

Contract

Parties:

Regional Office of Sustainable Tourism (ROOST)
2608 Main Street, Lake Placid, NY 12946

Saranac Lake Area Chamber of Commerce (Chamber)
193 River Street, Saranac Lake, NY 12983

Term:

April 1, 2013 - March 31, 2016

Be it noted that the Chamber, Town of Harrietstown, Village of Saranac Lake, and Franklin County are all desirous to enter into a marketing contract agreement with ROOST.

For its part, the Chamber will provide ROOST access and management control of its website saranaclake.com. ROOST will have all necessary authority to modify the content on the "Where to Stay", "What to Do", and "Events" sections of the main navigation as well as sell advertising and site sponsorships on these pages. The Chamber will retain site ownership and management of the About Us and Living Here sections of the site. NOTE: For year 1, ROOST will honor the ads sold by the Chamber.

Services Provided:

ROOST will:

- Continue to staff the visitor center in Saranac Lake.
- Develop a marketing plan for the Saranac Lake area on an annual basis
- Execute a conversion study at the close of each marketing year to be used in evaluating programming success

The Chamber will advocate on behalf of ROOST with the local businesses. It will help disseminate a unified message differentiating between tourism marketing (ROOST body of work) and business development (Chamber body of work.) The Chamber will also help ROOST work with the municipalities.

Term

The term of this contract is for three years. At the time of entering into this agreement both parties intend to review the terms and renew the contract. ROOST has already expended \$22,936.92 on the Saranac Lake website saranaclake.com out of their 2012 budget. As the Chamber is unable to pay off this debt at this time, ROOST shall apply 2/3 of the revenue generated via ad sales on SaranacLake.com towards the repayment. If the parties do not renew the contract, or terminate the agreement for any reason,

prior to the collection of all monies owed, then the Chamber will either 1) reimburse ROOST for the unpaid balance or 2) turn over ownership of the site.

Since this agreement is entered into in conjunction with the Town of Harrietstown, Village of Saranac Lake, and Franklin County, (each for 1-year terms) it is understood that in the event that any of the other contracts for service are not renewed, it would trigger an automatic evaluation of this contract.

This agreement may also be terminated at any time by mutual agreement.

Entire Agreement

This agreement constitutes the entire agreement between parties, and there are no other agreements, either written or oral, between the parties pertaining to the work and services.

Execution in Counterparts

This agreement may be executed in counterparts, and when so executed shall be effective to the same extent as though the parties signed the same document.

In Witness Whereof this agreement has been executed by the parties hereto to be effective as of the date set forth above.

Regional Office of Sustainable Tourism/Lake Placid CVB

BY: _____ Date: _____
James B. McKenna, CEO

Saranac Lake Area Chamber of Commerce (SLACC)

BY: _____ Date: _____
Craig Stevens, Board Chair