

Warren County Board of Supervisors

RESOLUTION No. 93 OF 2024

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, RUNYON, BEAN, GERACI, STROUGH AND STRAINER

EXTENDING AGREEMENT WITH THE ADIRONDACK REGIONAL TOURISM COUNCIL, INC. FOR REGIONAL MARKETING SERVICES

RESOLVED, that Warren County continue the contractual relationship (the previous agreement being authorized by Resolution No. 92 of 2023), with the Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave., Suite 3, Lake Placid, New York 12946, for regional marketing services, including digital and social media, website, email marketing and mobile tracking, in an amount not to exceed Fifty-Two Thousand Three Hundred Ninety-Eight Dollars (\$52,398), for a term commencing January 1, 2024 and terminating December 31, 2024, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute said extension agreement in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract.