

ATTACHMENT A: CONCEPT PLAN COST ESTIMATES

CHAZEN ENGINEERING, LAND SURVEYING & LANDSCAPE ARCHITECTURE CO., P.C.

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Capital District Office
Phone: (518) 273-0055

**Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan
Route 28N Improvements
Chazen Project No. 91145.00**

Date: August 2012

Description	QTY	Unit	Unit Price	Total Cost
Route 28N Roadway Improvements (Resurfacing)				
Milling of Bituminous Asphalt	103,000	SY	\$2.25	\$231,750.00
1 1/2" Asphalt Top Course	103,000	SY	\$7.50	\$772,500.00
Striping	24,500	LF	\$2.00	\$49,000.00
Crosswalk Markings	7	EA	\$640.00	\$4,480.00
"Pedestrian Crosswalk" Sign	14	EA	\$225.00	\$3,150.00
Total Route 28N				\$1,060,880.00
Construction Estimate Subtotal				\$1,060,880.00
Maintenance & Protection of Traffic				\$20,000.00
Mobilization (4%)				\$42,435.20
Project Contingency (20%)				\$212,176.00
Construction Total				\$1,335,491.20
Legal, Technical, and Administrative Allowance (15%)				\$200,323.68
Total				\$1,535,814.88
Route 28N Roadway Improvements (Full Depth Replacement Option)				
Sawcut Asphalt Pavement	80	LF	\$2.50	\$200.00
Excavation and Disposal (Asphalt Removal - Top & Binder)	12,000	CY	\$15.00	\$180,000.00
Unclassified Excavation	36,000	CY	\$6.00	\$216,000.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	103,000	SY	\$20.00	\$2,060,000.00
Subbase Type 2 (12")	103,000	SY	\$14.00	\$1,442,000.00
Striping	24,500	LF	\$2.00	\$49,000.00
Crosswalk Markings	7	EA	\$640.00	\$4,480.00
"Pedestrian Crosswalk" Sign	14	EA	\$225.00	\$3,150.00
Total Route 28N				\$3,954,830.00
Maintenance & Protection of Traffic				
Mobilization (4%)				\$492,671.24
Project Contingency (20%)				\$790,966.00
Construction Total				\$5,238,467.24
Legal, Technical, and Administrative Allowance (15%)				\$785,770.09
Total				\$6,024,237.32

¹ This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only. Estimate is based on approximate dimensions measured from aerial imagery. A more detailed estimate can be prepared following land survey services and advancement of design.



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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan
Great Camp at Santanoni Entrance Enhancements
Chazen Project No. 91145.00

Date: November 2012

Description	QTY	Unit	Unit Price	Total Cost
Great Camp at Santanoni Entrance Enhancements				
Sidewalk (5' wide concrete)	1,000	LF	\$25.00	\$25,000.00
Unclassified Excavation	140	CY	\$6.00	\$840.00
Subbase Type 2 (12")	300	SY	\$14.00	\$4,200.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	300	SY	\$20.00	\$6,000.00
Trees (installed)	16	EA	\$600.00	\$9,600.00
Newcomb Lake Road Entrance Gateway	2	EA	\$5,000.00	\$10,000.00
Site Restoration	1	LS	\$2,000.00	\$2,000.00
Total Route 28N				\$57,640.00
Construction Estimate Subtotal				\$57,640.00
Maintenance & Protection of Traffic				\$0.00
Mobilization (4%)				\$2,305.60
Project Contingency (20%)				\$11,528.00
Construction Total				\$71,473.60
Legal, Technical, and Administrative Allowance (15%)				\$10,721.04
Total				\$82,194.64

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan

Date: November 2012

**Town Hall Enhancements
Chazen Project No. 91145.00**

Description	QTY	Unit	Unit Price	Total Cost
Town Hall Enhancements				
Unclassified Excavation	800	CY	\$6.00	\$4,800.00
Subbase Type 2 (12")	2,400	SY	\$14.00	\$33,600.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	2,400	SY	\$20.00	\$48,000.00
Pavement Markings	550	LF	\$3.00	\$1,650.00
Granite Curbing	1,500	LF	\$40.00	\$60,000.00
Trees (installed)	16	EA	\$600.00	\$9,600.00
Entrance Gateway	1	EA	\$5,000.00	\$5,000.00
Historic Pedestrian Lighting	7	EA	\$4,000.00	\$28,000.00
Wiring & Conduit	480	LF	\$20.00	\$9,600.00
Trenching	480	LF	\$5.00	\$2,400.00
Sidewalk (5' wide concrete)	300	LF	\$25.00	\$7,500.00
Establish Turf (6" topsoil, seed & mulch)	5,800	SF	\$0.20	\$1,160.00
Site Restoration	1	LS	\$4,000.00	\$4,000.00
Total Route 28N				\$215,310.00
Construction Estimate Subtotal				\$215,310.00
Maintenance & Protection of Traffic				\$0.00
Mobilization (4%)				\$8,612.40
Project Contingency (20%)				\$43,062.00
Construction Total				\$266,984.40
Legal, Technical, and Administrative Allowance (15%)				\$40,047.66
Total				\$307,032.06

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**Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan
Central School Enhancements
Chazen Project No. 91145.00**

Date: November 2012

Description	QTY	Unit	Unit Price	Total Cost
Newcomb Central School Enhancements				
Existing Parking Area (mill and top course)	1,800	SY	\$10.00	\$18,000.00
Parking Lot Expansion (includes site prep.)	2,400	SY	\$36.00	\$86,400.00
Permeable Overflow Parking	600	SY	\$50.00	\$30,000.00
Removal/Disposal of Existing Paved Drop Off	500	SY	\$7.00	\$3,500.00
Road Side Parking Area	250	SY	\$36.00	\$9,000.00
Pavement Markings	2,200	LF	\$3.00	\$6,600.00
Pavement Cross Hatching	1,900	SF	\$3.00	\$5,700.00
Granite Curbing	2,500	LF	\$40.00	\$100,000.00
Trees (installed)	18	EA	\$600.00	\$10,800.00
School Entrance Gateway	1	EA	\$5,000.00	\$5,000.00
Beach Road Entrance Gateway	1	EA	\$5,000.00	\$5,000.00
Historic Pedestrian Lighting	15	EA	\$4,000.00	\$60,000.00
Wiring & Conduit	1,200	LF	\$20.00	\$24,000.00
Trenching	1,200	LF	\$5.00	\$6,000.00
Sidewalk (5' wide concrete)	1,800	LF	\$25.00	\$45,000.00
Asphalt Walkway Reconfiguration	90	SY	\$36.00	\$3,240.00
Walkway Retaining Wall	1	LS	\$5,000.00	\$5,000.00
Site Restoration	1	LS	\$10,000.00	\$10,000.00
Total Route 28N				\$433,240.00
Construction Estimate Subtotal				\$433,240.00
Maintenance & Protection of Traffic				\$4,000.00
Mobilization (4%)				\$17,329.60
Project Contingency (20%)				\$86,648.00
Construction Total				\$541,217.60
Legal, Technical, and Administrative Allowance (15%)				\$81,182.64
Total				\$622,400.24

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**Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan
Hudson River Bridge Enhancements
Chazen Project No. 91145.00**

Date: November 2012

Description	QTY	Unit	Unit Price	Total Cost
Hudson River Bridge Enhancements				
Unclassified Excavation	200	CY	\$6.00	\$1,200.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	600	SY	\$20.00	\$12,000.00
Subbase Type 2 (12")	600	SY	\$14.00	\$8,400.00
Pavement Markings	80	LF	\$3.00	\$240.00
Historic Pedestrian Lighting	9	EA	\$4,000.00	\$36,000.00
Wiring & Conduit	550	LF	\$20.00	\$11,000.00
Trenching	550	LF	\$5.00	\$2,750.00
Entrance Gateway	1	EA	\$5,000.00	\$5,000.00
Informational Kiosk	1	EA	\$8,000.00	\$8,000.00
Guide Rail	200	LF	\$56.00	\$11,200.00
Guide Rail End Assembly	2	EA	\$385.00	\$770.00
Site Restoration	1	LS	\$2,000.00	\$2,000.00
Cantilevered Bridge Improvements	1	LS	TBD	TBD
Total Route 28N				\$98,560.00
Construction Estimate Subtotal				\$98,560.00
Maintenance & Protection of Traffic				\$0.00
Mobilization (4%)				\$3,942.40
Project Contingency (20%)				\$19,712.00
Construction Total				\$122,214.40
Legal, Technical, and Administrative Allowance (15%)				\$18,332.16
Total				\$140,546.56

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**Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan
Bissell Loop Enhancements
Chazen Project No. 91145.00**

Date: November 2012

Description	QTY	Unit	Unit Price	Total Cost
Bissell Loop Enhancements				
Pavement Excavation	1,100	SY	\$15.00	\$16,500.00
Unclassified Excavation	80	CY	\$6.00	\$480.00
Subbase Type 2 (12")	1,000	SY	\$14.00	\$14,000.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	1,000	SY	\$20.00	\$20,000.00
Pavement Markings	180	LF	\$3.00	\$540.00
Crosswalk	150	SF	\$3.00	\$450.00
Entrance Gateway	1	EA	\$5,000.00	\$5,000.00
Paver Patio	650	SF	\$16.00	\$10,400.00
Site Restoration	1	LS	\$2,500.00	\$2,500.00
Total Route 28N				\$69,870.00
Construction Estimate Subtotal				\$69,870.00
Maintenance & Protection of Traffic				\$2,000.00
Mobilization (4%)				\$2,794.80
Project Contingency (20%)				\$13,974.00
Construction Total				\$88,638.80
Legal, Technical, and Administrative Allowance (15%)				\$13,295.82
Total				\$101,934.62

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**Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan
Meandering Path Multi-Model Off-Road Trail
Chazen Project No. 91145.00**

Date: November 2012

Description	QTY	Unit	Unit Price	Total Cost
Meandering Path Multi-Model Off-Road Trail				
Gravel Pathway (8 feet wide, inc. clearing and grading)	2,500	LF	\$30.00	\$75,000.00
Way Finding Signage	3	EA	\$3,000.00	\$9,000.00
Resting Node Seating & Signage	1	LS	\$2,000.00	\$2,000.00
Total Route 28N				\$86,000.00
Construction Estimate Subtotal				\$86,000.00
Maintenance & Protection of Traffic				\$2,000.00
Mobilization (4%)				\$3,440.00
Project Contingency (20%)				\$17,200.00
Construction Total				\$108,640.00
Legal, Technical, and Administrative Allowance (15%)				\$16,296.00
Total²				\$124,936.00

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² This total cost does not include acquisition of an easement for land use which may result in an increased total cost



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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan **Date: November 2012**
Town Recreation Core
Chazen Project No. 91145.00

Description	QTY	Unit	Unit Price	Total Cost
Proposed Historic Community Center & Parking Area				
Parking Lot	2,300	SY	\$65.00	\$149,500.00
Pavement Markings	800	LF	\$3.00	\$2,400.00
Pavement Cross Hatch	350	SF	\$3.00	\$1,050.00
Sidewalk	900	LF	\$30.00	\$27,000.00
Stone Pillars	1	EA	\$5,000.00	\$5,000.00
Historic Pedestrian Lighting	3	EA	\$7,000.00	\$21,000.00
Trees (Deciduous)	32	EA	\$600.00	\$19,200.00
Trees (Conifer)	9	EA	\$1,000.00	\$9,000.00
Site Restoration	1	LS	\$6,000.00	\$6,000.00
Visitor Center Improvements	1	LS	TBD	TBD
Visitor Center Subtotal				\$240,150.00
Maintenance & Protection of Traffic				\$5,000.00
Mobilization (4%)				\$9,606.00
Project Contingency (20%)				\$48,030.00
Construction Total				\$302,786.00
Legal, Technical, and Administrative Allowance (15%)				\$45,417.90
Total				\$348,203.90
Overlook Park				
Parking Lot	300	SY	\$65.00	\$19,500.00
Pavement Markings	300	LF	\$3.00	\$900.00
Pavement Cross Hatch	200	SF	\$3.00	\$600.00
Sidewalk	7,030	SF	\$6.00	\$42,180.00
Stone Pillars	1	EA	\$5,000.00	\$5,000.00
Historic Pedestrian Lighting	3	EA	\$7,000.00	\$21,000.00
Trees (Non-Flowering Deciduous)	43	EA	\$600.00	\$25,800.00
Trees (Flowering Deciduous)	13	EA	\$800.00	\$10,400.00
Wildflowers	2,600	SY	\$3.00	\$7,800.00
Establish Turf	5,300	SY	\$1.80	\$9,540.00
Informational Kiosk	1	EA	\$8,000.00	\$8,000.00
Site Restoration	1	LS	\$7,000.00	\$7,000.00
Reclaimed Fire Tower	1	LS	\$4,000.00	\$4,000.00
Rist Monument	1	LS	\$1,000.00	\$1,000.00
Earthen Amphitheater	1	LS	\$20,000.00	\$20,000.00
Town Flower Garden (Rist Monument)	1	LS	\$4,000.00	\$4,000.00
Adirondacks High Peaks Monument	1	LS	\$18,000.00	\$18,000.00
Natural Play & Picnic Area	1	LS	\$8,000.00	\$8,000.00
The Great Lawn Subtotal				\$212,720.00
Maintenance & Protection of Traffic				
Mobilization (4%)				\$8,508.80
Project Contingency (20%)				\$42,544.00
Construction Total				\$263,772.80
Legal, Technical, and Administrative Allowance (15%)				\$39,565.92
Total				\$303,338.72
Adams Lane Parking Enhancements				
Parking Lot	2,950	SY		
Pavement Markings	864	LF	\$3.00	\$2,592.00
Sidewalk	1,200	LF	\$30.00	\$36,000.00
Historic Pedestrian Lighting	10	EA	\$7,000.00	\$70,000.00
Trees (Deciduous)	33	EA	\$600.00	\$19,800.00
Trees (Conifer)	43	EA	\$1,000.00	\$43,000.00
Pavement Removal and Disposal	300	SY	\$10.00	\$3,000.00
Reestablish Turf	965	SY	\$1.80	\$1,737.00
Town Barn Pavement	2,640	SY	\$65.00	\$171,600.00
Site Restoration	1	LS	\$5,000.00	\$5,000.00
Adams Lane Parking Enhancements Subtotal				\$352,729.00
Maintenance & Protection of Traffic				
Mobilization (4%)				\$14,109.16
Project Contingency (20%)				\$70,545.80
Construction Total				\$437,383.96
Legal, Technical, and Administrative Allowance (15%)				\$65,607.59
Total				\$502,991.55
Recreation Field Enhancements				
Parking Lot (Pavement)	486	SY	\$65.00	\$31,590.00
Parking Lot (Permeable Pavement)	486	SY	\$100.00	\$48,600.00
Pavement Markings	930	LF	\$3.00	\$2,790.00
Pavement Cross Hatch	162	SF	\$3.00	\$486.00
Sidewalk	840	LF	\$30.00	\$25,200.00
Stone Pillars	1	EA	\$5,000.00	\$5,000.00
Historic Pedestrian Lighting	12	EA	\$7,000.00	\$84,000.00
Trees (Deciduous)	35	EA	\$600.00	\$21,000.00
Site Restoration	1	LS	\$5,000.00	\$5,000.00
Reconstructed Baseball Diamond	1	LS	\$30,000.00	\$30,000.00
Earthen Bleacher	1	LS	\$12,000.00	\$12,000.00
Baseball Field Subtotal				\$265,666.00
Maintenance & Protection of Traffic				
Mobilization (4%)				\$10,626.64
Project Contingency (20%)				\$53,133.20
Construction Total				\$329,425.84
Legal, Technical, and Administrative Allowance (15%)				\$49,413.88
Total				\$378,839.72

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Draft Opinion of Probable Cost for Town of Newcomb - Smart Growth Hamlet Plan
Blue Ridge Road Information Rest Area
Chazen Project No. 91145.00

Date: November 2012

Description	QTY	Unit	Unit Price	Total Cost
Blue Ridge Road Information Rest Area				
Unclassified Excavation	250	CY	\$6.00	\$1,500.00
Subbase Type 2 (12")	700	SY	\$14.00	\$9,800.00
Asphalt Pavement (1.5" Top & 2.5" Binder)	700	SY	\$20.00	\$14,000.00
Pavement Markings	250	LF	\$3.00	\$750.00
Entrance Pilars	1	EA	\$5,000.00	\$5,000.00
Informational Kiosk	1	LS	\$8,000.00	\$8,000.00
Trees	1	EA	\$600.00	\$600.00
Site Restoration	1	LS	\$2,000.00	\$2,000.00
Total Route 28N				\$41,650.00
Construction Estimate Subtotal				\$41,650.00
Maintenance & Protection of Traffic				\$2,000.00
Mobilization (4%)				\$1,666.00
Project Contingency (20%)				\$8,330.00
Construction Total				\$53,646.00
Legal, Technical, and Administrative Allowance (15%)				\$8,046.90
Total				\$61,692.90

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ATTACHMENT B: NEWCOMB MARKETING & BRANDING PLAN

MUNICIPALITY

TOWN of NEWCOMB, NY

RECOMMENDATIONS FOR
BRANDING & MARKETING

7/24/12

trampoline
IDEAS THAT MOVE

WRITE: 166 GLEN STREET, 2ND FLOOR, GLENS FALLS, NY 12801
ONLINE: www.designtramp.com
E-MAIL: info@designtramp.com
PHONE: (518) 798-9155 FAX: (518) 798-9156

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The Town of Newcomb has embarked on a journey to improve various areas of the town for reasons of safety, viability and opportunity. Trampoline was charged with creating a visual identity for Newcomb that would complement the efforts being put forth by Chazen Companies.

A visual identity, which is sometimes referred to as a brand, is intended to be a consistent visual cue for people and organizations. It should translate to both a local audience and a wider audience unfamiliar with Newcomb.

A strong brand is built on several simple factors:

- > The design takes into account future use
- > The owner plans for future use
- > The future use of the brand is calculated
- > The design is honored in future use

To recap: The owner of a strong brand understands and appreciates the need to invest in a plan which focuses on a consistent, targeted use of appropriate representations of the mark in ways that continue to move it (Newcomb) toward its end goal.

The brand proposed for Newcomb by Trampoline is based on feedback gathered during a meeting (see Appendix C) with the committee after a caravan tour of the town. The interview process used in the meeting was designed to inform the design process to achieve a mark that can work immediately as well as in the years to come as Newcomb continues down a path of positioning itself for the future it aspires to create.

The brand, or an intentional derivative thereof, will be suitable for any use desired by the committee. This report will offer trail markers to guide the way to those uses and the general expectations the committee should have relative to cost, timeline and results, as Newcomb continues to carry its brand and message beyond the town's main corridor.

With thanks for your consideration,



Amanda Magee,
Principal: Business Dev.



Derek Slayton,
Principal: Creative Direction



Sean Magee,
Principal: Brand Strategy



Paula Slayton,
Principal: Business Mgmt.

Welcome to Newcomb

The proposed brand identity for the Town of Newcomb is equal parts geography and welcoming nature. In creating an identity that proudly represents the Town of Newcomb, our group meeting with the committee and Chazen led Trampoline through a discovery process, and served as an informative platform in which to determine the version you will see on the following two pages.

Brand ID Attributes

Representation

Newcomb is in many ways an undiscovered frontier; wild yet welcoming, friendly yet adventurous. Its symbiotic relationship with nature is rich with honesty and respect.

Color Scheme & Elements

The new logo honors the history of Newcomb's existing 3-deer logo by continuing to exhibit the deer as Newcomb's "welcoming party." The elements such as the deer, trees, text treatments, and part of the shield can be broken out, as seen on the next page. The parent logo serves as the umbrella mark, while the breakout elements play the role of brand "children". Colors are earth tones and represent the natural elements seen in and around the town and can be altered to reflect the seasonal changes. This combination of elements and color give the mark a great amount of flexibility when it comes to usage.

Consistency

It's important that Newcomb's new brand identity be treated consistently in any application. In order to make the best impression on the general public, this mark and its related elements should have the same treatment throughout all forms of communication, both internal and external. This consistency is a form of brand management— an important role when broadcasting throughout various marketing channels, such as advertising, signage, print collateral, interactive applications, and promotional items. Brand stewardship is not unlike cautious treatment of the environment, when managed with sensitivity to function and form, it can yield great rewards.

Development

Trampoline can help develop the voice and structure of Newcomb's new brand identity, ensuring a widely accepted use of the logo and its elements through the creation of a brand standards guide. We hope to continue to work with the Town of Newcomb to ensure the success of its marketing efforts.

"Welcomb to Newcomb!"



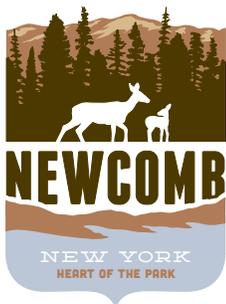
Flagship "parent" logo



Spring



Summer



Autumn

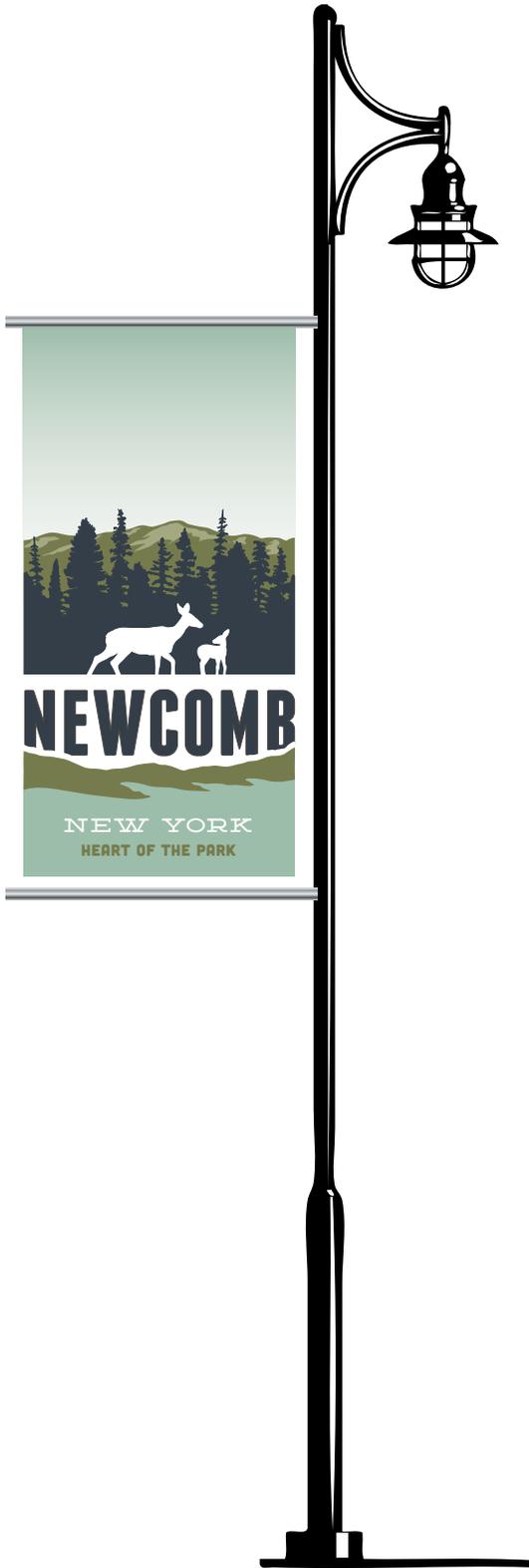
Color Variations



Winter



Signal art elements



Light pole banner



Designators & breakout elements



Spring



Summer



Autumn



Winter

Strategy & Suggestions Based on Budget

The Town of Newcomb will have many factors to weigh as a budget is established, the single most important task will be to establish a realistic objective. Before executing on a marketing plan, branding infrastructure should exist in town in the way of consistent signage on town buildings, visitor attractions etc. Ultimately the marketing strategies* (See appendix A) will have to build upon an initial branding push to establish a recognizable identity.

A tack that would be more conducive to planning and financial forecasting is to phase the brand roll out to ensure that the plan will be addressed from all angles.

Phase 1: Establish Identity, \$40,000 budget

Corridor Banners, Map, Brochure, Sales Collateral, Website

A budget of \$40,000 will help create the pieces necessary to establish a deliberate identity for Newcomb. This budget does not allow for significant purchasing power in media spaces, but will support the creation of a solid foundation from which to grow. Additional funding will be critical to actively and effectively implement a media strategy that will promote Newcomb.

Corridor Banners- \$4,000

Visitors to Newcomb will have driven a significant distance, by heralding that they have arrived and welcoming visitors to town with banners along the corridor, the experience people have in Newcomb will be more pleasant and memorable than it might otherwise have been.

\$1,500 design of 4 banners

\$2,500 printing + hardware for 3 of each design

Map- \$5,000 design only

Newcomb should create a map, perhaps folding in surrounding areas or attractions to offer a resource, but also to demonstrate relative proximity. The occasional obstacle of having less than people expect could be transformed to a considerable asset with the right approach to a map. Ultimately, having the map will make people more comfortable, whether they are thinking about coming or already on their way to Newcomb.

Production numbers are not provided for the map as the material will influence cost significantly. One suggestion would be to use a material such as Yupo, which can withstand exposure to water and varying temperatures. Other factors in cost are size and quantity.

Pedestrian Brochure / Rack Card— \$11,000

This piece would include the map to make visiting easier. Content should include existing businesses, resources and need-to-know information (how far to medical facilities, cell signal, avg. temps/weather conditions). Could have dual purpose as tourism invitation and business recruitment with appropriate companion letter.

\$4,500 design

\$6,500 printing 3,000 copies (NOTE: printing is an estimate until design is finalized, quantities and or paper selection can be adjusted to meet budget.)

Website \$10,000

As the Adirondacks grow more popular and as Tech Valley transplants continue to look farther north, the research of places like Newcomb will increase. People will draw conclusions based on articles they find online and observations they hear from others. A website is critical to shaping the opinions people have of a place.

Newcomb should have a current, well designed website that offers detailed information about the area, photos, insider tips and avenues for people to learn more. Until such a time as Newcomb has more features to integrate (lodging search, restaurant directory, shops, etc.), the site can be relatively simple.

Design: \$5,400

Development \$4,600

Business Recruitment Lit Carrier & Sell Sheets—\$10,000

Newcomb should create a printed piece to highlight the benefits of starting and operating a business in Newcomb. The goal will be to reposition Newcomb's relative scarcity of business as a blank canvas in one of the most beautiful corners of the world. Information should include tax data, cost of living averages, distance to services, tourism statistics, etc. Use local resources (See Appendix B for suggestions) to work with elected officials to determine if there are specific incentives to offer.

Design: \$5,500

Production: \$4,500 (est. qty. 2,000)

Phase 2:
Advertising & Marketing, \$60,000 budget

Media Plan \$5,000

Establish a media plan to promote Newcomb as a destination for tourism and a contender for new business opportunities. Placement should work for two audiences: travelers and investors/entrepreneurs. Preliminary media plan should present an array of outlets for consideration, then the creation of a targeted buy and space/rate negotiations can commence. Cost of media plan includes transmittal of completed artwork to vendors and collection of tear sheets, etc.

Advertising Budget for first year: \$50,000

- \$3,000 a month in media space \$36,000
- \$4,000 production of 1-2 billboards
- Advertising Campaign \$10,000
 - Campaign concept: \$2,000
 - 3 full page ads: \$700 each- \$2,100
 - 3 half-page ads: \$500 each- \$1,500
 - 12 Resizes: \$250 each - \$3,000
 - Billboard design: \$1,400

Social Media Support: \$5,000

Creation of jpegs, mastheads, cover photos and appropriate skins (graphics) for social media channels YouTube, Facebook, Twitter

Design: \$1,000

Maintenance: \$4,000

(Incl. 4 months of 2 hrs/wk of ghostwriting for social media outlets; populate Facebook and Twitter with updates, links)

Phase 3:
Maintenance & Extended Outreach Marketing, \$40,000 Budget

Advertising: \$2,000 month (\$24,000)

New Ads: \$3,000

Direct Mail Campaign:

Design \$3,000

Production/Postage \$10,000

APPENDIX A

As a means of generating a menu of options for establishing a marketing plan, Trampoline created this list of potential opportunities to build the Newcomb brand.

As budgets, ambitions and objectives align, these suggestions can be used to carve new avenues for sharing the Newcomb message with different audiences across multiple platforms.

Identity

Create a visual identity for the Town of Newcomb with a mark and tagline if appropriate. This mark should be consistent; often times, brand standards guides will be created.

A brand standards guide will specify colors, sizing, fonts and acceptable reinterpretations. These guides are very helpful in scenarios where many individuals or departments will have the authority to create communication pieces, signs or merchandise. The guidelines prevent usage of a brand/logo in a way that would dilute the efforts done to date.

For example, a department needs to run an ad in a local publication, but the logo is horizontal and the ad is vertical. Rather than having the logo forced into an odd shape, there would be a predetermined approach to conforming to a vertical ad. The same would be true for color to B&W to 2 color type situations. The guide would also specify particular orientations for use in print, online, advertising, merch, etc.

Typical Brand Standards Cost Range: \$3,500-\$5,000

Map

Given the very unique composition of Newcomb's offerings (corridor vs. clear downtown/center), having a highly visible, easily accessible and well thought out map is essential. The location in the Adirondack Park combined with the untarnished frontier, mean that a map could be equal parts informational and aspirational. The allure of the Adirondacks also means that materials from Newcomb, if launched appropriately, could be considered keepsakes.

Our suggestion for Newcomb would be to consider the idea of a map, perhaps folding in surrounding areas or attractions to offer a resource, but also to demonstrate relative proximity. The occasional obstacle of having less than people expect could be transformed to a considerable asset with the right approach to a map. Ultimately having the map will make people more comfortable, whether they are thinking about coming or are already on their way.

Typical Map Cost Range: \$4,000-\$10,000

Web Presence

People search the web—they do it from their phones, from their desks at work and from their laptops at home. It is imperative that your presence online match what you are putting out in the world elsewhere. A strong website will meet current standards—work across all browsers, scale to mobile, offer clear navigation and demonstrate acceptable load times. It will also be visually appealing and without unnecessary clicks (quality over quantity).

Typical Website Cost Range:

\$3,500-\$7,500 Design

\$3,000-\$25,000 Development

Custom App

While wireless service is not without hiccups in the Park, the idea of a custom app to appeal to lovers of both the Adirondacks and technology, could be a very large step in the direction of persuading an investor/entrepreneur to view Newcomb as fertile territory for a new venture. The specifics of the *how and what* would need to be researched, but with studies showing that smartphone use will eventually eclipse traditional internet use, an app would be a shrewd investment in positioning.

Custom App Cost Range: \$2,500-\$6,500

Social Media

Facebook, Twitter, Flickr, YouTube, and LinkedIn all fall under the social media umbrella. These tools can be as useful as you desire to make them. Twitter and Facebook in particular require a great deal of time and consideration as they should be posted to daily. They can be very helpful in mounting special contests or incentives. They also enable you to grow your fan base without advertising costs, but the part many social media experts will not say is that they are not a replacement for traditional self-promotion efforts.

The Adirondacks are a sought after thing—whether it's Abercrombie and Fitch displayed on shirts worn by kids in the Midwest, or as a vacation destination. This means they'll be searched and the different search functions within social media lend themselves well to finding things that many people love.

Creating a dedicated YouTube account for Newcomb with a library of videos and an invitation for people to share their videos of enjoying Newcomb, perhaps accomplished through a call for videos and photos on Facebook, would establish a source for evergreen content (this means that the content will always stay relevant in internet searches for things related to Newcomb.) The YouTube page would have a link back to the Newcomb site creating a direct line between people seeking Newcomb and the best source for information about Newcomb.

Typical Social Media Support Cost Range:

Social Media Campaign Concept (e.g. contest + awareness)

Cost Range: \$1,200-\$2,500

Facebook Design Cost Range: \$750-\$1,500

Facebook Management (updates, photos etc.): Monthly \$250-500

Twitter Design Cost Range: \$250-500

Twitter Support (updates): Monthly \$250-500

Flickr: Dependent upon availability of photos

YouTube: Account creation, page design & initial population: \$750-\$2,500

Media Planning

Identity and location enhancements are only as effective as the audience that they play to. Advertising will be a key component in attracting a new population to Newcomb.

To achieve the goal of Newcomb being considered as a viable option for new business, a message will have to be actively promoted. The options for where to advertise are vast, which is where a media plan comes into play.

A media plan is literally a map that illustrates where you will advertise (print, online, radio, billboard etc), the frequency with which you will advertise, the cost of each ad, the duration of each ad, and the specifics of the ads used.

Typical Media Plan Cost Range: Tends to be relative to media budget, \$1,500-\$5,000

Advertising Campaign:

- > Generally, the chronology of creating an advertising campaign is:
 - > Determine whom it is that you want to reach:
Manufacturing, Families, 2nd Home Buyers, Global Foundries
 - > Establish the message you want them to hear:
Come to Newcomb. Fall in love with Newcomb. Stay/Build in Newcomb.
 - > Explain how you want them to act on the message:
Plan a trip, Camp, Golf, Hike.
 - > Decide how much you have to spend:
Be realistic, how far are you trying to reach?
 - > Identify a way to gauge progress:
QR code in ad, Website analytics, Inquiries to Visitor Center.

Newcomb will need to establish an online advertising presence. This means advertising on some of the usual suspects in the Adirondacks. The same applies for print, the idea is to capitalize on the work others have already done to get people to this area.

A combined print and online campaign would have a visual and narrative thread that would create consistency across the ads, whether people saw 2 or 20. Realistically, Newcomb will be speaking to at least two audiences:

- 1) Vacationers who are loyal to the Adirondacks and eager to try something new, or discover a new part of their favorite Park.
- 2) People who are really just considering the Adirondacks now and who have no pre-conceived idea of one town over another.

This means at least two campaigns, though with time, budget and ambition it could be broken down ever further—region, audience demographics, call to action. Each campaign would have a unique identity with type treatments, signal art, photography and call to action information (url, phone number, code word etc). The ads would be specific to each publication or outlet and would change over time to carry the message.

Advertising Campaign Cost Range:

Concept \$1,500-\$3,500

Individual Ads: \$450-\$2,500 depending upon size of publication

Resize: \$250-\$800 per ad

Billboard Design: \$750-\$2,000

Media costs are additional—local publications \$500-\$2,000 per ad;
regional and national publications \$750-\$4,500 per ad

Online ads \$250-\$5,000 depending upon impressions (# of times ad is displayed)

Billboards: \$2,000-\$6,000 to produce the billboard
\$1,500-\$2,500 a month based on contract duration

Visitor Guides- \$200-\$2,500

Collateral

There are certain promotional tactics that are employed frequently in the Adirondacks, and for good reason. Visitors come to the area looking to explore everything from amenities and landmarks to outdoor sporting pursuits, shopping and real estate. Brochures, rack cards and visitor guides are sought after by this audience.

Newcomb should have a presence in the displays at Chambers of Commerce and Visitor Centers (as membership allows). The piece could do double duty as a self-mailer for inquiries about the area. This printed piece would be best served to have a website it can direct people to for further information, along with an overview of the offerings in town as well as distance to other locations, perhaps with details about points of interest along the way. The more Newcomb can position itself as equal parts destination and resource, the more likely people will be to return to it.

Rack Card Design Cost Range: \$750-\$2,000

Rack Brochure Design Cost Range: \$1,500-\$4,500

Printing is dependent on quantity and paper selection

Rack Card .50¢-\$1.25 per piece, Rack Brochure \$1.25-\$2.50 per piece

Vehicles & Merchandise

The subject of the Long Lake bumper sticker came up frequently in discussion. Newcomb has every right to have a bumper sticker of its own. Every time a brand achieves the act of someone else carrying their message, whether it's via a badge on a cap, an image on a bumper or a tagline on a sleeve, the weight of promoting itself is lightened. Vehicle graphics, from entire wraps to more modest artwork, literally add mileage to your branding and enhance awareness of the work done by town employees. Clothing, gear, ornamental items, keepsakes, post cards and a coffee table book would all work to build the Newcomb brand and position the town and all it has to offer as something worth experiencing and/or owning.

Cost Ranges: Vehicle wrap/graphics design: \$500-\$2,500

Production per vehicle: \$500-\$3,000

Bumper sticker/magnet design: \$150-500

Production per sticker: .50¢-\$2.00

Productions per magnet \$1.50-\$3.00

Cap design: \$150-\$300

Purchase + production per cap: \$8-\$14

T-shirt design: \$350-\$500

Purchase + production per piece: \$5-\$18

Post card design: \$450-\$1,000

Production per post card: .25¢-\$2.00

Coffee Table Book Design: \$12,000-\$25,000

(includes photography, illustration, copy writing and typesetting)

Production: \$18-\$40 per book

APPENDIX B

Potential Area Resources:

ROOST (offers assistance in sustainable tourism and marketing)
CEO James McKenna, Regional Office of Sustainable Tourism
(518) 523-2445 x 102
james@lakeplacid.com

Economic Regional Development Council Initiatives

Currently there are efforts to create a program to use tourism as a means of community development. If approved it could mean that within a year or two, low interest loans would be available with potential conversion to grants with appropriate targets reached.

Plattsburgh Office
401 West Bay Plaza
Plattsburgh, NY 12901
(518) 561-5642
(518) 561-8831 Fax

Watertown Office
Dulles State Office Building
Watertown, NY 13601
(315) 785-7907
(315) 785-7935 Fax

Potential Advertising Outlets:

Business Audience:

Empire Service Amtrak posters
Inc. Magazine
LAMAR displays at Albany Airport, billboards

Dual Audience:

Adirondack Life
Outside Magazine

Sponsorships:

SPAC
Proctors Theatre
Balloon Festival
Chambers of Commerce outreach
Stage a road/trail race

APPENDIX C

Meeting Notes:

Trampoline was contracted to conduct an interview with a committee representing Newcomb about their perspectives on Newcomb and their hopes for its future. The meeting took place at the Newcomb Town Hall after a bus tour of the Newcomb corridor.

What is the specific objective and what are the results expected?

- 1) Reach people of child bearing age willing to permanently relocate to Newcomb
- 2) Attract small businesses and entrepreneurs
- 3) Secure interest by wood/glass/clean manufacturing plants of modest size

Cultivate the next generation for Newcomb.

How can branding/communications achieve the objective?

- 1) Drive visitors by identifying the offerings with visual cues
- 2) Establish Newcomb as viable, intentional and providing big bang for the buck
- 3) Capitalize on Adirondack mystique and growth to the south

Logo & signage are a start; marketing beyond Newcomb is crucial to growth.

What exactly is it that Newcomb is selling?

- 1) Nature
- 2) Beauty
- 3) Recreation
- 4) Vistas/Views
- 5) Quality of life
- 6) Potential

What you're selling and who you want buying inform the presentation (methods, locations, timing) of the brand.

What is the perception of Newcomb by the target audience?

- 1) There are no businesses
- 2) There is no food
- 3) There are no beds
- 4) You can't buy gas
- 5) There isn't a grocery store
- 6) Nobody lives there

They need to believe they can choose Newcomb.

Who is the competition?

- 1) North Creek
- 2) Long Lake
- 3) North Warren
- 4) Tupper Lake
- 5) Warrensburg

*We need to **actively** compete.*

What are the words you would use to describe Newcomb's personality?

- 1) Active, smart, beautiful/handsome, bug-bitten, happy
- 2) Young, old, self-reliant, healthy, stubborn
- 3) Corridor, hungry, splendid, isolated, gather
- 4) Unique, effervescent, energetic, calm, resourceful
- 5) Beautiful, historic, progressive, educated, quiet
- 6) Sporty, athletic, confident, friendly, diverse
- 7) Energetic, positive, hospitable, caring, giving

Introduce yourself, put yourself in front of the right people, be engaging & honest.

What do people gain by choosing Newcomb?

- 1) Enjoying Santanoni
- 2) Gorgeous golf course
- 3) A desire to come back
- 4) A unique feeling
- 5) Safety/Security

They feel like they made the best decision.

Why should people believe the Newcomb promise?

- 1) Nature-based recreation
- 2) Historic significance
- 3) Teddy Roosevelt/Marcy Highway

It is a genuinely special place.

Other things shared by the group in conversation:

- > Pointy trees— spruce/balsam/fir, unique to this area
- > Alpenglow Blue into red into pink
- > “We have depth.”
- > Don’t want to exclude snowmobilers and present ourselves as nature purists
- > “Who would have thought the middle of nowhere could be the center of everything?”
- > Like the idea of movement in a logo – bears of Long Lake are on the move
- > “Blue and green are overused.”
- > Literal center of the high peaks

The end goal is to build the next generation of families and businesses in Newcomb.

APPENDIX D

Trampoline: Agency Bio

Trampoline has always lived squarely in the industry of ideas. We believe that there is always a more potent way to connect a message with an audience, and in fact, that is why often times we work harder to bring the audience to the message than the other way around.

The talent within our agency allows us to shift from video production and web development, to illustration, copywriting and brand evolution. Becoming quickly literate on a subject or place, we create plans that maximize budgets and communicate with audiences in the time, place, and manner that they are most receptive.

It is with precision and strategy that we determine how to position a brand—from outdoor billboards, print and online ad campaigns and non-traditional messaging like strapping larger-than-life asthma inhalers to street poles to communicate with a population that neither read the newspaper nor surfed the web.

We have created the visual and informational underpinnings of incredibly successful capital campaigns as well as lifted small companies with tiny budgets up through inspired rebrands. Five star resorts, sole proprietors, national campaigns, local not-for-profits and all kinds of clients in between, we make your goal our mission and we literally do not stop until we get past where we promised.

This means that when we create a website, we construct the experience we want the user to have. When we produce a brochure, we write copy and include imagery that will matter to the audience; satisfying them is our surest way to please a client.

trampoline

Creative Crew Schematic for Town of Newcomb



1 **Amanda Magee,**
Principal: Business Development

Main point of contact, establishes project goals, timeline and parameters.



2 **Paula Slayton,**
Principal: Business Management

Establishes contractual agreements, negotiates terms, addresses billing questions.



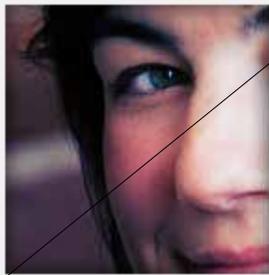
3 **Sean Magee,**
Principal: Brand Strategy

Develops campaign concept and messaging. Audience research, local perceptions, media planning.



4 **Derek Slayton,**
Principal: Creative Direction

Establishes campaign look and feel. Signal art, color palette, input on design.



5 **Amy Stevens,**
Art Director

Executes layout and design. Typeface selection, artwork creation and supervision of design team.



6 **Jacob Hadden**
Graphic Designer

Produces campaign deliverables and manages junior designers.



7 **Trina Quandt**
Production Coordinator

Provides estimates on deliverables and manages the execution of printing, media and web projects.

REFERENCES:

Beth Povie

Director, Branding & Communications // Finch Paper, Glens Falls

Tel: (518) 793-2541 x5482 Email: bpovie@finchpaper.com

Projects: Branding, advertising, marketing campaigns, web/blog/html e-mail & interactive support, print collateral, environment/tradeshows, signage, packaging, copy writing, photography, social media

Samples:

<http://www.designtramp.com/work/individual/finch-paper-posters/>

<http://www.designtramp.com/work/individual/finch-in-the-house-blog/>

Mike Howard

CEO // Parks Heritage Federal Credit Union, Glens Falls

Tel: (518) 926-4700 Email: mhoward@parksheritagefcu.org

Projects: Brand development, interactive support, signage systems & design, advertising, campaign, print collateral; social media support

Kevin Rosa

Director of Marketing & Sales // The Sagamore Resort, Bolton Landing

Tel: (518) 743-6210 Email: krosa@thesagamore.com

Projects: Branding, advertising, campaign, html e-mail & interactive support, print collateral, signage, photography, environment/tradeshows, copy writing

Samples:

<http://www.designtramp.com/work/individual/html-email-the-sagamore-holiday/>

<http://www.designtramp.com/work/individual/advertising-the-sagamore-1st-hole/>

Rick Davidson

Owner // Davidson Brothers Restaurant & Brewery, Glens Falls

Tel: (518) 743-9026 Email: rick.davidson@davidsonbrothers.com

Projects: Branding, packaging, advertising, marketing, campaign, web/blog html e-mail, interactive support, signage, packaging, copy writing, print collateral

Samples:

<http://www.designtramp.com/work/individual/dbros/>

<http://www.dackerale.com/>

John Strough

Queensbury Town Councilman // Town of Queensbury

Tel: (518) 798-9696 Email: jstrough@verizon.net

Projects: Branding, signage, print collateral

Mark Parfitt

Director of Marketing & Community Relations // SUNY Adirondack, Queensbury

Tel: (518) 743-2245 Email: parfittm@sunyacc.edu

Projects: Branding, advertising, marketing campaigns, environment/tradeshows, print collateral, copy writing, photography

Samples:

<http://www.designtramp.com/work/individual/suny-adirondack-adventure-sports-brochure/>

<http://www.designtramp.com/blog/suny-adirondack-gold/>

Season Brochure



SKI WEST MOUNTAIN

PURE FUN, DAY OR NIGHT

50TH 1961-2011

Brand Identity & Commemorative Logo

West Mountain, right off I87 in the southern Adirondacks is a family friendly mountain with 40 trails and a vertical drop of 1010'. Big enough for a full day of skiing, small enough for a novice. 2011 marks West Mountain's 50th anniversary, and they celebrated with a brand update. Trampoline responded with a shape that's part W letterform, part M, and part mogul trail. The star is a nod to West's popular night skiing program.



Trail Map



Vehicle Graphics





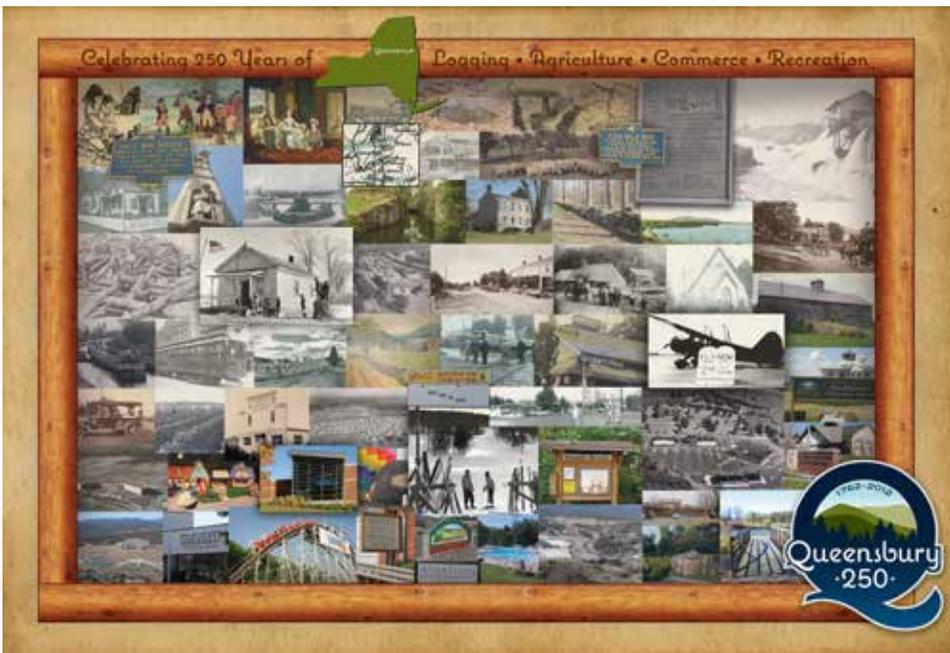
Commemorative & Town Logos



2x4' vertical, 2-sided



Banner Design

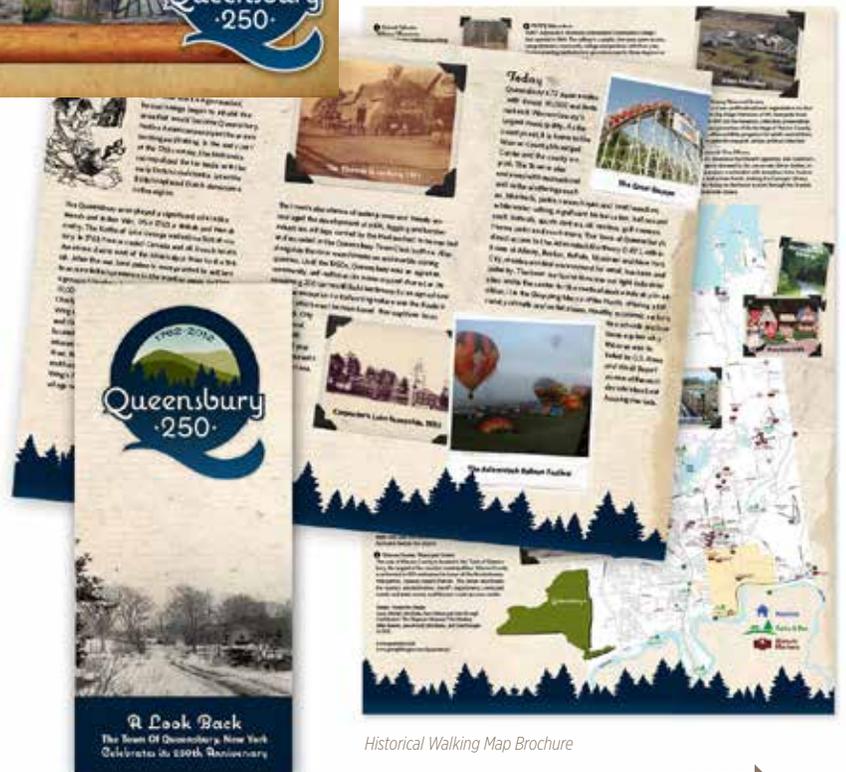


Commemorative Poster

Town of Queensbury, 250th Anniversary

Queensbury's town and historical committees needed to tout its forthcoming 250th anniversary of the founding of the town with some flavor, identity and a buzz. As the town didn't have an official 'brand', they did have some equity in an identifiable 'Q'. Trampoline combined that equity and took from the town's geographic and scenic beauty and created a commemorative logo, which will evolve into the official mark for the town.

In order to let the general public know of the event and its significance, light pole and standing banners were displayed for visual excitement. A brochure, providing a walking tour of historical sites, was created, as well as a commemorative poster to generate public awareness and outreach opportunities.



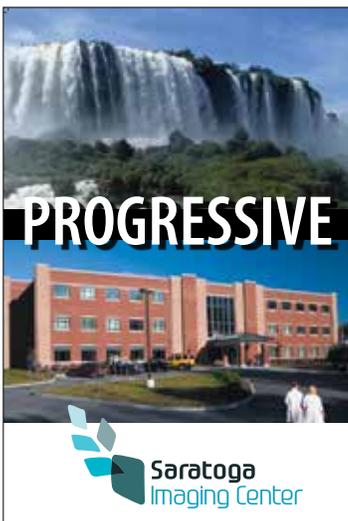
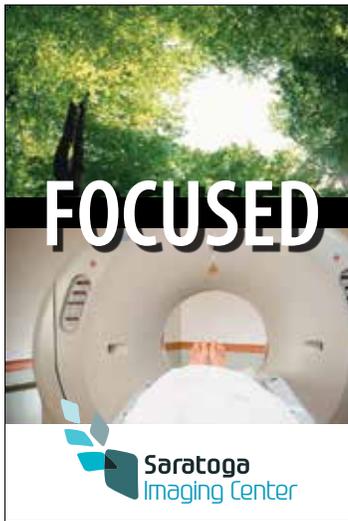
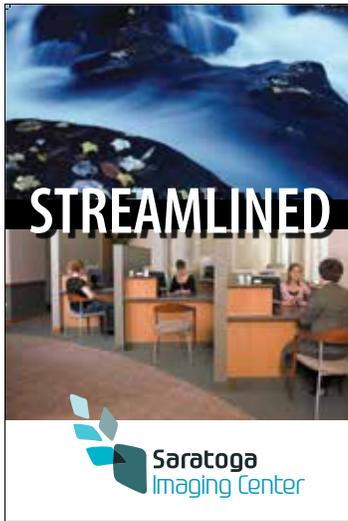
Historical Walking Map Brochure





Saratoga Imaging Center

Images for Life



Ad Campaign

Adirondack Radiology Associates, a family of medical screening centers, was in need of a repositioned brand in order to compete with emerging competitors, while maintaining awareness of its multiple locations throughout the region.

Saratoga Imaging Center, the newest location in the Adirondack Radiology family, required strategic marketing services for its grand opening — this included a combination of broadcast, print, interactive, photography and signage components. The winning combination helped elevate not only the Saratoga practice itself, but helped the overall brand become a top choice to both doctors and patients.



Television Spots



Promo Tags



Brochure





Brochure

HEAD START

WARREN COUNTY NEW YORK

Warren County Head Start has been providing quality educational and social experiences for children and their families in upstate New York since 1965. Though the preparation they receive is first-class, income eligibility requirements for enrollment have led to negative perceptions that these children are at a disadvantage.

Trampoline Design created a playful mark that not only encompasses the excitement experienced in the classroom but also the amazement of those who learn that Head Start offers much more than an average preschool, providing an interconnectivity of nutritional, basic and mental health services while building a foundation for success.

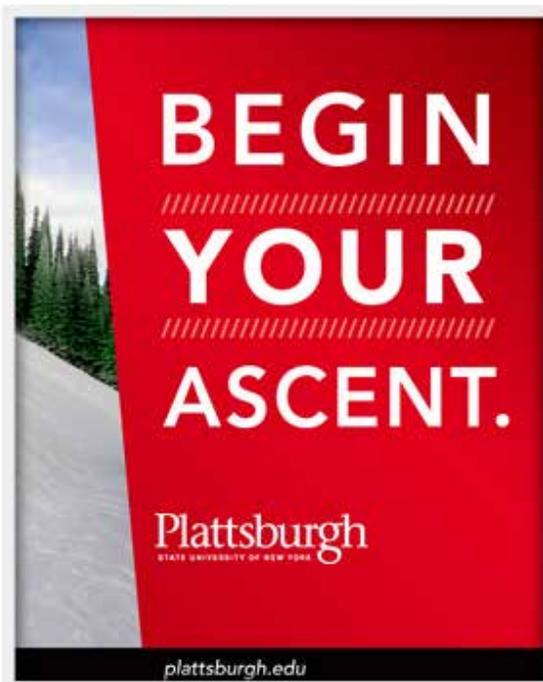
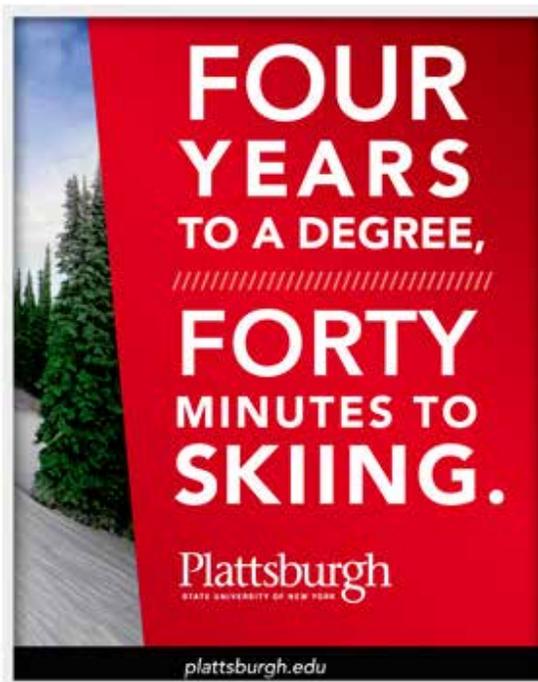


Print Advertisement



Website





Gondola Signage



Arena Signage



Hockey Rink Dasherboard

SUNY Plattsburgh, Plattsburgh, NY

The iconic Lake Placid olympic posters from the 1930s exclaim: Join us! Outdoors! Up Where Winter Comes to Play. The same could be said for the strategy behind a recent campaign by SUNY Plattsburgh. An agreement with O.R.D.A. places messaging in and around the Olympic venues throughout the Lake Placid region.

The goal (pun intended—hockey fans: light the lamp) is to associate the Plattsburgh brand with positive experiences that families have right here in the Adirondack Park.





Have *We* met?

THE SAGAMORE
New York's Resort

110 Sagamore Road, Bolton Landing, NY 12814 | 866-529-8305 | www.thesagamore.com



CELEBRATING
125 YEARS



Merchandise & Apparel



We Have *Seven* Restaurants.
That's right, we said seven.

THE SAGAMORE
New York's Resort

110 Sagamore Road, Bolton Landing, NY 12814 | 866-529-8305 | www.thesagamore.com



CELEBRATING
125 YEARS



We Have Our *Own* Boat.
That's not bragging—well, maybe a *little*.

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CELEBRATING
125 YEARS

The Sagamore,
Bolton Landing, NY

The Sagamore turned to Trampoline Design to help them reposition the hotel after a decade of stagnant marketing. A national print ad campaign cast the hotel in an elegant-yet-accessible light, and the conversational headlines and welcoming message continued through the hotel view book and brochures, television spots, html emails, on-site signage and radio scripts.

Sagamore Image Campaign





Brand Update



Facebook Fan Page 400+ Fans



Season Brochure



Show Poster

The Adirondack Theatre Festival, Glens Falls, NY

The organization was under new creative direction and determined it needed an updated look to reflect the programming and mission of the organization.

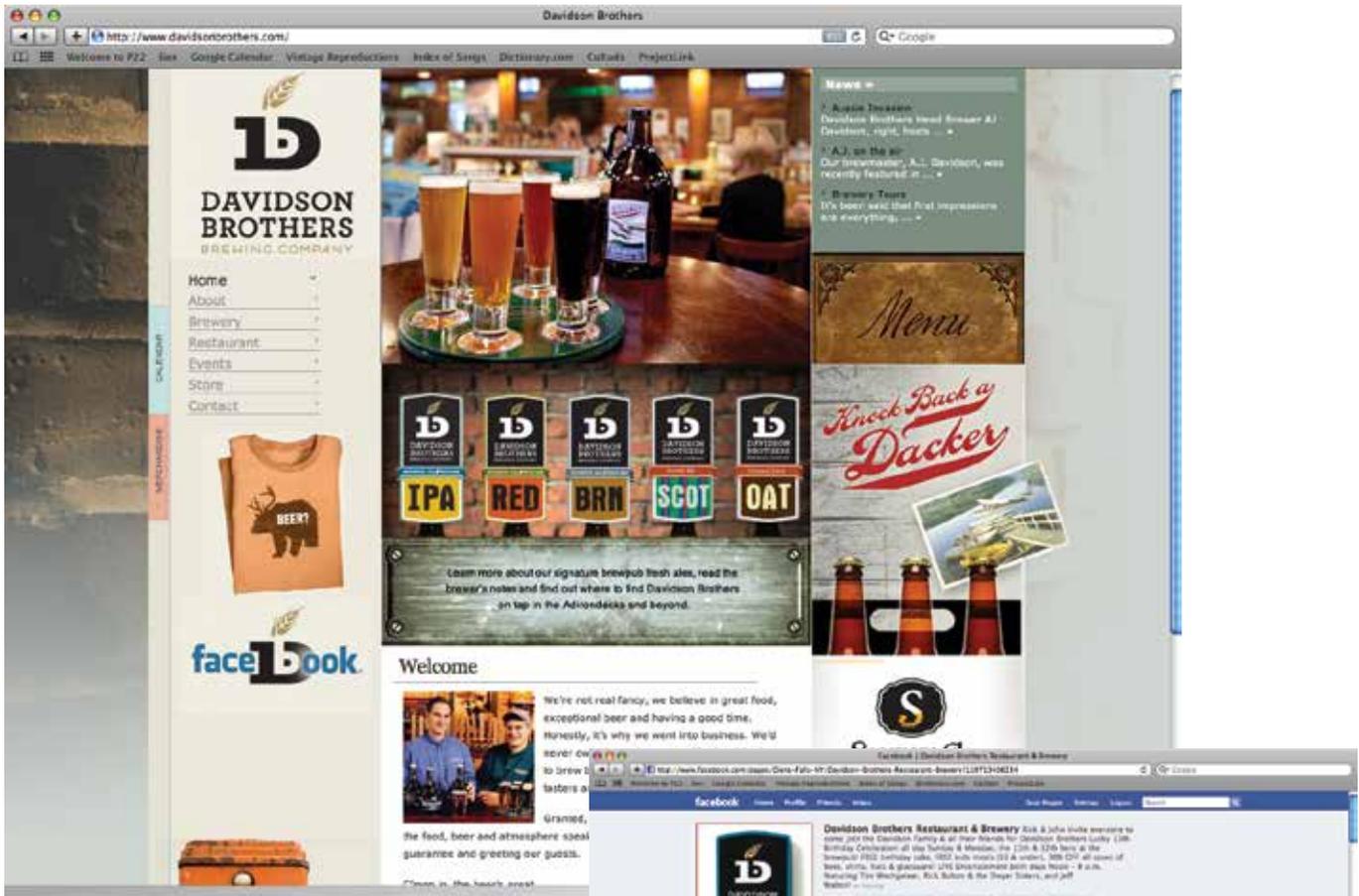
Trampoline Design worked to create a mark that conveyed the roots of the festival without pigeonholing it in a cookie-cutter style.

The debut of the mark on Facebook was central to the new approach and commitment to relevance that ATF desired. Posters, season mailer, advertising and stationery followed suit, demonstrating that ATF had done its homework with tech and dress rehearsal in order to offer a seamless branding performance.



Direct Mail Postcard





Davidson Brothers Restaurant & Brewery; davidsonbrothers.com



Davidson Brothers on Facebook —1,000 fans in two months' time



Sacandaga Outdoor Center: 4soc.com

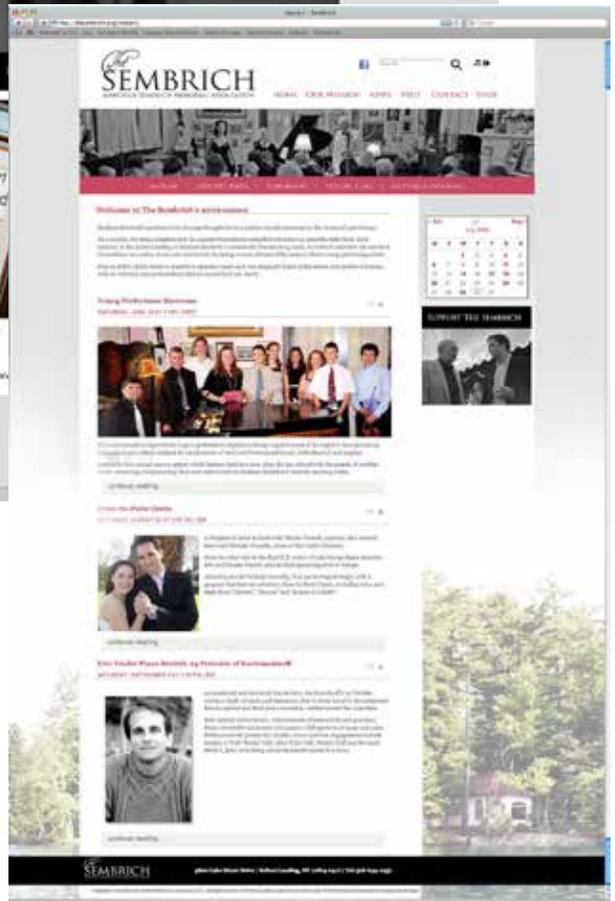


Double H Ranch: doublehbranch.org





Marcella Sembrich Museum: thesembrich.org



The Sembrich season page: powered by WordPress



Quandt's Food Service Distribution: quandts.com



Quandt's: Vendor Marketing Program, PURL outreach



Nine's Authentic Goods: shopnineonline.com





the COPPERFIELD

North Creek, NY

Adirondack activities Galore!

This summer, take advantage of all the Adirondacks have to offer with a Copperfield signature package.

Indulge in the Wild & Scenic or relax in a bit of magic for the fairies in your life with a Hallow River Retreat. No matter the activities, at the end of the day enjoy a frosty pint at Trappers or a hot entree from the wood-fired oven at Lorenzo's.

Set your GPS Nav system to North Creek, NY and join us at your perfect Adirondack Base Camp. Pack up and head to the Copperfield!



We're ready for adventure: 1-877-ADK-4-DNY

facebook twitter

Friend and follow the Copperfield for updates, specials and web exclusives.

Lorenzo's is what's cooking!



By the North Country's Best News



Just three weeks after opening its doors, the word on Lorenzo's from Chronicle Editor Mark Protti is, "I can't wait for the next time I dine at Lorenzo's."

As a way of celebrating the wonderful press and early success, we invite you to experience the magic created by executive chef Stephen Trapper and sous chef Denise Cover. When you make your dinner reservation at Lorenzo's, mention promo code Lorenzo's and receive a special rate of \$64 for a weekday or \$69 weekend night.

The rate is only available for summer and fall of 2009 and cannot be combined with other offers. Don't wait, call today for dinner, drinks and a promise to have you back in time for work. Get away today!

Tuesday-Saturday | 5-10 p.m. | Smart Casual | Reservations: 877-233-4466

Coordinate your adventure.

The Copperfield exists in a map of dreams, come on up and stake your claim for adventure. Explore our packages on our site and then give us a call.

We can't wait to design your Base Camp experience.



Click map to enlarge.

For more, visit www.copperfieldny.com

the COPPERFIELD

North Creek, NY

LORENZO'S



207 Main Street, North Creek, New York | 1-877-ADK-4-DNY | copperfieldny.com

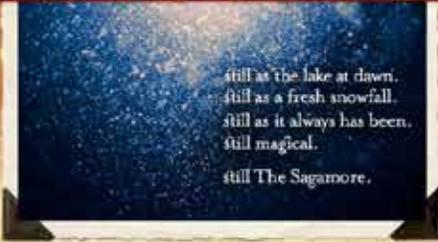
The Copperfield: HTML e-mail

THE SAGAMORE

New York's Finest



still.



still as the lake at dawn.
still as a fresh snowfall.
still as it always has been.
still magical.
still The Sagamore.

THANKSGIVING (AT THE LAKE)

Let us do the cooking this year. Join us Nov. 18-20, 2009 for three nights and receive the fourth night free. Prices start at just \$295 per person* in a Lodge Room.

Start an annual tradition this year by starting with friends and family over a delicious feast in the restaurant of your choice.

This Package Includes:

- Holiday Reception followed by Annual Tree Lighting with Santa
- Stay three nights in The Lodge or Historic Home and get the fourth night free!
- Thanksgiving dinner
- Breakfast daily



*The longer your stay, the more you save. Book on-site to receive the 4th night free in a Lodge Room for an additional \$250. Taxes and fees included with regular rates. Subject to availability. Reservations by 10/15/09. Taxes, valid on reservations only.

A Yuletide Hideaway

Spend the holidays at the lake this year!

Join us December 18 - 20, 2009 for three nights and receive the fourth night free. Celebrate with a festive dinner on the 23rd. Prices start at just \$295 per person* in a Lodge Room.

This package also includes:

- Breakfast daily
- \$100 gift card per reservation
- Holiday gift



*Reservations must be made by 11/15/09. Book on-site to receive the 4th night free in a Lodge Room for an additional \$250. Taxes and fees included with regular rates. Subject to availability. Reservations by 11/15/09. Taxes, valid on reservations only.

New Year's Eve CELEBRATION

Come and rock the night away at our Gold Ring in the New Year with live entertainment by the Liverpool Legends, the ultimate head-bangers ball, at our Gala party.

Celebrate the New Year Dec. 31, 2009 through Jan. 1, 2010

Book early to ensure your choice of room and dining. Rates starting at \$379 per person in a Lodge Room.*

This Package Includes:

- Accommodations for three nights in either: The Lodge or Historic Home
- New Year's dinner or coffee in The Sagamore Dining Room or Trillium
- Gala party and midnight toast with live entertainment
- Recovery brunch on New Year's Day



*Rates are based on double occupancy and include the charge. Super-saver rates may be available with some other valid on-site reservations.

THE LIVERPOOL LEGENDS
THEY TOOK US BY STORM WITH THEIR ROCK AND ROLL
New Year's Eve 2009

The Perfect Gift:

Sagamore Gift Cards are good for:

- A round of golf
- A spa appointment
- Dinner in Trillium
- A Stay at the Sagamore
- And much more!



THE SAGAMORE

New York's Finest

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860-569-6205 | www.theSagamores.com

The Sagamore: HTML e-mail

ATTACHMENT C: SAMPLE COMPLETE STREET POLICY RESOLUTION



Creating Healthy Places to Live, Work, & Play

Essex County Public Health Department - Preventive Services

SAMPLE Complete Streets Resolution

Town of Westport Resolution of Commitment to Complete Streets

DEFINITIONS:

“Complete Streets” is defined as streets that are safe, convenient and comfortable for all ages and abilities using any mode of transportation (motor vehicle, public transportation, foot, bicycle, etc).

“Complete Streets Program” is a system of implementing Complete Streets.

“Multi-modal transportation” refers to various modes of transportation (walking, bicycling, automobile, public transit, etc.).

WHEREAS, the Town of Westport recognizes that the needs of bicyclists and pedestrians of all ages and abilities should be considered in the planning and design of all new street construction and street reconstruction undertaken in the Town; and

WHEREAS, Complete Streets concepts, design-features and practices include, but are not limited to, sidewalks, paved shoulders suitable for cycling, designated bike lanes, lane striping, share-the-road signage, crosswalks, curb ramps, audible pedestrian signals, pedestrian crossing signage, traffic calming measures such as curb bump-outs, center islands, and pavement markings, sidewalk snow removal and routine shoulder and bike lane maintenance; and

WHEREAS, Complete Streets has been recognized and adopted as law in New York State; and over 300 Complete Streets policies and laws have been adopted at the state, county, town, village and city levels across the country for the purpose of improving multi-modal transportation options, safety, and accessibility for all users; and

WHEREAS, the Town of Westport recognizes that Complete Streets will increase opportunities for multi-modal transportation, increase the capacity and efficiency of the road network, incorporate traffic calming actions, limit greenhouse gas emissions, improve rates of physical activity and related health outcomes, improve neighborhood vitality, increase social interactions, create a stronger sense of community, strengthen the local economy, and improve the quality-of-life for people in the community; and

WHEREAS, the Town of Westport and its Department of Public Works has the ability to work with the Westport Planning Board, the Essex County Complete Streets Coalition, Westport Central School, and others to explore the development, maintenance and enhancement of pedestrian, bicycle and trail connections within neighborhoods, hamlet centers, and rural areas of Westport and put into practice a Complete Streets Program to address issues of these amenities..

NOW, THEREFORE, BE IT RESOLVED, the Town of Westport hereby recognizes the importance of creating Complete Streets through the planning, design, budgeting and implementation of local highway, street and sidewalk projects undertaken by and in the Town that enable safe multi-modal transportation for people of all ages and abilities, including children, youth, families, older adults and individuals with disabilities; and



Creating Healthy Places to Live, Work, & Play

Essex County Public Health Department - Preventive Services

SAMPLE Complete Streets Resolution cont.

BE IT FURTHER RESOLVED, the Town encourages the NYSDOT and Essex County to consider incorporating Complete Streets concepts, design-features, and practices in the planning, design, construction, reconstruction and rehabilitation of their respective roadways in the Town.

BE IT FURTHER RESOLVED, that the Town Board hereby resolves to establish a Complete Streets Policy as follows:

1. The Department of Public Works shall consider incorporating Complete Streets concepts, design features and practices in the planning, design, budgeting and implementation of local highway, street and sidewalk improvement projects undertaken by the Town of Westport.
2. The addition of Complete Streets facilities shall be consistent with the scope of the construction or improvement project, sensitive to the surrounding environment, and shall not be disproportionate with the cost of the larger project.
3. Complete Streets facilities may be planned, designed, developed, and maintained in accordance with bicycle and pedestrian facility guidelines adopted by the United States Department of Transportation, New York State Department of Transportation, the American Association of State Highway and Transportation Officials, and other guidelines approved by the Town of Westport.
4. If the Department of Public Works determines that the inclusion of bicycle and/or pedestrian facilities are unable to be accommodated on a roadway or within the Town right-of-way proposed for construction or improvement, The DPW Superintendent shall provide said determination in writing, with supporting documentation, to the Town Board for their information.
5. The Town Board shall create, and solicit citizen participation through, an "advisory board" or a subcommittee of the Planning Board to make recommendations to the Town and the Department of Public Works on the planning, design, budgeting and implementation of Complete Streets improvements in accordance with this policy.

On a motion by _____,

Seconded by _____,

And by a vote of _____ for, _____ against, and _____ absent,

this RESOLUTION was adopted on _____ 2011.