

**RESOLUTION AUTHORIZING RENSSELAER COUNTY INDUSTRIAL
DEVELOPMENT AGENCY TO PARTICIPATE WITH THE NEW YORK
STATE DEPARTMENT OF ECONOMIC DEVELOPMENT IN THE TOURISM
MATCHING FUNDS PROGRAM**

WHEREAS, Tourism is an important economic activity in Rensselaer County, benefiting businesses, residents, and visitors alike; and

WHEREAS, the promotion of this activity in Rensselaer County is in accord with the purpose and mission of the Rensselaer County Industrial Development Agency (the Agency); and

WHEREAS, the State of New York Department of Economic Development through its Tourism Matching Funds Program offers 50% matching grants for certain qualified advertising and promotion; and

WHEREAS, the Agency, working in conjunction with the Rensselaer County Tourism office, proposes to under-write qualified advertising and promotion of Rensselaer County Tourism in, in the total amount of \$127,136.00 for the year 2017; and

WHEREAS, one-half of said amount is reimbursable by the State of New York after initially being paid by the Agency and up to one-half being reimbursable to the Agency by participating individual business entities, now therefore be it

RESOLVED, that the Agency's Executive Director is hereby appointed to serve as a Rensselaer County Tourism Promotion Agent, and be it further

RESOLVED, that the Agency's Executive Director is hereby authorized to expend an amount in payment of the aforesaid qualified advertising and promotion, not to exceed \$127,136, one-half thereof to be reimbursed to the Agency by the State of New York as a State Tourism Fund matching grant, and up to one-half thereof to be reimbursed to the Agency by participating individual business entities.

Resolution ADOPTED by the following vote:

Ayes: 6

Nays: 0

Abstain: 0

November 17, 2016

STATE OF NEW YORK)
) SS.:
COUNTY OF RENSSELAER)

I, the undersigned (Assistant) Secretary of Rensselaer County Industrial Development Agency (the "Agency"), DO HEREBY CERTIFY that I have compared the foregoing annexed extract of the minutes of the meeting of the members of the Agency, including the Resolution contained therein, held on November 17, 2016 with the original thereof on file in my office, and that the same is a true and correct copy of said original and of such Resolution contained therein and of the whole of said original so far as the same relates to the subject matters therein referred to.

I FURTHER CERTIFY that (A) all members of the Agency had due notice of said meeting; (B) said meeting was in all respects duly held; (C) pursuant to Article 7 of the Public Officers Law (the "Open Meetings Law"), said meeting was open to the general public, and due notice of the time and place of said meeting was duly given in accordance with such Open Meetings Law; and (D) there was a quorum of the members of the Agency present throughout said meeting.

I FURTHER CERTIFY that, as of the date hereof, the attached Resolution is in full force and effect and has not been amended, repealed or rescinded.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Agency this 17th day of November, 2016.



(Assistant) Secretary

(SEAL)

2017 Tourism Matching Funds Application

APPLICATION PROCESS

As stated previously, it is anticipated that approximately \$4,315,000 will be available for TPAs' marketing programs. In the event this level of funding changes, the NYS Department of Economic Development (Department) will take necessary action in accordance with Article 5-A of Economic Development Law.

Tourism Promotion Agencies representing individual counties, or more than one county within a vacation region, may apply for matching funds. Only one TPA per county can apply for and receive matching funds, and must complete Parts 1 & 2 of the application. Applications for regional programs must be filed by the designated regional administrator and must include a jointly agreed upon and unified regional marketing plan. Regions are required to complete Part 2 only.

PART 1

Matching Funds applications must be submitted by November 4, 2016 and include an original signature.

Your application must also include:

- **A certified copy of the resolution(s)** of the appropriate county legislature(s), or other governing body of the involved county or counties, or of the Mayor of the City of New York, which authorizes the applicant to make such application, to receive matching funds, and to represent the county in tourism promotion effort.
- **An application amount** that is greater than or equal to \$8,000 and does not exceed 5% of the total appropriation amount for each county represented by the applicant.
- **A list of the regional programs** that you plan to participate in. All regional programs must be approved by a majority vote of all counties in your official vacation region. All regional programs are executed and funded by the regional administrator.
- **Satisfactory evidence** that the funds are held or committed by the applicant for the proposed program. If not provided with Part I, this must be postmarked by **December 18, 2016**. Your application must also list the source of your funding.

You will be provided with an estimate of your grant by **November 30, 2016**.

PART 2

TPA marketing plans will be completed using an online survey that will be sent to TPAs via email on **November 18, 2016**. It must also include a total program budget based on the grant estimate provided. This marketing plan and budget will be used as the final assessment for the granting of funds for 2017.