

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

SUBJECT: Authorize ROOST Contract

Date: 8/25/2025

DEPT OF ORIGIN: Village Manager

BILL # 117-2025

DATE SUBMITTED: 8/18/2025

EXHIBITS: _____

APPROVED AS TO FORM:

Village Attorney

Village Administration

EXPENDITURE
REQUIRED: \$0

AMOUNT
BUDGETED: \$0

APPROPRIATION
REQUIRED: \$0

SUMMARY STATEMENT

Resolution to approve 2025-2026 ROOST Contract

RECOMMENDED ACTION

MOVED BY: Scollin SECONDED BY: White

VOTE ON ROLL CALL:

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 _____ day of _____, 2025, between:

Parties

The Village of Saranac Lake, 39 Main Street, Saranac Lake, NY 12986, and The Regional Office of Sustainable Tourism (hereinafter referred to as "ROOST"), 2608 Main Street, Lake Placid, NY 12946.

SCOPE

ROOST will be responsible for providing destination marketing and destination planning services for the Village of Saranac Lake during the term of this Agreement. Specifically, ROOST will:

- Develop and implement a leisure travel and event marketing plan for the Saranac Lake region.
- Design, host, maintain, and develop content for a Saranac Lake leisure travel-focused website.
- Design, host, maintain, and develop content for Saranac Lake social media platforms, including Facebook, Instagram, and other relevant platforms.
- Provide periodic updates to the Village of Saranac Lake Board regarding tourism destination marketing activities.

CONTRACT TERM

The term of this Agreement shall be from _____, 2025, through _____, 2026. Upon the expiration of this Agreement, the parties may choose to enter into a renewal agreement.

PAYMENT

As consideration for the services outlined above, the Village of Saranac Lake agrees to pay ROOST: \$12,500 for year one (1). This payment is contingent upon Franklin County's support.



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The Village's contribution shall be applied toward the specific services and deliverables listed in the Addendum to this Agreement.

ADDENDUM – SPECIFIC SERVICES & DELIVERABLES FOR THE VILLAGE OF SARANAC LAKE

ROOST agrees to provide the following services and deliverables as part of this Agreement:

1. **Services & Expenses** – Overall program management and allocation of budget for marketing initiatives.
2. **Program Administration** – Oversight and coordination of all activities related to this contract. A representative of ROOST will provide biannual updates to members of the Saranac Lake Village Board.
3. **Website Hosting** – Hosting and technical maintenance of the Saranac Lake tourism website.
4. **Website Development** – Design enhancements, new functionality, and optimization of the Saranac Lake tourism website.
5. **Content Development & Events Calendar Management** – Creation of written content, photography, and ongoing management of the community events calendar.
6. **Design Services** – Development of creative marketing materials, paid campaigns and in-marketing initiatives. In addition, provide posters or other agreed upon materials for a minimum of 3 events identified by Saranac Lake community development department.
7. **Public Relations** – Media outreach, press releases, and proactive efforts to generate editorial coverage.
8. **Photo/Video Media Acquisition & Production** – Procurement and production of photography and video assets for marketing purposes.
9. **Social Media Marketing** – Development and management of content for social media platforms, including paid and organic campaigns. The quantity of content will maintain the current pace of 3-5 social media posts per week.

10. **Email Marketing** – Creation and distribution of email campaigns to engage potential and returning visitors.

11. **Paid Advertising** – Planning and execution of paid advertising campaigns to promote the Saranac Lake region across digital and traditional media platforms.

VILLAGE OF SARANAC LAKE

By: _____

Bachana Tsiklauri, Village Manager

**REGIONAL OFFICE OF SUSTAINABLE
TOURISM**

By: _____

Mary Jane Lawrence, COO