

Warren County Board of Supervisors

RESOLUTION No. 77 OF 2026

RESOLUTION INTRODUCED BY SUPERVISORS TURNER, CROCITTO, STROUGH, RUNYON, GILLIGAN, BUTLER AND SMITH

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

WHEREAS, the Director of Tourism requested, and the Tourism Committee agreed, to continue the contractual relationship (the previous agreement being authorized by Resolution No. 479 of 2024), with the Adirondack Regional Tourism Council, Inc. in an amount not to exceed Forty-Eight Thousand Two Hundred Twenty-Three Dollars (\$48,223) for regional marketing services, including digital and social media, website, email marketing and mobile tracking, over a term commencing January 1, 2026 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 the Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave., Suite 3, Lake Placid, New York 12946 in an amount not to exceed Forty-Eight Thousand Two Hundred Twenty-Three Dollars (\$48,223) for regional marketing services, including digital and social media, website, email marketing and mobile tracking, over a term commencing January 1, 2026 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.