Resolution No. 13 January 26, 2016

Approving The Execution Of A Contract In Excess Of $50,000.00 Entered Into By The County – Focus Media Inc – Department of Tourism

Referred to: The Economic Development, Tourism, Housing, Planning and Transit Committee (Chairman Maloney and Legislators Berky, Delaune, Lapp, Litts, Maio and Rodriguez), and The Ways and Means Committee (Chairman Gerentine and Legislators Allen, Bartels, Belfiglio, Briggs, Maio, and Maloney)

Chairman of the Economic Development, Tourism, Housing, Planning, and Transit Committee, James F. Maloney, and Deputy Chairman Hector Rodriguez offer the following:

WHEREAS, pursuant to Section C-11(O) of the Ulster County Charter and Section A2-5(15) of the Administrative Code, the Ulster County Legislature shall have the power to approve the execution of certain contracts and amendments in the amount of $50,000.00 or in excess of $50,000.00 entered into by the County; and

WHEREAS, a contract for execution by the County with Focus Media has been submitted for approval by the Ulster County Legislature, which is described below:

Tourism	Focus Media Inc	2016-00000103 - Development of a comprehensive marketing plan for Ulster County, to include but not be limited to, establishment and growth of Ulster County as a brand, development of an advertising plan, creation of collateral and continuation of current marketing vehicles to bring growth of tourism into Ulster County.	100% County	RFP	1/1/16 - 12/31/16	$313,852.00

WHEREAS, said contract has been reviewed by the Contract Manager, County Attorney's Office, Director of Purchasing, and the County Executive; now, therefore, be it

RESOLVED, the Ulster County Legislature has examined the contract, and hereby approves the contract in the form as filed with the Clerk of the Ulster County Legislature or as modified with the approval of the County Attorney and Legislative Counsel,

and move its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: NOES:

No Action Taken In The Economic Development, Tourism, Housing, Planning, and Transit Committee on January 19, 2016

Passed Committee: Ways and Means on _____.

FINANCIAL IMPACT:
$313,852.00 – 2016 APPROPRIATION DOLLARS