

# Warren County Board of Supervisors

## RESOLUTION NO. 272 OF 2016

**Resolution introduced by Supervisors Merlino, Dickinson, Conover, Seeber, Simpson, Strough, Wood, Beaty, Frasier, Vanselow and Leggett**

**AUTHORIZING AGREEMENT WITH THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE TO PROVIDE MANAGEMENT OF FESTIVAL COMMONS WEBSITE AND SOCIAL MEDIA AND TO PROVIDE DEVELOPMENT, MARKETING, AND PROMOTIONAL SERVICES FOR THE FESTIVAL COMMONS**

WHEREAS, Warren County currently has an agreement with the Lake George Regional Chamber of Commerce (“Lake George Chamber”) for sales, special event, convention agency, and association services for the Warren County Tourism Department, which includes development and marketing of community and business resources, development of sales and marketing campaigns to recruit new convention and special events, organizing and hosting event and convention planners, solicitation of requests for proposals, marketing and promotion of new and existing events, development of sales action plans specific to the Festival Commons, development and maintenance of convention and special events calendars and websites, creating and distributing marketing materials, facilitating inter-municipal communication, and communication between County departments, and management of reports and statistical information and attendance at meetings with tourism professionals; and

WHEREAS, Warren County has recently completed construction of the Festival Commons, a 2.5 acre Open-Space event venue; and

WHEREAS, the Lake George Chamber is requesting an additional agreement with Warren County to provide daily management of the Festival Commons website which would include daily management of the Festival Commons website, management of the Festival Commons social media sites, creation of content for the Festival Commons website and social media sites, design of press materials, design and development of marketing and advertising materials, and promotion of the Festival Commons and events actually taking place at the Festival Commons, and now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chairman of the Board to enter into an additional agreement with the Lake George Chamber, in a form approved by the County Attorney, to provide daily management of the Festival Commons website, and social media, and to provide development, marketing and promotional services for the Festival Commons, commencing June 1, 2016 and terminating December 31, 2016 for an amount not to exceed Five Thousand Dollars (\$5,000), to be funded from Budget Code A.6417 470, Tourism-Occupancy, Contract.