Total			\$100,000.00	\$63,167.17	\$36,832.83	\$17,556.51	

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

\$80,724

\$	1,200.00	\$0.00	\$ 1,200.00
\$	1,200.00	\$0.00	\$ 1,200.00
\$	440.00	\$0.00	\$ 440.00
\$	-	\$0.00	\$ -
		\$0.00	\$ -
\$	5,000.00	\$500.00	\$ 5,500.00
		\$6,400.00	\$ 6,400.00
\$	2,600.00	\$1,700.00	\$ 4,300.00
\$	8,100.00		\$ 8,100.00
		\$0.00	\$ -
\$	3,000.00		\$ 3,000.00
\$	4,000.00		\$ 4,000.00
\$	2,800.00	\$500.00	\$ 3,300.00
		\$0.00	\$ -
\$	3,320.00	\$800.00	\$ 4,120.00
\$	2,000.00	\$1,000.00	\$ 3,000.00
\$	5,291.00	\$926.40	\$ 6,217.40
\$	6,008.00	\$600.00	\$ 6,608.00
\$	4,000.00		\$ 4,000.00
\$	30.00	\$1,851.36	\$ 1,881.36