



# Economic Development Committee

**Thursday, December 8, 2022 3:30PM**  
40 McMaster Street, Ballston Spa, NY

Chair: Kevin Tollisen

Members:

Joe Grasso-VC  
Mark Hammond  
Jonathan Schopf  
Kevin Veitch  
Matt Veitch  
Tom Wood

- I. Welcome and Attendance
- II. Approval of the minutes of the November 3, 2022 meeting.
- III. Discussion: 2022 Economic Development Grants – Jason Kemper, Planning & Economic Development
- IV. Authorizing an agreement with Distinctive Catering for food and beverage services associated with the annual Planning and Zoning Conference scheduled for February 1, 2023 – Jason Kemper, Planning & Economic Development
- V. Allocating an additional \$65,000 in funding to the Saratoga Performing Arts Center and amending the 2022 County budget in relation thereto – Steve Bulger, County Administrator
- VI. Other Business
- VII. Adjournment



**SARATOGA COUNTY**  
**DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT**

**JASON KEMPER**  
DIRECTOR

**TOM L. LEWIS**  
COUNTY PLANNING BOARD  
CHAIRMAN

**MEMORANDUM**

**TO:** Economic Development Committee Members

**CC:** County Administrator's Office  
County Attorney's Office  
Clerk of the Board of Supervisors

**FROM:** Jason Kemper, Director of Planning and Economic Development

**DATE:** November 30, 2022

**RE:** December 2022 Economic Development Meeting

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**Saratoga County Economic Development Grants**

To date, no new reimbursement requests have been submitted. An update was provided on the Saratoga Springs grant, this project will be ready for reimbursement when a bill is received for the engineering services on the project. A copy of the update letter is attached to this memo.

All 2022 Economic Development grant recipients were sent Award letters via email on October 26, 2022.

**Saratoga County Planning Conference Lunch Vendor**

The Planning and Economic Development department sent out RFPs for the food and beverage services associated with the annual Planning and Zoning Conference that is scheduled for February 1<sup>st</sup>, 2023. Using the Saratoga Springs City Center approved vendor list, a total of 17 vendors were solicited. Seven vendors responded to the RFP with prices for the service ranging from \$18,998.00 to \$52,975.55. The Department is recommending that Distinctive Catering (low bidder) be selected to perform this service. I am requesting that the contract be in the amount not to exceed \$20,000 as the final numbers will not be determined until we get closer to the event. Funds for this contract are available in the 2023 Tentative Budget under account A.80.000-8513 (Meeting Expenses).

If any of the committee members would like additional information on this item, feel free to contact me.



# CITY OF SARATOGA SPRINGS

## DEPARTMENT OF PUBLIC WORKS

474 Broadway, Suite 12  
Saratoga Springs, New York 12866

Telephone 518-587-3550 x2555  
www.saratoga-springs.org

JASON GOLUB  
COMMISSIONER

JOSEPH J. O'NEILL, III  
DEPUTY COMMISSIONER

MICHAEL B. VEITCH  
DPW BUSINESS MANAGER

### MEMO

**TO:** Supervisor Matthew Veitch  
**CC:** Public Works Commissioner Jason Golub  
Saratoga County Director of Economic Development Jason Kemper

**FR:** DPW Business Manager Mike Veitch  
**DA:** 11/29/2022  
**RE:** Visitor Center County Economic Development Grant

Supervisor Veitch,

The Department of Public Works has engaged the services of an outside engineering firm, Clark Patterson Lee (CPL), to conduct a building conditions survey for the Visitor Center / Drink Hall. CPL has submitted a draft report to the city of their findings, but has not yet billed the City for their services as the report is not completed. DPW would request the opportunity to submit for the economic development grant reimbursement once the engineering services are billed to the City. This could occur anytime from now through the first quarter of 2023.

Sincerely,

Michael B. Veitch

# Distinctive Catering Contract

Event agreement form taking place on; February 1, 2023

BETWEEN

(Name): Saratoga County Dept of Planning and Economic Development

(Phone): 518-884-4705

(Email): jkemper@saratogacountyny.gov

AND

Distinctive Catering

882 Route 29

Saratoga Springs NY 12866

(518)858-2184

VENUE-Saratoga City Center

**Client and Caterer agree to the following:**

Services \_\_\_\_\_

Caterer agrees to provide services to the Client for a catered event. Morning break, noon break (lunch) and afternoon break.

The catering will begin at Time : Date: February 1, 2023

Please initial for confirmation.

Payment \_\_\_\_\_

Client and Caterer agree, payment will be made within 14 days after the event

Guest's \_\_\_\_\_

Client agrees to provide Caterer with the total number of guests no later than {10} days before the Event.

Please note that if you go over the contracted number of guests in this agreement then you must pay for each guest over guaranteed amount by the end of event.

Should the total number be less than, there will be no refund.

**Menu** \_\_\_\_\_

The menu must be confirmed by **the time this contract is signed, but items can be added, Menu will be fixed, and no changes may be made 24 hours prior to the event.**

**Early Morning Break-7:30 am-8:00 am 425 guests**

**Morning Break**-9:45-10:30 am-425 guests (\$7.95 per person)

3 tables will be set up double sided

Coffee Service will include regular coffee, decaf coffee, hot water, assorted juices, pitchers of water and assorted teas with condiments.

Assorted Breakfast pastries will be provided

Assorted fruit displays will be provided

**LUNCH**- 11:45-1:30 Approximately 550 guests 2 Lunch buffet stations double side

(\$21.95 per person)

Fresh tossed Salad

Garlic bread

Penne ala vodka

Sausage and peppers with onions

Eggplant parmigiana or eggplant rollatini

Chicken Marsala or Chicken Plicated

Assorted plated pies (pies will be delivered, plated and the rest saved in boxes )

Any left over food will be packed up and taken by client.

Coffee, Tea, Iced Tea, Lemonade and Ice water will be provided (3 break tables)

**Afternoon Break**- 2:15-3:05 pm, 350 people (\$1.95)

Coffee service to include regular coffee, decaf, assorted teas, hot water, lemonade and iced tea .

**Cancellation Policy -please initial** \_\_\_\_\_

Client may cancel this Agreement before the event but will result in a **total forfeiture of any deposit or payments made. If for any reason the event needs to be rescheduled, we are more than willing to accommodate at no extra charge. (I.e., bad weather, family**

emergency act of the government of God).

This portion has been detailed, noted by the client and agreed.

**INSURANCE** has been provided to:

<h2>Distinctive Catering Billing</h2>	
Early Morning break \$1.95 @ 425 guests (7:30-8:00am)	\$ 828.75
Breakfast Break \$7.95 @ 425 guests Lunch Break \$21.95 @ 550 guests Afternoon Break \$ 1.95 @ 350 guests	\$ 3,378.75 \$12,072.50 \$ 682.50 \$
<b>Total</b>	<b>\$ 16,962.50</b>
Service Charge for Saratoga City Center 12%	\$ 2,035.50
SUB TOTAL-Estimate only	\$ 18,998.00
8% tax- or tax-exempt certificate	\$ Tax Exempt
TOTAL DUE-	<b>\$18,997.95</b>

**All the tax-exempt forms must be presented on the signing of this contract.**

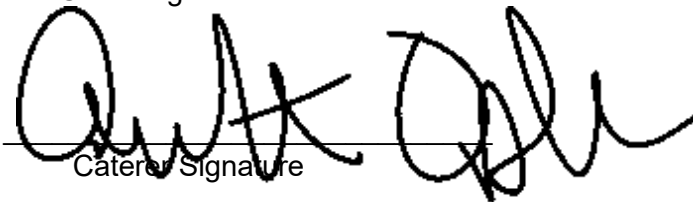
\_\_\_\_\_  
Client Name

Date: \_\_\_\_\_

Annette Osher \_\_\_\_\_  
Caterer Name

Date: 2022

\_\_\_\_\_  
Client Signature



\_\_\_\_\_  
Caterer Signature

By signing above, you agree to all the terms and conditions of this contract.



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

**TO:** Steve Bulger, County Administrator  
Ridge Harris, Deputy County Administrator  
Michael Hartnett, County Attorney  
Therese Connolly, Clerk of the Board  
Stephanie Hodgson, Director of Budget

**CC:** Jason Kemper, Director of Planning and Economic Development  
Bridget Rider, Deputy Clerk of the Board  
Matt Rose, Management Analyst  
Clare Giammusso, County Attorney's Office  
Audra Hedden, County Administrator's Office

**DEPARTMENT:** Department of Planning & Economic Development

**DATE:** 11.29.22

**COMMITTEE:** Economic Development

**RE:** Economic Development Grants

1. Is a Resolution Required:

No, Discussion Only

2. Proposed Resolution Title:

3. Specific Details on what the resolution will authorize:

This column must be completed prior to submission of the request.

County Attorney's Office  
Consulted

4. Is a Budget Amendment needed:  YES or  NO  
 If yes, budget lines and impact must be provided.  
 Any budget amendments must have equal and offsetting entries.

County Administrator's Office  
 Consulted

Please see attachments for impacted budget lines.  
 (Use ONLY when more than four lines are impacted.)

Revenue

Account Number	Account Name	Amount

Expense

Account Number	Account Name	Amount

Source of Revenue

Fund Balance	State Aid	Federal Aid	Other

5. Identify Budget Impact:

- a. G/L line impacted
- b. Budget year impacted
- c. Details



6. Are there Amendments to the Compensation Schedule?

YES or  NO (If yes, provide details)

a. Is a new position being created?  Y  N

Effective date

Salary and grade

b. Is a new employee being hired?  Y  N

Effective date of employment

Salary and grade

Appointed position:

Term

c. Is this a reclassification?  Y  N

Is this position currently vacant?  Y  N

Is this position in the current year compensation plan?  Y  N

7. Does this item require hiring a Vendors/Contractors:  Y  N

a. Were bids/proposals solicited:  Y  N

b. Type of Solicitation

c. Is the vendor/contractor a sole source:  Y  N

d. If a sole source, appropriate documentation has been submitted and approved by Purchasing Department?  Y  N  N/A

e. Commencement date of contract term:

f. Termination of contract date:

g. Contract renewal and term:

h. Contact information:

i. Is the vendor/contractor an LLC, PLLC or partnership:

j. State of vendor/contractor organization:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Human Resources Consulted

Purchasing Office Consulted

8. Is a grant being accepted:  YES or  NO

County Administrator's Office Consulted <input type="checkbox"/>
---

a. Source of grant funding:

b. Agency granting funds:

c. Amount of grant:

d. Purpose grant will be used for:

e. Equipment and/or services being purchased with the grant:

f. Time period grant covers:

g. Amount of county matching funds:

h. Administrative fee to County:

9. Supporting Documentation:

Marked-up previous resolution

No Markup, per consultation with County Attorney

Program information summary

Copy of proposal or estimate

Copy of grant award notification and information

Other Memo and Letter from City of Saratoga Springs

10. Remarks:

See attached memo



# SARATOGA COUNTY

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**CC:** Jason Kemper, Director of Planning and Economic Development  
Bridget Rider, Deputy Clerk of the Board  
Matt Rose, Management Analyst  
Clare Giammusso, County Attorney's Office  
Audra Hedden, County Administrator's Office

**DEPARTMENT:** Department of Planning & Economic Development

**DATE:** 11.29.22

**COMMITTEE:** Economic Development

**RE:** Saratoga County Planning and Zoning Conference

1. Is a Resolution Required:

Yes, Contract Approval

2. Proposed Resolution Title:

Award a contract for food and beverage services for the 2023 Saratoga County Planning and Zoning Conference

3. Specific Details on what the resolution will authorize:

Resolution will award a contract for the food and beverage services associated with the County Planning and Zoning Conference to be held on February 1st, 2023.

This column must be completed prior to submission of the request.

County Attorney's Office  
Consulted

4. Is a Budget Amendment needed:  YES or  NO  
 If yes, budget lines and impact must be provided.  
 Any budget amendments must have equal and offsetting entries.

County Administrator's Office  
 Consulted

Please see attachments for impacted budget lines.  
 (Use ONLY when more than four lines are impacted.)

Revenue

Account Number	Account Name	Amount

Expense

Account Number	Account Name	Amount

Source of Revenue

Fund Balance	State Aid	Federal Aid	Other

5. Identify Budget Impact:

**No Budget Impact. Funds are included in the Department Budget**

- a. G/L line impacted **A.80.000-8513 (Meeting Expenses)**
- b. Budget year impacted **2023**
- c. Details

6. Are there Amendments to the Compensation Schedule?

YES or  NO (If yes, provide details)

a. Is a new position being created?  Y  N

Effective date

Salary and grade

b. Is a new employee being hired?  Y  N

Effective date of employment

Salary and grade

Appointed position:

Term

c. Is this a reclassification?  Y  N

Is this position currently vacant?  Y  N

Is this position in the current year compensation plan?  Y  N

7. Does this item require hiring a Vendors/Contractors:  Y  N

a. Were bids/proposals solicited:  Y  N

b. Type of Solicitation

c. Is the vendor/contractor a sole source:  Y  N

d. If a sole source, appropriate documentation has been submitted and approved by Purchasing Department?  Y  N  N/A

e. Commencement date of contract term:

f. Termination of contract date:

g. Contract renewal and term:

h. Contact information:

i. Is the vendor/contractor an LLC, PLLC or partnership:

j. State of vendor/contractor organization:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Human Resources Consulted

Purchasing Office Consulted

8. Is a grant being accepted:  YES or  NO

County Administrator's Office Consulted <input type="checkbox"/>
---

a. Source of grant funding:

b. Agency granting funds:

c. Amount of grant:

d. Purpose grant will be used for:

e. Equipment and/or services being purchased with the grant:

f. Time period grant covers:

g. Amount of county matching funds:

h. Administrative fee to County:

9. Supporting Documentation:

Marked-up previous resolution

No Markup, per consultation with County Attorney

Program information summary

Copy of proposal or estimate

Copy of grant award notification and information

Other Memo attached

10. Remarks:

see attached memo



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

**TO:** Steve Bulger, County Administrator  
Ridge Harris, Deputy County Administrator  
Michael Hartnett, County Attorney  
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**CC:** Jason Kemper, Director of Planning and Economic Development  
Bridget Rider, Deputy Clerk of the Board  
Matt Rose, Management Analyst  
Clare Giammusso, County Attorney's Office  
Audra Hedden, County Administrator's Office

**DEPARTMENT:** County Administrator

**DATE:** 12/1/22

**COMMITTEE:** Economic Development

**RE:** Allocating additional funds to the Saratoga Performing Arts Center

1. Is a Resolution Required:

2. Proposed Resolution Title:  
**See Section 3**

3. Specific Details on what the resolution will authorize:  
"Allocating an additional \$65,000 in funding to the Saratoga Performing Arts Center and amending the 2022 Budget in relation thereto."

This additional funding will be used to amplify ongoing marketing and tourism campaigns. These campaigns will promote the County as a world class economic and cultural destination.

This column must be completed prior to submission of the request.

County Attorney's Office  
Consulted

4. Is a Budget Amendment needed:  YES or  NO  
 If yes, budget lines and impact must be provided.  
 Any budget amendments must have equal and offsetting entries.

County Administrator's Office  
 Consulted

Please see attachments for impacted budget lines.  
 (Use ONLY when more than four lines are impacted.)

Revenue

Account Number	Account Name	Amount
A.14-1113	Room Tax	65,000

Expense

Account Number	Account Name	Amount
A.90.900-8759	Saratoga Performing Arts Center	65,000

Source of Revenue

Fund Balance	State Aid	Federal Aid	Other

5. Identify Budget Impact:

Other

- a. G/L line impacted **See above**
- b. Budget year impacted **2022**
- c. Details

"The Budget will be amended to increase revenue and authorize additional appropriations."



6. Are there Amendments to the Compensation Schedule?

YES or  NO (If yes, provide details)

a. Is a new position being created?  Y  N

Effective date

Salary and grade

b. Is a new employee being hired?  Y  N

Effective date of employment

Salary and grade

Appointed position:

Term

c. Is this a reclassification?  Y  N

Is this position currently vacant?  Y  N

Is this position in the current year compensation plan?  Y  N

Human Resources Consulted

7. Does this item require hiring a Vendors/Contractors:  Y  N

a. Were bids/proposals solicited:  Y  N

b. Type of Solicitation

c. Is the vendor/contractor a sole source:  Y  N

d. If a sole source, appropriate documentation has been submitted and approved by Purchasing Department?  Y  N  N/A

e. Commencement date of contract term:

f. Termination of contract date:

g. Contract renewal and term:

h. Contact information:

i. Is the vendor/contractor an LLC, PLLC or partnership:

j. State of vendor/contractor organization:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Purchasing Office Consulted

8. Is a grant being accepted:  YES or  NO

County Administrator's Office Consulted <input type="checkbox"/>
---

- a. Source of grant funding:
- b. Agency granting funds:
- c. Amount of grant:
- d. Purpose grant will be used for:
- e. Equipment and/or services being purchased with the grant:
- f. Time period grant covers:
- g. Amount of county matching funds:
- h. Administrative fee to County:

9. Supporting Documentation:

- Marked-up previous resolution
- No Markup, per consultation with County Attorney
- Program information summary
- Copy of proposal or estimate
- Copy of grant award notification and information
- Other \_\_\_\_\_

10. Remarks:

Through the 2022 budget, the Board authorized funding for a pilot marketing campaign that was highly successful. SPAC will utilize these funds to expand and enhance the campaign that attracts visitors to the County.

## **Saratoga Performing Arts Center/Saratoga County – A World Class Eco-Cultural Destination**

Saratoga County is known not only for its historic racecourse and healing springs, but for the richness of its cultural landscape in the midst of a breathtaking natural location.

The Saratoga Spa State Park, a National Historic Landmark, itself is the home to the Saratoga Performing Arts Center, the SPAC School of the Arts, the National Museum of Dance, the Spa Little Theater, Opera Saratoga, Saratoga Automobile Museum, and the Saratoga Children's Museum.

This rich mix of cultural organizations is complemented by downtown Saratoga Springs arts and cultural organizations like Caffe Lena, Saratoga Arts, Skidmore College (Tang Museum and Zankel Hall) and Universal Preservation Hall, making Saratoga County and the Capital Region an unparalleled destination for arts and entertainment amongst stunning natural beauty

In addition, this incomparable confluence of arts, entertainment & cultural organizations exists alongside breathtaking experiences in nature – with beautiful green spaces, extensive bike trails and parks throughout the County (from Moreau to Clifton Park) – and short distances to Lake George and six million acres of Adirondack Park land. With all its offerings, it was no surprise that earlier this year Saratoga County was ranked in the top two percent nationally in the 2022 US News and World Report's Community Health Rankings, which analyzes the top 500 healthiest communities across the United States in 10 categories that drive community health.

Every summer, SPAC alone is a driver of over \$100M in economic impact in the region. It is considered one of the top five summer music festivals in the country – and it is the largest outdoor performing arts center in the Northeast. Its stellar line-up of artists across all genres brings 500K people through its gates each summer, attracting the highly sought-after cultural tourist who, according to the data, spends 60% more than the average tourist.

Located on an Amtrak Train line, a short drive to the Saratoga County Airport, and major urban centers of NYC, Boston and Montreal each only three hours away, there is a tremendous opportunity to draw arts & culture fans from those cities to the region – particularly by focusing on our resident companies, New York City Ballet and the Philadelphia Orchestra – both known internationally as the pinnacle, the top seeds, of their art forms.

Coming out of the pandemic, attracting these cultural tourists who may be shy of a return to indoor activities, we collectively have the opportunity to tout these world class outdoor venues and opportunities that can be enjoyed in a County full of compelling attractions and hotels.

**To that end, we propose funding the first year of a multi-year national and international marketing initiative aimed at the perfect setting Saratoga County offers for culture, and the perfect getaway for green space, nature and art.**

## **Funding**

Last County budget cycle, SPAC received \$36,000 in County support for cultural tourism marketing and promotion. Leveraging this County funding, along with State MarketNY funds, we were able to conduct a very effective campaign in the spring of 2022. Overall, the media buy for this campaign was successful due to the following reasons:

- Nearly **7 Million impressions** were delivered
- **Nearly 100K site visits** were delivered to [Saratoga.org/arts](https://Saratoga.org/arts)
- Almost 400k people watched the entire ad spot on NBC/Peacock
- Over 244k people watched the complete ad spot on YouTube
- Almost 450k people watched the ad spot on Facebook, Instagram
- Almost 10k people clicked on the ads on the *New York Times* website

We are grateful for the 2022 County funding and believe now is the time to continue the momentum and build on what we have started. For 2023, we are respectfully requesting \$100,000 in County funding to ensure that we are able to effectively market through high-profile public relations. These pieces would promote the County as a world-class eco-cultural tourism destination.





Market NY Grant – Cultural Tourism

# 2022 Media Plan Recap.

Prepared June 30, 2022





# Agenda.

Campaign Objective & Term

Targeting

Media Plan

- Media Objectives
- Platform Rationale
- Media Mix
- Traditional Media Plan
- Network Overviews
- Digital Media Plan
- Media Plan Summary

Creative

Measurement

Next Steps



## Campaign Objective & Term.

### Campaign Objective:

The Market NY Grant campaign objective is to drive cultural tourism to the Saratoga Springs Region during key summer months by increasing awareness of the region's arts & culture experiences and venues.

### Campaign Term:

May 9, 2022 – June 24, 2022







## Targeting.

### **Geo Markets.**

Suburban Communities around the NYC Metro Market

- New York's Hudson Valley
- Northern New Jersey
- Connecticut
- Berkshire County

### **Demographics.**

Primary: Females ages 35– 54

Secondary: Adults 25 - 54

- High Income Households, College or advanced degree holders
- Persons interested in Arts & Cultures
- Persons who attend live performances
- The LBGT Community



# Media Plan.

Market NY Grant – Cultural Tourism



**6,960,775 PLAN IMPRESSIONS**

**91,556 Clicks to [Saratoga.org/arts](https://saratoga.org/arts)**

**\$151,165.34 FINAL MEDIA SPEND**

**54% CABLE/STREAMING/OTT | 46% DIGITAL DIRECT VIDEO**

**May 9 – June 24, 2022**



## Campaign Objectives.

- 1) Target key demographics in the Tri-State Area/Western, MA area that tend to be interested in arts and culture.
- 2) Grow awareness & highlight the arts and cultural tourism experiences that the Saratoga Region has to offer.
- 3) Drive traffic to the Saratoga County Chamber - Arts landing page to influence individuals to travel & visit the Saratoga Region.
- 4) Position Saratoga Springs, NY as a culturally rich & diverse destination for arts & culture enthusiasts.

## Channel Rationale.

- 1) Campaign creative will be delivered as three separate :30 videos/commercial spots, thus, our media plan will only consider platforms and mediums that can showcase video.
- 2) We will seek to deploy a multi-screen media strategy. Utilizing a mix of linear and non-linear tv to reach the target audience in NYDMA – including CT and northern NJ.
- 3) Digital video will be utilized to extend and measure message delivery. We will seek to deploy a mix of site direct fluid flex xl digital, skippable true view and paid social.



# BUDGET & ALLOCATIONS

## Planned & Actual

Market NY Grant	May 9 - June 24, 2022			
<u>MEDIA</u>	<u>MEDIUM</u>	<u>CONTRACT</u>	<u>ACTUAL</u>	<u>IMPRESSIONS</u>
NY Interconnect	Cable	\$ 43,614.00		1,144,694
NY Interconnect	NY1, NJ12	\$ 7,820.00	\$ 64,183.50	211,344
NY Interconnect	Streaming	\$ 12,750.00		196,356
NBC Universal	Streaming Peacock	\$ 17,000.00	\$ 17,000.00	398,521
NYT	FlexXL Digital	\$ 30,000.00	\$ 30,000.00	1,779,888
YouTube	TruView Video	\$ 20,000.00	\$ 19,981.84	1,480,154
Facebook/Instagram	In-Feed Video, Stories, Reels	\$ 20,000.00	\$ 20,000.00	1,749,818
<b>Net Media Total</b>		<b>\$ 151,184.00</b>	<b>\$ 151,165.34</b>	<b>6,960,775</b>
MSF Plan, Procurment, Optimization		\$ 18,618.00	\$ 18,618.00	
Campaign Recap & Reporting		\$ 5,650.00	\$ 5,650.00	
<b>Campaign Total</b>		<b>\$ 175,452.00</b>	<b>\$ 175,433.34</b>	
LIFT INVOICED TO SPAC	LIFT INV 2853		\$ 156,101.85	
LIFT INVOICED TO SPAC	LIFT INV 2882		\$ 19,350.00	
			\$ 175,451.85	
<b>Campaign Balance</b>		(+/-)	<b>\$ (18.51)</b>	

A multi-screen media strategy that reached nearly  
**7 million people**



## Media Spend Allocation & Partner Mix.

### Traditional: 54%

- Linear Cable – 29% of budget
- Local News – 5% of budget
- Non-Linear Streaming & OTT – 29% of budget

### Digital: 46%

- New York Times – 20% of budget
- YouTube – 13% of budget
- Facebook/Instagram – 13% of budget





# NEW YORK INTERCONNECT

## Cable, Streaming & OTT Media Plan.

Combination of Local/National News and Entertainment programming to reach target demographics across traditional TV and Streaming OTT. Delivering a unified campaign that reaches audiences at every touchpoint.

**Total Budget:** \$64,184 Net

Impressions: 1.5M | Avg. CPM \$49.09 | Spots: 236

**Flight Duration: 5 Weeks (dayparts 9a-12mid)**

- Flight 1: 5/9/22 – 6/24/22

**Cable TV: \$43,614 (Comcast, Spectrum, Fios, Altice)**

Bravo, A&E, IFC, Lifetime, Logo, Travel Channel, Bravo, CNN, MSNBC

**Local News: \$7,820 (Most trusted hyper local networks)**

Spectrum NY 1 News, News 12

**OTT & Streaming: \$12,750 (Impressions over multiple screens)**

Spectrum NY 1 News, MSNBC, CNN, Lifetime, Travel Channel, A&E, Bravo

**Target 1: Woman 34 - 54.**

Plan Impressions: 1 Million

CPM: \$124.08

Reach: 6.8%

Frequency: 1.4

**Target 2: Adults 25 - 54.**

Plan Impressions: 1.5 Million

CPM: \$49.09

Reach: 6%

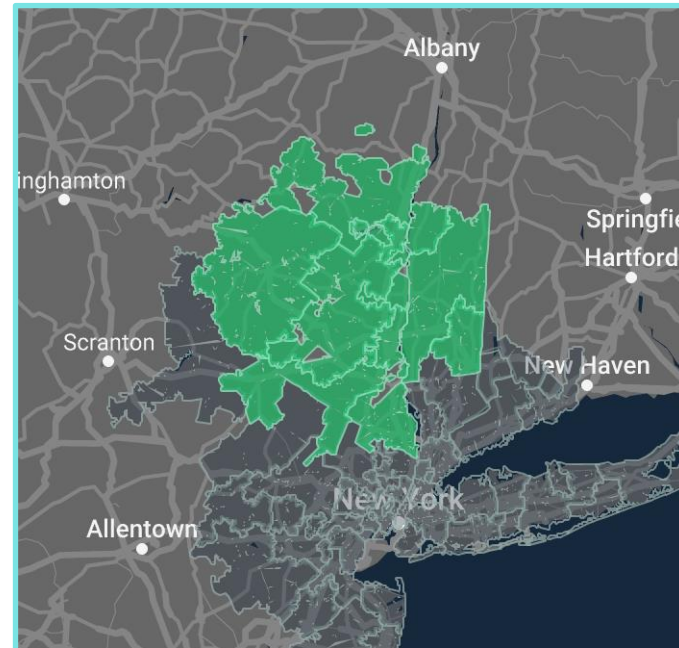
Frequency: 1.6



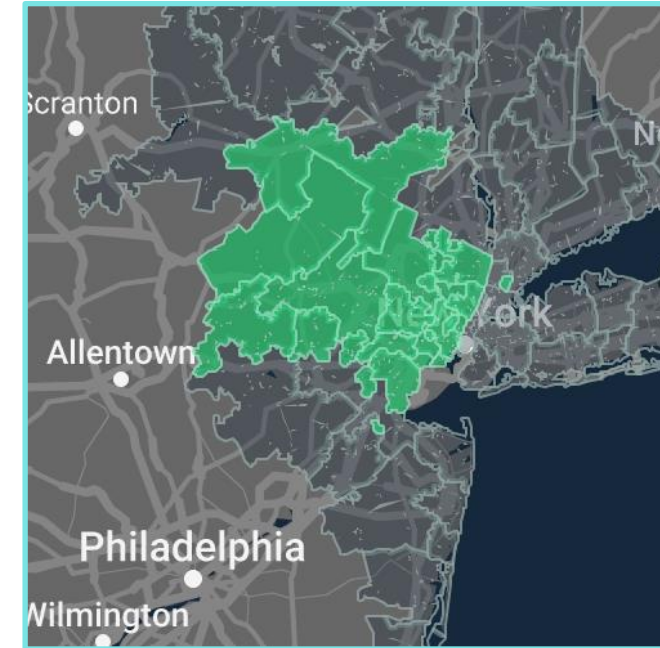


# Market Coverage Map.

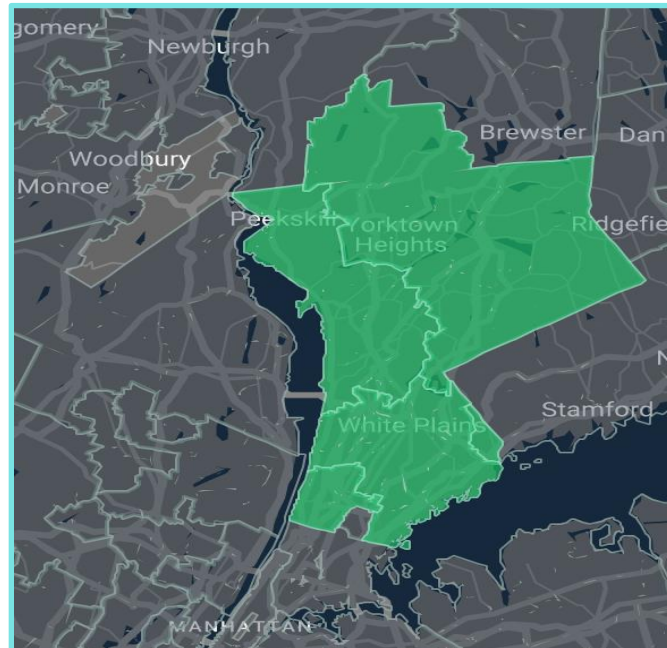
NY's Hudson Valley



Northern NJ



Westchester



Connecticut



**THE LARGEST TV MARKET. 7.6 MILLION HOUSEHOLDS.**

GEOGRAPHY: NEW YORK'S HUDSON VALLEY (COLUMBIA, GREEN, ULSTER, DUTCHESS, ORANGE, PUTNAM, ROCKLAND, WESTCHESTER COUNTIES), NORTHERN NEW JERSEY, CONNECTICUT



### **New Yorkers have the highest income**

They are 128% more likely to have a household income over \$250K vs. the total US.<sup>1</sup>



### **New Yorkers are the biggest spenders**

They have an effective buying income 28% higher than the total US.<sup>2</sup>



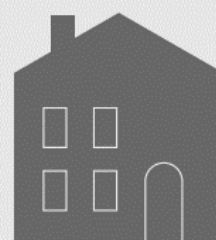
### **New York is a diverse market**

New York is the #1 and #2 market, respectively, for Black and Hispanic TV households.<sup>3</sup>



### **New York has more cable & satellite homes**

76% of NY homes have cable, satellite or telco, 14% more than the total US.<sup>4</sup>



### **New York has huge TV coverage**

94% of the households in the New York market have either linear TV or broadband-only service.<sup>5</sup>



### **New Yorkers are watching on every screen**

New Yorkers spend 47% of their time watching VOD, OTT, and live streaming in an average week.<sup>6</sup>

Sources: 1. Scarborough USA+ 2021 Release 1 Household Total (Jan 2020 – May 2021). Base A18+. Index based on NY DMA vs Total US. 2. Claritas 360. 2021. 3. Nielsen, 2021-2022 DMA Universe Estimates for TV Households w/ BBO 4. Scarborough USA+ 2021 Release 1 Household Total (Jan 2020 – May 2021). Base A18+. Index based on NY DMA vs Total 5. Nielsen 2021 - 2022 Universe Estimates, NY DMA. 96% • Traditional TV service • Broadband Only Households. Base: Total Households. 6. MRI April 2021 Cord Evolution Study – 2020 Doublebase Fusion, NY DMA, A18+ Q4ob



## LIFT Market NY - Cable / Streaming / NY1 AND NJ12 | NY DMA

	Rate \$\$	Net Rate \$	Unit/Wk	Unit Tot	Dur	Demographics												Wk 1 5/9 '22	Wk 1 5/9 '22	Wk 2 5/16 '22	Wk 3 6/6 '22	Wk 4 6/13 '22	Wk 5 6/20 '22			
						Women 35-54						Adults 25-54														
						Prog Name	Rtg..	Imp	CPM Imp	CPP \$\$	Rch %	Freq	Pop	Rtg..	Imp	CPM Imp	CPP \$\$							Rch %	Freq	Pop
New York 2BK May21-Jun21	\$75510.00	64184		236			0.04	1008573	124.08	\$8117	6.8%	1.4	6542013	0.04	1938079	49.09	\$8846	6.0%	1.4	18017811	41	39	40	39	37	40
<b>1000, Cable NYDMA</b>	<b>\$51310.00</b>	<b>\$ 43,614.00</b>		<b>203</b>			<b>0.10</b>	<b>397229</b>	<b>129.17</b>	<b>\$2600</b>	<b>12.9%</b>	<b>1.5</b>	<b>2013153</b>	<b>0.10</b>	<b>1127583</b>	<b>45.50</b>	<b>\$2523</b>	<b>12.8%</b>	<b>1.6</b>	<b>5544564</b>	<b>36</b>	<b>33</b>	<b>34</b>	<b>33</b>	<b>33</b>	<b>34</b>
BRVO-TV	\$9000.00	7650		9			0.20	36144	249.00	\$5013	1.7%	1.0	2013153	0.15	74556	120.71	\$6693	1.3%	1.0	5544564	2	1	2	1	1	2
M-Su 9a-12m	\$1000.00	850	2	9	30	BRVO	»0.20	»4016	249.00	\$5013	1.7%	1.0	»2013153	»0.15	»8284	120.71	\$6693	1.3%	1.0	»5544564	2	1	2	1	1	2
CNN -TV	\$10500.00	8925		7			0.26	36764	285.61	\$5750	1.7%	1.1	2013153	0.28	106764	98.35	\$5453	1.8%	1.1	5544564	2	1	1	1	1	1
M-Su 9a-12m	\$1500.00	1275	1	7	30	CNN	»0.26	»5252	285.61	\$5750	1.7%	1.1	»2013153	»0.28	»15252	98.35	\$5453	1.8%	1.1	»5544564	2	1	1	1	1	1
MNBC-TV	\$10800.00	9180		12			0.20	47748	226.19	\$4554	2.2%	1.1	2013153	0.19	127260	84.87	\$4705	2.1%	1.1	5544564	2	2	2	2	2	2
M-Su 9a-12m	\$900.00	765	2	12	30	MNBC	»0.20	»3979	226.19	\$4554	2.2%	1.1	»2013153	»0.19	»10605	84.87	\$4705	2.1%	1.1	»5544564	2	2	2	2	2	2
AEN -TV	\$21010.00	17859		85			0.12	205870	102.05	\$2055	5.2%	1.9	2013153	0.14	665194	31.58	\$1751	6.1%	2.0	5544564	15	14	14	14	14	14
M-Su 9a-12m	\$220.00	187	7	43	30	AEN, TRAV, LOGO, IFC, LIF	»0.09	»1834	119.96	\$2415	2.9%	1.3	»2013153	»0.11	»6256	35.17	\$1950	3.6%	1.3	»5544564	8	7	7	7	7	7
M-Su 6p-12m	\$275.00	234	7	42	30	AEN, TRAV, LOGO, IFC, LIF	»0.15	»3024	90.94	\$1831	4.0%	1.6	»2013153	»0.17	»9433	29.15	\$1616	4.5%	1.6	»5544564	7	7	7	7	7	7
IFC -TV	\$0.00	0		30			0.04	21420	0.00	\$0	0.5%	2.0	2013153	0.03	56850	0.00	\$0	0.5%	2.0	5544564	5	5	5	5	5	5
M-Su 9a-12m	\$0.00	0	5	30	30	BONUS	»0.04	»714	0.00	\$0	0.5%	2.0	»2013153	»0.03	»1895	0.00	\$0	0.5%	2.0	»5544564	5	5	5	5	5	5
LOGO-TV	\$0.00	0		30			0.00	0	0.00	\$0			2013153	0.00	0	0.00	\$0			5544564	5	5	5	5	5	5
M-Su 9a-12m	\$0.00	0	5	30	30	BONUS	0.01		0.00	\$0			2013153	0.01		0.00	\$0			5544564	5	5	5	5	5	5
TRAV-TV	\$0.00	0		30			0.08	49283	0.00	\$0	2.1%	1.1	2013153	0.06	96959	0.00	\$0	1.5%	1.1	5544564	5	5	5	5	5	5
M-Su 9a-12m	\$0.00	0	5	30	30	BONUS	0.08	1643	0.00	\$0	2.1%	1.1	2013153	0.06	3232	0.00	\$0	1.5%	1.1	5544564	5	5	5	5	5	5
<b>3600, NYI/News Full</b>	<b>\$9200.00</b>	<b>\$ 7,820.00</b>		<b>32</b>			<b>0.45</b>	<b>211344</b>	<b>43.53</b>	<b>\$633</b>	<b>12.7%</b>	<b>1.1</b>	<b>1454628</b>	<b>0.32</b>	<b>410496</b>	<b>22.41</b>	<b>\$898</b>	<b>9.1%</b>	<b>1.1</b>	<b>4006293</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>6</b>
NWT -TV	\$5200.00	4420		16		Not Insertable	0.49	114624	45.37	\$660	7.3%	1.1	1454628	0.41	259888	20.01	\$802	6.0%	1.1	4006293	2	3	3	3	2	3
M-F 9a-12m	\$325.00	276	3	16	30	NEWS12 RT	»0.49	»7164	45.37	\$660	7.3%	1.1	»1454628	»0.41	»16243	20.01	\$802	6.0%	1.1	4006293	2	3	3	3	2	3
\$1NY-TV	\$4000.00	3400		16			0.42	96720	41.36	\$602	5.8%	1.2	1454628	0.23	150608	26.56	\$1064	3.3%	1.2	4006293	2	3	3	3	2	3
M-F 9a-12m	\$250.00	213	3	16	30	NY1 RT	»0.42	»6045	41.36	\$602	5.8%	1.2	»1454628	»0.23	»9413	26.56	\$1064	3.3%	1.2	4006293	2	3	3	3	2	3
<b>2800, Audience One</b>	<b>\$15000.00</b>	<b>12750</b>		<b>1</b>			<b>0.00</b>	<b>400000</b>	<b>0.00</b>	<b>\$0</b>			<b>3074232</b>	<b>0.00</b>	<b>400000</b>	<b>0.00</b>	<b>\$0</b>			<b>8466954</b>	<b>1</b>					
AUDO	\$15000.00	12750		1			0.00	0	0.00	\$0			3074232	0.00	0	0.00	\$0			8466954	1					
M-Su 12m-11:59p	\$15000.00	12750	0	1	30	STREAMING, CPM\$40	»0.00	0	0.00	\$0			»3074232	0.00	0	0.00	\$0			8466954	1					

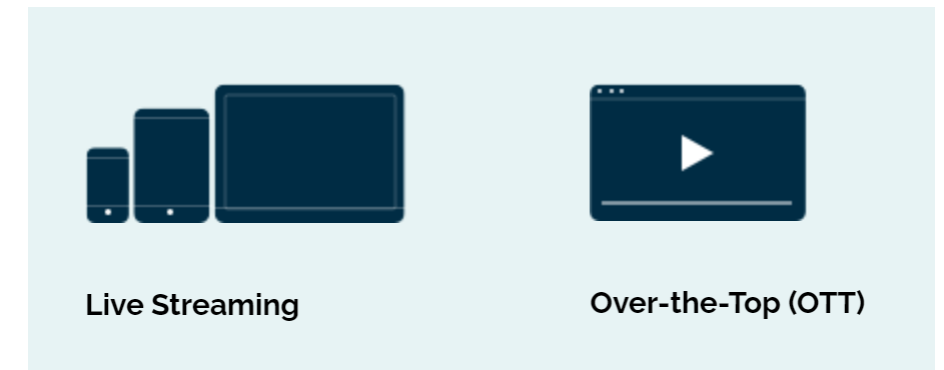
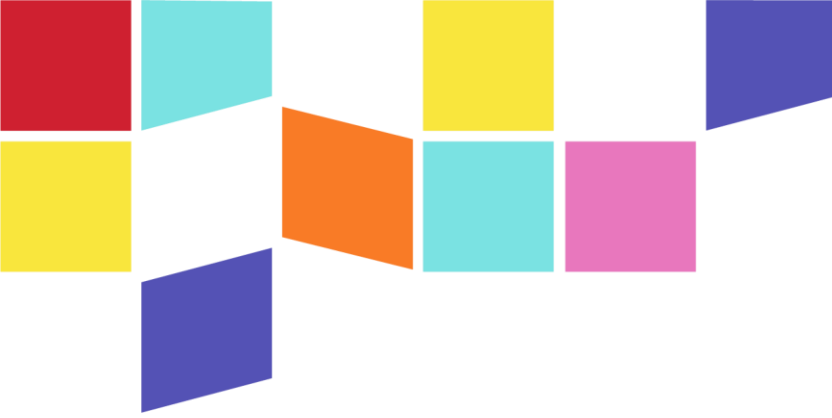
This report has been prepared using NuMath® research.

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.





# Streaming & OTT (Plan extract from previous page).

Product	Provider	Target	Flight Weeks	Impressions	Gross CPM	Gross Investment	Net CPM	Net Investment
Cable App Inventory, OTT cable authenticated app inventory	Spectrum	F35-54 w/advanced degrees or interested in arts & culture	5/9-5/20	78,355	\$38.00	\$2,977.49	\$32.30	\$2,530.87
			6/8-6/24	78,355		\$2,977.49		\$2,530.87
Cable App Inventory, OTT cable authenticated app inventory	Comcast	F35-54	5/9-5/20	45,001	\$38.00	\$1,710.04	\$32.30	\$1,453.53
			6/8-6/24	45,000		\$1,710.00		\$1,453.50
Cable App Inventory, OTT cable authenticated app inventory	Comcast	Advanced Degrees	5/9-5/20	45,000	\$38.00	\$1,710.00	\$32.30	\$1,453.50
			6/8-6/24	45,000		\$1,710.00		\$1,453.50
OTT	Various	35-54 and HHI of \$75k+or college degree or higher or interested in arts and culture or interested in live performance	5/9-5/20	28,000	\$35.00	\$980.00	\$29.75	\$833.00
			6/8-6/24	35,000		\$1,225.00		\$1,041.25
<b>TOTAL</b>				399,711	\$37.52	\$15,000.02	\$31.89	\$12,750.02



## NBC LOCAL & PEACOCK Cable, Streaming & OTT Media Plan.

Local OTT inventory. Delivering a unified campaign that reaches audiences at every touchpoint.

**Total Budget:** \$17,000 Net

Impressions: 398,521 | VCR: 99.11% | 103% Delivery

**Flight Duration: 3 Weeks**

Flight: 6/3– 6/24/22

**NBC-OTS Target:** Portfolio Entertainment: FEP+: Audience: [F35+AND HHi150+]: Longform: Video Including Peacock Zipcodes MA, NJ, NY; State CT  
Portfolio Entertainment: FEP+: Audience: [F3554 AND College Graduate]: Longform: Video\_Including Peacock\_Zipcodes MA, NJ, NY; State CT

Plan Impressions: 398,521  
Video Completes: 394,978  
Delivered: 103%  
CPM: e\$44

# NBC Universal/Peacock Campaign Delivery.

Ad Placement	Start Date	End Date	Contract IMPS	Delivered IMPS	100% Video Completions	VCR	Delivery %	Gross Rate	Net Rate	Contracted Spend (Gross)	Contracted Spend (Net)
101295600-1_NBC-OTS: Portfolio Entertainment: FEP+: Audience: [F35+AND H	6/3/2022	6/24/2022	64,390	66,426	65,888	99.19%	103%	\$51.76	\$44.00	\$3,333.13	\$2,833.16
101295601-1_NBC-OTS: Portfolio Entertainment: FEP+: Audience: [F3554 AND	6/3/2022	6/24/2022	64,400	66,435	65,867	99.15%	103%	\$51.76	\$44.00	\$3,333.65	\$2,833.60
101295602-1_NBC-OTS: Portfolio Entertainment: FEP+: Audience: [F3554 AN	6/3/2022	6/24/2022	64,400	66,436	65,797	99.04%	103%	\$51.76	\$44.00	\$3,333.65	\$2,833.60
101295603-1_NBC-OTS: Portfolio Entertainment: FEP+: Audience: [F3554 AN	6/3/2022	6/24/2022	64,400	66,404	65,885	99.22%	103%	\$51.76	\$44.00	\$3,333.65	\$2,833.60
101295604-1_NBC-OTS: Portfolio Entertainment: FEP+: Audience: [F3554 AN	6/3/2022	6/24/2022	64,390	66,416	65,853	99.15%	103%	\$51.76	\$44.00	\$3,333.13	\$2,833.16
101295605-1_NBC-OTS: Portfolio Entertainment: FEP+: Audience: [F3554 AND	6/3/2022	6/24/2022	64,390	66,404	65,688	98.92%	103%	\$51.76	\$44.00	\$3,333.13	\$2,833.16
	<b>6/3/2022</b>	<b>6/24/2022</b>	<b>386,370</b>	<b>398,521</b>	<b>394,978</b>	<b>99.11%</b>	<b>103%</b>			<b>\$20,000.33</b>	<b>\$17,000.28</b>

## ROBUST DATA PROFILE



AUDIENCE TARGETING		
<b>Location-based Audiences</b>	<b>Demo-based Audiences</b>	<b>Advanced Audiences</b>
Reach audiences in specific locations at scale	Reach your high-value demos within our high-value content	Activate our 100+ high-value advanced audience segments, build your own or B.Y.O.D.



## Digital Media Plan.

**Total Budget: \$70,000 Net | Actual \$69,981**

**Impressions: 5 Million | 91K clicks | 682K Views | .55% CTR**

**Flight Duration: 7 Weeks**

*5/9/22 - 6/24/22*

**Combination of highly targeted ad units with New York Times and additional exposure on YouTube TrueView and Facebook and Instagram**

**New York Times Flex XL: \$30,000**

**YouTube TrueView Skippable: \$20,000**

**Facebook/Instagram In-Feed, Stories & Reels: \$19,981.84**

### **Audience Targeting.**

- High-income households, college or advanced degree holders
- Persons Interested in Arts & Culture
- Persons who attend live performances/multiple genres of music
- The LGBTQ community
- F: 35-54 Primary, A25-54 Secondary

### **Geo Targeting.**

- NY Counties: Columbia, Green, Dutchess, Orange, Putnam, Rockland, Westchester
- NJ Counties: Bergen, Union, Essex, Hudson, Morris, Passaic, Sussex, Warren
- MA Counties: Berkshire

# Digital Media Plan.

LIFT Digital Media Plan - Market NY  
5/9-6/24

	May				June			Audience Size	Estimated SOV	Planned Frequency	Estimated Reach	
	9	16	23	30	6	13	20					
<b>Targeting</b>	<b>Budget</b>				<b>New York Times: FlexXL Video Units</b>							
1P Audience Targeting: A25-54 / W35-54, HHI \$250K+, Higher Education	\$7,500							N/A	3%	N/A	N/A	
1P Audience Targeting: Theatergoers	\$7,500							N/A	5%	N/A	N/A	
1P Audience Targeting: Culture Vultures	\$7,500							N/A	2%	N/A	N/A	
Topic Targeting: LGBTQ + Rights, Human Rights	\$7,500							N/A	14%	N/A	N/A	
Added Value: ROS	\$0							N/A	N/A	N/A	N/A	
<b>NYT Subtotal</b>		<b>\$30,000</b>										
<b>Targeting</b>	<b>Budget</b>				<b>YouTube TrueView</b>							
A25-54: Arts & Culture, Live Events Interest	\$10,000							5,000,000	7%	3	350,000	
W35-54: Arts & Culture, Live Events Interest	\$10,000							2,000,000	7%	3	140,000	
<b>YouTube Subtotal</b>		<b>\$20,000</b>										
<b>Targeting</b>	<b>Budget</b>				<b>Facebook / Instagram Video</b>							
A25-54: Arts & Culture, Live Events Interest	\$10,000							3,300,000	10%	3	330,000	
W35-54: Arts & Culture, Live Events Interest	\$10,000							1,000,000	10%	3	100,000	
<b>FB/IG Subtotal</b>		<b>\$20,000</b>										
<b>OVERALL TOTAL</b>		<b>\$70,000</b>							-	-	-	-

\*Media flighting/weighting can be adjusted as needed for any periods of heavy up or reduction



# Digital Media Plan – Final Delivery Report.

Google Ads - YouTube	Spend	Impressions	Clicks	Video Views
'22   SPAC   Market NY - Video	\$19,981.81	1,480,154	13,908	244,116
<b>Grand Total</b>	<b>\$19,981.81</b>	<b>1,480,154</b>	<b>13,908</b>	<b>244,116</b>
FB/IG	Spend	Impressions	Clicks	Video Views
MarketNY_2022_Campaign	\$20,000.00	1,749,818	67,817	438,344
<b>Grand Total</b>	<b>\$20,000.00</b>	<b>1,749,818</b>	<b>67,817</b>	<b>438,344</b>
New York Time - Mapped Campaign Mapped Line Item	Spend	Impressions	Clicks	CTR
Saratoga Performing Arts Center – Market NY Grant FlexXL   ROS   1P: W35-54, HHI \$250K+, Higher Education   Multi DMA Geo   CPM   Desktop & Mobile	\$7,875.00	403,846	2,298	0.57%
Saratoga Performing Arts Center – Market NY Grant FlexXL   ROS   1P: Theatergoers   Multi DMA Geo   CPM   Desktop & Mobile	\$8,477.27	434,732	2,702	0.62%
Saratoga Performing Arts Center – Market NY Grant FlexXL   ROS   1P: Culture Vultures   Multi DMA Geo   CPM   Desktop & Mobile	\$7,799.34	399,966	2,350	0.59%
Saratoga Performing Arts Center – Market NY Grant FlexXL   ROS   Topic Targeting: LGBTQ + Rights, Human Rights   Multi DMA Geo   CPM   Desktop & Mobile	\$6,926.46	432,904	1,823	0.42%
Saratoga Performing Arts Center – Market NY Grant FlexXL   ROS   1P: Culture Vultures   Multi DMA Geo   CPM   Desktop & Mobile   Makegood	\$2,488.70	108,440	658	0.61%
<b>Total</b>	<b>\$33,566.77</b>	<b>1,779,888</b>	<b>9,831</b>	<b>0.55%</b>

**5,009,860 DIGITAL IMPRESSIONS DELIVERED**



# Digital Media Partners.

## The New York Times

New York Times
<b>Objective:</b> Awareness
<b>Ad Product:</b> FlexXL Video Units
<b>KPI:</b> VTR, CTR
<b>Budget:</b> 30K
<b>Impressions:</b> 1.7M
<b>Average CPM:</b> \$17.55



YouTube
<b>Objective:</b> Awareness
<b>Ad Product:</b> TrueView Video
<b>KPI:</b> VTR, CTR
<b>Budget:</b> 20K
<b>Impressions:</b> 3.3M
<b>Average CPM:</b> \$6



Facebook/Instagram
<b>Objective:</b> Awareness
<b>Ad Product:</b> In-Feed Video, Stories, Reels
<b>KPI:</b> VTR, CTR
<b>Budget:</b> 20K
<b>Impressions:</b> 3.3M
<b>Average CPM:</b> \$6

### Budget Allocation:

- About 43% of the digital budget was allocated to NYT because of their higher CPMs & their excellent targeting options.
- Spend is split evenly between YouTube and FB/IG.

### Ads Types:

- By using YouTube TrueView (skippable) ads we'll gain some efficiency by not having to pay for users who do not watch the full :30 videos.
- Reels and Stories will make up most of the exposure for FB/IG.

# The New York Times

## FlexXL Video Units:

Elevate story-first messages, brand announcements and product know-hows with an in-stream video flex frame — supersized. Much bolder than pre-roll, this video goes where your readers go.

New York Times placements to be purchased via direct IO.  
Reporting to be provided by NYT third-party ad server.

Specs: <https://nytmediakit.com/spec/flexxl-video-16-9>

### Desktop Video

MP4 min :10s, max :30s

File size: 10mb max (loaded upon user-interaction)

Aspect ratio: 16:9

Video frame rate: minimum 24fps

Video bitrate: max 1200mbps

Audio bitrate: max 96kbps; Audio Codec: AAC

Video codec: H.264; Video Wrapper / Extension: MP4

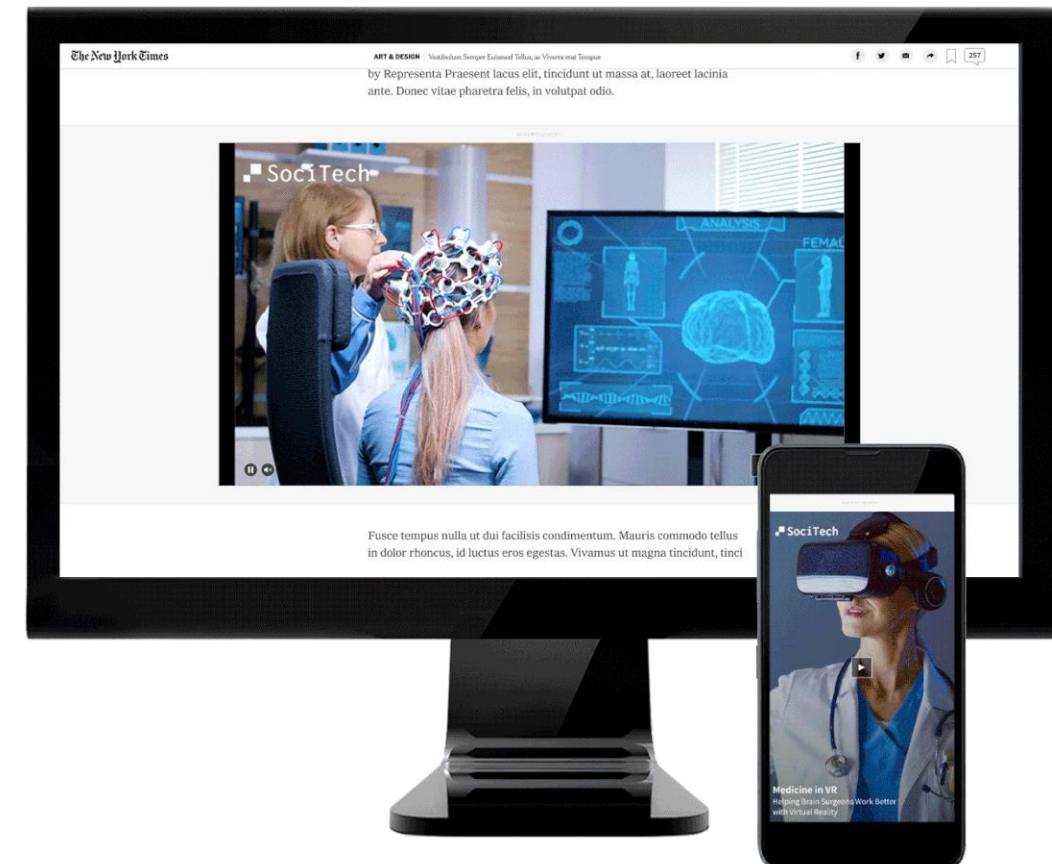
### Mobile Video

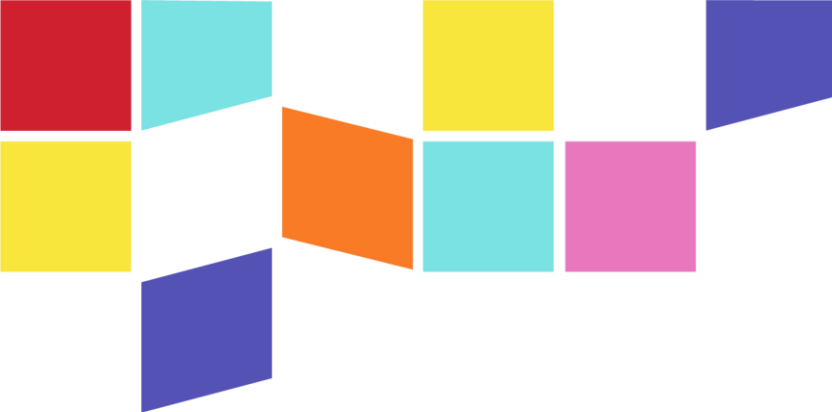
.mp4 Min :10 - Max :30

Aspect ratio: 2:3 or 9:16

File size: 10MB max

\*NYT may optimize video asset to adhere to technical specs





# Final Delivery Report – New York Times.

The New York Times

Delivered Impressions

## 1,779,888

Booked Impressions

## Saratoga Performing Arts Center – Market NY Grant - 30039980 (30039980)

Clicks

## 9,831

CTR

## 0.55%

Mapped Campaign	Mapped Line Item	GAM Impressions	GAM Clicks	GAM CTR	GAM Revenue
Saratoga Performing Arts Center – Market NY Grant	FlexXL   ROS   1P: W35-54, HHI \$250K+, Higher Education   Multi DMA Geo   CPM   Desktop & Mobile	403,846	2,298	0.57%	\$7,875.00
Saratoga Performing Arts Center – Market NY Grant	FlexXL   ROS   1P: Theatergoers   Multi DMA Geo   CPM   Desktop & Mobile	434,732	2,702	0.62%	\$8,477.27
Saratoga Performing Arts Center – Market NY Grant	FlexXL   ROS   1P: Culture Vultures   Multi DMA Geo   CPM   Desktop & Mobile	399,966	2,350	0.59%	\$7,799.34
Saratoga Performing Arts Center – Market NY Grant	FlexXL   ROS   Topic Targeting: LGBTQ + Rights, Human Rights   Multi DMA Geo   CPM   Desktop & Mobile	432,904	1,823	0.42%	\$6,926.46
Saratoga Performing Arts Center – Market NY Grant	FlexXL   ROS   1P: Culture Vultures   Multi DMA Geo   CPM   Desktop & Mobile   Makegood	108,440	658	0.61%	\$2,488.70



**TrueView Ads:**

By using TrueView (skippable) ads we'll gain some efficiency by not having to pay for users who do not watch the full :30 videos.

Google Ads will be used to buy, optimize, and report on YouTube inventory -- no additional platform fee required.

:30 MPEG-4 16:9 Format

<https://support.google.com/youtube/answer/4603579>





<https://support.google.com/adspolicy/answer/2679940>

Video codec: H.264

Audio codec: AAC

Audio bitrate: 128 kbps or better

Minimum audio-visual duration: 33 seconds (excluding black and static images in the video channel as well as silence and background noise in the audio channel)

<input type="checkbox"/>	<input checked="" type="checkbox"/>	22 SPAC - Video 3		<p>Learn more  Visit Saratoga  Visit Saratoga Springs, NY. Make Saratoga your destination for art...  Experience live music, dance and art in Saratoga Springs, NY</p>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	22 SPAC - Video 3 :15		<p>Learn more  Visit Saratoga  Visit Saratoga Springs, NY. Make Saratoga your destination for art...  Experience live music, dance and art in Saratoga Springs, NY</p>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	22 SPAC - Video 2		<p>Learn more  Visit Saratoga  Visit Saratoga Springs, NY. Make Saratoga your destination for art...  Experience live music, dance and art in Saratoga Springs, NY</p>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	22 SPAC - Video 1		<p>Learn more  Visit Saratoga  Visit Saratoga Springs, NY. Make Saratoga your destination for art...  Experience live music, dance and art in Saratoga Springs, NY</p>



**FlexXL | ROS | 1P: W35-54, HHI \$250K+, Higher Education | Multi DMA Geo | Desktop & Mobile**

STYLE The New York Times

**FIELD NOTE**  
**On Registries, More Couples Are Asking to Show Them the Money**  
 Though requesting monetary gifts has become more accepted at weddings, experts say there is a right — and a wrong — way to ask for cash.

By **Dawson Staff**  
 Published May 5, 2022 Updated May 6, 2022

Catherine Howe and Patrick Walsh had postponed their nuptials three times before they finally wed on April 17.

By then, they had already traveled to their dream honeymoon destination, Greece, where they spent two weeks in September. They had also accumulated plenty of furnishings for their apartment in Queens, where they had been living for almost four years.

What Ms. Howe, who works in project management at a creative agency, and Mr. Walsh, the chief commercial officer at a technology training company, did not have, though, was all the money they would need to purchase a home, something they expect to do in the future.

So on their wedding invitations, Ms. Howe, 36, and Mr. Walsh, 38, requested that their 60 guests “lug, kiss, high five, share a dessert ... and if feeling particularly generous,” donate money that the newlyweds could put toward a first home. In other words: They just wanted cash and were not shy about asking for it.

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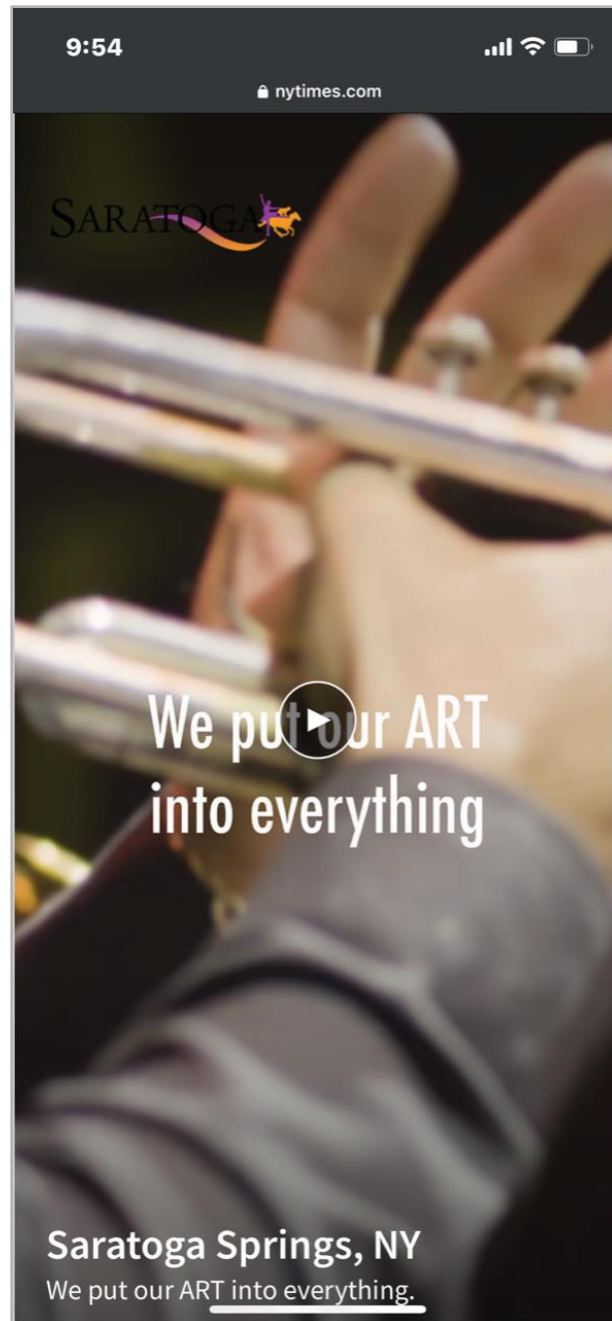
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# Market NY Grant

What's Worth... | End of the Week... | End of the Week... | End of the Week... | End of the Week...

WEEKEND ROUNDUP


## 5 Things to Do This Weekend

Our critics and writers have selected noteworthy cultural events to experience virtually and in person in New York City.

APR 24, 2022

ART & MUSEUMS

### Digging Dumbo's Scene



"Say New Orleans Baby! Call Brooklyn, Massachusetts!" (June 1972), part of Isaac Mizrahi's "Garland Strippers" series on view through April 22 at Higher Pictures, Downtown. A gallery of Theater, Brooklyn. [View Museum's Program Photos. Higher Pictures/Instagram](#)


When it comes to gallery hopping, New Yorkers tend to head to Manhattan's Chelsea or Lower East Side neighborhoods — or even to TriBeCa, where the art scene continues to expand. But for a more under-the-radar experience, you can try the Dumbo section of Brooklyn.

The neighborhood is home to more than a dozen galleries that pack a powerful punch, and this weekend is a good time for a visit (another good time: the first Thursday of every month, when these art spaces stay open until 8 p.m. hosting special events and openings). If you opt for a Friday stroll, you can catch the last day of "Object for Artists," a must-see group show of emerging artists at the New York Studio School's Dumbo Sculpture Studio & Gallery. Other last-chance offerings include a suite of thought-provoking shows at A.L.E. gallery. You might also stop by Harter Paterno Generation, where Susan Meisler's show of color photographs from her career-defining "Carnival Strippers" series will be on view through April 24; and Main Street Park, where Claudia Wieser's towering sculptures will be up through May 2. A gallery guide, which lists these and other ongoing exhibitions, the [Cuban Art Space's](#) presentation of the self-taught artists Wladimir and Modestino, can be found at [artindumbo.com](#).

MELISSA SMITH

FLM SERIES


### A Sharper 'Nazarin'



Francisco Rabal plays a starred part in Luis Dibau's "Nazarin," a restoration of which is screening at MHA through Monday, Cinema Festival

Living as an outsider in Mexico, a priest (Francisco Rabal) devoted to asceticism, forgiveness, teaching and tending to the sick encounters scorn or dismissal from almost everyone. The main exceptions are two flagrantly sinful women — one is a prostitute wanted for a stabbing; the other is love-crazed to the point of being suicidal — who insist on accompanying him on a pilgrimage.

## FlexXL | ROS | 1P: Culture Vultures | Multi DMA Geo | Desktop & Mobile



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TECHNOLOGY | The New York Times | PLAY THE CHROMASCOPE | Account

## Former Twitter Employees Charged With Spying for Saudi Arabia

The Justice Department's charges raised questions about the security of technology companies.

See this article | Share | Comment



Twitter's headquarters in San Francisco. Two former employees were charged Wednesday with exploiting their access to the company's internal systems to help Saudi Arabia. — WireImage/Getty Images

By Kate Conger, Mike Isaac, Kate Knauer and Nicole Perrotti  
Published Nov. 8, 2020 | Updated Nov. 8, 2020


**SAN FRANCISCO** — Al Alzahrani was an engineer who rose through the ranks at Twitter to a job that gave him access to personal information and account data of the social media service's millions of users.

Ahmad Abouammou was a media partnerships manager at the company who could see the email addresses and phone numbers of Twitter accounts.

On Wednesday, the Justice Department accused the two men of using their positions and their access to Twitter's internal systems to aid Saudi Arabia by obtaining information on American citizens and Saudi dissidents who opposed the policies of the kingdom and its leaders.

The two men, Mr. Alzahrani and Mr. Abouammou, were charged with acting as agents of a foreign power inside the United States, in the first complaint of its kind involving Saudis in the country. The case raised questions about the security of American technology companies already under scrutiny for spreading disinformation and influencing public opinion, showing that these firms can be penetrated from the inside as well.

FlexXL | ROS | Topic Targeting: LGBTQ + Rights, Human Rights | Multi DMA Geo | Desktop & Mobile



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THEATER | The New York Times | PLAY THE ORGANISM | About

CRITIC'S NOTEBOOK

## An Arts Festival With Hardly a Stage in Sight

Performance venues at this year's Karntenfestivaldesarts, in Brussels, include a disused museum and the upper house of Belgium's Parliament.

17 One Photo

Daniela Ortiz's puppet show "The Weeping Woods and the Okapi Resistance" at the Cinquanteenaire park in Brussels. [See Reviews](#)


By Laura Cappelle  
May 12, 2022, 4:21 a.m. ET

BRUSSELS — As the biggest performing arts festival in Brussels got underway last weekend, there were few traditional stages in sight. Instead, spectators assembled in colonial-era monuments, a disused railway museum and even the debating chamber of Belgium's Senate.

There are practical reasons for the flurry of site-specific shows in the monthlong event, called Karntenfestivaldesarts, said Daniel Blazex Gubbay, one of its directors, during a break between performances. After two years of pandemic upheaval, a lot of playwrights in Brussels were booked with rescheduled shows this year.

The constraints led to a creative lineup, highlighting areas of the city that even frequent visitors don't necessarily know. In order to see "The Weeping Woods and the Okapi Resistance," a family-friendly puppet show created by Daniela Ortiz, audience members had to wander into a side alley of the large Cinquanteenaire park — and stop in front of the "Monument to the Belgian Prisoners in Congo."

Unveiled in 1921, this sculpted tribune to the colonization of Congo is deeply uncomfortable to look at today. It features racist imagery and inscriptions that portray Belgians as the saviors of the local Black population. Since Belgium has recently begun to publicly reckon with its brutal history and to remove statues associated with it, "The Weeping Woods and the Okapi Resistance" could hardly be more timely.




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FlexXL | ROS | 1P: Theatergoers | Multi DMA Geo | Desktop & Mobile



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# Final Delivery Report - YouTube.

All campai... > Video campai... > '22 | SPAC | Market NY - Video

SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP NOTIFICATIONS 708-002-7408 LIFT lift.mcc5@gmail.com

Paused Type: Video Budget: \$20,000.00 (total) Start and end date: May 9, 2022 - Jun 24, 2022 More details

## Ad groups

Custom May 9 - Jun 29, 2022


Ad group status: Enabled Add filter CLEAR FILTERS CLOSE

Ad group	Views	View rate	Avg. CPV	Cost	Earned views	Video played to:			
						25%	50%	75%	100%
W35-54: Arts & Culture, Live Events Interest	74,637	17.36%	\$0.08	\$6,054.26	0	45.95%	26.30%	20.37%	16.25%
A25-54: Arts & Culture, Live Events Interest	169,479	16.14%	\$0.08	\$13,927.58	0	51.19%	31.14%	24.96%	19.97%
Total: Ad... ?	244,116	16.49%	\$0.08	\$19,981.84	0	49.38%	29.47%	23.38%	18.69%
Total: Ca... ?	244,116	16.49%	\$0.08	\$19,981.84	0	49.38%	29.47%	23.38%	18.69%

# Final Delivery Report – YouTube Pixel Fires.

Summary Custom May 9 – Jun 24, 2022 ▼


---

 **Outbound clicks** 1 of 24 campaigns [Edit goal](#)

<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> <a href="#">Buy Tickets Button Click</a>	<a href="#">Primary</a>	Website	0.00	0.00	Tag inactive	<a href="#">Troubleshoot</a>

1 - 1 of 1

---

 **Page views** 1 of 24 campaigns [Edit goal](#)

<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> <a href="#">Local actions - Website visits</a>	<a href="#">Primary</a>	Google hosted	266.00	266.00	Recording conversions	
<input type="checkbox"/> <a href="#">Page view - Saratoga Arts</a>	<a href="#">Primary</a>	Website	42.00	42.00	Recording conversions	

1 - 2 of 2



Using Meta’s audience targeting, we can reach specific audiences in our target market who tend to be interested in arts/culture. Reels and Stories will make up most of the exposure for FB/IG.

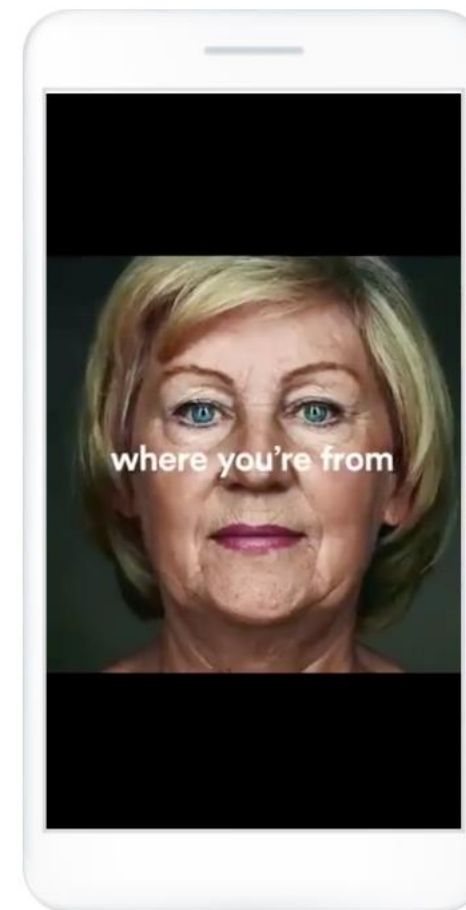
Facebook Business Manager will be used to buy, optimize, and report on FB/IG inventory -- no additional platform fee required.

:30 MP4 9:16, 1:1 Format

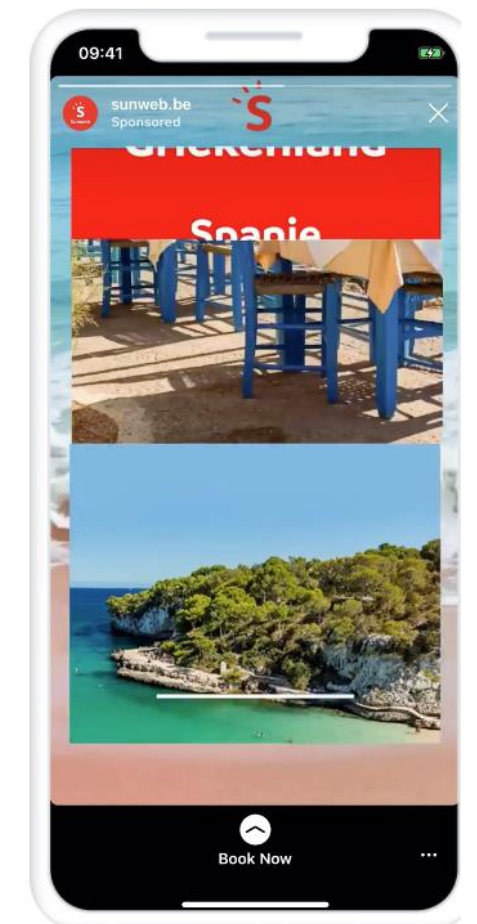
- <https://www.facebook.com/business/ads-guide/video/facebook-story>
- <https://www.facebook.com/business/ads-guide/video/facebook-facebook-reels>
- <https://www.facebook.com/business/ads-guide/video/facebook-instream-video>
- <https://www.facebook.com/business/ads-guide/video/instagram-story>
- <https://www.facebook.com/business/ads-guide/video/instagram-reels>

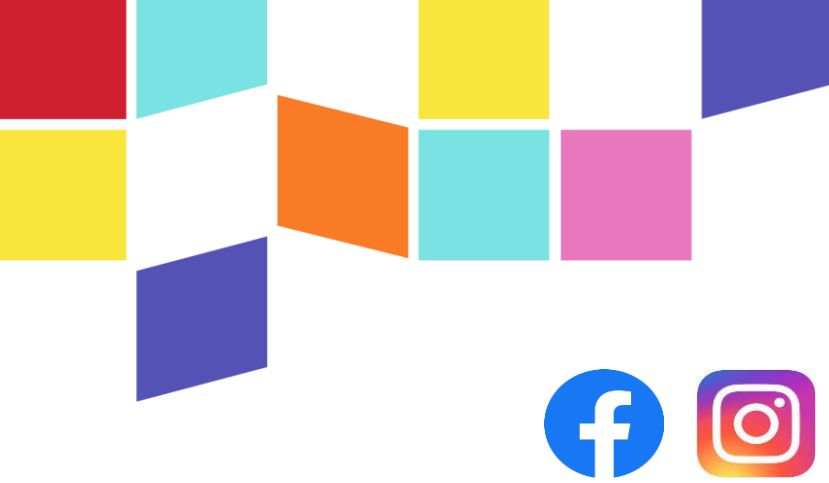
Reels Ad

In-Feed Ad



Story Ad






re, Live Events Interest > Ad #1 Completed | Ad #2 Completed | Ad #4 Completed | Ad #3 Completed |

Ad preview | Share | Advanced preview

Facebook Feeds

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Feeds


Stories and Reels

Ad preview | Share | Advanced preview

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See variations

Feeds

Stories and Reels

# Final Delivery Report – Facebook/IG.

Ad sets: Market NY - Saratoga (981233029226... 9 ads with errors Updated just now Discard drafts Review and publish (15)


Search and filter May 9, 2022 – Jun 24, 2022

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit Columns Breakdown Reports

<input type="checkbox"/>	Off / On	Ad Set	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	W35-54: Arts & Culture, Live Events Interest	Day click or ...	22,146 Link clicks	176,929	721,382	\$0.45 Per Link Click	\$10,000.00	Jun 24, 2022
<input type="checkbox"/>	<input checked="" type="checkbox"/>	A25-54: Arts & Culture, Live Events Interest	Day click or ...	45,671 Link clicks	286,464	1,028,436	\$0.22 Per Link Click	\$10,000.00	Jun 24, 2022
		<b>Results from 2 ad sets</b>	Day click or ...	<b>67,817</b> Link clicks	<b>451,457</b> People	<b>1,749,818</b> Total	<b>\$0.29</b> Per Link Click	<b>\$20,000.00</b> Total Spent	

# Final Delivery Report – Facebook/IG Pixel Fires.

 **PageView**  
● Active



**Event Overview**

Recent Activities

Ad Sets

**Event Breakdown**  
It may take up to 20 minutes for your events to be displayed.

URLs

URL 	Counts 
https://www.saratoga.org/tourism/for-the-arts-enthusiast/	11,380



# Media Buy Authorization #1.

## MARKET NY - 2022

Platform	Targeting Detail	Spot Total	Messaging/Creative	Impressions	Start	End	Net
Cable - Interconnect	NY/NJ/CT DMA - Cable Targets Woman 34 - 54   Adults 25 - 54	203x :30 Spots	3 commercials spots / Rotate all 3 evenly	1127583	9-May	24-Jun	\$ 43,614
NY1/NJ12 - News	New York 2BK May21-Jun21 DMA Nielsen Live+SD	32x :30 Spots	3 commercials spots / Rotate all 3 evenly	410496	9-May	24-Jun	\$ 7,820
Streaming	Networks: NY1 (Spectrum News), Lifetime, Travel, A&E, MSNBC, Bravo, CNN	Streaming NA	16:9 OTT Specs	400000	9-May	24-Jun	\$ 12,750
New York Times	1P Audience Targeting: A25-54 / W35-54, HHI \$250K+, Higher Education	Projected CPM: \$17.55	:30 Max MP4 16:9 Format	384615	9-May	24-Jun	\$ 7,500
FlexXL Video Units	1P Audience Targeting: Theatergoers			384615	9-May	24-Jun	\$ 7,500
	1P Audience Targeting: Culture Vultures			384615	9-May	24-Jun	\$ 7,500
	Topic Targeting: LGBTQ + Rights, Human Rights			468750	9-May	24-Jun	\$ 7,500
	Added Value: ROS			86455	9-May	24-Jun	\$ -
YouTube True View	A25-54: Arts & Culture, Live Events Interest	Projected CPM: \$6	:30 MPEG-4 16:9 Format	1666667	9-May	24-Jun	\$ 10,000
	W35-54: Arts & Culture, Live Events Interest			1666667	9-May	24-Jun	\$ 10,000
Facebook / Instagram	A25-54: Arts & Culture, Live Events Interest	Projected CPM: \$6	:30 MP4 9:16, 1:1 Format	1666667	9-May	24-Jun	\$ 10,000
	W35-54: Arts & Culture, Live Events Interest			1666667	9-May	24-Jun	\$ 10,000
				<b>10313797</b>	<b>Net Total</b>		<b>\$ 134,183.50</b>
MSF Plan, Procurment, Optimization							\$16,918
Plan Recap & Reporting							\$5,000
Link Ads to: <a href="https://saratoga.org/arts">saratoga.org/arts</a>							<b>Campaign Grand Total \$156,102</b>

# Media Buy Authorization - #2.

Platform	Targeting Detail	Spot Total	Messaging/Creative	Impressions	Start	End	Net
OTT - Peacock	NY/NJ/CT DMA + Berkshires; F35-54; HHI\$150k+, College Graduate, Arts & Entertainment Interest, Live Theatre Interest, Music Enthusiasts, LGBTQ Supporters	Projected CPM: \$44	3 commercials spots / Rotate all 3 evenly	386364	3-Jun	24-Jun	\$ 17,000.00
				<b>386364</b>	<b>Net Total</b>		<b>\$ 17,000.00</b>
MSF Plan, Procurment, Optimization							\$1,700.00
Plan Recap & Reporting							\$650.00
Link Ads to: <a href="http://saratoga.org/arts">saratoga.org/arts</a>							<b>Campaign Grand Total \$19,350.00</b>



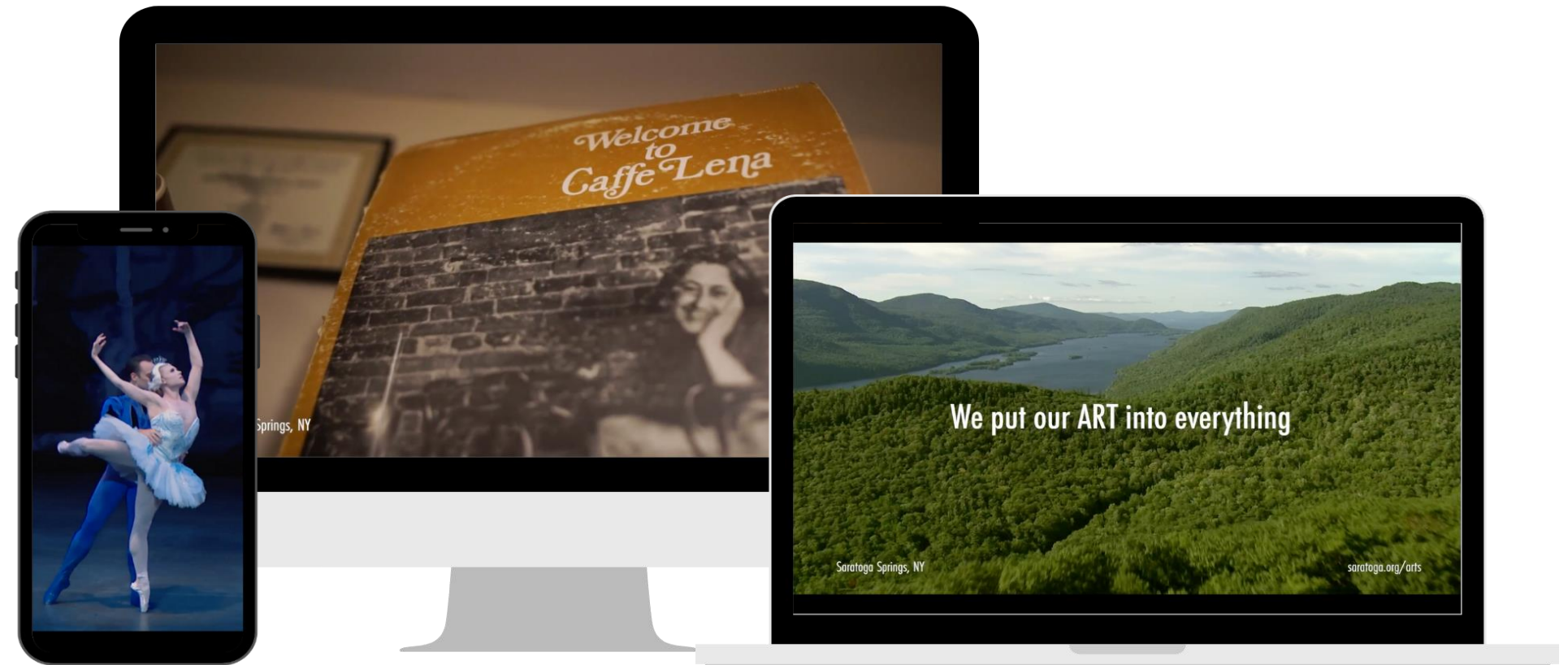
## Creative.

### Assets:

3 separate :30 videos

Sizes 1:1, 16:9, 9:16

**CTA Website Link:**  
[saratoga.org/arts](http://saratoga.org/arts)





# Measurement.

Impressions  
VTR/CTR  
Visits to saratoga.org/arts

