

**CONTRACT BETWEEN THE VILLAGE OF SARANAC LAKE
AND
Regional Office of Sustainable Tourism
FOR
Tourism Destination Marketing Services**

THIS CONTRACT, entered this 18 day of April, 2013 by and between the **Village of Saranac Lake** (herein called the "Village") and the **Regional Office of Sustainable Tourism** (herein called "ROOST").

WHEREAS, the Village wishes to engage ROOST to provide tourism destination marketing services.

NOW, THEREFORE, it is agreed between the parties hereto that;

I. SCOPE OF SERVICE

ROOST will be responsible for providing tourism destination marketing services for the Village of Saranac Lake and its' businesses as set forth in the attached Memorandum of Understanding.

II. TERM OF CONTRACT

Services of ROOST shall start on the 11th day of April, 2013 and end on the 10th day of 2014.

III. PAYMENT

It is expressly agreed and understood that the total amount to be paid by the Village under this contract shall be \$20,000, payable after June 1, 2013 within 30 days of receipt of an invoice from ROOST.

IV. COMMUNICATIONS

All communication and details concerning this contract shall be directed to the following contract representatives:

Village	ROOST
Jeremy Evans, AICP Community Development Director Village of Saranac Lake 37 Main Street Saranac Lake, NY 12983 Tel: (518) 891-4150 Fax: (518) 891-5928 Email: comdev@saranaclakeny.gov	James McKenna Chief Executive Officer Regional Office of Sustainable Tourism 2608 Main Street Lake Placid, NY 12946 Tel: (518) 523-2445 Fax: Email: james@lakeplacid.com

V. SEVERABILITY

If any provision of this contract is held invalid, the remainder of the contract shall not be affected thereby and all other parts of this contract shall nevertheless be in full force and effect.

VI. ENTIRE AGREEMENT

This contract and the attached Memorandum of Understanding and the attached ROOST Program of Work constitutes the entire agreement between the Village and ROOST for the use of funds received under this contract and it supersedes all prior or contemporaneous communications and proposals, whether electronic, oral, or written between the Village and ROOST with respect to this contract.

Date 4/18/13

IN WITNESS WHEREOF, the Parties have executed this contract as of the date first written above.

Village
By [Signature]
Village Manager

ROOST
By [Signature]
Title [Signature]

ROOST Program of Work

The following outlines the body of work ROOST would undertake to set up and execute a marketing strategy for Saranac Lake. It includes the tracking process that would establish a baseline after year 1 upon which we would evaluate growth in year 2 and beyond.

Website Modifications:

A variety of changes would have to be made to saranaclake.com to help up capture information on site visitors and allow us to increase content for Search Engine Optimization

- Online Contest
- Development of a reservation page
- Addition of a blog
- Remove chamber member affiliation issues with database
- Bronto Email template

The online contest and reservation system would provide touch points where we would capture email addresses from people interested in the region that would then be used in our broadcast email schedule.

Outreach

We'd have to meet with the lodging properties to educate them on:

- Package development
- Reservation System Usage
- Collaboration on theming

Marketing Steps

1. Establish a group of blog authors who would work on content for the site
2. Develop a monthly (as necessary) calendar of Promotional Topics - this would include seasonal activities and events
3. Set up a broadcast email schedule in conjunction with the Promotional Topics
4. Establish Social Media platforms - and secure contributors (we have 3 Saranac Lake residents on staff we would tap for this) - they would also follow the Promotional Topics schedule
5. Educate lodging on topic schedule, encourage package development surrounding topics.
6. Continue ongoing content development for the site that follows schedule - securing photos, videos, copy writing, etc.
7. Our advertising sales person would encourage area businesses to buy into the programs offered - this also provides an educational point
8. Paid Search campaign that corresponds with keyword strategy and promotional topic calendar
9. Host familiarization trips to travel writers and bloggers.

10. Press Release development and distribution.

All the above steps are ongoing - each month as we introduce a new topic, we will continue to educate and inform local businesses in order to engage their participation in the programs.

Tracking

Our office conducts a conversion study at the end of the calendar year to track the effectiveness of our work. After March 31, we would send a survey to the individuals that responded to our marketing programs, signed up for our marketing emails, social network links, reservation respondents, etc that would determine if they came to the Saranac Lake area, and if they came, what they spent, how many days they came and what activities they engaged in.

The study conducted in 2014 (based on 2013/14 respondents) would provide a base line for the following year's work.

Metrics

Our office would compare the website traffic to saranaclake.com to the previous year - specifically monitoring site growth (entrances and page views) based on the content developed and added to the site.

Analytics would display results of search campaigns, email and social programs.

Individual metrics that would be tracked:

- Lists of social media followers
- Email subscribers
- Reservations booked
- Contest Submissions