

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

SUBJECT: ROOST Contract

Date: 8/11/2025

DEPT OF ORIGIN: Village Manager

BILL # 107-2025

DATE SUBMITTED: 8/5/2025

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

APPROVED AS TO FORM:

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

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

EXPENDITURE  
REQUIRED: \$0

AMOUNT  
BUDGETED: \$0

APPROPRIATION  
REQUIRED: \$0

**SUMMARY STATEMENT**

Authorize the execution of the 2025-2026 ROOST Contract

**RECOMMENDED ACTION**

MOVED BY: Scollin      SECONDED BY: Ryan

VOTE ON ROLL CALL: TO TABLE

MAYOR WILLIAMS

yes

TRUSTEE BRUNETTE

yes

TRUSTEE RYAN

yes

TRUSTEE SCOLLIN

yes

TRUSTEE WHITE

yes



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## DESTINATION MARKETING CONTRACT

This AGREEMENT is entered into as of the 1st day of \_\_\_\_\_ 2025 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 ~~Upper Lake~~ *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, 2025, through \_\_\_\_\_, 2026. 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 Williams Mayor

**REGIONAL OFFICE OF SUSTAINABLE  
TOURISM**

By: \_\_\_\_\_  
Mary Jane Lawrence, COO