



# Economic Development Committee

Wednesday, June 28, 2023 3:30PM  
40 McMaster Street, Ballston Spa, NY

**Chair:** Mark Hammond

**Members:** C. Eric Butler, Joe Grasso, Jean Raymond, Kevin Tollisen, Kevin Veitch (vc), Sandra Winney

## Agenda

- I. Welcome and Attendance
- I. Approval of the minutes of the June 7, 2023 meeting.
- II. Jason Kemper, Planning & Economic Development
  - a. Authorizing the transfer of funds from the Economic Development Reserve Fund and amending the 2023 County budget in relation thereto.
  - b. 2023 Economic Development Grant applications update
- III. Jenniffer McCloskey, Employment & Training
  - a. Accepting \$248,247 for the TANF Summer Youth Employment Program
  - b. Authorizing the acceptance of Federal funds for the 2023-2024 WIOA Program year
  - c. Approving the Workforce Development Board budget for the program year 2023-2024 and authorizing agreement with Warren and Washington Counties to fund Workforce Development Board services.
  - d. Awarding a contract to Black Dog Designs for the branding, website design/development and related social media marketing for the Workforce Development Board.
- IV. Other Business
- V. Adjournment

To view the webcast live or once recorded, go to <https://www.saratogacountyny.gov/meetings/2023-meetings/>



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

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

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

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

**DATE:** 6.20.23

**COMMITTEE:** Economic Development

1. Is a Resolution Required:

Yes, Other

2. Proposed Resolution Title:

Authorize the Transfer of Funds From The Economic Development Reserve Fund And Amending the 2023 County Budget in Relation THERETO

3. Specific Details on what the resolution will authorize:

Resolution will authorize a budget transfer from the Economic Development Grant Reserve Account (A.-0888 ED) to the General Fund (A.80-000-8763) to allow for payment of 2022 Economic Developments for the Town of Greenfield (partial) and Town of Clifton Park.

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

County Attorney's Office  
Consulted Yes

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 **Yes**

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

Revenue

Account Number	Account Name	Amount
A.0888ED	Econ. Dev. Grant Program Reserve	\$24,949.24

Expense

Account Number	Account Name	Amount
A.80.000-8763	Municipal Planning Grant Progra	\$24,949.24

Fund Balance (if applicable): (Increase = additional revenue, Decrease = additional expenses)

Amount:

5. Identify Budget Impact (**Required**):

Other

- a. G/L line impacted A.0888ED and A.80.000-8763
- b. Budget year impacted 2023
- c. Details

The budget will be amended to increase appropriations and reduce the Economic Development Reserve fund by \$24,949.24

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 the awarding of a contract:  Y  N

a. Type of Solicitation

b. Specification # (BID/RFP/RFQ/OTHER CONTRACT #)

c. If a sole source, appropriate documentation, including an updated letter, has been submitted and approved by Purchasing Department?  Y  N  N/A

d. Vendor information (including contact name):

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

f. State of vendor/contractor organization:

g. Commencement date of contract term:

h. Termination of contract date:

i. Contract renewal date and term:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Purchasing Office Consulted

County Administrator's Office  
Consulted

8. Is a grant being accepted:  YES or  NO

- 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
- Information summary memo
- Copy of proposal or estimate
- Copy of grant award notification and information
- Other Reimbursement Request Form

10. Remarks:

See attached memo for summary. A committee vote is first required to approve the reimbursement request (no resolution required). Secondly, a vote must be held to approve a resolution moving the funds out of the reserve account.

7/18/2023



## **SARATOGA COUNTY BOARD OF SUPERVISORS**

### **RESOLUTION XXX - 2023**

**Introduced by Economic Development: Supervisors Hammond, Butler, Grasso, Raymond, Tollisen, K. Veitch and Winney**

#### **AUTHORIZING THE TRANSFER OF FUNDS FROM THE ECONOMIC DEVELOPMENT RESERVE FUND AND AMENDING THE 2023 COUNTY BUDGET IN RELATION THERETO**

**WHEREAS**, pursuant to Resolution 97-2021, this Board established a capital reserve fund to be known as the “Economic Dev Grant Reserve” for the purpose of depositing unexpended funds for the Municipal Economic Development Assistance Program; and

**WHEREAS**, pursuant to Resolution 97-2021 the reserve account was created to house the unexpended municipal economic grant program funds until such funds are needed, and a reimbursement voucher is submitted by the municipal applicant, at which point the funds will be appropriated to the General Fund budget; and

**WHEREAS**, the unexpended grant funds from the 2022 Town of Clifton Park (\$14,200) and Town of Greenfield (\$10,749.24) total \$24,949.24; and

**WHEREAS**, the grant projects that were approved in 2022 have been submitted for payment and reimbursement were approved by our Economic Development Committee; and

**WHEREAS**, the transfer of Economic Development Grant Reserve funds to the Municipal Economic Development Assistance account requires this Board’s approval and an associated amendment to the 2023 County budget; and

**WHEREAS**, our Economic Development Committee and the Director of Planning and Economic Development have recommended that \$24,949.24 be transferred from the Economic Development Grant Reserve funds to the Municipal Economic Development Assistance account; now, therefore, be it

**RESOLVED**, that this Board authorizes the transfer of \$24,949.24 from the Economic Development Grant Reserve funds to the Municipal Economic Development Assistance account to provide reimbursement to municipal applicants as approved by our Economic Development Committee; and it is further

**RESOLVED**, that the Budget Officer is hereby authorized to enter the appropriate journal entries to reflect the approved budget transfer; and it is further

**RESOLVED**, that the 2023 Saratoga County Budget is amended as follows:

PLANNING

Increase Appropriations:

Acct. #A.80.000-8763 Municipal Planning Grant Prog-Econ Dev \$24,949.24

Decrease Reserve:

Acct. #A-0888.ED Economic Dev Grant Reserve \$24,949.24

; and it is further

**RESOLVED**, that this Resolution shall take effect immediately.

BUDGET IMPACT STATEMENT: The budget will be amended to increase appropriations and decrease the Economic Development Grant Reserve Fund by \$24,949.24.

July 18, 2023 Regular Meeting

Motion to Adopt

AYES

NOES

ABSENT



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

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Stephanie Hodgson, Director of Budget

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

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

**DATE:** 6.21.23

**COMMITTEE:** Economic Development

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 No



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 **No**

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

Revenue

Account Number	Account Name	Amount
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Expense

Account Number	Account Name	Amount
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Fund Balance (if applicable): (Increase = additional revenue, Decrease = additional expenses)

Amount:

5. Identify Budget Impact (**Required**):

No 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

Human Resources Consulted

7. Does this item require the awarding of a contract:  Y  N

a. Type of Solicitation

b. Specification # (BID/RFP/RFQ/OTHER CONTRACT #)

c. If a sole source, appropriate documentation, including an updated letter, has been submitted and approved by Purchasing Department?  Y  N  N/A

d. Vendor information (including contact name):

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

f. State of vendor/contractor organization:

g. Commencement date of contract term:

h. Termination of contract date:

i. Contract renewal date and term:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Purchasing Office Consulted

County Administrator's Office  
Consulted

8. Is a grant being accepted:  YES or  NO

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

Information summary memo

Copy of proposal or estimate

Copy of grant award notification and information

Other \_\_\_\_\_

10. Remarks:

See attached memo for summary of updates.



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

**TO:** Steve Bulger, County Administrator  
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Stephanie Hodgson, Director of Budget

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

**DEPARTMENT:** Employment & Training



**DATE:** 6/21/23

**COMMITTEE:** Economic Development



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

1. Is a Resolution Required:

Yes, Grant Acceptance

County Attorney's Office  
Consulted **No**

2. Proposed Resolution Title:

Accepting \$248,247 for the TANF Summer Youth Employment Program

3. Specific Details on what the resolution will authorize:

This funding will allow us to place eligible Saratoga County youth in subsidized employment at worksites around the county for summer months.

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

Fund Balance (if applicable): (Increase = additional revenue, Decrease = additional expenses)

Amount:

5. Identify Budget Impact (Required):

No Budget Impact. Funds are included in the Department Budget

- a. G/L line impacted A.68-4609, CD.68-4790
- b. Budget year impacted 2023
- c. Details  
 Participant wage

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 the awarding of a contract:  Y  N

a. Type of Solicitation

b. Specification # (BID/RFP/RFQ/OTHER CONTRACT #)

c. If a sole source, appropriate documentation, including an updated letter, has been submitted and approved by Purchasing Department?  Y  N  N/A

d. Vendor information (including contact name):

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

f. State of vendor/contractor organization:

g. Commencement date of contract term:

h. Termination of contract date:

i. Contract renewal date and term:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Human Resources Consulted

N/A

Purchasing Office Consulted

N/A

County Administrator's Office  
Consulted

8. Is a grant being accepted:  YES or  NO
- a. Source of grant funding:  
State
- b. Agency granting funds:  
Office of Temporary and Disability Assistance
- c. Amount of grant:  
\$248,247
- d. Purpose grant will be used for:  
Subsidized employment for eligible youth
- e. Equipment and/or services being purchased with the grant:  
none
- f. Time period grant covers:  
6/1/23-9/30/23
- g. Amount of county matching funds:  
none
- h. Administrative fee to County:  
up to 15% of expenditures

9. Supporting Documentation:

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

10. Remarks:

This is an annual grant awarded to our department and is a housekeeping item.

## 2023 New York State Summer Youth Employment Program

## District Designation Form

On behalf of the Saratoga County Department of Social Services, I,  
**Tina Potter**, as Commissioner of the Saratoga County

Department of Social Services, hereby instruct the Office of Temporary and Disability Assistance (OTDA) to disburse our 2023 New York State Summer Youth Employment Program (SYEP) allocation as detailed below. I certify that I have the legal authority to authorize the assignment of these funds. The funds dedicated to the operation of the 2023 New York State SYEP will be used in accordance with program and fiscal guidelines established by OTDA. For districts opting to assign all or a portion of their 2023 allocation to their Local Workforce Development Board (LWDB), districts will be held liable for funds not used in a manner consistent with the requirements of the New York State SYEP allocation or where funds are due from the LWDB.

- A. 2023 SYEP Allocation \$ 278,303
- B. Amount of Transfer to FFFS \$ 30,056  
 (optional) (must not exceed 10.62% of the allocation, round down)
- C. Amount Dedicated to SYEP \$ 248,247  
 (must be at least 89.38% of allocation)
- D. Amount Assigned to LWDB \$ 248,247  
 (optional) (district must coordinate SYEP services with LWDB)

Completed by: 

Commissioner's Signature

Date: 05/31/2023





6/21/22

## SARATOGA COUNTY BOARD OF SUPERVISORS

### RESOLUTION ~~208~~ - 202~~2~~<sup>3</sup>

Introduced by Economic Development: Supervisors Tollisen, Grasso, Hammond, Schopf, K. Veitch, M. Veitch, and Wood

#### AUTHORIZING THE ACCEPTANCE OF FUNDING FOR THE SUMMER YOUTH EMPLOYMENT PROGRAM

**WHEREAS**, Resolution ~~210-2021~~<sup>208-2022</sup> authorized the acceptance of ~~\$236,857~~<sup>242,763</sup> of grant monies from New York State Office of Temporary Disability Assistance to the Department of Employment and Training to subsidize costs in the administration and delivering of the Temporary Assistance for Needy Families (TANF) Summer Youth Employment Program in Saratoga County, which provides employment opportunities for eligible youth ages 14-20; and

**WHEREAS**, funds in the amount of ~~\$242,763~~<sup>248,247</sup> are available from New York State Office of Temporary Disability Assistance to assist the Department of Employment and Training in subsidizing costs in delivering this service, for the term of June 1, 202~~2~~<sup>3</sup> through September 30, 202~~2~~<sup>3</sup>; and

**WHEREAS**, our Economic Development Committee and the Director of Employment and Training have recommended the acceptance of these funds in the amount of ~~\$242,763~~<sup>248,247</sup>; and

**WHEREAS**, the acceptance of these funds requires approval of this Board; now, therefore, be it

**RESOLVED**, that the Chair of the Board is hereby authorized to execute all documents necessary to accept grant funding from the New York State Office of Temporary Disability Assistance in the amount of ~~\$242,763~~<sup>248,247</sup> for the TANF Summer Youth Employment Program in Saratoga County; and it is further

**RESOLVED**, that the form and content of said documents shall be subject to the approval of the County Attorney; and it is further

**RESOLVED**, that this Resolution shall take effect immediately.

BUDGET IMPACT STATEMENT: No Budget Impact. Funds are included in the Department Budget.



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

**TO:** Steve Bulger, County Administrator  
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 Matt Rose, Management Analyst  
 Tracy Goodson, County Attorney's Office  
 Audra Hedden, County Administrator's Office

**DEPARTMENT:** Employment & Training

**DATE:** 6/21/2023

**COMMITTEE:** Economic Development

1. Is a Resolution Required:

2. Proposed Resolution Title:

Authorizing the Acceptance of Federal Funds for the 2023-2024 WIOA Program Year

3. Specific Details on what the resolution will authorize:

This resolution would authorize the acceptance of program year 2023 (PY23) Workforce Innovation and Opportunity Act grant funds in the amount of \$2,234,339. As the grant recipient for Saratoga, Warren, and Washington Counties Local Workforce Development Area, Saratoga County's portion is \$941,286.10. An increase of 11% over last year. The remainder will be passed on to Warren and Washington Counties.

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

County Attorney's Office  
 Consulted No

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 No

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

Revenue

Account Number	Account Name	Amount
CD.68-4790	Job Training Fed Aid	\$102,823.96

Expense

Account Number	Account Name	Amount
CD.68-681-8321	Institutional Tuition	\$102,823.96

Fund Balance (if applicable): (Increase = additional revenue, Decrease = additional expenses)

Amount:

5. Identify Budget Impact (Required):

The budget will be amended to accept these funds and authorize the related expenses

- a. G/L line impacted CD.68-4790
- b. Budget year impacted 2023
- c. Details

The increase in funds will enable us to use our tuition funds to provide more training grants to our clients.

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 the awarding of a contract:  Y  N

a. Type of Solicitation

b. Specification # (BID/RFP/RFQ/OTHER CONTRACT #)

c. If a sole source, appropriate documentation, including an updated letter, has been submitted and approved by Purchasing Department?  Y  N  N/A

d. Vendor information (including contact name):

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

f. State of vendor/contractor organization:

g. Commencement date of contract term:

h. Termination of contract date:

i. Contract renewal date and term:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Human Resources Consulted  
N/A

Purchasing Office Consulted  
N/A

County Administrator's Office  
Consulted Yes

8. Is a grant being accepted:  YES or  NO

a. Source of grant funding:

Federal

b. Agency granting funds:

US Department of Labor

c. Amount of grant:

\$2,234,339

d. Purpose grant will be used for:

Workforce Development and Career Center Operations

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

NA

f. Time period grant covers:

7/1/2023-6/30/2024

g. Amount of county matching funds:

none

h. Administrative fee to County:

\$94,128.61

9. Supporting Documentation:

- Marked-up previous resolution
- No Markup, per consultation with County Attorney
- Information summary memo
- Copy of proposal or estimate
- Copy of grant award notification and information
- Other 3 County Allocation

10. Remarks:

PY 23 County Allocations

		<b>Total</b>	<b>Saratoga</b>	<b>Warren</b>	<b>Washington</b>
<b><u>Adult</u></b>	Adult formula	\$553,687.20 A 100.00%	\$189,748.60 A 34.27%	\$231,219.77 A 41.76%	\$132,718.82 A 23.97%
<b><u>Youth</u></b>	Youth formula	\$567,483.30 A 100.00%	\$192,433.59 A 33.91%	\$239,591.45 A 42.22%	\$135,458.26 A 23.87%
<b><u>DLW</u></b>	DLW formula	\$889,734.60 A 100.00%	\$464,975.30 A 52.26%	\$228,483.85 A 25.68%	\$196,275.45 A 22.06%
<b><u>Admin.</u></b>	Admin formula	\$223,433.90 A 100.00%	\$94,128.61 A 40.72%	\$77,699.45 A 35.99%	\$51,605.84 A 23.29%
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<b><u>Grand Total</u></b>		\$2,234,339.00	\$941,286.10	\$776,994.52	\$516,058.37

A: Based on Planning Estimates for Program Year 2023 shared by the NYS DOL in May 2023

**WIOA Adult Program**  
**Program Year 2023 WIOA Title 1 Allocations**  
**NYS Local Workforce Development Areas**

Local Workforce Development Area	Adult Program			
	PY 2023 actual	PY 2022 actual	\$ Change 2023-2022	% Change 2023-2022
Capital Region	\$1,210,614	\$1,242,857	-\$32,243	-2.59%
Broome/Tioga	\$617,860	\$632,459	-\$14,599	-2.31%
Allegany/Cattaraugus	\$407,113	\$415,930	-\$8,817	-2.12%
Cayuga/Cortland	\$313,939	\$321,447	-\$7,508	-2.34%
Chautauqua	\$378,943	\$388,652	-\$9,709	-2.50%
Chemung/Shuyler/Steuben	\$559,103	\$572,457	-\$13,354	-2.33%
Chenango/Delaware/Otsego	\$370,987	\$378,160	-\$7,173	-1.90%
North Country	\$516,553	\$529,809	-\$13,256	-2.50%
Columbia/Greene	\$212,161	\$216,415	-\$4,254	-1.97%
Dutchess	\$538,064	\$534,516	\$3,547	0.66%
Erie County	\$2,470,378	\$2,513,390	-\$43,012	-1.71%
Fulton/Mont/Schoharie	\$388,785	\$396,648	-\$7,863	-1.98%
GLOW	\$525,216	\$535,197	-\$9,981	-1.86%
Hempstead/Long Beach	\$1,561,269	\$1,521,259	\$40,009	2.63%
Jefferson/Lewis	\$448,308	\$458,635	-\$10,327	-2.25%
Monroe County	\$1,939,976	\$2,017,381	-\$77,405	-3.84%
New York City	\$33,975,687	\$31,727,365	\$2,248,322	7.09%
Niagara County	\$696,241	\$719,853	-\$23,612	-3.28%
Herkimer/Madison/Oneida	\$960,028	\$984,474	-\$24,446	-2.48%
Onondaga County	\$1,020,082	\$1,029,901	-\$9,820	-0.95%
Finger Lakes	\$523,389	\$534,233	-\$10,844	-2.03%
Orange County	\$772,502	\$738,625	\$33,876	4.59%
Oswego County	\$414,480	\$424,834	-\$10,354	-2.44%
Oyster Bay	\$782,520	\$701,535	\$80,985	11.54%
Rockland County	\$582,971	\$574,215	\$8,756	1.52%
Saratoga/Warren/Wash	\$615,208	\$612,269	\$2,938	0.48%
St. Lawrence County	\$377,941	\$387,914	-\$9,973	-2.57%
Suffolk County	\$2,938,547	\$2,791,792	\$146,755	5.26%
Sullivan County	\$187,173	\$189,647	-\$2,474	-1.30%
Tompkins	\$168,609	\$173,427	-\$4,818	-2.78%
Ulster County	\$390,907	\$390,580	\$327	0.08%
Westchester/Putnam	\$1,418,178	\$1,393,769	\$24,409	1.75%
Yonkers, City of	\$649,861	\$662,971	-\$13,110	-1.98%
<b>TOTAL</b>	<b>\$58,933,591</b>	<b>\$56,712,621</b>	<b>\$2,220,971</b>	<b>3.92%</b>

**Sources:**

PY 2023 TEGL 15-22 Official Allotments, dated April 21, 2023

PY 2023 Relative Share information provided by NYSDOL Division of Research & Statistics on 3/30/23

PY 2022 TEGL 9-21 Official Allotments, dated May 6, 2022 & TEGL 11-22 Recapture, dated 3/17/23.

PY 2022 Relative Share information provided by NYSDOL Division of Research & Statistics on 2/25/22

**WIOA Dislocated Worker Program**  
**Program Year 2023 WIOA Title 1 Allocations**  
**NYS Local Workforce Development Areas**

Local Workforce Development Area	Dislocated Worker Program			
	PY 2023 actual	PY 2022 actual	\$ Change 2023-2022	% Change 2023-2022
Capital Region	\$1,602,883	\$1,295,564	\$307,320	23.72%
Broome/Tioga	\$726,438	\$585,149	\$141,289	24.15%
Allegany/Cattaraugus	\$473,942	\$379,562	\$94,380	24.87%
Cayuga/Cortland	\$461,041	\$373,764	\$87,277	23.35%
Chautauqua	\$436,732	\$356,124	\$80,608	22.63%
Chemung/Shuy/Steuben	\$649,425	\$531,783	\$117,642	22.12%
Chenango/Del/Otsego	\$532,415	\$432,383	\$100,031	23.13%
North Country	\$582,719	\$459,785	\$122,934	26.74%
Columbia/Greene	\$297,032	\$238,143	\$58,889	24.73%
Dutchess	\$647,999	\$515,778	\$132,221	25.64%
Erie County	\$2,833,278	\$2,289,163	\$544,115	23.77%
Fulton/Mont/Schoharie	\$530,275	\$425,000	\$105,275	24.77%
GLOW	\$782,642	\$625,831	\$156,811	25.06%
Hempstead/Long Beach	\$2,216,784	\$1,735,429	\$481,355	27.74%
Jefferson/Lewis	\$551,149	\$433,870	\$117,280	27.03%
Monroe County	\$2,109,692	\$1,704,063	\$405,628	23.80%
New York City	\$32,413,367	\$23,628,405	\$8,784,962	37.18%
Niagara County	\$893,819	\$718,937	\$174,881	24.32%
Herk/Madison/Oneida	\$1,156,104	\$934,336	\$221,768	23.74%
Onondaga County	\$1,207,057	\$965,504	\$241,553	25.02%
Finger Lakes	\$884,678	\$711,108	\$173,570	24.41%
Orange County	\$940,947	\$750,452	\$190,495	25.38%
Oswego County	\$494,362	\$392,296	\$102,065	26.02%
Oyster Bay	\$1,368,214	\$1,104,990	\$263,224	23.82%
Rockland County	\$731,559	\$585,199	\$146,361	25.01%
Saratoga/Warren/Wash	\$988,594	\$798,715	\$189,879	23.77%
St. Lawrence County	\$363,673	\$292,352	\$71,321	24.40%
Suffolk County	\$4,143,537	\$3,343,710	\$799,827	23.92%
Sullivan County	\$257,553	\$223,228	\$34,325	15.38%
Tompkins	\$179,114	\$141,468	\$37,645	26.61%
Ulster County	\$480,684	\$388,629	\$92,054	23.69%
Westchester/Putnam	\$2,187,807	\$1,644,404	\$543,403	33.05%
Yonkers, City of	<u>\$700,313</u>	<u>\$546,004</u>	<u>\$154,310</u>	<u>28.26%</u>
<b>TOTAL</b>	<b>\$64,825,827</b>	<b>\$49,551,127</b>	<b>\$15,274,700</b>	<b>30.83%</b>



**WIOA Youth Program**  
**Program Year 2023 WIOA Title 1 Allocations**  
**NYS Local Workforce Development Areas**

Local Workforce Development Area	Youth Program			
	PY 2023 actual	PY 2022 actual	\$ Change 2023-2022	% Change 2023-2022
Capital Region	\$1,423,207	\$1,462,843	-\$39,635	-2.71%
Broome/Tioga	\$707,968	\$724,637	-\$16,669	-2.30%
Allegany/Cattaraugus	\$497,729	\$508,597	-\$10,868	-2.14%
Cayuga/Cortland	\$355,469	\$363,774	-\$8,306	-2.28%
Chautauqua	\$418,722	\$429,111	-\$10,388	-2.42%
Chemung/Shuy/Steuben	\$562,012	\$574,807	-\$12,794	-2.23%
Chenango/Del/Otsego	\$464,163	\$473,483	-\$9,320	-1.97%
North Country	\$509,604	\$522,049	-\$12,445	-2.38%
Columbia/Greene	\$221,630	\$226,173	-\$4,542	-2.01%
Dutchess	\$658,226	\$651,382	\$6,844	1.05%
Erie County	\$2,664,712	\$2,705,336	-\$40,624	-1.50%
Fulton/Mont/Schoharie	\$396,487	\$404,071	-\$7,584	-1.88%
GLOW	\$543,957	\$553,727	-\$9,770	-1.76%
Hempstead/Long Beach	\$1,610,969	\$1,565,447	\$45,522	2.91%
Jefferson/Lewis	\$447,926	\$457,702	-\$9,777	-2.14%
Monroe County	\$2,215,635	\$2,303,012	-\$87,377	-3.79%
New York City	\$33,544,614	\$31,186,306	\$2,358,308	7.56%
Niagara County	\$725,418	\$749,444	-\$24,026	-3.21%
Herk/Madison/Oneida	\$1,005,273	\$1,030,646	-\$25,373	-2.46%
Onondaga County	\$1,162,740	\$1,171,625	-\$8,885	-0.76%
Finger Lakes	\$584,127	\$593,092	-\$8,965	-1.51%
Orange County	\$810,786	\$773,610	\$37,176	4.81%
Oswego County	\$468,222	\$479,656	-\$11,433	-2.38%
Oyster Bay	\$806,726	\$722,250	\$84,477	11.70%
Rockland County	\$651,803	\$640,376	\$11,428	1.78%
Saratoga/Warren/Wash	\$630,537	\$625,876	\$4,661	0.74%
St. Lawrence County	\$433,566	\$444,658	-\$11,092	-2.49%
Suffolk County	\$2,945,597	\$2,788,142	\$157,455	5.65%
Sullivan County	\$174,675	\$176,850	-\$2,176	-1.23%
Tompkins	\$393,760	\$390,037	\$3,723	0.95%
Ulster County	\$408,665	\$407,739	\$925	0.23%
Westchester/Putnam	\$1,504,758	\$1,475,013	\$29,745	2.02%
Yonkers, City of	<u>\$638,111</u>	<u>\$650,392</u>	<u>-\$12,281</u>	<u>-1.89%</u>
<b>TOTAL</b>	<b>\$60,587,795</b>	<b>\$58,231,861</b>	<b>\$2,355,934</b>	<b>4.05%</b>

**WIOA Adult, DW and Youth Programs**  
**Program Year 2023 WIOA Title 1 Allocations**  
**NYS Local Workforce Development Areas**

Local Workforce Development Area	Combined: Adult, DW, Youth			
	PY 2023 actual	PY 2022 actual	\$ Change 2023-2022	% Change 2023-2022
Capital Region	\$4,236,705	\$4,001,263	\$235,441	5.88%
Broome/Tioga	\$2,052,266	\$1,942,246	\$110,021	5.66%
Allegany/Cattaraugus	\$1,378,784	\$1,304,089	\$74,695	5.73%
Cayuga/Cortland	\$1,130,449	\$1,058,986	\$71,463	6.75%
Chautauqua	\$1,234,397	\$1,173,886	\$60,511	5.15%
Chemung/5huy/5teuben	\$1,770,540	\$1,679,047	\$91,494	5.45%
Chenango/Del/Otsego	\$1,367,565	\$1,284,026	\$83,538	6.51%
North Country	\$1,608,876	\$1,511,643	\$97,233	6.43%
Columbia/Greene	\$730,823	\$680,731	\$50,092	7.36%
Dutchess	\$1,844,288	\$1,701,676	\$142,613	8.38%
Erie County	\$7,968,368	\$7,507,889	\$460,479	6.13%
Fulton/Mont/5choharie	\$1,315,547	\$1,225,719	\$89,828	7.33%
GLOW	\$1,851,816	\$1,714,754	\$137,061	7.99%
Hempstead/Long Beach	\$5,389,022	\$4,822,136	\$566,886	11.76%
Jefferson/Lewis	\$1,447,383	\$1,350,207	\$97,176	7.20%
Monroe County	\$6,265,303	\$6,024,456	\$240,846	4.00%
New York City	\$99,933,668	\$86,542,076	\$13,391,592	15.47%
Niagara County	\$2,315,478	\$2,188,235	\$127,243	5.81%
Herk/Madison/Oneida	\$3,121,405	\$2,949,456	\$171,949	5.83%
Onondaga County	\$3,389,879	\$3,167,030	\$222,849	7.04%
Finger Lakes	\$1,992,194	\$1,838,433	\$153,762	8.36%
Orange County	\$2,524,234	\$2,262,687	\$261,547	11.56%
Oswego County	\$1,377,064	\$1,296,786	\$80,278	6.19%
Oyster Bay	\$2,957,461	\$2,528,775	\$428,686	16.95%
Rockland County	\$1,966,334	\$1,799,790	\$166,544	9.25%
Saratoga/Warren/Wash	\$2,234,339	\$2,036,860	\$197,479	9.70%
St. Lawrence County	\$1,175,180	\$1,124,924	\$50,256	4.47%
Suffolk County	\$10,027,681	\$8,923,644	\$1,104,037	12.37%
Sullivan County	\$619,401	\$589,725	\$29,676	5.03%
Tompkins	\$741,483	\$704,933	\$36,550	5.18%
Ulster County	\$1,280,255	\$1,186,949	\$93,306	7.86%
Westchester/Putnam	\$5,110,743	\$4,513,186	\$597,557	13.24%
Yonkers, City of	<u>\$1,988,285</u>	<u>\$1,859,366</u>	<u>\$128,919</u>	<u>6.93%</u>
<b>TOTAL</b>	<b>\$184,347,214</b>	<b>\$164,495,609</b>	<b>\$19,851,605</b>	<b>12.07%</b>

PY 23 County Allocations

		<b>Total</b>	<b>Saratoga</b>	<b>Warren</b>	<b>Washington</b>
<b><u>Adult</u></b>	Adult formula	\$553,687.20 A 100.00%	\$189,748.60 A 34.27%	\$231,219.77 A 41.76%	\$132,718.82 A 23.97%
<b><u>Youth</u></b>	Youth formula	\$567,483.30 A 100.00%	\$192,433.59 A 33.91%	\$239,591.45 A 42.22%	\$135,458.26 A 23.87%
<b><u>DLW</u></b>	DLW formula	\$889,734.60 A 100.00%	\$464,975.30 A 52.26%	\$228,483.85 A 25.68%	\$196,275.45 A 22.06%
<b><u>Admin.</u></b>	Admin formula	\$223,433.90 A 100.00%	\$94,128.61 A 40.72%	\$77,699.45 A 35.99%	\$51,605.84 A 23.29%
<b><u>Grand Total</u></b>		\$2,234,339.00	\$941,286.10	\$776,994.52	\$516,058.37

A: Based on Planning Estimates for Program Year 2023 shared by the NYS DOL in May 2023



7/19/22

# SARATOGA COUNTY BOARD OF SUPERVISORS

## RESOLUTION ~~240~~ - 202~~2~~<sup>3</sup>

Introduced by Economic Development: Supervisors Tollisen, Grasso, Hammond, Schopf, K. Veitch, M. Veitch, and Wood

### AUTHORIZING ACCEPTANCE OF FEDERAL FUNDS FOR THE WORKFORCE INNOVATION AND OPPORTUNITY ACT 202~~2~~<sup>3</sup>-202~~3~~<sup>4</sup> PROGRAM YEAR, AND AMENDING THE 2022 COUNTY BUDGET IN RELATION THERETO

2,234,339

WHEREAS, Saratoga County is the designated grant recipient for ~~\$2,936,861~~ in grant funds provided through the Workforce Innovation and Opportunity Act of 2014 (WIOA) to be awarded to Saratoga, Warren, and Washington Counties for the program year July 1, 202~~2~~<sup>3</sup> through June 30, 202~~3~~<sup>4</sup>; and

WHEREAS, Saratoga County's available share of said federal funds for its Workforce Development Area Program is ~~\$838,462.13~~, an increase of ~~\$72,953.04~~ from the County's share in the 202~~1~~<sup>2</sup>-202~~2~~<sup>3</sup> program year; and ~~\$941,286.10~~ ~~\$102,823.96~~

WHEREAS, this funding will allow Saratoga County to provide employment and training services for Adults, Youth and Dislocated Workers throughout the region and our county; and

WHEREAS, the authorization of this Board is required for acceptance of these funds is needed; now, therefore, be it

RESOLVED, that the Chair of the Board is authorized to execute all documents necessary to apply for and accept Workforce Innovation and Opportunity Act funds for the program year 202~~2~~<sup>3</sup>-202~~3~~<sup>4</sup>; and it is further

RESOLVED, that the form and content of such documents shall be subject to the approval of the County Attorney; and it is further

RESOLVED, that the 2022 Saratoga County Budget is amended as follows:

#### EMPLOYMENT AND TRAINING

##### Increase Appropriations

Acct. #: CD.68.681-8321 Institutional Tuition

~~\$72,953~~ 102,823.96

##### Increase Revenue

Acct. #: CD.68-4790 Job Training Fed Aid

~~\$72,953~~ 102,823.96

; and it is further

**RESOLVED**, that this Resolution shall take effect immediately.

**BUDGET IMPACT STATEMENT**: The budget will be amended to accept these funds and authorize the related expenses.

**July 19, 2022 Regular Meeting**

**Motion to Adopt by Supervisor Schopf, Seconded by Supervisor Butler**

**AYES (210426): Eric Connolly (11831), Philip C. Barrett (19014.5), Jonathon Schopf (19014.5), Eric Butler (6500), Diana Edwards (819), Jean Raymond (1333), Kevin Veitch (8004), Arthur M. Wright (1976), Kevin Tollisen (25662), Mark Hammond (17130), Thomas Richardson (5163), Scott Ostrander (18800), Theodore Kusnierz (16202), Willard H. Peck (5242), Sandra Winney (2075), Thomas N. Wood, III (5808), Tara N. Gaston (14245.5), Matthew E. Veitch (14245.5), John Lant (17361).**

**NOES (0):**

**ABSENT (25083): Joseph Grasso (4328), Michael Smith (3525), Edward D. Kinowski (9022), John Lawler (8208)**



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

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

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

**DEPARTMENT:** Employment & Training



**DATE:** 6/22/2023

**COMMITTEE:** Economic Development



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

1. Is a Resolution Required:

Yes, Other

County Attorney's Office  
Consulted No

2. Proposed Resolution Title:

Approving the Workforce Development Board budget for program year 2023-2024 and authorizing agreements with Warren and Washington Counties to fund Workforce Development Board services

3. Specific Details on what the resolution will authorize:

This resolution will approve the Workforce Development Board budget for program year 23 (7/1/23-6/30/24). The budget was approved by the SWW WDB on 6/21/23 and is being sent to Saratoga, Warren, and Washington Counties for board approval. The cost of this budget is shared by all 3 counties Workforce Development departments.

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 Yes

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
----------------	--------------	--------

Fund Balance (if applicable): (Increase = additional revenue, Decrease = additional expenses)

Amount:

5. Identify Budget Impact (**Required**):

No Budget Impact. Funds are included in the Department Budget

- a. G/L line impacted CD.68.688
- 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 the awarding of a contract:  Y  N

a. Type of Solicitation

b. Specification # (BID/RFP/RFQ/OTHER CONTRACT #)

c. If a sole source, appropriate documentation, including an updated letter, has been submitted and approved by Purchasing Department?  Y  N  N/A

d. Vendor information (including contact name):

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

f. State of vendor/contractor organization:

g. Commencement date of contract term:

h. Termination of contract date:

i. Contract renewal date and term:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Human Resources Consulted

Yes

Purchasing Office Consulted



County Administrator's Office  
Consulted **NO**

8. Is a grant being accepted:  YES or  NO

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
- Information summary memo
- Copy of proposal or estimate
- Copy of grant award notification and information
- Other Budget

10. Remarks:

## **SWW Workforce Development Board PY23 Budget**

<b>PY '23 (7/1/23-6/30/24)</b>	<b>PY '23</b>
<b>WDB Budget</b>	
Salaries	
F-T Executive Director	95,000
F-T Deputy Director	37,500
Benefits	79,500
WDB Staff memberships/Educ.	6,000
Mileage	5,000
Phone/PC Broadband	600
Office Exp, Postage, Supplies	3,000
Equipment	500
Meetings	3,000
Board Effect Cloud-Based Package	5,000
Marketing	35,500
Misc.	1,500
Rent/Insurance	3,500
One Stop Operator	5,000
Maintenance	0
<b>Total Expenses</b>	<b>280,600</b>

## SWW Workforce Development Board PY23 Budget

<b>SWW WDB Budget for Consideration</b>					
<b>PY23 = July 1, 2023 to June 30, 2024</b>					<i>Denotes Changes</i>
<b>Expense Categories</b>	<b>PY20</b>	<b>PY21</b>	<b>PY22</b>	<b>PY23</b>	<b>Notes</b>
	7/1/20 to 6/30/2021	7/1/21 to 6/30/22	7/1/22 to 6/30/23	7/1/23 to 6/30/24	
<b>Salaries*</b>	<i>Pandemic Year</i>	<i>Pandemic Year</i>			
*P-T Executive Director (Exempt)					
*P-T Associate Executive Director (Exempt)					
<i>(Previous Years these positions were PTR 20 hrs.</i>					
FT Deputy Director WDB (Exempt) \$75K				37,500	<i>NEW: Projected hire date: Jan 2024</i>
Full-time Executive Director (Exempt)	60,000	90,000	95,000	95,000	
<b>Benefits</b> (Through Saratoga County)	4,590	28,195	57,000	57,000	<i>PY23 - 12 months of benefits for ED</i>
				22,500	<i>PY23 - 6 months for Deputy Director</i>
<b>Staff memberships</b>	2,000	3,000	6,000	6,000	<i>NYATEP to \$3,750</i>
& Continuing Professional Education					<i>from \$750, plus CPE</i>
<b>Mileage</b>	5,000	560	5,000	5,000	<i>.62.5 pm - Inflation</i>
					<i>Post-pandemic Adj.</i>
<b>Phone/PC Broadband</b>	600	600	600	600	
<b>Office Expenses, Postage, Supplies</b>	3,000	3,000	3,000	3,000	
<b>Equipment</b>	500	500	500	500	
<b>Meetings</b>	2,500	5,000	3,000	3,000	<i>Zoom \$2K / plus \$1K</i>
<i>Board Effect Cloud-Based Package</i>			5,000	5,000	<i>New Addition/ PY22</i>
<b>Marketing</b>	3,800	<del>18,000</del>	<del>25,000</del>	25,000	<i>Branding, New Website,</i>
		<i>unused</i>	<i>unused</i>		<i>Social Media...1 time fee PY23</i>
<i>Engage-by-Cell Pkg. Texting Technology</i>				10,500	
<b>Miscellaneous</b>	1,265	1,500	1,500	1,500	<i>Subscriptions</i>
<b>Admin Fee</b>	7,745	7,745	0.00	0.00	<i>Eliminated Payroll</i>
					<i>Processing JJ Young PY 22</i>
<b>Rent/insurance</b>	3,500	3,500	3,500	3,500	<i>333 Glen Street Office</i>
<b>One Stop Operator</b>	<del>2,400</del>	<del>10,000</del>	5,000	5,000	<i>Necessary for</i>
<i>(MOU facilitation)</i>	<i>unused</i>	<i>unused</i>	<i>\$2,500 unused</i>		<i>WIOA Compliance</i>
<b>Maintenance</b>				-	
<b>Total Expenses</b>	96,900	171,600	210,100	280,600	
		74,700	38,500	70,500	<i>PY23 % Increase</i>
		<i>difference</i>	<i>difference</i>	<i>difference</i>	<i>34%</i>
		77%	22%	34%	<b>Budget is 100% WIOA Funded</b>
					<i>Unused WDB funds revert back to Centers</i>
					Revised 6/19/2023
Salaries* Historical					
* \$30.364/hr @ 988 hrs./yr each (19 hrs./wk) in <b>PY17, PY18, PY19</b>					
* \$30.364/hr @ 1976 hrs./yr (19 hrs./wk) in <b>PY20</b>					

7/19/22



## SARATOGA COUNTY BOARD OF SUPERVISORS

RESOLUTION ~~241~~ - 2022/3

Introduced by Economic Development: Supervisors Tollisen, Grasso, Hammond, Schopf, K. Veitch, M. Veitch and Wood

### APPROVING THE WORKFORCE DEVELOPMENT BOARD BUDGET FOR PROGRAM YEAR ~~2022-2023~~ AND AUTHORIZING AGREEMENTS WITH WARREN AND WASHINGTON COUNTIES TO FUND WORKFORCE DEVELOPMENT BOARD SERVICES

WHEREAS, Saratoga County, Warren County and Washington County are the component counties in the local Workforce Development Area; and

WHEREAS, Saratoga County acts as Grant Recipient for Workforce Innovation and Opportunity Act of 2014 (WIOA) funding for the local Workforce Development Area; and

WHEREAS, as one of the component counties of the Workforce Development Area, Saratoga County must approve the budget for the Workforce Development Board (WDB) and authorize expenditures thereunder for WDB services; now, therefore be it

RESOLVED, that the Saratoga County Board of Supervisors approves the attached Workforce Development Board Budget totaling \$~~210,100~~ for WDB's fiscal year July 1, 202~~2~~<sup>3</sup> through June 30, 202~~3~~<sup>4</sup>; and it is further ~~280,600~~

RESOLVED, that the Chair of the Board is authorized to execute any necessary agreements with the Counties of Warren and Washington and other entities to fund the Workforce Development Board and its services; and it is further

RESOLVED, that the form and content of such agreements are subject to the approval of the County Attorney; and it is further

RESOLVED, that this Resolution shall take effect immediately.

BUDGET IMPACT STATEMENT: No budget impact. Funds are included in the department budget.



July 19, 2022 Regular Meeting

Motion to Adopt by Supervisor Schopf, Seconded by Supervisor Butler

AYES (210426): Eric Connolly (11831), Philip C. Barrett (19014.5), Jonathon Schopf (19014.5), Eric Butler (6500), Diana Edwards (819), Jean Raymond (1333), Kevin Veitch (8004), Arthur M. Wright (1976), Kevin Tollisen (25662), Mark Hammond (17130), Thomas Richardson (5163), Scott Ostrander (18800), Theodore Kusnierz (16202), Willard H. Peck (5242), Sandra Winney (2075), Thomas N. Wood, III (5808), Tara N. Gaston (14245.5), Matthew E. Veitch (14245.5), John Lant (17361).

NOES (0):

ABSENT (25083): Joseph Grasso (4328), Michael Smith (3525), Edward D. Kinowski (9022), John Lawler (8208)

# Workforce Development Board PY22<sup>3</sup> Budget

PY '22<sup>3</sup> (7/1/22-6/30/23)<sup>3</sup>  
WDB Budget<sup>14</sup>

PY '21<sup>3</sup>

## Salaries

F-T Executive Director

95,000

~~P-T Admin. Assistant~~

~~0~~ 37,500

FT Deputy Director

## Benefits

57,000 + 22,500 = 79,500

WDB Staff memberships/Educ.

6,000

Mileage

5,000

Phone/PC Broadband

600

Office Exp, Postage, Supplies

3,000

Equipment

500

Meetings

3,000

Board Effect Cloud-Based Package

5,000

Marketing

~~25,000~~ 35,500

Misc.

1,500

Rent/Insurance

3,500

One Stop Operator

5,000

Maintenance

0

**Total Expenses**

~~210,100~~  
280,600



# SARATOGA COUNTY

## AGENDA ITEM REQUEST FORM

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

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

**DEPARTMENT:** Employment & Training

**DATE:** 6/22/23

**COMMITTEE:** Economic Development

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

1. Is a Resolution Required:

Yes, Contract Approval

2. Proposed Resolution Title:

Awarding a contract to Black Dog Designs for the branding, website design/development and related social media marketing for the Workforce Development Board

3. Specific Details on what the resolution will authorize:

This resolution will authorize us to contract with Black Dog Designs to re-develop the Saratoga Warren Washington (SWW) Workforce Development Board(WDB) website, thejoblink.org. They will also assist with branding and related social media marketing.

County Attorney's Office  
Consulted No

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 No

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

Fund Balance (if applicable): (Increase = additional revenue, Decrease = additional expenses)

Amount:

5. Identify Budget Impact (**Required**):

No Budget Impact. Funds are included in the Department Budget

- a. G/L line impacted CD.68.688-8514
- 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

Human Resources Consulted

N/A

7. Does this item require the awarding of a contract:  Y  N

a. Type of Solicitation RFP

b. Specification # (BID/RFP/RFQ/OTHER CONTRACT #)

23-RFP-SWWWDB

c. If a sole source, appropriate documentation, including an updated letter, has been submitted and approved by Purchasing Department?  Y  N  N/A

d. Vendor information (including contact name):

Chris Coughlan, Account Manager

black dog DESIGNS

PO Box 765, Glens Falls, NY 12801

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

f. State of vendor/contractor organization: New York

g. Commencement date of contract term: 8/1/2023

h. Termination of contract date: 7/31/24

i. Contract renewal date and term:

k. Is this a renewal agreement:  Y  N

l. Vendor/Contractor comment/remarks:

Purchasing Office Consulted

Yes

8. Is a grant being accepted:  YES or  NO

County Administrator's Office  
Consulted No

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
- Information summary memo
- Copy of proposal or estimate
- Copy of grant award notification and information
- Other \_\_\_\_\_

10. Remarks:

Project Investment (page 19) \$19,500  
Optional ADA Compliance Page 19) \$2,000  
So, the total of the project proposal is \$21,500

Then Ongoing Website Annual Costs will be \$3,017.99  
Domain annual cost: \$250.00  
SSL Certificate annual cost: \$179.99  
Website Support/Maintenance Plan \$200 x 12 months= \$2,400  
Annual Events Calendar & Events Aggregator+ \$99 + \$89= \$188

APRIL 28, 2023

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# PROPOSAL

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## **SWW WORKFORCE DEVELOPMENT BOARD:**

## **BRANDING, WEBSITE DESIGN/ DEVELOPMENT AND RELATED SOCIAL MEDIA MARKETING**



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### **PREPARED FOR**

John Warnt, Director of Purchasing  
Saratoga County Department of Central Services  
50 West High Street  
Ballston Spa, New York 12020

### **CONTACTS**

Chris Coughlan, Account Manager  
black dog DESIGNS  
PO Box 765  
Glens Falls, NY 12801  
(518) 792-0500  
chris@blackdogllc.com

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## EXPERIENCE

### Company Profile

black dog DESIGNS, LLC is a dynamic, full service marketing agency that will deliver on all your marketing needs. Founded In 2007 by Jesse Tyree, we provide services ranging from organizational branding and web design/development, to marketing strategy and content creation. Our complete solutions will help you reach your target audience, and connect with them in an authentic manner.

**Choosing an agency isn't easy. Working with us is.**

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## EXPERIENCE

### Services



#### Branding

- Brand Discovery
- Brand Strategy
- Brand Identity



#### Web Design

- Design and Development
- Content Management Systems
- Ecommerce Solutions



#### Marketing

- Campaign Strategy
- Content Creation
- Media Purchasing



## EXPERIENCE

### Firm History

black dog DESIGNS was founded in 2007, and has grown from a small creative firm, to a leading agency in Upstate New York that employs a team of 10+ designers, marketing/project managers, and admin roles. Our roots are placed directly in downtown Glens Falls, NY. With a focus on relationships, high quality service, and outcome, black dog DESIGNS contributes to both local and national organizations, providing \$50,000+ in donated services and cash. Our portfolio consists of organizational branding, web development, marketing strategy, and content creation.

We've worked with a wide range of clients handling workforce recruitment, placemaking, PSA, economic development, and tourism campaigns to reach in audiences for a variety of offerings. Each of these clients requires a different set of communication tools and objectives, reflecting our ability to work in multiple capacities. We work with organizations that have clearly developed brand guidelines as well as develop new brands/campaigns and implement these for organizations across New York State. These include:

- WSWHE BOCES - recruitment campaigns for employment, CTE, Practical Nursing, and ETA health-related programs
- Fort Hudson Health System - employee recruitment campaign
- Drum Country (St. Lawrence, Lewis, & Jefferson counties) - business/resident recruitment, economic development, placemaking,
- Washington County - tourism, placemaking, and PSA campaigns (census and broadband campaigns)
- DA Collins - branding, web design, employee recruitment marketing

Following pre-defined brand standards and also curating brands from the ground up gives us the necessary experience to analyze existing brands, identify areas for improvement while ensuring they still resonate with brand followers, and maintain a cohesive, unified message. Also experienced as web developers and marketers, our firm is able to ensure your identity and message translates well across all mediums, and is effectively communicated to all target audiences.

Over 2019 and 2020 we have been awarded with 5 Regional ADDY Awards for our design, marketing, and branding work. These projects consisted of organizational branding, print and digital collateral design, packaging design, website design, and the launch of marketing strategies and content creation to communicate their core offerings to target audiences. As these relationships have grown we have continued to provide both digital and print content creation, marketing strategy, and print/signage production for these clients.

We live branding, marketing, design, and advertising. We look at websites we frequently visit. We notice paper stocks used in design pieces. We guide our clients as their brand identity is developed, their collateral pieces are being designed, and their digital portal is being created. We help businesses find solutions, to provide methods for online commerce, to generate business through multiple channels, and we thoroughly enjoy each project.





## **PLAN**

### **Project Overview**

The Saratoga-Warren-Washington (SWW) Workforce Development System (including the board) provides vital workforce solutions across the three counties for both job seekers and employers. The system is comprised of One Stop Career Centers, which provide services both individually and collaboratively to establish a system of workforce services. Functioning as a facilitator to identify workforce needs and resources the centers offer job search assistance, training assistance, recruitment, referrals and more.

To better position and present your role in workforce development, the board is looking to rebrand and redesign the Joblink brand and website. The current website has become outdated and uses an existing brand identity that was developed separately from the website development. The creation of an updated brand identity, message, website, and strategy to launch your communications will provide a more cohesive message (aligned with your strategic vision) as to the value you provide the region.

Through the completion of this scope of work we will achieve the following:

- Develop a brand message and positioning statement for the Workforce Development Board/System that will guide all outbound communications
- Develop an updated brand identity
- Create a comprehensive brand system that details how all visual and messaging assets function together (guidelines)
- Design the appropriate marketing collateral and assets to implement the updated branding
- Design and develop an appealing, intuitive website that is professional and cohesive to your brand, while serving as an outlet for services, job listings, news, resources, and more
- Build a strategy for ongoing marketing and communications (primarily utilizing social media)

This process begins with identifying the unique assets and message that should be communicated to both job seekers and employers. Each of these are unique audiences who will look for different services and value from your organization. When combined with a cohesive identity you will be able to further build brand awareness and retention for your services.

As a full service team specializing in branding, marketing, and web design we are well equipped to help rebrand the Workforce Development System and build a cohesive, professional website to serve as the face of your marketing and communications. Our experience building workforce development and attraction campaigns for both public and private clients gives us the necessary knowledge and expertise to execute an effective plan of action. The result will not only be an attractive brand and functional site, but a strategic and cohesive message/identity across all digital and print platforms.



## **PLAN**

### **Brand Development**

#### **ONBOARDING (RESEARCH & LEARNING)**

The first step in our process is to meet with representatives from the WDB staff, board, and Career Centers to determine and finalize the appropriate work flow, team leads in each focus area, and discuss specific deadlines for completing the scope of work. Aligning this vision with the immediate and long term project goals will create a clear path for getting there.

During these onboarding stages we will identify the unique assets that will serve as the focus for branding, marketing, and website content (as well as the threats, opportunities, and weaknesses). These sessions will provide well-rounded input as to the current identity and positioning of the Workforce Development System, how you are perceived by each audience, and what they view as your strengths and weaknesses.

We also will review the current web presence, discuss pain points, and how this could better represent the organization to make it easier for users to find what they're looking for.

#### **BRAND MESSAGING & POSITIONING**

Your brand messaging and positioning are a vital factor towards leaving a lasting, positive impression on those who view your content through a variety of channels. This is also extremely important as you are an organization serving multiple audiences and consisting of multiple career centers and partners who must be aligned in messaging.

This most importantly starts with the key value proposition that is communicated, and how this specifically will apply to both job seekers and employers in the three counties. We will begin by curating your brand vision based on our initial research. This includes the defining and organizing of the following:

- Brand story - core brand messaging to be used in all marketing content
- Brand purpose - why are we doing what we're doing?
- Brand tone of voice - how do we communicate with ALL audiences?
- Functional benefits - what will make people want to contact us?
- Emotional benefits - how will we connect and resonate with employers and job seekers of all types?
- Reasons to believe - why should individuals and businesses believe in us?

Organizing and documenting your vision, services, and sources of differentiation into a conveyable message and identity will position you to better reflect the value you offer each audience segment. This includes the creation of a multi-faceted copy deck that organizes core messaging into taglines for usage in marketing.



## **PLAN**

### **Brand Development**

Your positioning and messaging are the backbone to a successful brand that maximizes your reach within specific audiences that are ideal matches. Without this it will be difficult to understand why a prospective employer, partner, or job seeker should utilize your website and services.

#### **BRAND IDENTITY**

Just as important as the brand messaging and positioning is the visual brand identity that will guide all branding and marketing efforts. Without a recognizable identity with clear intentions it will be difficult to build retention in the region and educate employers, partners, and job seekers of the value you can provide them.

This segment of the brand development project consists of the following:

- 5 initial logo concepts
- 5 rounds of revisions
- 1 final selection for the brand. This includes:
  - Primary logomarks
  - Secondary logomarks/variations
- Creation of brand style guide with full rights usage and graphic standards for digital, print, and collateral material that includes colors, fonts, name, logo, tagline, and any related phrases, graphics, and templates

The core purpose of the visual development is to create a multi-faceted logo and brand asset collection. Presenting initial mood boards/logo concepts to key stakeholders will give valuable input as to how these concepts align with the values and interests of those who you are targeting.

Working hand in hand with the brand identity will be the graphical elements and other visual descriptors used on your print/digital collateral, website, marketing content, and other placements. These will aid in communicating key points such as labor/workforce statistics, specific services, and more. Providing you all the appropriate file types upon completion will give you the flexibility to apply on your own in both digital and print mediums as you see fit.

Once the logo design and all branding work are approved we will create and provide all final files. This includes vector artwork and the appropriate web and print file types. We also will identify and provide you ALL font types used in accordance with your brand. Color specifications will be identified giving you the CMYK (print), RGB (web), and Pantone values. All of the brand development deliverables will be provided in a brand guidelines document for reference as the brand lives on through different mediums.





## **PLAN**

### **Brand Development**

#### **MARKETING ASSETS**

It is important that your print/digital collateral, signage, website, and all marketing content align with the developed identity and message. Listed below are suggested marketing assets we have included in this scope of work:

- Stationary set - business cards, envelopes, letterhead, folders
- Flyer/poster template
- Profile sheets - containing detailed information for 1) Job seekers, 2) Employers, 3) Veterans, 4) Youth
- Event promotion materials - table cover, standing banner
- Social media creatives - profile imagery and ad/story/post templates
- Email marketing template
- Print/digital ad templates

More specifics regarding each of these pieces has been provided in the cost proposal section.

#### **PHOTO/VIDEO CONTENT**

Authentic photography and video content is one of the most important components to your marketing content, collateral, and website. Depicting a realistic representation of your organization and how you work with all audiences is crucial to increasing the number of employers and job seekers you can assist.

Capturing these visual assets early in the project is highly valuable as they will be utilized in all creative pieces. We will provide photography and video services to be used for all marketing channels. This includes:

- Pre-production services
- Includes up to 1 full production day (10 hours)
- Delivery of (1) 90 second promotional video
- Delivery of (2) segmented 15 second videos
- Delivery of 100 photos
- Editing and post-production services



## **PLAN**

### **Web Design & Development**

#### **SITE STRUCTURE/LAYOUT**

The first step towards developing the new site is to finalize the sitemap using provided copy. The sitemap and structure is an important step in determining the proper page focuses and the best keywords to use on each to maximize your visibility. This also will define a clear path that users will take to find relevant information. Through SEO research we will lay out the appropriate keywords, page titles, SEO titles, and meta descriptions for the site in the beginning phases of the project. We have provided a tentative sitemap later in this proposal. This is subject to change based on further conversations with you in regards to the priority of pages and content.

#### **GRAPHIC DESIGN & CONTENT MIGRATION**

With the site layout set we will focus on the website design and content migration from the existing site following the agreed upon page structure. Everything from the font, the slogans, the calls to action, and page designs will be thought of and considered during this process (utilizing your brand guidelines). We will provide flat (pdf) designs for website pages. Once the flat designs are approved, this format will be developed online using Wordpress and visible via a live testing domain as we work through the development process. Your team will be able to review the site exactly how it will function on your live domain after the project is complete. Once the site is approved we will then transfer the content from the live testing domain to your actual domain.

#### **WEB DEVELOPMENT**

The website will have a fluid and visual web presence, giving users a consistent experience regardless of the device they are viewing it on (smartphone, tablet, computer, etc. IE: "Responsive Design"). It is important that the website does not simply function on a mobile device, but is optimized for mobile usage first and foremost. Combining this design with organized content will help to further increase your Google SEO ranking. Using the approved flat website designs the site will then be built and tested online to ensure a desirable user experience while maintaining an ease of use for editing/managing content.

The website will be developed in Wordpress using a visual-based site editor. The CMS foundation (Content Managed System) will give the back end user the ability to easily edit text, data tables, images, pdfs, and more. Wordpress is one of the most customizable website platforms, enabling it to grow with your brand and integrate with numerous other platforms and services.

#### **CONTACT FORMS**

Also featured is the ability to receive emails via customizable contact forms. These will be filled out and sent to a designated email provided by you. Upon submitting,



## **PLAN**

### **Web Design & Development**

users will receive an auto-responder email confirming their message was received and that you will be in touch with them shortly. Information on top of how to contact can be worked into the forms so the site manager will have all the necessary information they need prior to contacting. We only suggest that any private and sensitive information is not included on these forms for security reasons. If desired these forms can also be created using a CRM to automatically sync form entries into your database.

### **SOCIAL MEDIA**

The website will integrate social media accounts, showing live feeds (or links) directly on the site. The website will pull these feeds directly from your accounts, showing posts on the site, or contain outbound links to the desired social profiles.

### **EMAIL MARKETING**

The website can integrate email marketing signup forms into the site, helping you to grow your email contact list and communicate job listings, events, and more. We have worked with multiple email marketing platforms such as MailChimp, Constant Contact, Hubspot, and Klaviyo in a variety of capacities. Working together with you we will determine the best CRM/email marketing platform and integrate into the website so that entries are automatically added to your database.

Prominently placing sign up forms throughout the site will increase the amount of visitors exposed and build audiences for re-targeting purposes (EX: new job listings). Consistently sending out relevant content in your email newsletters and only previewing it will force users back to your site to view all information. This will place more of your messaging in front of them.

### **EVENTS CALENDAR**

The website will also feature a calendar to display organizational events. There are multiple calendar integrations we can use to develop this. To create this calendar and allow multiple users to access/edit events we suggest integrating a public Google Events Calendar into the site using the All-In-One Events Calendar Wordpress plugin and Event Aggregator extension. This method will allow multiple events feeding into a singular calendar for users to view. You also will be able to create categories for users to filter through different event types. We've provided the annual pricing for this calendar functionality in the cost proposal section.

If you are looking for a more "simple" calendar functionality we can build out the standard Wordpress calendar on the site. This will host events in the back end of the site, where you will log in, add the event, and any direct ticketing/donations/payments (if applicable) will need to link out from the site.

## PLAN

### Web Design & Development

#### JOB POSTINGS

A major component of the Joblink website is to post and feature job listings across the three county region. Currently this is setup within the blog using a category to filter job listings only. This functionality will be maintained in an updated manner so that users can view all active job listings on the site, select one to view more, and then view the details and contact information for the position.

We DO NOT suggest having this be a part of the main blog section as there are many more job listings on the site than when originally launched. Creating a unique section for these will streamline the user experience to find these, as well as keep general news updates separate, yet still visible.

#### ON-SITE SEO (SEARCH ENGINE OPTIMIZATION)

Many users only look at the top few search results, so making sure your website is one of them is crucial. We will use Yoast, an SEO plugin to complete the on-site SEO work. This feature offers extensive capabilities to improve your SEO ranking and updates as Google's algorithms change over time. Working seamlessly with a content management system you will be able to make changes to SEO content as needed. For example Yoast will show what all pages will look like in Google's search results. The page analysis tool double checks simple things (such as focus keywords and length of posts) to see if they are in line with what search engines are looking for.

We will provide copyediting services based on our SEO research and technical copy provided by the client. In the beginning phases of the project we will have finalized a site layout that includes target keywords for each page. Website content and all copywriting will follow this structure.

#### ADA COMPLIANCE (2 OPTIONS)

To ensure the site is WCAG 2.1 and ADA compliant in alignment with 508 standards we will perform a manual audit of the final site content to ensure that it meets WCAG 2.0 Level AA and AAA requirements, and correct any potential issues. This is the primary shared standard for web content that meets the needs of individuals, organizations, and governments internationally. These deliverables include:

- Correct color usage
- Audio controls set in place
- Text and images of text are at least a 4.5:1 color ratio and that large text is at least a 3:1 color ratio
- All pages are readable and functional when zoomed at 200%
- All images include alt-text for screen readers
- Any content that must be clicked on will have a mechanism when hovering using the mouse pointer or using the keyboard tab key to focus on such content
- All pages will contain clearly organized header and labels



## PLAN

### Web Design & Development

- Creation of an accessibility statement page
- Creation of a page where users can submit feedback or report issues

We have provided an estimate for this work in the cost proposal section.

*\*We can also install the Userway Accessibility plugin for Wordpress sites as an initial step towards compliance (included in this scope at no additional cost). This will not provide the same level of protection as a full Level AA/AAA scope.*

### GOOGLE ANALYTICS

Using Google Analytics you will be able to gain valuable feedback as to how users are navigating the site, what pages are most visited, who these people are, and where they are located. This will develop data on how your site performs and drive website content decisions. When combined with other digital marketing efforts you will get a full spectrum view of what works best and where to send users from external locations online all the way through contacting you, downloading resources, and more.

### QUALITY ASSURANCE & TESTING

Once the final site content is approved we will begin testing of each page to ensure it functions properly on all devices, browsers, and screen sizes. Included in this will be the testing of all plugins such as contact forms, plugins, and any other functionality on the website. We also will proofread all website copy for any spelling or grammatical errors. Using an itemized checklist the site will only be published live when all criteria are met. We prefer to make this one of the last steps before launching on the live domain, once all content is final.

### TRAINING SESSION

Include in the total project investment are 3 training sessions on how to update your website and content. This session also comes with documentation (guide) detailing the steps to do so. We are available in the event you have additional questions on how to update site content. When the time comes that new features, updates, or functionality are added to the site we will provide you training and documentation on how to use these.

### SSL CERTIFICATE (REQUIRED)

Additional website security in the form of an SSL (Secure Sockets Layer) certificate will protect against fraudulent activity and also play a role in your site's SEO score. This is a digital certificate that verifies the identity of your website and acts as a padlock that protects you and users from having their searches, history, and other private information tracked by fraudulent parties (EX: email, credit card info). An SSL has also become an increasingly important factor to your SEO as Google





## PLAN

### Web Design & Development

has placed an emphasis on providing users applicable and secure websites. Any site you see with "https" or a green lock to the left of the URL is using an SSL certificate. The annual investment (through BLK DOG) is stated in the cost proposal section.

#### DOMAIN AND HOSTING SERVICES

We offer domain and hosting services on our private server. In the event that the site experiences any issues while on our server we will be the primary contact for website hosting. Pricing and deliverables for this are provided on the cost proposal section.

#### WEBSITE SUPPORT/MAINTENANCE PLAN

We also offer a website maintenance plan for keeping your site up to date and functioning as it does upon the initial launch. This includes:

- Technical website support between Monday and Friday from 8am to 4pm
- Includes core updates to Wordpress
- Maintaining and updating of all plugins/extensions used on site
- Maintaining and testing of all contact forms on site
- Correcting of any unwarranted file modifications, attempted logins, and other security issues
- Quarterly PHP review and updating

In the event the site experiences technical issues after launch, the correcting of these issues becomes our first priority over design/development work. Content updates that are not deemed "technical" will be quoted based on our hourly rate of \$120/hour. Upon client approval of the estimates this work will then begin.

#### Details:

- Use of brand standards to solidify and reinforce a cohesive brand identity that can be carried across all mediums for consistency in digital marketing efforts.
- 2 unique website design options provided for the home page. Once a flat design mockup is approved for the home page, internal pages will be designed. The site will be developed and customized on a live testing link after design approval.
- Development of the website in Wordpress (CMS) using a visual composer so that SWW-WDB can easily manage/edit the site post-launch.
- Addition of any new images from our available assets
- Copyediting provided for site. We will optimize client-provided technical copy for SEO and to maintain the brand voice, values, and personality.
- Creation of secure email forms (integrating with a CRM if desired).
- Push to dial text on mobile devices.
- SEO development (all pages will be optimized). This includes editing of provided copy as needed to meet appropriate SEO requirements, addition of focus and meta keywords, meta descriptions, alt tags, and meeting the proper keyword densities. Copy will be developed in accordance with best reading practices.



## PLAN

### Web Design & Development

- Included up to 20 pages (based on tentative sitemap, subject to change)
- Creation of an events calendar
- Addition/migration of up to 10 events to the new site
- Creation of a sortable job postings section of the site
- Addition/migration of up to 20 job postings to the new site
- Creation of an organized resources section of the website with certain documents password protected for only board and staff to view
- Integration of an SSL Certificate
- Google Analytics 4 integration
- Installation of the Userway ADA compliance plugin to take the initial steps towards ADA compliance.
- Addition of live social media feeds on your sites (EX: Facebook, Twitter, LinkedIn, etc.), share, and follow buttons. Feeds will automatically update on the site when new posts are published on social media.
- Integration of email marketing account to create both static and interactive email marketing sign up forms.
- Integration of live chat functionality (either static plugins or a CRM)
- Quality assurance and site testing prior to launch. Content will be optimized to improve the user experience.
- Site will be available for live preview while being created on testing domain.
- FULL ADMIN RIGHTS (You can control ALL aspects of site after launch).
- 3 training sessions on how to manage content on your site.
- PDF documentation detailing how to update your site.
- Includes 10 hours of website support and content updates (for first 3 weeks)

### ADA Compliance Details

*\*Additional cost applies*

- Level AA and AAA WCAG Compliance in alignment with 508 standards:
  - Correct color usage on page layout/designs
  - Audio controls are set in place
  - Text and images of text are at least a 4.5:1 color ratio and that large text is at least a 3:1 color ratio
  - All pages are readable and functional when zoomed at 200%
  - All images include alt-text for screen readers
  - Any content that must be clicked on will have a mechanism when hovering using the mouse pointer or using the keyboard tab key to focus on such content
  - All pages will contain clearly organized header and labels
  - Creation of an accessibility statement page
  - Creation of a page where users can submit feedback or report issues
- Addition of website privacy policy.



## PLAN

### Web Design & Development

## TENTATIVE SITE MAP

The following site map is based on our initial research. This is subject to change based on further discussions.

*\*For exmple we can create a streamlined navigation that does not show ALL pages within the navigation, but includes these after a user clicks in one level from the home page.*

				Home				
About	Business Services	Job Seekers	Find A Job	Events	News	Resources	Contact	
Career Centers		Youth Services	Job Listing 1	Event 1	Article 1	Business Resources		
Partners		Veteran Services	Job Listing 2	Event 2	Article 2	Job Seeker Resources		
Board			Job Listing 3	Event 3	Article 3	Public Documents		
			etc.	etc.	etc.	Board & Staff Documents (Password Protected)		





## **PLAN**

### **Marketing Strategy**

Taking a strategic approach to your marketing and communications will increase the number of qualified viewers you reach, whether a business, potential partner, or job seeker. Defining these tactics for marketing will also ensure that all marketing channels are aligned in messaging, and that partners/stakeholders are understanding in roles.

For example, when you receive a new job listing, this should be posted on the website, shared to social media, and emailed to a job seeker newsletter (amongst other updated job listings in that timeframe). Setting these guidelines and processes will help to guide your annual marketing plan.

We will start by working with you to gain input as to current perceptions, current/past marketing efforts, the strengths of campaigns, as well as potential opportunities to maximize awareness. These findings will be used in the development of the marketing strategies to achieve the defined goals. It's crucial that all marketing and outreach are aligned (EX: facilitation of content through partner organizations, internal vs. external marketing, etc.).

After these initial steps we will begin to identify potential opportunities to increase awareness and retention through specific content topics and strategies per the following channels/tactics:

- Social media marketing
- Email marketing
- Digital and traditional media (EX: display, print/digital, OOH)
- Streaming and radio advertising
- Earned media/public relations

These strategies and tactics will be organized into a cohesive campaign document for the promotion of your marketing/organizational goals. This document will also include finished assets and collateral to be used during the implementation, which can be shared with all necessary partners and career center contacts.

All strategies and channels will work in accordance with each other. If BLKDOG is asked to implement the marketing strategy we will define responsibilities for all involved parties and the creation/implementation of the content schedule. Once the schedule is complete we will move on to the content creation, scheduling, and media purchasing for any paid promotions/advertisements to be ran. We will schedule calls on a biweekly basis to start to maintain an open dialogue and keep all parties on the same page.



## **COST PROPOSAL**

## **Brand Development**

### **BRAND MESSAGING & POSITIONING**

- Delivery of primary brand tagline/message (1 sentence)
- Delivery of brand vision. This includes:
  - Brand story - core brand messaging to be used in all marketing content
  - Brand purpose - why are we doing what we're doing?
  - Brand tone of voice - how do we communicate with ALL audiences?
  - Functional benefits - what will make people want to contact us?
  - Emotional benefits - how will we connect and resonate with employers and job seekers of all types?
  - Reasons to believe - why should individuals and businesses believe in us?
- Creation of campaign copy deck - multiple headlines/taglines and descriptions

Project Investment: \$1,500

### **BRAND IDENTITY**

- Presentation of concept/mood boards for design direction
- 5 initial logo concepts supplied
- 5 rounds of revisions, new samples provided
- 1 final selection for the primary logo
- Delivery of primary and secondary brand marks
- Delivery of respective web and print applicable files
- Delivery of graphical elements, photography styles, and brand assets
- Delivery of brand guidelines, logo usage/spacing, color specifications, and fonts
- Delivery of the branding deliverables in a pdf brand book
- All ownership rights releases upon final payment

Project Investment: \$1,500

### **MARKETING ASSETS**

- Graphic design of stationary set:
  - 3.5" x 2" business cards
  - #10 envelopes (4.125" x 9.5")
  - 8.5" x 11" letterhead
  - 9" x 12" presentation folder
- Graphic design of (1) 8.5" x 11" flyer and 11" x 17" poster template
- Graphic design of (4) 8.5" x 11" profile sheets containing detailed information on your services for the following audiences:
  1. Job seekers
  2. Employers
  3. Veterans
  4. Youth
- Graphic design of a 33" x 81" standing retractable banner
- Graphic design of an 8ft table cover
- Creation of social media assets:
  - Design of profile and header imagery for: Facebook, Twitter, Instagram, LinkedIn, etc.



## **COST PROPOSAL**

- Creation of 3 social media post templates
- Creation of 3 social media ad templates
- Creation of 3 social media story templates
- Graphic design of 1 branded email marketing template and building of template in client's email marketing platform
- Graphic design of 3 digital/print ad placements. These will each include vertical, horizontal, and square variations.

Project Investment: \$2,400

### **PHOTO & VIDEO CONTENT**

- Delivery of (1) 90 second promotional video
- Delivery of (2) segmented 15 second videos
- Delivery of 100 final photos
- Includes 1 full production day (up to 10 hours)
- Includes voice over talent and music
- Includes pre-production/equipment: 4K video, location sound, light modifiers, scripting, storyboarding/shot-listing, and scheduling
- Includes post-production: editing, color grading, VFX, motion graphics, music, licensing and titles
- Initial video proofs provided, 3 rounds of revisions
- Formatting of all videos into horizontal, square, and vertical layouts

Project Investment: \$4,500

## **Website**

### **DESIGN & DEVELOPMENT**

- All details of proposal included

Project Investment: \$7,600

## **Marketing Strategy**

- Identification of unique assets/key selling points for communications
- Identification of short term and long term goals and initiatives to reach these.
- Identification of key success metrics to track
- Definition of ideal target audience profile characteristics that can be targeted through marketing efforts (EX: social media, streaming ads, retargeting, etc.)
- Definition of geographic opportunity areas (EX: areas of focus)
- Definition of marketing and communication strategies for the following:
  - Social media marketing
  - Email marketing
  - Digital and traditional media (EX: display, print/digital, OOH)
  - Streaming and radio advertising
  - Earned media/public relations

Project Investment: \$2,000



## COST PROPOSAL

## Total Cost Breakdown

### BRAND DEVELOPMENT

Brand Messaging & Positioning	\$1,500
Brand Identity	\$1,500
Marketing Assets	\$2,400
Photo & Video	\$4,500

**WEB DESIGN & DEVELOPMENT** \$7,600

**MARKETING STRATEGY** \$2,000

**TOTAL PROJECT INVESTMENT:** **\$19,500**

## ADA Compliance (Optional)

- Level AA and AAA WCAG Compliance in alignment with 508 standards:
  - Correct color usage on page layout/designs
  - Audio controls are set in place
  - Text and images of text are at least a 4.5:1 color ratio and that large text is at least a 3:1 color ratio
  - All pages are readable and functional when zoomed at 200%
  - All images include alt-text for screen readers
  - Any content that must be clicked on will have a mechanism when hovering using the mouse pointer or using the keyboard tab key to focus on such content
  - All pages will contain clearly organized header and labels
  - Creation of an accessibility statement page
  - Creation of a page where users can submit feedback or report issues
- Addition of website privacy policy.

Project Investment: \$2,000





## **COST PROPOSAL**

### **Ongoing Website Costs**

*\*Optional through BLKDOG*

#### **DOMAIN NAME & WEBSITE HOSTING**

- Website will be hosted on our servers
- In the event your site experiences any issues we will be the primary contact
- Includes daily backups of site content
- Email services available upon request.

Annual Investment: \$250 per year

#### **SSL CERTIFICATE**

- Secures one site
- Protects you and users from having their searches, history, and other private information tracked by fraudulent parties.
- Boosts your Google ranking

Annual Investment: \$179.99 per year

#### **WEBSITE SUPPORT/MAINTENANCE PLAN**

- Technical website support between Monday and Friday from 8am to 4pm
- Includes core updates to Wordpress and PHP
- Maintaining and updating of all plugins/extensions used on site
- Maintaining and testing of all contact forms on site
- Correcting of any unwarranted file modifications, logins, and security issues

Monthly Investment: \$200 per month

#### **EVENTS CALENDAR LICENSES**

- Purchase of "Wordpress Events Calendar"
  - This will enable us to customize the design/look of your calendar and enable submissions from users
  - More information can be found here: [theeventscalender.com/products/wordpress-events-calendar/](http://theeventscalender.com/products/wordpress-events-calendar/)
- Purchase of "Event Aggregator" Add-On
  - This will enable you to sync a Google Calendars into the website's calendar format and design
  - More information can be found here: [theeventscalender.com/products/event-aggregator/](http://theeventscalender.com/products/event-aggregator/)

Wordpress Events Calendar License: \$99/year

Event Aggregator Add-On: \$89/year



## STAFF

### JESSE TYREE (PRINCIPAL)

- Responsibilities Include: Director of creative design and development
- Jesse founded BLK DOG after previously working in print and digital media for Verizon and the Lee Enterprises as a print and web designer, managing both internal as well as external client projects. Utilizing sales reps, ad relations, and industry connections, Jesse started black dog DESIGNS. The company has steadily grown into one of the leading web, branding, and ad agencies in the area doing B2B work across the state, Northeast, and Canada. With a customer focus, he has developed many successful business relationships in the digital and social realm, as well as through print brokers and commercial printers.
- In 2015 he was named one of the Adirondack Chamber's 20 under 40 Business Leaders. In the same year, BLK DOG was nominated for the ARCC Steve Sutton Business of the Year Award.
- Jesse has also served as a panel speaker for the NYS Economic Development Corporation and the 2023 NYSTIA Annual Conference on "Developing Short Term Rental Partnerships"

### CHRIS COUGHLAN (ACCOUNT MANAGER)

- Responsibilities Include: Business development and project management
- Since joining BLK DOG in 2015, Chris has become the "go-to guy" for project management, client relations, and ensuring all the dominoes are in line for successful campaign execution. An experienced marketer managing both creative and campaign planning, he's a master networker whose attention to detail shines through on every project he manages. His passion for results, new ideas, and client success are powerful tools during every campaign. Chris spends his focus crafting plans of action for clients and providing his team with the resources they need to create unique compelling work.
- During his time here he has managed numerous clients/campaigns including: WSWHE BOCES (CTE, Women in Trades, and Employee Recruitment campaigns), Capital Region Workforce Development Board, Washington County Tourism, Drum Country (placemaking), and more.
- Presenter at the 2022 NYSTIA Annual Conference on "Tying Tourism Initiatives to Workforce Development" and 2023 NYSTIA Annual Conference on "Developing Short Term Rental Partnerships"

### LYSSA HOWARD (LEAD WEB DESIGNER)

- Responsibilities Include: Implementation of website branding, structure, and content, writing/adjustment of technical code, domain and hosting support
- Lyssa has been leading website development projects at BLK DOG since she joined in 2013. Developing professionally branded sites combined with top-line functionality involves the writing of custom code (using multiple methods such as PHP, CSS, and HTML) to tailor sites towards individual client needs.
- During her time she has developed websites for all types of clients such as Capital Region Workforce Development Board, Saratoga County Prosperity Partnership, Drum Country, and many more, assisting in the technical

## STAFF

### LAUREN OCCHIOGROSSO (LEAD GRAPHIC DESIGNER)

- Responsibilities Include: Develop graphics and imagery for product illustrations, logos and websites. Selection of colors, images, text styles and layouts for print and digital pieces. Incorporate changes recommended by clients and detailed review of the final design.
- Before joining BLK DOG, Lauren earned a BFA at The College of Saint Rose and designed for artists at her internship at Equal Vision Records. She strives to develop unique and impactful brand aesthetics, always content-centered and concept-driven. Her work ranges from visual identity and branding, to packaging, to print and digital design; and her skills in concept development and pre-press production enable her to see the project through from research to completion.
- Since joining, Lauren has developed numerous brand systems for clients such as: Capital Region Workforce Development, campaign identities for WSWHE BOCES and Drum Country, and more.
- Over the past 3 years, Lauren has been the leading designer on 5 ADDY Award winning branding and design projects, and 1 NYS Economic Development Corporation for campaign development.

### ALEXIS WILLEY (COPYWRITER & CONTENT CREATION)

- Responsibilities Include: Copywriting for marketing campaigns, websites, and print collateral, content creation for social media and email marketing content
- Alexis worked in newsrooms, on corporate marketing campaigns, for a toy magazine, and as a copy editor before coming to BLK DOG in 2019. She is all about consistency, especially when it comes to the Oxford Comma. Even out of the office, Alexis is always looking for weird typefaces or word choices in the wild. She lives in Greenwich, NY with her husband and two cats, loves theme parties, Halloween, hanging with her family, and Caravaggio's paintings, and runs a local non-profit art project in her (very limited) free time.
- During her time at BLK DOG Alexis has handled the development of marketing strategy, messaging and positioning, copywriting, and digital media management for clients such as Washington County Tourism, Drum Country, Discover Saratoga, and more.

### KERRY MASON (BILLING AND PAYMENTS)

- Responsibilities Include: Accounts receivable and payable, tracking of media purchasing, time management, and allocation of budgets according to project details
- Kerry has provided accounting and financial services for Black Dog for over 8 years, handling all billing processes, estimation of print/signage/promotional production, oversight of media purchasing, time management, and the allocation budgets. These tasks ensure that we are accurately forecasting media purchasing, internal/external budgets, and utilizing budgets most efficiently.

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## STAFF

### JULIA HOWARD (GRAPHIC DESIGNER)

- Responsibilities Include: Brand development, print/digital content creation, creation of brand identity systems, and file preparation for print production
- Julia is a visual designer who is passionate about expanding the human experience through art and design. Although a traditionally trained graphic designer, she finds her stride in maximalist compositions and brutalist design experimentations. Enthusiastically, she believes the combination of research, writing, and design can change the world into a friendlier all-inclusive place (even if it's only one pixel at a time). When not designing, find her brewing extra strong coffee and dancing to darkwave.

### GIANCARLO BRUNO (GRAPHIC DESIGNER)

- Responsibilities Include: Brand development, print/digital content creation, creation of brand identity systems, and file preparation for print production
- For over a decade, Giancarlo has worked as an Art Director and Communication Strategist for global brands. His portfolio includes creating integrated Art Direction for Colgate-Palmolive, as well as a strategic planning at P4 Ogilvy Panama, where he developed strategies for the Panama Metro, Grupo Novey and Cochez, Smithsonian, Claro Panamá, BAC Credomatic among others.
- Since joining BLKDOG Giancarlo has completed numerous brand and campaign development projects, setting the foundation for creative/marketing efforts. These include Whitman Brewing, Washington County, and more.

### VICTOR SANCHEZ (ADA SUBCONTRACTOR)

- Company: King Crab Designs
- Phone: (347) 670-3809
- Email: victor@kingcrabdesigns.com
- Brief description of services:
  - Victor Sanchez has been working as a Web Developer since 2016 when he started at a small software company in Clifton Park, New York. His experience there led to working with municipal offices and building websites with WCAG 2.1 compliance. King Crab Designs, LLC began in 2015 and shortly after working with WCAG 2.1 compliance, Victor decided to implement this work for small businesses. Since then, Victor has worked on over 60 websites that include WCAG 2.1 and continues to work on several new projects that need WCAG 2.1 while continuing to learn about changes to WCAG 2.1 through online learning.



## WORK SAMPLES

**Brian Williams**

Capital Region Workforce  
Development Board  
Executive Director  
brian@capreg.org  
(518) 270-2860

<https://capreg.org/>



# Capital Region

Workforce Development Board

We rebranded the Capital Region Workforce Development Board to represent a bolder, more modern organization and to develop a cohesive identity for all marketing actions.



We are now in the process of redesigning and developing the website to adhere to the new brand guidelines and provide all necessary and required information.



## WORK SAMPLES

**Michelle Capone**

Development Authority of the North Country

Director of Regional Development

mcapone@danc.org

(315) 661-3200

<https://drumcountryny.com/>

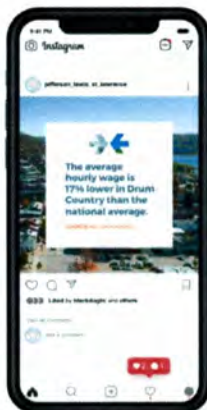


We worked with the Development Authority of the North Country to rebrand their organization and develop an updated website. DANC is in charge of Drum Country Business which aims to attract medium to large-sized businesses to St. Lawrence, Jefferson, and Lewis counties.



We developed a much bolder, progressive identity to better position them in the future. This included the logo design, design and production of marketing collateral targeting key industries, and the website design and development.

Over the past 6 months we are now working with them to develop a unique campaign identity and strategy for implementation to attract workforce talent and business investments.



Educational Post



Event Post



Interactive Story



## WORK SAMPLES

Shawna Cruikshank  
Director of Marketing  
(518) 747-2811  
scruikshank@forthudson.com

<https://www.forthudson.com/employment/>

Fort Hudson employs a variety of individuals across their nursing facility, home care, day programs, care management, and retirement living community. Recently we have worked with Fort Hudson to develop a recruitment campaign targeting qualified, potential employees who may be unaware of the career opportunities at Fort Hudson.

This work has included the development of a unique campaign style which will be implemented through a variety of digital channels: social media, display advertising, radio/streaming, Youtube/video advertising, and localized or industry specific publications.

**Find your purpose.**

Join our team as a Home Health, Nursing Center or Day Services RN. Scan to learn more.

518.747.2811  
FORTHUDSON.COM  
379 BROADWAY, FORT EDWARD NY

**Find your purpose.**

Learn about our personal care team.

**Find your purpose.**

Learn about our nursing center.

Services Employment Foundation About Us Blog Contact 518.747.2811

**Find your purpose.**

Our workforce is made of all kinds of folks. We value independence, inclusivity, and a welcoming environment for every resident and every staff member.

Contact Us

### OUR CULTURE Why Work with Us?

- We're Local**  
We're happy to allow our home care staff to create their own schedules.
- We're Flexible**  
We're happy to allow our home care staff to create their own schedules.
- We're Compassionate**  
We are a non-profit organization and we are motivated to help others.



### Meet Our Team







### WORK SAMPLES

Maribeth Macica  
WSWHE BOCES  
Senior Public Information  
Specialist  
(518) 581-3743  
mmacica@wswhiboces.org

The Washington-Saratoga-Warren-Hamilton-Essex County BOCES division features a robust career and technical education school for high school students.

Working together with them we are developing and implementing a marketing strategy to recruit qualified students to attend a CTE program. These programs made range from traditional trades such as construction or HVAC, to culinary arts and graphic/visual communications.

This campaign includes the creation of a unique campaign style and message, design of core print marketing collateral, as well as implementation of a digital marketing plan through social media, email marketing, and display ads.

HIGH SCHOOL STUDENTS

## WELCOME TO OUR KIND OF GRIND

Join us for an OPEN HOUSE and see what our classes are really all about. Talk to our instructors. See our kitchens, heavy equipment, auto tech shop, or whatever area interests you.

**Tuesday, January 28**  
F. Donald Myers Education Center  
15 Henning Rd, Saratoga Springs, NY  
6 pm – 8 pm

**Thursday, January 30**  
Southern Adirondaack Education Center  
1051 Dix Ave., Hudson Falls, NY  
6 pm – 8 pm

CTE CAREER AND TECHNICAL EDUCATION | CTE IS A DIVISION OF WSWHE BOCES | Find Your Future At CareerAndTechEd.org

## OPEN HOUSE OUR KIND OF GRIND

**Saratoga Springs**  
6 - 8 pm

**Hudson Falls**  
6 - 8 pm

See Link in Bio for Details!



CTE CAREER AND TECHNICAL EDUCATION

## OUR KIND OF GRIND.



# WOMEN IN TRADES



## REFERENCES

### **LAURA OSWALD**

Washington County  
Director of Economic  
Development  
loswald@co.washington.ny.us  
518-746-2291

### **DELIVERABLES:**

In 2018 we rebranded Washington County Tourism with the goals to increase the county's exposure, promote its offerings of agritourism, craft food and beverages, history, arts, and recreation, and stimulate economic growth. Since the new brand launch their Facebook following has grown by over 800% in 3 years and has seen website traffic/unique visitors almost double. We continue to serve as the TPA, executing a consistent marketing strategy and plan for content creation that has greatly impacted the many small businesses represented by the county.

### **SHELBY SCHNEIDER**

New York State Economic  
Development Council  
Deputy Director  
schneider@nysedc.org  
518-281-3817

### **DELIVERABLES:**

We worked with Shelby in role as Executive Director of the Saratoga County Prosperity Partnership to develop the Saratoga Alliance brand identity which is a partnership between SCPP and the Saratoga EDC. Additionally launched the SCPP website which provides a wealth of information about why Saratoga County is a favorable place for businesses to grow. This site also feeds in live data and statistics using an iframe to give site users up to date data about the county, serving as a primary tool to attract and retain business. Since taking her position as Deputy Director of the NYSEDC we have provided graphic design services for event and print materials.

### **MICHELLE CAPONE**

Development Authority of the  
North Country  
Director of Regional  
Development  
mcapone@danc.org  
(315) 661-3200

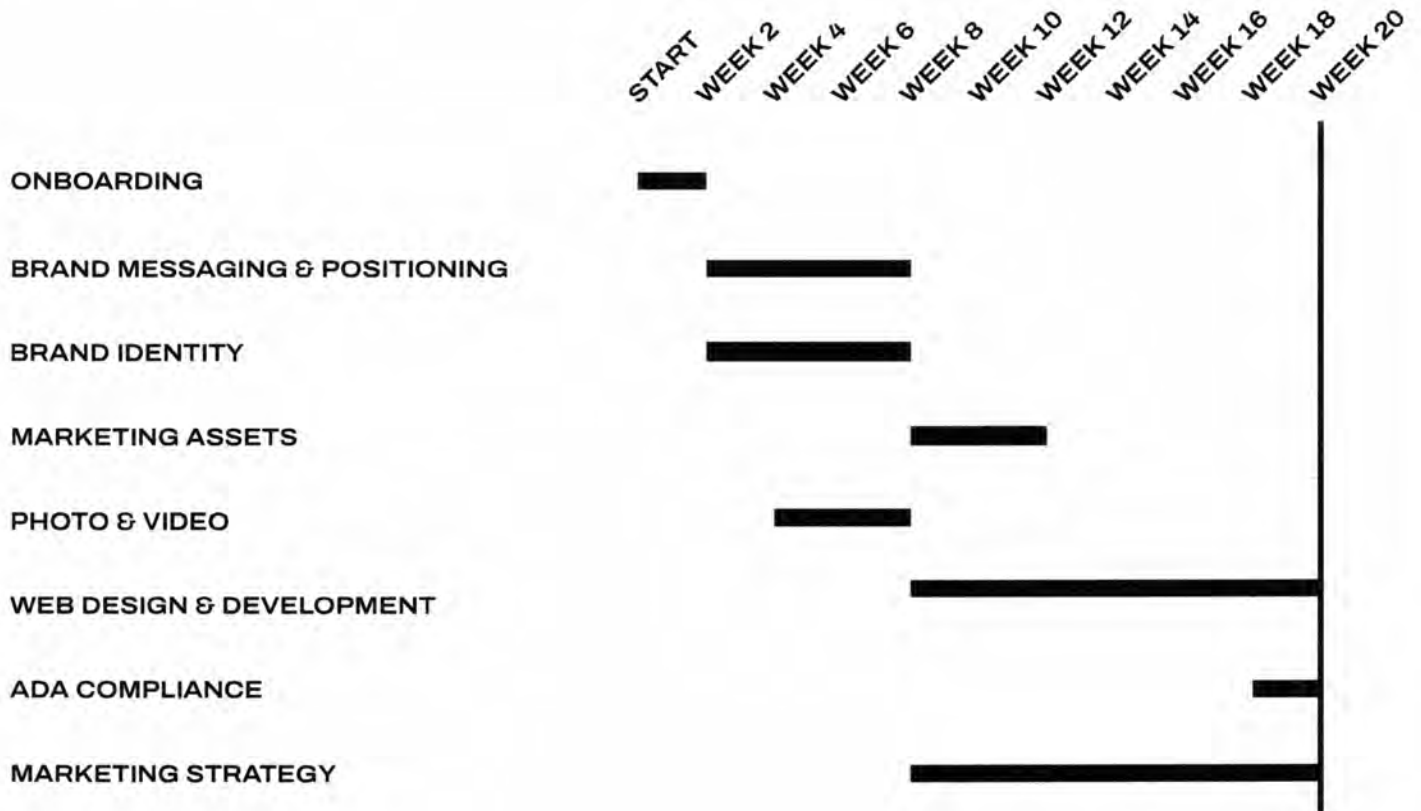
### **DELIVERABLES:**

We worked with the Development Authority of the North Country to rebrand their organization and develop an updated website. DANC is in charge of Drum Country Business which aims to attract medium to large-sized businesses to St. Lawrence, Jefferson, and Lewis counties. We developed a much bolder, progressive identity to better position them in the future to appear as a cutting edge, forward thinking region for businesses to pursue. Starting in December of 2021 we launched a multi-channel marketing strategy for business and resident attraction efforts in the three counties.



## PROJECT TIMELINE

Below is our estimated timeline for completing the deliverables outlined in this proposal. The deliverables and timeline are subject to change based on your input. Meeting these deadlines is subject to timely feedback and content delivered on time. Adjustments will be made throughout the contract as needed to align with other internal deadlines, board meetings, and more.



APRIL 28, 2023

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# THANK YOU

If you have questions about anything entailed in this proposal please give us a call and we will happily discuss with you. As a customer-driven company we value our relationships with clients and work round the clock to satisfy your needs to the fullest extent. We strive with sincerity and commitment to deliver marketing and advertising services that will exceed your expectations. Our projects are built around close working, long-term relationships that deliver value and excellence for your organization. Through passion, commitment, and flexibility we promise to generate results that give you the tools to take your business to the next level. Our culture is to be with you each step of the way for skill and support, and to treat you as friends in each interaction.

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## CONTACT US

PO Box 765

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creative@blackdogllc.com

518-792-0500

blackdogllc.com

