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PRESS RELEASE

FOR IMMEDIATE RELEASE
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City Awards DRI Marketing Contract to Trampoline Design

Oneonta Mayor Gary Herzig has announced the selection of Trampoline Design of Glens Falls, NY to develop and implement the City of Oneonta's Downtown Revitalization Initiative (DRI) Branding and Marketing and Downtown Directory and Welcoming Signage Programs. Oneonta was awarded \$570,000 for these two programs as part of Governor Cuomo's Downtown Revitalization award of \$10,000,000.

In response to a Request for Proposals issued by the City in December of 2017, 16 proposals were received from qualified bidders. The proposals were reviewed by a team consisting of City staff, elected officials, and community members. The review team considered both past accomplishments in similar communities along with each bidder's understanding of Oneonta's unique assets and challenges.

Mayor Herzig, stated, "Trampoline Design will be an exciting firm to work with. I believe that their energy and enthusiasm for Oneonta will prove to be contagious. Their success in other New York State communities includes Lake George, Glens Falls, Newcomb, and Hunter Mountain Ski Resort. The team was also impressed with their comprehensive approach to engaging the entire community in the process".

Trampoline partner, Derek Slayton, stated, "We are so pleased to be working with the City of Oneonta. Fifteen years ago we founded our agency in the hopes that we could even the playing field for New York State destinations. We plan to maximize and show the region all the opportunities that Oneonta has to offer, both obvious and subtle. We envision an exciting array of visual mediums through which Oneonta will create a buzz locally and regionally.