

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

**SUBJECT: Franklin County Marketing Money**

DATE: 4-13-2023

DEPT OF ORIGIN: Mayor Williams

BILL # 41-2023

DATE SUBMITTED: 4-11-2023

EXHIBITS: \_\_\_\_\_

APPROVED AS TO FORM:

\_\_\_\_\_  
Village Attorney

\_\_\_\_\_  
Village Administration

EXPENDITURE  
REQUIRED

AMOUNT  
BUDGETED

APPROPRIATION  
REQUIRED:

Resolution to authorize expenditure of up to \$1500 from Franklin County Marketing Money for Savor SLK funding

**APPROVAL OF RESOLUTION**

MOVED BY: Scollin \_\_\_\_\_ SECONDED BY: Catillaz \_\_\_\_\_

VOTE ON ROLL CALL:

MAYOR WILLIAMS

yes

TRUSTEE BRUNETTE

absent

TRUSTEE CATILLAZ

yes

TRUSTEE SCOLLIN

yes

TRUSTEE SHAPIRO

yes

RESOLUTION TO AUTHORIZE EXPENDITURE FROM FRANKLIN COUNTY MARKETING MONEY  
FOR SAVOR SLK FUNDING

**WHEREAS**, the Village of Saranac Lake was awarded Marketing Money from Franklin County,

**WHEREAS**, the Savor SLK committee is seeking funding to assist with Marketing Materials for Sip and Savor Saranac Lake event starting on April 20, 2023, and,

**WHEREAS**, the funds being requested meet requirements of Marketing Money.

**NOW, THEREFORE BE IT RESOLVED**, the Village of Saranac Lake Board of Trustees approves the expenditure of up to \$1,500 from Franklin County Marketing Money to support the Savor SLK committee and Sip & Savor Event.

March 20<sup>th</sup>, 2023

Dear Amanda Hopf,

A group of local volunteers have dedicated their time to creating the Savor SLK Committee in an effort to organize a Sip & Savor Saranac Lake Week April 30<sup>th</sup> – May 7<sup>th</sup>, 2023. This week offers restaurants, bar & breweries the chance to showcase their food and beverage talents at a Prix Fixe, 3-course menu of \$20, \$30, or \$40 with drink specials. We will be marketing to locals and tourists alike to get back out after a long winter and enjoy delicious culinary creations!

The committee has been working diligently to gain funding from sponsors for promotional materials and marketing efforts but we are now asking the Village of Saranac Lake for support. We understand that the Village of Saranac Lake was awarded a substantial grant from Franklin County to promote tourism and we are asking for a small portion of \$3000 to be granted to the Savor SLK Committee. This money will go towards promotional items such as vinyl window decals, stickers, banners, custom glasses, hats, etc. to spread brand awareness to everyone that comes to the area. It will also assist in paid marketing ads through radio, newspapers, food magazines, geo-targeting and social media event promotions.

This week long event will help drive tourism to the area through our marketing efforts along with the participation of local hotels offering discounted rates during this time for out of town travelers. This is typically a slow time of year so having this event in conjunction to National Small Business week will not only benefit the food and beverage industry in town but all the other businesses as well.

As this event grows and we gain traction in the local community and surrounding areas we plan to grow into the Lake Placid and Tupper Lake areas. We have purchased the domain name of Savor ADK for when this expansion happens. For now we are focusing all our time to Sip & Savor Saranac Lake Week and are doing everything we can to bring people out and into Saranac Lake to sip some delicious drinks and savor some tasty food!

I would greatly appreciate the opportunity to present this information to the village board at their next meeting on March 27<sup>th</sup> for their consideration.

Thank you for your time and I look forward to hearing back from you.

Sincerely,

Myra Rondeau

Head Chair of Savor SLK Committee