

**RESOLUTION AUTHORIZING PARTICIPATION IN
THE 2020 VICTORIAN STROLL**

WHEREAS, the Rensselaer County Industrial Development Agency (the “Agency”) has been offered the opportunity by the Rensselaer County Regional Chamber of Commerce to participate in the 38th Annual Troy Victorian Stroll Season, to be held in December, 2020; and

WHEREAS, the Troy Victorian Stroll is acknowledged to be the largest holiday tourism event in the Capital Region, drawing approximately 30,000 people to downtown Troy and providing significant economic benefits to the City and County, as well as providing significant positive exposure of the many benefits of living, working and investing in Troy and Rensselaer County to a large number of non-residents of the county, as potential commercial and industrial developers in Rensselaer County; and

WHEREAS, the enhancement of tourism and commercial and industrial activity within the City and County are all desirable goals of the Agency; and

WHEREAS, participation by the Agency would include *inter alia*, the following benefits:

- the opportunity to showcase to many non-residents of the county the commercial and industrial opportunities in Rensselaer County
- the opportunity to display and promote the services and benefits available from the Rensselaer County IDA to industrial and commercial enterprises having the potential of locating or expanding in Rensselaer County
- the opportunity to be identified as an agency devoted to industrial and economic development in Rensselaer County, by logo on the Chamber’s Stroll website, which receives more than 10,000 visits each year; logo listed on the Chamber event page, linked to company website; logo included in December RENSCONNECT print and digital newsletter in Stroll promotion; name listed as sponsor in official press release; clickable sponsor logo in all Chamber enewsletters promoting the Stroll; continual and ongoing tagged mentions across all of the Chamber’s social media platforms throughout the Stroll Season; acknowledgement on “Albany Street with Joe Condon” 1-hour segment on Sunday, November 22 broadcast across eleven local stations; now therefore, be it

RESOLVED, that in order to achieve the aforesaid exposure to potential industrial and commercial employers for Rensselaer County the Rensselaer County Industrial Development Agency shall be and hereby is authorized to participate in the 38th Annual Troy Victorian Stroll, at a cost not to exceed Three Thousand Five Hundred Dollars (\$3,500.00), and shall avail itself of the various benefits available to the agency through said participation, to promote and advance the mission of the Agency.

Resolution ADOPTED by the following vote:

Ayes: 5

Nays: 0

Abstain: 0

November 12, 2020

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 12, 2020 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 12th day of November, 2020.



(Assistant) Secretary

(SEAL)



November 4, 2020

Mr. Robert Pasinella
Rensselaer County IDA
Ned Pattison Government Center
1600 Seventh Avenue
Troy, New York 12180

38th Annual Victorian Stroll Season

Sunday December 6th, Saturday, December 12 & 19
Downtown, Troy, NY
12 – 4 p.m.

Benefits associated with your \$3,500 investment include:

- Sponsor logo listed on Stroll Website
- Sponsor logo listed on Chamber event page, linked to company website
- Sponsor logo included in December RENSCONNECT print and digital newsletter in Stroll promotion
- Organization name listed as sponsor in official press release
- Clickable sponsor logo in all Chamber eNewsletters promoting the Stroll
- Continual and ongoing tagged mentions across all of the Chamber's social media platforms (Facebook, Instagram, Twitter & LinkedIn) throughout 'Stroll Season'
- Sponsor acknowledgement on 'Albany Street with Joe Condon,' 1-hour segment on Sunday, November 22, broadcasted across 11 local stations

Payment due date: December 1, 2020

☐ Sponsorship approved without changes

Mr. Robert Pasinella | _____ date
Rensselaer County IDA