

Pledging Matching Funds For The “I Love New York” Tourism Promotion – 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, this resolution has been submitted by the County Executive on behalf of the Department of Tourism; and

WHEREAS, the “I Love New York” Matching Funds Local Assistance Program (the “Program”) has been designated by New York State for fiscal year 2017; and

WHEREAS, for the past twenty years the Ulster County Department of Tourism has participated in the Program which is administered by the New York State Department of Economic Development, Division of Tourism; and

WHEREAS, the Program requires the County to match funds received from New York State; and

WHEREAS, the Department of Tourism anticipates applying for between \$30,000.00 and \$135,250.00 in matching funds; and

WHEREAS, the Program allows for additional advertising which is vital to the continuing growth of Tourism in Ulster County; now, therefore, be it

RESOLVED, that Ulster County hereby pledges to match funds received from the “I Love New York” Matching Funds Local Assistance Program during New York State fiscal year 2017 in an amount no more than \$135,250.00 and no less than \$30,000.00; and, be it further

RESOLVED, that Ulster County hereby reserves the right to accept or not accept funds from the Program,

and moves its adoption.

