

**RESOLUTION AUTHORIZING PARTICIPATION IN  
THE 2025 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 43<sup>rd</sup> Annual Troy Victorian Stroll Season, which will commence on Sunday, December 7, 2025; 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 and Stroll websites; Agency logo included on all print and digital newsletter in Stroll promotion; Agency name listed as sponsor in official press release; continual and ongoing tagged mentions across all of the Chamber’s social media platforms throughout the Stroll Season; Company thank you basket filled with items related to The Stroll; 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 43<sup>rd</sup> Annual Troy Victorian Stroll Season, at a cost not to exceed Four Thousand Five Hundred Dollars (\$4,500.00), 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: 4**

**Nays: 0**

**Abstain: 1**

**November 13, 2025**

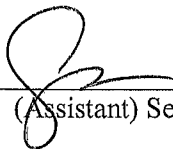
STATE OF NEW YORK            )  
  ) SS.:  
COUNTY OF RENSSELAER        )

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 13, 2025 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.

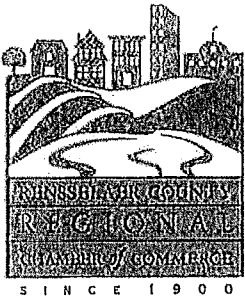
I FURTHER CERTIFY that (A) all members of the Agency had due notice of said meeting; (B) said meeting was in all respects duly held; (C) pursuant to Article 7 of the Public Officers Law (the "Open Meetings Law"), said meeting was open to the general public, and due notice of the time and place of said 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 13<sup>th</sup> day of November, 2025.

  
\_\_\_\_\_  
(Assistant) Secretary

(SEAL)



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November 12, 2025

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

Dear Mr. Pasinella,

On behalf of the Chamber's Board of Directors and membership, thank you for your continued partnership.

Attached is a list of the benefits for partnering with our Chamber to produce and promote the Troy Victorian Stroll for 2025. As you know, our events strive to increase business and economic development and networking opportunities within the region and we would welcome the opportunity to host you and your guests at the events.

<u>Event</u>	<u>Total</u>
Troy Victorian Stroll Partnership	\$4,500.00

The Chamber is happy to be of assistance and partner with you in any way we can. If you have any questions or would like additional information please don't hesitate to contact me directly at 518.857.5100. Please note, payments are due 15 days prior to the event. Thank you and we look forward to working with you in 2026.

Sincerely,

Norris A. Pearson  
President

\_\_\_\_ Partnership approved without changes

Robert Pasinella / Date  
Director, Economic Development & Planning

## **Gold Partner - \$4,500**

As a Gold Partner of the event, you will receive.

1. Your company logo on the Chamber and Victorian Stroll websites linked to your website.
2. Company spotlight on the Victorian Stroll and or Chamber Social Media pages/accounts.
3. Your company logo included on all print and digital advertising upon completion of partnership agreement.
4. Banner/signage placement in designated areas during the Stroll.
5. Table/Booth opportunity during the Stroll to promote the County IDA.
6. Logo on our CDTA Bus Tail advertisements leading up to the Stroll.
7. Logo placement on Lamar Billboards throughout the Capital Region.
8. Company specific Radio Shoutouts on our radio advertisements.
9. Advertising through the Chamber email network.
10. Company thank you basket filled with items related to The Stroll.
11. Marketing Completion Report available after the Stroll.