

**Pledging Matching Funds - "I Love New York" Promotion**

The Ways and Means Committee (Chairman Lomita and Legislators Bartels, Berardi, Gregorius, Provenzano, Zimet, Cummings, Gerentine and Noonan) offers the following:

WHEREAS, the "I Love New York" Matching Funds Local Assistance to the County's Program has been reinstated for the 2007 - 2008 tourism year, and

WHEREAS, the Ulster County Tourism Office has participated with the State Department of Economic Development, Division of Tourism, in their Matching Funds Local Assistance Program for the last twenty years, and

WHEREAS, the Ulster County Tourism Office will be applying for between \$30,000.00 to \$500,000.00 in matching funds for the 2007 – 2008 year, and

WHEREAS, it is the private sector's expressed intent to continue in its support of the Matching Funds Program, and

WHEREAS, the Matching Funds Cooperative Advertising effort is vital to the continuing growth of tourism in Ulster County, and

WHEREAS, the Ways and Means Committee has met and reviewed said request with a majority of the members voting approval.

RESOLVED, that Ulster County pledges to match no more than \$500,000.00 and no less that \$30,000.00 for the 2007 - 2008 Matching Funds Program above described, and

FURTHER RESOLVED, that Ulster County reserves the right to accept or not accept the funds,

and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 32                      NOES: 0  
(Absent: Legislator Felicello)

FINANCIAL IMPACT:  
AS APPROPRIATED IN THE 2007 ULSTER COUNTY BUDGET  
0128