



TO: County Executive Daniel McCoy

FR: Jill Delaney, President Discover Albany

RE: 2023 I Love NY Matching Grant for tourism marketing

DATE: September 16, 2022

As the state designated Tourism Promotion Agency (TPA) for Albany County, Discover Albany (the Albany County Convention & Visitors Bureau) 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 the resolution from the prior year. Typically, I have attended 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.

The grant is cost neutral to the County as it is matched from the general fund of the Convention & Visitors Bureau. While we have not been advised of the actual amount of the grant award, based on prior years and the total amount allocated to the program, we anticipate the amount to be in the \$50,000 range for 2023. Therefore, accepting the grant allows the CVB to double the value of approximately \$50,000 of our existing marketing funding for programs in the approved categories of the grant.

One change we can make this year is to extend the term of the resolution beyond one year, as Empire State Development has re-interpreted the law which will allow for multi-year resolutions to apply so long as the County Executive supplies a letter annually confirming the resolution is still in place and that Discover Albany is still the designated TPA. This will eliminate the need to repeat this process annually, freeing up time on the busy legislative agenda.

I would like to request to have this item put on the October 27 Audit & Finance Committee Agenda for review. Please advise me of any further actions I should take.

Enclosure