



DESTINATION MARKETING AND PLANNING CONTRACT

This AGREEMENT is entered into as of the 10TH day of ~~June~~^{JULY}, 2014 between:

PARTIES

The Town of Tupper Lake, 120 Demars Boulevard, Tupper Lake, NY 12986, and

The Village of Tupper Lake, 53 Park Street Tupper Lake, and

Regional Office of Sustainable Tourism, 2608 Main Street, Lake Placid, NY 12946⁴ (hereinafter called "ROOST").

SCOPE

It is understood and agreed by the parties that ROOST will be responsible for destination marketing and destination planning services for Tupper Lake per the length of this contract.

Whereas the parties request that ROOST develop and implement a leisure travel and event marketing plan for the Tupper Lake area;

Whereas ROOST agrees to work with the Municipalities on destination planning;

Whereas ROOST agrees to design, host, maintain and develop content for a Tupper Lake leisure travel driven website;

Whereas ROOST agrees to work with the Tupper Lake Chamber of Commerce to answer visitor inquiries;

Whereas ROOST agrees to provide annual written progress and return on investment reports to the Municipalities with respect to the tourism destination marketing services;

CONTRACT TERM

The term of this agreement is from ~~June~~^{JULY} 10TH, 2014 through May 31, 2017. Upon the end of the contract the parties may choose to enter into a contract renewal.

TERMINATION

This agreement may be terminated without cause by either party upon ³⁰~~30~~ days prior written notice, and upon such termination neither party shall have any claim or cause of action against the other except for services actually performed.

Handwritten signature and date: "90/8/14" and a signature.

Upon termination, ROOST will provide all assets developed to the Tupper Lake Chamber of Commerce and will provide training to the Tupper Lake Chamber of Commerce as necessary.

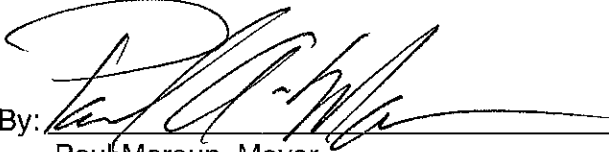
PAYMENT

As consideration for the above listed services, the Tupper Lake Municipalities will pay ROOST \$80,000 minimum annually for three (3) year's for a total of \$240,000 minimum. Payments can be broken down quarterly as follows: (June-August / September-November / December-February / March-May).

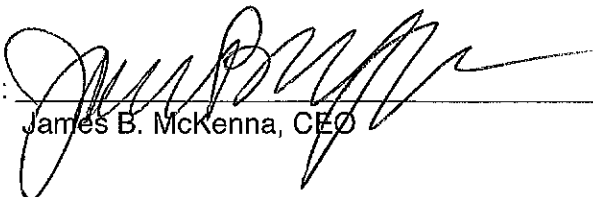
TOWN OF TUPPER LAKE

By: 
Patricia Littlefield, Supervisor

VILLAGE OF TUPPER LAKE

By: 
Paul Maroun, Mayor

**REGIONAL OFFICE OF SUSTAINABLE TOURISM,
LAKE PLACID CONVENTION & VISITORS BUREAU**

By: 
James B. McKenna, CEO