



721 BROADWAY SUITE 100
KINGSTON NEW YORK 12401

8 4 5 . 3 3 9 . 9 6 0 0
WWW.ELLENBOGEN.COM

SCOPE OF WORK 3/20/18

Client: Ulster County Industrial Development Agency

Contact: John Morrow, Chair and Suzanne Holt, Staff

Project Title: “Incentives Offered by the Ulster County Industrial Development Agency”

Messaging Strategy:

- Create a 5 min informational video showcasing the services and incentives offered by the Ulster County IDA. The video would be more informational and less like a promotional video
- The content framework would follow some of the material in the “How Ulster County Helps Businesses” powerpoint that was provided
- The video would be made up of blend of UCIDA members, UCOED staff,, business owners who have been helped by UCIDA, b-roll footage of UC businesses, motion graphic segments, professional narrative, and uplifting music.
- The video would be distributed to relocating companies, local chambers of commerce offices, through social media channels, and on the UCIDA website.

Production and Deliverables:

Pre-Production: Estimated 2 days \$1,000

Concept development, scripting, storyboarding, planning, location scouting, shoot organization, scheduling and set-up

Production: \$5,000

Two-day (2) shoot to capture content for video, 4k camera, lighting, and sound technician. Full crew with all equipment is included.

Capture The Following:

- Interviews and b-roll shot on-location at approximately 5 businesses throughout Ulster.



721 BROADWAY SUITE 100
KINGSTON NEW YORK 12401

8 4 5 . 3 3 9 . 9 6 0 0
WWW.ELLENBOGEN.COM

- Shoot interviews and b-roll at the UC office building with IDA members and staff
- Shoot additional b-roll of other manufacturing and office environments for supporting footage

Post Production: \$3,600

Three (3) days of editing to produce one promotional video

Editing of video content, audio, graphics, final sound mix, color correction, and digital delivery.

Total Estimate: \$9,600

Terms:

50% deposit upon signed agreement

Balance within 30 days of delivery of final video

Approved by _____ Date _____

Please sign and e-mail to jeremy@ellenbogen.com