

Village of Schoharie

Long Term Community

Recovery Strategy

Final September 2014

Part 2

(Appendix 3 Comprehensive

Marketing Plan)



This document was prepared for the New York State Department of State with funds provided under Title 3 of the Environmental Protection Fund Act.

VILLAGE OF SCHOHARIE
COMPREHENSIVE MARKETING PLAN DRAFT
FINAL - AUGUST 31, 2014

OVERVIEW

The Village of Schoharie LTCR is a document that identifies long-term community needs related to the flood and it prioritizes projects that contribute to the recovery and future resiliency of the Village. In the process of preparing this comprehensive document, the Village concluded that – together with infrastructure improvements, implementation of resiliency techniques, zoning and regulatory updates, and economic development incentives – a comprehensive marketing effort is needed to rebuild its economic viability so negatively impacted by the flood.

This section of the LTCR is intended to provide the Village of Schoharie with information about specific marketing activities, including recommended action steps that can be taken to attain their recovery goals. Detailed cost information for implementation will be included at the end of the section. The estimates are predicated on building on the recommendations included in this section.

There are numerous organizations in the area that are already undertaking some level of marketing of the region.

- **Schoharie Promotional Association** - Established in 1983, this group sponsors a number of annual community events and efforts to beautify the area. Their marketing reach appears to be fairly local, but this is an important audience for the Village.
- **Help Us Grow Schoharie (HUGS)** - Established in 2013, this group oversees collective promotion among village businesses and organizations. Their marketing reach also is fairly local, but the organization has been successful in assisting Village businesses to work toward marketing together.
- **Schoharie Valley Association** - Established in 1994, this association promotes collective promotion among its members. The SVA activities include an annual travel guide and radio/TV/cable advertising in the Capital Region. The Capital Region is the closest population center from which to draw visitors.
- **Schoharie County Tourism** - This program is currently administered by the Schoharie County Chamber of Commerce. This organization will be responsible for marketing Schoharie County throughout the Northeast and for maintenance of the

county tourism website. It is expected that the county tourism program will be fully operational – and soliciting partnerships – by the end of 2014.

It should be apparent in reading these brief descriptions that the organizations market in concentric ‘rings. The Village would be well-served in finding ways to partner with these groups to attain its overall goals. In this section, I am suggesting appropriate partners for the various activities.

An initial meeting held in late August 2014 brought these groups together to determine the roles they will play in building out the marketing program for the Village.

COMPONENT A - The Schoharie Brand

Step One is to broadly define who we are. For marketing purposes, ‘Schoharie’ can mean more than just the assets within the Village: the creek, the surrounding hills, nearby farms and more all contribute to the character of our community. I propose that the broad term ‘Schoharie’ be used when talking about lifestyle issues, and that the more specific term ‘Village of Schoharie’ be employed when talking about economic/development issues.

Some of the concepts that come up repeatedly in my work within Schoharie County are:

- Scenic/natural beauty
- Agricultural bounty
- History/architecture

Additional concepts that relate specifically to the Village include:

- County seat
- Village of fountains
- The Schoharie Creek

A first pass might read: *The historic Village of Schoharie is a vibrant community situated in the beautiful and bountiful Schoharie Valley.* For marketing purposes, that’s kind of long, but it’s an important first step in creating our marketing position. It will be the reference point with which taglines, headlines and other elements can be compared.

Step Two is to develop our marketing identity. This would include our name, a graphic element and perhaps a tag line. As examples:

- NAME: The Village of Schoharie
- GRAPHIC ELEMENT: Fountain/sunrise/rooster/streetscape
- TAG LINE: Community comes naturally/Rooted in our past/Building on history

To illustrate this step, I will incorporate a fountain. A fountain is a good way to bring in the history of the village and presents 'water' in a good light. I will use the tag line: *A good life in a beautiful place* to capture some other of the elements listed above.

It is preferable that the brand art be developed in a vector art format. Vector art is usable at any scale and maintains crisp edges in any application. The art should be designed to work in both full-color and grayscale.

DELIVERABLES

Deliverables provided as part of this section include development of the Village logo.

ACTION STEPS

- 1. Determine elements for the Schoharie brand: Name/Graphic Element/Tag Line*
- 2. Select a graphic designer to provide different executions of the branding*
- 3. Select final version and develop final art*

These elements have been completed and development of the final art has been funded from a separate source.

- 4. Select a graphic designer to oversee the development of all additional materials*

See Attachment A, the Cost Summary and proposed vendor list.

COMPONENT B - Website

This is probably the most important communications tool for the Village. It creates an opportunity to showcase what the village and its region have to offer and can support communications with various market segments and constituencies.

Currently, the village 'website' is a section on the overall Schoharie County government website: www.schohariecounty-ny.gov/CountyWebSite/villsch/. While this site includes information on village policies and officials and includes links to other resources, it does not seem like a good fit for a site focused on attracting visitors and promoting the quality of life. Additionally this site is maintained by Schoharie County, limiting the flexibility to add and update information.

A better alternative would be to build a small website that presents information specifically of interest to visitors and those investigating relocation to this area as well

as news and events important to village residents. With the rise in usage of mobile devices, the web developer will need to create a mobile compatible framework.

The initial site development should be undertaken by a professional web developer, but the site should allow regular content updates by the sponsoring organization.

A basic outline of the website would include:

- **Overview**

- The Schoharie Valley and Schoharie Creek
- History of the village

- **Information for visitors**

- Regional points of interest
- Village attractions and services
- Village walking tour
- Annual events
- Directions and distances
- Other travel resources

- **Relocation information for families**

- Housing information
- Regional employment information
- Schools
- Shopping and retail

- **Relocation information for businesses**

- Land and buildings
- Transportation and other infrastructure
- Workforce

- **Village news**

- New businesses
- Upcoming local events
- Awards and achievements

DELIVERABLES

Deliverables provided as part of this section include

- Development of the website outline,*
- Prototype page design and navigation*
- Initial sourcing for website construction and administration*
- Budget development*

See Attachments B, the Cost Summary and the proposed vendor list.

ACTION STEPS

1. Secure domain name(s).

This element has been completed and was funded through a separate source.

The domains are schoharienvillage.org and schoharie village.com

2. Determine village contact person/organization for website administration

3. Determine persons or organization to collect and organize information and images for inclusion in the site and begin collection process

4. Issue RFP to qualified vendors soliciting information on website design and updates; make vendor selection

5. Oversee design and construction of the site

COMPONENT C- Marketing communications

There are a number of constituencies important to the success of the Village's marketing program. Each group will require a different set of communications tools.

Village residents and businesses. The market report identified a need to improve attitudes among those already in the village. It is important to encourage current residents and businesses to work together to build a stronger community and they should be a primary target audience for our efforts. Additionally, Village residents should be made aware of the services and shops available within the village and should be encouraged to support them.

By providing progress reports and other information (via a Village website or newsletter), along with opportunities to participate in the efforts (through events and activities) we can make them partners in our efforts. Small window decals can be distributed to businesses to help build a sense of community.

Local visitor market. Nearby residents feel that they already know what the Village has to offer. For this market segment, we need to communicate 'something new': events, new business openings, etc. The SPA-HUGS ads were a start at collective promotion,

but I believe a stronger approach would be to focus on the 'something new', with businesses helping to underwrite the effort rather than placing small individual ads.

The Village and its businesses should focus on one event per month, a number of which already exist: Antiques in Schoharie (March and September), Christmastime in Schoharie (December), etc. Others can be added, such as The Schoharie Sweet Corn Challenge (August), History Comes Alive (October). Businesses should be encouraged to extend their hours to meet the needs of visitors.

A small flyer could be developed for each event to inform visitors of special offerings from Village businesses.

Regional visitor market. The Capital Region – and its 1 million inhabitants – is only 30 minutes away. The Schoharie Valley Association (and Schoharie County Tourism when run by the Chamber

in the past) have successfully marketed to that region through broadcast, cable and radio.

The Schoharie Alliance is a fledgling organization that is endeavoring to unite private businesses and organizations from throughout the county to coordinate marketing efforts. Also, the Schoharie County Chamber of Commerce is working to move the county tourism program out of county government. These groups may offer additional opportunities for the Village in the future.

Television/cable are the most compelling – and most cost-effective – media options in metropolitan areas. Media efficiency is often measured in terms of cost-per-rating-point (the cost to reach 1% of the target market). Rough estimates for the CPP for nearby markets, using local morning news and local evening news programming are:

Albany	\$60/point
Binghamton	\$35/point
Syracuse	\$50/point
Utica	\$35/point

To carry the math one step further, a small media flight might include programming that delivers a total of 100 gross rating points. Typically, such a flight could reach 40% of the target audience with an average frequency of 2.5 (40% x 2.5 impressions = 100 rating points). Such a media flight in the Albany market would cost \$6,000.

But this hypothetical media flight would reach 400,000 people between 2 and 3 times/viewer. At a conversion rate of 1%, this would bring 4,000 people to Schoharie.

Not every business will benefit from reaching out to a regional market, but some will. They should be encouraged to work together in developing a coordinated media program funded by smaller contributions from the participants. Depending on Village resources, the Village may contribute an amount to reduce the costs shared by the participants. Using our \$6,000 flight in the Albany market as an example, the Village could contribute \$1,500. Each of ten participants would then share the remaining \$4,500.

Not included in the example above are creative and production costs that will be developed as the media program evolves.

Distant visitor markets. The Schoharie County Tourism program, administered by the Chamber of Commerce, focuses on overnight visitors. They have inherited the marketing program established when the tourism program was administered by Schoharie County Planning and Development and discussions through the balance of 2014 will focus on whether to change the theme or other elements of the existing program.

The Village should cooperate with this program, but other market segments can offer more immediate results.

Relocation market. Attracting new residents and businesses is vital to the growth of the Village. A Village website would be the most valuable channel to provide the variety and depth of information these segments require, but a simple printed brochure would be a nice addition to the Village's marketing toolkit.

DELIVERABLES

Deliverables provided as part of this section include

- *Prototype newsletter and decal design*
- *Prototype design of a newspaper masthead and event flyer, general design guidelines and budget information*
- *Prototype design for a relocation brochure, pocket folder and informational mastheads*
- *Concept development (storyboards) for TV/cable spots*
- *Discussion of funding tactics, media costs in adjacent markets, and opportunities within the Valley Association and Schoharie County tourism programs.*
- *Specifications, general design guidelines, vendor identification and budget information.*

ACTION STEPS

- 1. Determine village contact person/organization to oversee administration of this component*
- 2. Determine persons or organization to implement various elements of this component. Help Us Grow Schoharie (HUGS) and the Schoharie Promotional Association would be an appropriate partners for efforts to reach the local market.*
- 3. I recommend that the Village become an active member of the Schoharie Valley Association and participate in its regional marketing efforts.*
- 4. The Village should remain aware of the programs to be built through the Chamber of Commerce to reach distant visitor markets. However, I recommend that the Village participate through its affiliation with the Schoharie Valley Association.*
- 5. The Village should remain aware of the economic development resources available through Schoharie County Planning and Development.*

COMPONENT D - Infrastructure

Walking tour signage. A walking tour of the historic sites within the Village would provide visitors with an in-village activity and would highlight the important role the village has played in the history of the region.

It would be possible to create a walking tour of historic locations, but often the only thing to see would be the panel we create. A better idea might be to create a walking tour of historic homes and buildings in the Village. The village historian, Anne Hendrix, is in possession of a book from the early 1900s that includes a great many photographs of homes that survive today. By creating such a walking tour, the visitor will be able to see the building as it was in 1900 and also how it is today. Through the original owners of the buildings, we can also insert some local history into the tour.

Permission will be needed from the current property owner to place the sign on their property. Village approval would most likely also be required.

I have created a design for a laminated panel, 12 x 18 inches. The vendor of choice would be Fossil Graphics (fossilgraphics.com), a company with vast experience in creating exterior signage. Among the projects on which I've worked with Fossil Graphics is the set of town kiosk panels that are located in each of Schoharie County's 16 towns.

Their proposal for a set of 10 panels and associated mounting hardware is appended to this proposal. To allow the village some latitude in selecting a vendor, I have drawn from their recommended bid specifications, eliminating the clauses that would serve to exclude other vendors:

Graphics must be warranted for a minimum of 10 years against fading, delamination and weather deterioration. There should be no warranty requirements for an annual application of water sealant, no exclusions for panels used in "extreme temperatures" and no clause that warranties can be denied due to "improper maintenance". Panels must be able to be cleaned with any solvent. Vendor shall provide a sample from a supplied file to confirm quality.

Fountain installation. Early historical connections led the Village to design its brand around an image of a fountain as shown in Component A of this section.

The village of Schoharie – one of the original seven “dorfs,” or settlements, in the Schoharie Valley – was originally called “Brunnendorf,” which translates to “Fountain Town,” in recognition of the springs that supplied abundant water to the settlement. Furthering this connection, there was a 3-level fountain (for dogs, horses and people) located on Main Street for many years. The fountain is no longer in use and is now located on Depot Lane in the Village.

My first thought was to relocate the 3-level fountain to an appropriate site on Main Street to provide a focal point for events and a starting point for proposed walking tours. However, the fountain is treasured by the Schoharie Colonial Heritage Association and leaving it where it is might be the neighborly thing to do. In addition, the 3-level fountain is in need of major repair.

A better option might be to investigate the installation of a more contemporary fountain in a location near the County Office Building or Lasell Hall on the east side of Main Street. An aerating fountain similar to one shown in the appendix would create a decorative ‘water feature’ on Main Street and would reinforce the history of the village.

Moreover, recent discussions among members of the LTRC committee and the community have shown great enthusiasm for extending the ‘fountain’ concept much further, with an eye to ultimately creating a ‘Village of Fountains’.

DELIVERABLES

Deliverables provided as part of this section include prototype Walking Tour signage.

ACTION STEPS

- 1. Create an inventory of appropriate sites for inclusion in the Walking Tour*
- 2. Investigate liability issues arising from installation of signage on private property*
- 3. Assess the willingness of selected homeowners to allow installation of signage on their properties*
- 4. Identify and pursue grants and other funding opportunities for the Walking Tour program*
- 5. Create an inventory of appropriate sites for the installation on one or more fountains and estimated costs for purchase and installation*
- 6. Identify and pursue grants and other funding opportunities for the fountain installation*

DRAFT submitted by:

Kurt M. Pelton
Kurt Pelton Media/Marketing

ATTACHMENTS

- Attachment A - Brand design (PDF)
- Attachment B - Web design (PDF)
- Attachment C - Marketing communications (PDF)
- Attachment D - Infrastructure (PDF)
- Partial vendor list
- Summary of estimated costs

PARTIAL VENDOR LIST

DESIGN SERVICES

Kurt Pelton Media/Marketing

219 Curry Hill Road
Sloansville, NY 12160
518-868-4166

Upside Collective
249 Green Street
Schenectady, NY 12305
518-370-0108

WEBSITE DESIGN AND MAINTENANCE

MVIntech

310 West Liberty Street
Rome, NY 13440
315-542-6132

ES11
8 Stanley Circle, Suite #8
Latham, NY 12110
518-782-1111

GoatCloud Communications LLC.
2215 Nott Street, #190
Schenectady, NY 12309
518-557-7613

PRINTING SERVICES

4OVER.com (on-line print broker)

4over.com

Benchmark Printing

1890 Maxon Road Extension

Schenectady, NY 12308

518-393-1361

Times Journal Printing

19 Division Street

Cobleskill, NY 12043

518-234-2515

Magical Printing & Design

281 Main Street, Suite 1

Schoharie, NY 12157

518-872-3188

SIGNAGE

Fossil Industries

44 Jeffryn Boulevard

Deer Park, NY 11729

631-254-9200

Velocity Print Solutions

705 Corporations Park

Scotia, NY 12302

518-370-1158

Olson Signs

1750 Vley Road Extension

Scotia, NY 12302

518-370-2118

EXAMPLE TYPEFACES/PANTONE COLORS

Village of Schoharie ADOBE GARAMOND SEMIBOLD/PANTONE 286

Village of Schoharie EUPHORIGENIC REGULAR/PANTONE 484

Village of Schoharie QUORUM BOLD/PANTONE 295

EXAMPLE BRANDING ICONS



EXAMPLE BRANDING LOGOS



Welcome to Schoharie!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae augue. Curabitur eu turpis. Donec facilisis metus ut nunc. Nulla facilisi. Nunc eget mauris. Ut nibh urna, adipiscing eget, lacinia hendrerit, dignissim ut, pede. Cras sed pede. Maecenas mauris. Nullam neque pede, laoreet a, tempor in, faucibus vitae, dui. Etiam sed orci. Maecenas bibendum mauris non libero.

Pellentesque sit amet libero. Integer felis urna, convallis sed, posuere vel, porta in, dui. Etiam aliquet. Integer arcu felis, suscipit non, tincidunt non, aliquam at, magna. Maecenas aliquet tellus nec elit. Pellentesque egestas ullamcorper turpis. Nunc tellus. Sed semper euismod ante. Cras mollis lectus id nulla. Pellentesque mattis. Sed iaculis. Nulla imperdiet fermentum odio. In iaculis, leo in viverra tincidunt, dui est euismod quam, at malesuada nulla pede at odio. Suspendisse potenti. Mauris nec enim at libero fringilla ultricies. Nulla in dolor. In vel urna. Aenean ante nunc, sollicitudin vitae, gravida vel, bibendum ac, sapien. Praesent massa lectus, ornare et, porttitor ut, laoreet sit amet, nunc.

Proin sed magna ac nibh accumsan commodo. Fusce laoreet, nunc vel sagittis semper, metus diam hendrerit sem, in faucibus risus ante vel lorem. Donec adipiscing massa non nulla. Etiam lorem. Quisque pharetra imperdiet dolor. Nam vehicula. Donec adipiscing, sem id laoreet convallis, nunc diam malesuada diam, id ultrices arcu sapien a lectus. In scelerisque eleifend turpis. Proin aliquet placerat sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean hendrerit tortor sit amet dui. Morbi orci sapien, volutpat non, mollis at, volutpat vitae, leo. Phasellus feugiat ante dapibus tortor. Quisque dapibus hendrerit arcu. Pellentesque sollicitudin lectus non neque. Sed venenatis cursus nunc. Cras sodales libero vel lacus. Maecenas luctus libero id leo. Donec tincidunt semper massa.



So much to see and do!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae augue. Curabitur eu turpis. Donec facilisis metus ut nunc. Nulla facilisi. Nunc eget mauris. Ut nibh urna, adipiscing eget, lacinia hendrerit, dignissim ut, pede. Cras sed pede. Maecenas mauris. Nullam neque pede, laoreet a, tempor in, faucibus vitae, dui. Etiam sed orci. Maecenas bibendum mauris non libero.

Pellentesque sit amet libero. Integer felis urna, convallis sed, posuere vel, porta in, dui. Etiam aliquet. Integer arcu felis, suscipit non, tincidunt non, aliquam at, magna. Maecenas aliquet tellus nec elit. Pellentesque egestas ullamcorper turpis. Nunc tellus. Sed semper euismod ante. Cras mollis lectus id nulla. Pellentesque mattis. Sed iaculis. Nulla imperdiet fermentum odio. In iaculis, leo in viverra tincidunt, dui est euismod quam, at malesuada nulla pede at odio. Suspendisse potenti. Mauris nec enim at libero fringilla ultricies. Nulla in dolor. In vel urna. Aenean ante nunc, sollicitudin vitae, gravida vel, bibendum ac, sapien. Praesent massa lectus, ornare et, porttitor ut, laoreet sit amet, nunc.

Proin sed magna ac nibh accumsan commodo. Fusce laoreet, nunc vel sagittis semper, metus diam hendrerit sem, in faucibus risus ante vel lorem. Donec adipiscing massa non nulla. Etiam lorem. Quisque pharetra imperdiet dolor. Nam vehicula. Donec adipiscing, sem id laoreet convallis, nunc diam malesuada diam, id ultrices arcu sapien a lectus. In scelerisque eleifend turpis. Proin aliquet placerat sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean hendrerit tortor sit amet dui. Morbi orci sapien, volutpat non, mollis at, volutpat vitae, leo. Phasellus feugiat ante dapibus tortor. Quisque dapibus hendrerit arcu. Pellentesque sollicitudin lectus non neque. Sed venenatis cursus nunc. Cras sodales libero vel lacus. Maecenas luctus libero id leo. Donec tincidunt semper massa.

REGIONAL POINTS OF INTEREST
VILLAGE ATTRACTIONS AND SERVICES
VILLAGE WALKING TOUR
ANNUAL EVENTS
DIRECTIONS AND DISTANCES
OTHER TRAVEL RESOURCES



Village Walking Tour

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae augue. Curabitur eu turpis. Donec facilisis metus ut nunc. Nulla facilisi. Nunc eget mauris. Ut nibh urna, adipiscing eget, lacinia hendrerit, dignissim ut, pede. Cras sed pede. Maecenas mauris. Nullam neque pede, laoreet a, tempor in, faucibus vitae, dui. Etiam sed orci. Maecenas bibendum mauris non libero.

Pellentesque sit amet libero. Integer felis urna, convallis sed, posuere vel, porta in, dui. Etiam aliquet. Integer arcu felis, suscipit non, tincidunt non, aliquam at, magna. Maecenas aliquet tellus nec elit. Pellentesque egestas ullamcorper turpis. Nunc tellus. Sed semper euismod ante. Cras mollis lectus id nulla. Pellentesque mattis. Sed iaculis. Nulla imperdiet fermentum odio. In iaculis, leo in viverra tincidunt, dui est euismod quam, at malesuada nulla pede at odio. Suspendisse potenti. Mauris nec enim at libero fringilla ultricies. Nulla in dolor. In vel urna. Aenean ante nunc, sollicitudin vitae, gravida vel, bibendum ac, sapien. Praesent massa lectus, ornare et, porttitor ut, laoreet sit amet, nunc.

Proin sed magna ac nibh accumsan commodo. Fusce laoreet, nunc vel sagittis semper, metus diam hendrerit sem, in faucibus risus ante vel lorem. Donec adipiscing massa non nulla. Etiam lorem. Quisque pharetra imperdiet dolor. Nam vehicula. Donec adipiscing, sem id laoreet convallis, nunc diam malesuada diam, id ultrices arcu sapien a lectus. In scelerisque eleifend turpis. Proin aliquet placerat sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean hendrerit tortor sit amet dui. Morbi orci sapien, volutpat non, mollis at, volutpat vitae, leo. Phasellus feugiat ante dapibus tortor. Quisque dapibus hendrerit arcu. Pellentesque sollicitudin lectus non neque. Sed venenatis cursus nunc. Cras sodales libero vel lacus. Maecenas luctus libero id leo. Donec tincidunt semper massa.



[Click here to download a Walking Tour PDF \(625 KB\)](#)

B 03
 WEBSITE
 WALKING TOUR

HOME

VISITOR INFORMATION

RELOCATION INFORMATION

VILLAGE NEWS

CONTACT US



Proin sed magna ac nibh accumsan commodo. Fusce laoreet, nunc vel sagittis semper, metus diam hendrerit sem, in faucibus risus ante vel lorem. Donec adipiscing massa non nulla. Etiam lorem. Quisque pharetra imperdiet dolor. Nam vehicula. Donec adipiscing, sem id laoreet



7. GEORGE MASON HOME

Proin sed magna ac nibh accumsan commodo. Fusce laoreet, nunc vel sagittis semper, metus diam hendrerit sem, in faucibus risus ante vel lorem. Donec adipiscing massa non nulla. Etiam lorem. Quisque pharetra imperdiet dolor. Nam vehicula. Donec adipiscing, sem id laoreet convallis, nunc diam malesuada nunc vel sagittis semper, metus diam hendrerit sem, in faucibus risus ante vel lorem. Donec adipiscing

Village Life

News and Events for
the Village of Schoharie
Fall, 2014



Library adds new services

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae augue. Curabitur eu turpis. Donec facilisis metus ut nunc. Nulla facilisi. Nunc eget mauris. Ut nibh urna, adipiscing eget, lacinia hendrerit, dignissim ut, pede. Cras sed pede. Maecenas mauris. Nullam neque pede, laoreet a, tempor in, faucibus vitae, dui. Etiam sed orci. Maecenas bibendum mauris non libero.

Pellentesque sit amet libero. Integer felis urna, convallis sed, posuere vel, porta in, dui. Etiam aliquet. Integer arcu felis, suscipit non, tincidunt non, aliquam at, magna. Maecenas aliquet tellus nec elit. Pellentesque egestas ullamcorper turpis. Nunc tellus. Sed semper euismod ante. Cras mollis lectus id nulla. Pellentesque mattis. Sed iaculis. Nulla imperdiet fermentum odio. In iaculis, leo in viverra tincidunt, dui est euismod quam, at malesuada nulla pede at odio. Suspendisse potenti. Mauris nec enim at libero fringilla ultricies. Nulla in dolor. In

Proin sed magna ac nibh accumsan commodo. Fusce laoreet, nunc vel sagittis semper, metus diam hendrerit sem, in faucibus risus ante vel lorem. Donec adipiscing massa non nulla. Etiam lorem. Quisque pharetra imperdiet dolor. Nam vehicula. Donec adipiscing, sem id laoreet convallis, nunc diam malesuada diam, id ultrices arcu sapien a lectus. In scelerisque eleifend turpis. Proin aliquet placerat sapien. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean hendrerit tortor sit amet dui. Morbi orci sapien, volutpat non, mollis at, volutpat vitae, leo. Phasellus feugiat ante dapibus tortor. Quisque dapibus hendrerit arcu. Pellentesque sollicitudin lectus non neque. Sed venenatis cursus nunc. Cras sodales libero vel lacus. Maecenas luctus libero id leo. Donec tincidunt semper massa.

COMMUNITY CALENDAR

History Fair

October 11-13. Etiam aliquet. Integer arcu felis, suscipit non, tincidunt non, aliquam at, magna. Maecenas aliquet tellus nec elit. Pellentesque egestas ullamcorper turpis.

Open House

October 12. Nunc tellus. Sed semper euismod ante. Cras mollis lectus id nulla. Pellentesque mattis. Sed iaculis. Nulla imperdiet fermentum odio. In iaculis, leo in viverra tincidunt, dui est euismod quam, at malesuada nulla pede at odio.

History Fair

October 11-13. Etiam aliquet. Integer arcu felis, suscipit non, tincidunt non, aliquam at, magna. Maecenas aliquet tellus nec elit. Pellentesque egestas ullamcorper turpis.

Open House

October 12. Nunc tellus. Sed semper euismod ante. Cras mollis lectus id nulla. Pellentesque mattis. Sed iaculis. Nulla imperdiet fermentum odio. In iaculis, leo in viverra tincidunt, dui est euismod quam, at malesuada nulla pede at odio.

History Fair

October 11-13. Etiam aliquet. Integer arcu felis, suscipit non, tincidunt non, aliquam at, magna. Maecenas aliquet tellus nec elit. Pellentesque egestas ullamcorper turpis.

Open House

October 12. Nunc tellus. Sed semper euismod ante. Cras mollis lectus id nulla. Pellentesque mattis. Sed iaculis. Nulla imperdiet fermentum

C 01
NEWSLETTER
TEMPLATE

Life
is
good.

 VILLAGE OF
Schoharie
A good life, in a beautiful place.
schoharievillage.com

C 02
MERCHANT
DECAL

Stone Fort Days

 **Schoharie**
VILLAGE OF



History comes alive!

Stone Fort Days October 11-13, 2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae augue. Curabitur eu turpis. Donec facilisis metus ut nunc. Nulla facilisi. Nunc eget mauris. Ut nibh urna, adipiscing eget, lacinia hendrerit, dignissim ut, pede. Cras sed pede. Maecenas mauris. Nullam neque pede, laoreet a, tempor in, faucibus vitae, dui. Etiam sed orci. Maecenas bibendum mauris non libero. suada nulla pede at odio. Suspendisse potenti. Mauris nec enim at libero fringilla ultricies. Nulla in dolor. In vel urna. Aenean ante nunc, sollicitudin vitae, gravida vel, bibendum ac, sapien. Praesent massa lectus, ornare et, porttitor ut, laoreet sit amet, nunc.

Find out more about what's going on in the Village of Schoharie at schoharievillage.com

MORE TO SEE, MORE TO DO!

Artisan Fair - Meet local artists and shop for the holidays. *Hive* • 321 Main Street • hive321.com

Antiques Galore! - Step back in time for housewares and collectibles. *Generations* • 397 Main Street • 518-295-6447

Artisan Fair - Meet local artists and shop for the holidays. *Hive* • 321 Main Street • hive321.com

Antiques Galore! - Step back in time for housewares and collectibles. *Generations* • 397 Main Street • 518-295-6447

Artisan Fair - Meet local artists and shop for the holidays. *Hive* • 321 Main Street • hive321.com

 **Schoharie**
VILLAGE OF
A good life, in a beautiful place.


Stone Fort Days



History comes alive!

Stone Fort Days October 11-13, 2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae augue. Curabitur eu turpis. Donec facilisis metus ut nunc. Nulla facilisi. Nunc eget mauris. Ut nibh urna, adipiscing eget, lacinia hendrerit, dignissim ut, pede. Cras sed pede. Maecenas mauris. Nullam neque pede, laoreet a, tempor in, faucibus vitae, dui. Etiam sed orci. Maecenas bibendum mauris non libero. suada nulla pede at odio. Suspendisse potenti. Mauris nec enim at libero fringilla ultricies. Nulla in dolor. In vel urna. Aenean ante nunc, sollicitudin vitae, gravida vel, bibendum ac, sapien. Praesent massa lectus, ornare et, porttitor ut, laoreet sit amet, nunc.


VILLAGE OF
Schoharie
A good life, in a beautiful place.

**Check out all the other great things
going on in Schoharie on the other side**

MORE TO SEE, MORE TO DO!

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

Antiques Galore! - Step back in time for housewares and collectibles. *Generations • 397 Main Street • 518-295-6447*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

Antiques Galore! - Step back in time for housewares and collectibles. *Generations • 397 Main Street • 518-295-6447*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

Antiques Galore! - Step back in time for housewares and collectibles. *Generations • 397 Main Street • 518-295-6447*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

Antiques Galore! - Step back in time for housewares and collectibles. *Generations • 397 Main Street • 518-295-6447*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*


Antiques Galore! - Step back in time for housewares and collectibles. *Generations • 397 Main Street • 518-295-6447*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

Antiques Galore! - Step back in time for housewares and collectibles. *Generations • 397 Main Street • 518-295-6447*

Artisan Fair - Meet local artists and shop for the holidays. *Hive • 321 Main Street • hive321.com*

**All special offers valid through 10/21/14
during normal business hours**


VILLAGE OF
Schoharie
A good life, in a beautiful place.

Find out more about what's going on in the
Village of Schoharie at schoharievillage.com

C 04
EVENT
CARD



The folks here in Schoharie have made a pretty nice life for themselves. And they'd like



hive - Main Street, Schoharie

to share it with you. Crafts from local artisans.



County Seat Café - Main Street, Schoharie

Good food up and down Main Street.



Festive events every month of the year. And the bounty of the historic Schoharie Valley all around.



Come visit our charming village, less than 30 minutes west of Albany.



Schoharie. It's a good life, in a beautiful place.





George Mason Home - 1884

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vitae augue. Curabitur eu turpis. Donec facilisis metus ut nunc. Nulla facilisi. Nunc eget mauris. Ut nibh urna, adipiscing eget, lacinia hendrerit, dignissim ut, pede. Cras sed pede. Maecenas mauris. Nullam neque pede, laoreet a, tempor in, faucibus vitae, dui. Etiam sed orci. Maecenas bibendum mauris non libero.

 VILLAGE OF
Schoharie
A good life, in a beautiful place.

The Schoharie Village Walking tour is funded in part through a grant from The Katherine T. and Charles MacArthur Foundation. Visit schoharievillage.com for more information.

D 01
WALKING TOUR
SIGNAGE

PROJECT ESTIMATES

VILLAGE OF SCHOHARIE

8/31/2014

A - Logo development **1,400.00**

Logo design	<i>COMPLETE</i>	
Logo final art	200.00	
Design consultation - 6 months	1,200.00	

B - Website **2,750.00**

Website/mobile website construction	2,000.00	
Site updates/ maintenance - annual	500.00	
Domain and hosting fees - annual	250.00	

C- Marketing communication materials **6,550.00**

Newsletter, per issue		400.00	
Design and layout	275.00		
Printing, 500 copies 4/4 color	125.00		

Decal		225.00	
Design and layout	75.00		
Printing, 500 decals	150.00		

Newspaper masthead		750.00	
Design and layout, set of 12	750.00		

Event flyer		1,050.00	
Design and layout, set of 12	750.00		
Printing 500 each of 12 1/1 color	300.00		

TV/cable video production		2,350.00	
Storyboards, 3 :30, 3 :15 spots	750.00		
Videography, 2 2-hour sessions	450.00		
Voice talent	200.00		
Video editing, 3 :30, 3 :15 spots	750.00		
SVA membership	200.00		

Relocation brochure		1,425.00	
Design and layout	1,125.00		
Printing, 500 4 page brochures	300.00		

MORE

PROJECT ESTIMATES (Continued)

VILLAGE OF SCHOHARIE

8/31/2014

Relocation pocket folder		100.00
Blank white pocket folders, 100	100.00	
Use decals as cover art	N/C	

Relocation mastheads		250.00
Design and layout	150.00	
Printing, 500 copies 4/4 color	100.00	

D. Infrastructure

Fountain relocation	TBD	TBD	8,375.00
---------------------	-----	-----	-----------------

Walking tour signage		8,375.00
Design and layout (12)	450.00	
Photo services	250.00	
12 x 18 exterior sign panels (12)	2,500.00	
Post pedestals (12)	3,375.00	
Installation (12)	1,800.00	

Total, all activities (excluding fountain relocation)			19,075.00
--	--	--	------------------

