

Warren County Board of Supervisors

RESOLUTION No. 590 OF 2023

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, DIAMOND, STROUGH, WILD, RUNYON AND FRASIER

AUTHORIZING EXTENSION OF AGREEMENT WITH LAKE PLACID ADVERTISERS WORKSHOP, INC. TO PROVIDE BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE TOURISM DEPARTMENT (WC 45-20)

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an extension agreement (previous contract authorized by Resolution No. 492 of 2021 and 641 of 2022) with Lake Placid Advertisers Workshop, Inc., 44 Hadjis Way, Lake Placid, New York 12946, to provide broadcast and digital media buying services for the Tourism Department (WC 45-20), for a term commencing January 1, 2024 and terminating December 31, 2024, in an amount not to exceed One Million Two Hundred Fifty Thousand Dollars (\$1,250,000), in a form approved by the County Attorney, and be it further

RESOLVED, that said agreement will include a requirement for Lake Placid Advertisers Workshop, Inc. to provide letters relative to the work program and outlining the related expenses, which must be authorized by the Tourism Director and the Chair of the Warren County Board of Supervisors before such work may proceed, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0001 481 Tourism/Occupancy, Tourism, Tourism Promotion.