

Pledging Matching Funds – “I Love New York” Promotion

The Economic Development and Tourism Committee (Chairman Maloney and Legislators Frey, Hayes, Aiello, Sweeney, Terrizzi, Donaldson, Loughran, and Rodriguez) offers the following:

WHEREAS, this resolution has been submitted by the County Executive on behalf of the Ulster County Department of Tourism, and

WHEREAS, the “I Love New York” Matching Funds Local Assistance to the County’s Tourism Program has been reinstated for the 2011-2012 tourism year, and

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

WHEREAS, the Department of Tourism will be applying for between \$30,000.00 to \$500,000.00 in matching funds for the 2011-2012 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, Economic Development and Tourism 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, now, therefore, be it

RESOLVED, that Ulster County pledges to match no more than \$500,000.00 and no less than \$30,000.00 for the 2011-2012 Matching Funds Program above described, and, be it further

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

Resolution No. 29 February 15, 2011

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and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 30 NOES: 0
(Absent: Legislators Fabiano, Felicello and
Harris)

FINANCIAL IMPACT:

\$57,196.00 – STATE REVENUE – BUDGETED

0223

STATE OF NEW YORK

ss:

COUNTY OF ULSTER

This is to certify that I, the undersigned Clerk of the Legislature of the County of Ulster have compared the foregoing resolution with the original resolution now on file in the office of said clerk, and which was adopted by said Legislature on the 15th day of February, 2011, and that the same is a true and correct transcript of said resolution and of the whole thereof.

IN WITNESS WHEREOF, I have hereunto set my hand and seal of the County of Ulster this 17th Day of February in the year Two Thousand and Eleven.

|s| Karen L. Binder
Karen L. Binder, Clerk
Ulster County Legislature

Submitted to the County Executive this
17th Day of February, 2011.

|s| Karen L. Binder
Karen L. Binder, Clerk
Ulster County Legislature

Approved by the County Executive this
23rd Day of February, 2011.

|s| Michael P. Hein
Michael P. Hein, County Executive