

**Business of the Village Board
Village of Saranac Lake**

SUBJECT: Authorize expenditure of Franklin County Marketing Material Funds

DATE: 9-26-2022

DEPT OF ORIGIN: Mayor Williams

BILL # 151-2022

DATE SUBMITTED: 9/22/2022

EXHIBITS: _____

APPROVED AS TO FORM:

Village Attorney

Village Administration

EXPENDITURE
REQUIRED

AMOUNT
BUDGETED

APPROPRIATION
REQUIRED:

Resolution to authorize the expenditure of \$10,000 Franklin County Marketing Material Funds to Bing Bang Boom

MOVED BY: Brunette SECONDED BY: Catillaz

VOTE ON ROLL CALL:

MAYOR WILLIAMS

yes

TRUSTEE BRUNETTE

yes

TRUSTEE CATILLAZ

yes

TRUSTEE SCOLLIN

yes

TRUSTEE SHAPIRO

yes

**RESOLUTION AUTHORIZING THE EXPENDITURE OF THE FRANKLIN COUNTY
MARKETING MATERIAL FUND**

WHEREAS, Franklin County has awarded funds to the Village of Saranac Lake, and,

WHEREAS, it has been determined that these granted funds will be put towards Marketing Materials created by Bing Bang Boom to help attract young families and professionals to join our community.

THEREFORE, BE IT RESOLVED, the Village of Saranac Lake Board of Trustees authorizes that \$10,000 of the Franklin County funds be used to augment the paid promotion of Marketing Materials by Bing Bang Boom.



Marketing Videos // Pitch Deck

THE DIRECTION: For the first time ever, a series of videos will be produced to attract young families and professionals to join our community. The strategy is simple: we'll show Saranac Lake as the unique, vibrant community it is. The execution is more complex: we must capture the *spirit* of what makes our community so special.

It's a feeling. An emotion. A truth.

- **Reference:** *Adirondack Foundation*, ["We Rise"](#)

THE CREATIVE

The overall tone will be documentary-style with a cinematic quality. The footage will be organic and authentic, as opposed to the overly-polished feel of many commercials.

The concepts have yet to be finalized, but the general approaches may include:

- **Personal Stories:** A standalone video will feature a local with a thriving career and personal life. The 'day-in-the-life' approach will be captured in a poetic, cinematic style to convey the rich, fulfilling essence of living in this community, while also highlighting the ability to work remotely, travel via the SLK airport, and stay connected via high speed internet.
 - o **Reference:** *Disney* ["Aspire"](#)
 - o **Reference:** *GPSN*, ["Endeavor"](#)
- **Sizzle:** The sights and sounds of Saranac Lake will be edited into a high-energy, captivating explosion of visuals and audio to capture the attention of our intended audience.
 - o **Reference:** ["Watchtower of Turkey"](#) (not my work)
- **Music Video:** Music is one of the best ways to grab the attention of viewers on social media. We'll secure the rights to original music that will harness the magical essence of our community to match it with visuals in a memorable way. This will also maintain the "self-made" vibe to engage viewers who are otherwise turned off by paid advertisements.
 - o **Reference:** [Center for Arts](#) (not my work)
- **Rail Tail Promo:** Saranac Lake can become the "hub" of the new Adirondack Rail Trail. We'll help establish this concept with an organic "this is how I spent my weekend"-video that feels less like a polished commercial and more like a self-made TikTok clip from a local who is excited about the Rail Trail and what it will bring to our community.

MORE EXAMPLES OF PAST WORK:

- Wes Moore, [“A Different Way”](#)
- The Nature Conservancy, [“Home”](#)
- The Nature Conservancy, [“Inspiring Landscape”](#)

PHOTOS/STYLE REFERENCES:



THE PROCESS:

Great videos require great concepts and scripts. First, we'll create concepts and scripts. Next, we'll shoot for 4-5 days with a professional film crew. Finally, we'll edit all the footage with music and graphics into the final deliverables. During this process, there will be opportunity to chime in with feedback and revisions.

DISTRIBUTION STRATEGY:

The videos are meaningless unless they're viewed by the people we're trying to attract— young professionals with families. Approximately 1/3 of the budget (\$10k) will be allocated for paid promotions that target social media users in their late 20's–early 30's on TikTok and Instagram. Our relationships with digital ad agencies will be leveraged to develop and execute a strategy that targets users who view videos with keywords such as:

- “best small towns”, #smalltownvibes, #remotelifestyle, #smalltown
- Searches for real estate in similar rural mountain towns

PROFESSIONAL BACKGROUND:

Kirk Sullivan was born and raised in Saranac Lake, built a career as a writer/director in Hollywood, and now lives locally with his wife and kids. He has written screenplays for various Hollywood studios, directed a feature film, and his company Bing Bang Boom has produced videos for Disney, Olay, Nature Conservancy, Adirondack Foundation, President Joe Biden, and many others.

BUDGET:	Creative Development & Writing:	\$5,000
	Production: \$5,000 x 4 days =	\$20,000
	Post-Production (Editorial): \$1,000/day x 13 days =	\$13,000
	Paid Promotion (Hard Costs):	\$10,000
	Total:	<u>\$48,000</u>
	Discount:	-\$18,000
	Grand Total:	\$30,000

DELIVERABLES: At least four (4) videos between :30–:60 seconds.

TIMELINE:	August/September 2022:	Begin Shooting
	November 2022:	First videos done
	Early 2023:	All Videos done