

Warren County Board of Supervisors

RESOLUTION NO. 101 OF 2017

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, STROUGH, FRASIER, LEGGETT, VANSELOW, SEEBER, MONTESI, MACDONALD, GERAGHTY AND HYDE

AUTHORIZING AGREEMENT WITH GREAT ESCAPE THEME PARK LP FOR COOPERATIVE ADVERTISING

WHEREAS, the Great Escape Theme Park LP has proposed a cooperative agreement with Warren County for the purpose of creating and publishing a dynamic advertising campaign that would include development of a television commercial featuring The Great Escape as an anchor attraction for the Lake George and Warren County region together with appropriate complimentary digital advertising, and

WHEREAS, the Great Escape will develop and publish the campaign, with the cost of development being paid by the Great Escape and the cost of publication being paid by Warren County, and

WHEREAS, the Director of Tourism has requested that the County enter into an agreement with Great Escape Theme Park, LP to develop and execute a cooperative advertising campaign promoting the Great Escape, the Lake George region and Warren County to run for six (6) weeks from June 12, 2017 through July 24, 2017, now, therefore be it,

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chairman of the Board of Supervisors to execute an agreement with the Great Escape Theme Park LP to create, design, plan and execute a custom awareness advertising campaign as presented, or of equal value, saturation and scope to include Warren County's contribution for placement of the advertising campaign for a term commencing March 17, 2017 and terminating upon completion of the campaign, for an amount not to exceed One Hundred Fifty Thousand Dollars (\$150,000) to be paid upon completion of various aspects, and in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from A.6417 480.06, Tourism Occupancy, Enhanced Promotion.