

## Approving The Execution Of A Contract For \$382,750.00 Entered Into By The County – Cubic Creative, Inc. D/B/A Belo + Company – Department Of Tourism

Referred to: The Economic Development, Tourism, Housing, Planning and Transit Committee (Chairman Cahill and Legislators Archer, Corcoran, Delaune, Litts, Maio, and Uchitelle), and The Ways and Means Committee (Chairwoman Archer and Legislators Bartels, Gavaris, Haynes, Maio, Ronk, and Walter)

Chairman of the Economic Development, Tourism, Housing, Planning, and Transit Committee, Brian B. Cahill, and Deputy Chair Herbert Litts, III 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 Cubic Creative, Inc. d/b/a Belo + Company has been submitted for approval by the Ulster County Legislature, which is described below:

2021-69 - full-service advertising agency to promote Ulster County to potential tourists and business owners who would consider relocating their businesses to Ulster County	100% County	RFP	1/1/21 - 12/31/21	\$382,750.00
--	-------------	-----	-------------------	--------------

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:

Passed Committee: Economic Development, Tourism, Housing, Planning and Transit on \_\_\_\_\_.

Passed Committee: Ways and Means on \_\_\_\_\_.

FINANCIAL IMPACT:

\$382,750.00 – 2021 APPROPRIATION DOLLARS