

**RESOLUTION AUTHORIZING PARTICIPATION IN
THE 2021 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 39th Annual Troy Victorian Stroll Season, which will commence on Sunday, December 5, 2021; 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-county residents, 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-county residents 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; Agency logo listed on the Chamber event page, linked to the Agency website; Agency logo included in December RENSCONNECT print and digital newsletter in Stroll promotion; Agency name listed as sponsor in official press release; clickable sponsor logo in all Chamber e-newsletters promoting the Stroll; continual and ongoing tagged mentions across all of the Chamber’s social media platforms throughout the Stroll Season; 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 39th Annual Troy Victorian Stroll Season, 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

October 14, 2021

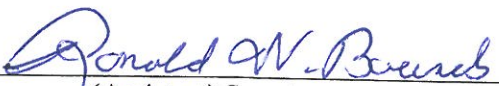
STATE OF NEW YORK)
) SS.:
COUNTY OF RENSSELAER)

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 October 14, 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 14th day of October, 2021.


(Assistant) Secretary

(SEAL)



October 6, 2021

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

Dear Bob:

Thank you for your previous support of the **Troy Victorian Stroll**. As you may know, in an effort to support the small businesses – primarily restaurant and retail, which were disproportionately impacted by the pandemic - and keeping in mind the health and safety of our community, we will be transforming the one-day event of the Stroll into the “**Troy Victorian Stroll Season**” yet again in 2021, beginning on Sunday December 5.

The Annual Troy Victorian Stroll is administered by the Rensselaer County Regional Chamber of Commerce and is **funded entirely by the generous support of corporate and citizen contributions**. Through this community support, the Stroll has been able to support downtown Troy businesses in having a successful holiday season. Our goal with the 39th Annual Stroll Season is to advertise and attract visitors to Troy for the entire month of December to support and sustain our downtown businesses, all while set in a festive, holiday atmosphere. Stroll Season will have something for everyone to enjoy.

A financial contribution is one of the many ways to contribute to the Stroll's success. As a key stakeholder in the City of Troy and your commitment to its economic success, I look to you to help make sure this beloved tradition is supported. ***I am reaching out for support in the amount of \$3,500***, which will be applied directly to the operating budget to ensure this year's Stroll Season is another memorable experience for the community to enjoy.

If you have any questions, please feel free to contact me directly at 518.687.1249 or by email at kmanley@renscochamber.com. Thank you for your consideration of this request.

Sincerely,

Kate Manley
President