

Warren County Board of Supervisors

RESOLUTION NO. 118 OF 2025

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

**AUTHORIZING AGREEMENT WITH ROVE MARKETING, INC. TO PURCHASE
SUBSCRIPTION OF DATA FOR INCLUSION INTO THE
DESTINATION INSIGHTS PLATFORM**

WHEREAS, the Director of Tourism requested, and the Tourism Committee agreed, to enter into an agreement with ROVE Marketing, Inc. in an amount not to exceed Twenty-Six Thousand Fifty Dollars (\$26,050) in 2025 and Twenty-Nine Thousand Five Hundred Fifty Dollars (\$29,550) in 2026, to purchase subscription of data for inclusion into the Destination Insights Platform over a term commencing January 1, 2025 and terminating December 31, 2026, 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 ROVE Marketing, Inc., 270 The Kingsway, P.O. Box 74513, Toronto, Ontario, Canada M9E 5E2, in an amount not to exceed Twenty-Six Thousand Fifty Dollars (\$26,050) in 2025 and Twenty-Nine Thousand Five Hundred Fifty Dollars (\$29,550) in 2026 to purchase subscription of data for inclusion into the Destination Insights Platform over a term commencing January 1, 2025 and terminating December 31, 2026, in a form approved by the County Attorney, and be it further

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

ADOPTED BY A UNANIMOUS VOTE OF THOSE PRESENT