

Pledging Matching Funds - "I Love New York" Promotion

The Economic Development / Education, Tourism and Cultural Affairs Committee (Chairman Harris and Legislators Cummings, Felicello, Roberti, Bartels, Loughran and Zimet) and The Ways and Means Committee (Chairman Cummings and Legislators Busick, Noonan, Stock, Tipp, Dart, Feldmann, Lomita and Richard Parete) offers the following: Means Committee offer the following:

WHEREAS, the "I Love New York" Matching Funds Local Assistance to the County's Program has been reinstated for the 2005 - 2006 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 2005 – 2006 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, and

WHEREAS, the Economic Development/Education, Tourism and Cultural Affairs Committee has met and reviewed said request with a majority of the members voting approval, and

WHEREAS, the Ways and Means Committee has met and reviewed said request with a majority of the members voting approval.

RESOLVED, that Ulster County pledges to match no more than \$500,000.00 and no less than \$30,000.00 for the 2005 - 2006 Matching Funds Program above described,

and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 31 NOES: 0
(Absent: Legislators Feldmann and Provenzano)

FINANCIAL IMPACT:
TO BE APPROPRIATED IN THE 2005 ULSTER COUNTY BUDGET