

**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, Rensselaer County, per Article 5-A of the New York State Tourist Promotion Act, is applying for the statutorily eligible Matching Funds amount of \$95,000 with the understanding that, based upon the 2021 Draft Award Computation, the actual award will likely be approximately \$31,522; 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 the total amount of \$63,044 for the year 2021; 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 is 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 \$63,044, 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

June 10, 2021

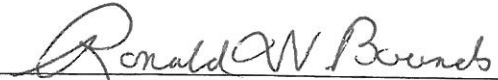
STATE OF NEW YORK)
) SS.:
COUNTY OF RENSSELAER)

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 June 10, 2021 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.

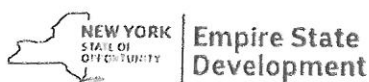
I FURTHER CERTIFY that, as of the date hereof, the attached Resolution is in full force and effect and has not been amended, repealed or rescinded.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Agency this 10th day of June, 2021.



(Assistant) Secretary

(SEAL)



May 23, 2021

Mr. Vito Ciccarelli
Director of Tourism & Special Events
Rensselaer County
1600 7th Avenue
Troy, NY 12180

Dear Vito:

We are pleased to provide you with your 2021 Tourism Matching Funds grant **estimate** of \$31,522. Please remember that this specific amount is an **estimate** and is not guaranteed by the New York State Department of Economic Development's Division of Tourism ("the Division") at this time.

As you know, the total Tourism Matching Funds appropriated for all counties for the 2021 (6-month) program year for Q3 & Q4 is \$1,900,000. If this level of funding were to change, the Division would notify you immediately and take the necessary action to adjust the amount of your grant in accordance with the new level of funding and pursuant to Article 5-A of Economic Development Law.

Your official grant award will be issued upon the Division's approval of your marketing plan. As indicated in the 2021 Matching Funds Application, each TPA must submit Part II of the application for Matching Funds, and the following documentation must be received digitally by the Division by 4pm June 18, 2021:

- Your TPA designation updated for 2021;
- Demonstration of your county match;
- An executed 2021 Claim for Payment; and
- A completed 2021 Matching Funds Commitment Letter as supplied by the Division.

If there is an issue in providing any of this information by the June 18 deadline, or if you have any other questions, please contact me immediately at matchingfunds@esd.ny.gov or 518.292.5163.

Best,

Kelly Rabideau-Baquerizo
Director of Tourism Grant Programs

2021 I LOVE NEW YORK MATCHING FUNDS COMMITMENT LETTER

By signing below, **Rensselaer County Tourism** certifies that, per Article 5-A of the New York State Tourist Promotion Act, we are applying for our statutorily eligible Matching Funds amount of **\$95,000**.

We understand that based on the current Matching Funds formula, also based on Article 5-A and the 2021 Draft Award Computation Letter, we will be awarded approximately **\$31,522**.

We also confirm that at the time of vouchering/disbursement of funds, we will need to show the match for the awarded amount in a dedicated Matching Funds Bank account or an additional letter showing the exact match commitment from the County, with the understanding that we will only be responsible for matching the amount of funds vouchered for the project.

Authorized Signatory for County/Organization

Printed Name

Date

Notary Public

*If this commitment is made through county/local legislation or another official document, please attach corresponding document to this template

COMPUTATION OF GRANT 2021

An applicant will receive a minimum guaranteed amount of \$8,000 and up to \$20,000 per county represented in the application, depending upon total application amount.

Additional amounts that may be received by each applicant are:

- A bonus of up to 20% for monies designated for regional and multi-regional programs, and
- A percentage of the total appropriation amount remaining in the statewide pool, after subtracting all minimum guarantees and bonus amounts (prorating).

APPLICANT AGENCY: Rensselaer County Tourism

All counties within this region participate in the regional program. Therefore, the regional bonus is based on 100% participation.

Total Number of Counties: 1	COUNTY	REGION	TOTAL
APPLICATION AMOUNT	\$76,000	\$19,000	\$95,000
% of APPLICATION	0.8	0.2	100%
REGIONAL BONUS AMOUNT	\$0	\$3,800	\$3,800
MINIMUM GUARANTEED AMOUNT (20,000 x 1)	\$16,000	\$4,000	\$20,000
PRORATED FUNDS AWARDED Amount Pro-Rated: \$75,000 {2021 Prorating Factor 0.1029648}	\$6,178	\$1,544	\$7,722
TOTAL GRANT AMOUNTS	\$22,178	\$9,344	\$31,522

Adjustments to be made in the tourism marketing programs as a result of the prorating of funds should be made by the applicant with the assistance of the Program Administrator.

Applicants should plan to meet with other county/regions as soon as possible to determine final regional program content and schedules. Remember that the project must be a mutually agreed upon tourism marketing program, not just a collection of county ads or the determination of a single project director or organization.