

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

SUBJECT: Authorize Roost Contract

Date: 4/29/2024

DEPT OF ORIGIN: Mayor Williams

BILL # 58-2024

DATE SUBMITTED: 4/22/2024

EXHIBITS: _____

APPROVED AS TO FORM:

Village Attorney

Village Administration

EXPENDITURE
REQUIRED: \$0

AMOUNT
BUDGETED: \$0

APPROPRIATION
REQUIRED: \$0

SUMMARY STATEMENT

Authorize Contract between the Village of Saranac Lake and ROOST

RECOMMENDED ACTION

TABLE OF RESOLUTION

MOVED BY: White SECONDED BY: Williams

VOTE ON ROLL CALL: TO TABLE

MAYOR WILLIAMS yes

TRUSTEE BRUNETTE yes

TRUSTEE RYAN yes

TRUSTEE SCOLLIN yes

TRUSTEE WHITE yes



DESTINATION MARKETING CONTRACT

This AGREEMENT is entered into as of the 1st day of _____ 2024 between:

Parties

The Village of Saranac Lake, 39 Main Street, Saranac Lake, NY 12986, and

The Regional Office of Sustainable Tourism, 2608 Main Street, Lake Placid, NY 12946 (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 Saranac 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 Saranac Lake.

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

Whereas ROOST agrees to design, host, maintain and develop content for Saranac Lake social media platforms; including Facebook, Instagram, and any other platforms.

Whereas ROOST agrees to provide updates to the Village of Saranac Lake board with respect to the tourism destination marketing services.

CONTRACT TERM

The term of this agreement is from _____ 1, 2024, through _____, 2025. Upon the end of the contract, the parties may choose to enter into a contract renewal.

Payment

As consideration for the above-listed services, the Village of Saranac Lake will pay ROOST: \$12,500, year one (1)

This payment will be contingent on Franklin County's support.

VILLAGE OF SARANAC LAKE

By: _____
Jim William, Mayor

**REGIONAL OFFICE OF SUSTAINABLE
TOURISM**

By: _____
Mary Jane Lawrence, COO



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CONTRACT TERM

The term of this agreement is from _____ 1, 2024, through _____, 2027. Upon the end of the contract, the parties may choose to enter into a contract renewal.

Payment

As consideration for the above-listed services, the Village of Saranac Lake will pay ROOST:

\$11,500, year one (1)

\$12,000 year two (2)

\$12,500 year three (3)

This payment schedule will be contingent on Franklin Counties support.

VILLAGE OF SARANAC LAKE

By: _____
Jim William, Mayor

**REGIONAL OFFICE OF SUSTAINABLE
TOURISM**

By: _____
Mary Jane Lawrence, COO