

Pledging Matching Funds - "I Love New York" Promotion

Chairman Donaldson and Legislators Cahill and R.S. Parete offer the following:

WHEREAS, the "I Love New York" Matching Funds Local Assistance to the County's Program has been reinstated for the 2008 - 2009 tourism year, and

WHEREAS, the Director of the Ulster County Tourism Office has participated with the State Department of Economic Development, Division of Tourism, in their Matching Funds Local Assistance Program for the last seventeen years, and

WHEREAS, the Ulster County Tourism Office will be applying for between \$30,000.00 to \$500,000.00 in matching funds for the 2008 – 2009 year, and

WHEREAS, it is the private sector's expressed intent to continue in its support of the Matching Funds Program, and

WHEREAS, the Matching Funds Cooperative Advertising effort is vital to the continuing growth of tourism in Ulster County.

RESOLVED, that Ulster County pledges to match no more than \$500,000.00 and no less than \$30,000.00 for the 2008 - 2009 Matching Funds Program above described, and

FURTHER RESOLVED, that Ulster County reserves the right to accept or not accept the funds,

and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 32 NOES: 0
(Absent: Legislator Kraft)

FINANCIAL IMPACT:
TO BE APPROPRIATED IN THE 2008 ULSTER COUNTY BUDGET