Resolution No. 419 November 17, 2020

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

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: 23 NOES: 0

Passed Committee: Economic Development, Tourism, Housing, Planning and Transit on November 5, 2020

Passed Committee: Ways and Means on November 10, 2020

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FINANCIAL IMPACT: \$382,750.00 – 2021 APPRORIATION DOLLARS

STATE OF NEW YORK ss: COUNTY OF ULSTER

I, the undersigned Clerk of the Legislature of the County of Ulster, hereby certify that the foregoing resolution is the original resolution adopted by the Ulster County Legislature on the 17th Day of November in the year Two Thousand Twenty, and said resolution shall remain on file in the office of said clerk.

IN WITNESS WHEREOF, I have hereunto set my hand and seal of the County of Ulster this 19^{th} Day of November in the year Two Thousand Twenty.

|s| Victoria A. Fabella Victoria A. Fabella, Clerk Ulster County Legislature

Submitted to the County Executive this 19th Day of November, 2020.

Approved by the County Executive this 24th Day of November, 2020.

|s| Victoria A. Fabella Victoria A. Fabella, Clerk Ulster County Legislature |s| Patrick K. Ryan Patrick K. Ryan, County Executive