

# Warren County Board of Supervisors

## RESOLUTION NO. 119 OF 2025

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

**AUTHORIZING AGREEMENT WITH ROVE MARKETING, INC. FOR THE PURCHASE AND SUBSCRIPTION OF DATA SETS AND DASHBOARD REPORTING SPECIFICALLY FOR THE LAKE GEORGE AREA**

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 Forty-Nine Thousand One Hundred Fifty Dollars (\$49,150) in 2025 and Forty-Nine Thousand One Hundred Fifty Dollars (\$49,150) in 2026, for the purchase and subscription of data sets and dashboard reporting specifically for the Lake George Area 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 Forty-Nine Thousand One Hundred Fifty Dollars (\$49,150) in 2025 and Forty-Nine Thousand One Hundred Fifty Dollars (\$49,150) in 2026, for the purchase and subscription of data sets and dashboard reporting specifically for the Lake George Area 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 426, Tourism/Occupancy, Tourism, Subscriptions.

***ADOPTED BY A UNANIMOUS VOTE OF THOSE PRESENT***