



TO: County Executive Daniel McCoy

FR: Jill Delaney, President & CEO Discover Albany

RE: 2021 I Love NY Matching Grant for Tourism Marketing

DATE: September 16, 2020

As the state designated Tourism Promotion Agency (TPA) for Albany County, the Albany County Convention & Visitors Bureau (dba Discover Albany) is required to obtain a resolution from the Albany County Legislature in order to accept the marketing matching funds grant annually from ILNY. I have attached a copy of a prior resolution from the Legislature for your convenience. I usually attend a fall (October) meeting of the Audit & Finance Committee to review the results of the marketing work achieved in the current year and for their approval to take the issue to the full legislature. Obviously this year is very different, and we are not even guaranteed that the Matching Funds program will be funded for 2021, but we are making every effort to be prepared.

As always, the grant is matched from the general fund of the Convention & Visitors Bureau and is therefore cost neutral to the County. Based on prior years the grant amount has been in the range of \$65,000-\$70,000. Therefore, accepting the grant allows the CVB to double the award to increase funding of marketing programs in the approved categories of the grant.

I would like to request to have this item put on an upcoming Audit & Finance Committee Agenda for review. Mike McLaughlin advised that you could assist with that request. Please advise me of any further actions I should take.

Enclosure