

Resolution No. 44 February 17, 2026

Approving The Execution Of A Contract For \$580,000.00 Entered Into By The County – Idea Ranch, LLC – Department Of Tourism

Referred to: The Economic Development, Planning, Education, Employment, Arts and Agriculture Committee (Chairwoman Sperry and Legislators Clinton, Dooley, Donovan, Grossman, Murray, and Walls), and The Ways and Means Committee (Chairman Collins and Legislators Berardi, Donovan, Grossman, Peters, Roberts, and Uchitelle)

Chairwoman of the Economic Development, Planning, Education, Employment, Arts and Agriculture Committee, Megan Sperry, and Deputy Chair Richard Walls 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 Idea Ranch, LLC has been submitted for approval by the Ulster County Legislature, which is described below:

2026-132 - advertising services to promote Ulster County to potential visitors and to people who would consider relocating to Ulster County with their businesses	100% County	RFP	1/1/26 - 12/31/26	\$580,000.00
---	-------------	-----	-------------------	--------------

WHEREAS, said contract has been reviewed by Contract Management, County Attorney's Office, the Director of General Services, 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 moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

Passed Committee: Economic Development, Planning, Education, Employment, Arts and Agriculture on _____.

Passed Committee: Ways and Means on _____.

FINANCIAL IMPACT:

\$580,000.00 – 2026 APPROPRIATIONS