

Warren County Board of Supervisors

RESOLUTION NO. 479 OF 2024

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

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

WHEREAS, the Director of Tourism requested, and the Tourism & Occupancy Tax Coordination Committee approved, to continue the contractual relationship (the previous agreement being authorized by Resolution No. 92 of 2023), with the Adirondack Regional Tourism Council, Inc., for regional marketing services, including digital and social media, website, email marketing and mobile tracking, in an amount not to exceed Sixty-Five Thousand Dollars (\$65,000), for a term commencing January 1, 2025 and terminating December 31, 2025, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement 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 Sixty-Five Thousand Dollars (\$65,000), for a term commencing January 1, 2025 and terminating December 31, 2025, 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.