

Administrator

RESOLUTION AUTHORIZING THE EXECUTION OF AN AGREEMENT
BETWEEN THE COUNTY OF MONMOUTH AND TOWNSQUARE MEDIA FOR
TOURISM ADVERTISING CAMPAIGN FOR THE MONMOUTH COUNTY
DIVISION OF TOURISM

WHEREAS, the Monmouth County Division of Tourism desires to advertise on Townsquare Media radio and online outlets in order to bring awareness of Monmouth County as a travel destination; and

WHEREAS, more than 8.6 million people visited Monmouth County in 2018, spending over \$2.5 billion dollars; and

WHEREAS, the Division of Tourism desires to continue promoting the region as a viable vacation destination; and

WHEREAS, the Division of Tourism obtained a proposal from Townsquare Media for a 4-month advertising campaign, at the total cost of Thirty-Five Thousand (\$35,000.00) Dollars.

NOW, THEREFORE, BE IT RESOLVED by the Board of Chosen Freeholders of the County of Monmouth that the County is hereby authorized to enter into an agreement with Townsquare Media for a 4-month advertising campaign in the amount of Thirty-Five Thousand (\$35,000.00) Dollars.

BE IT FURTHER RESOLVED that the Freeholder Director, or his designee, and the Clerk of the Board are hereby authorized to execute any documents necessary to effectuate the full intent and purpose of this resolution.

BE IT FURTHER RESOLVED that this resolution is subject to the filing of a certification(s) by the Chief Financial

Officer, stating that funds are available in the 2020 budget, in the following line item and amount:

| <u>LINE ITEM</u> | <u>AMOUNT</u> |
|---------------------|---------------|
| G-02-41-841-200-360 | \$35,000.00 |

BE IT FURTHER RESOLVED that the Clerk shall forward a certified copy of this resolution to the County Administrator; the Office of County Counsel and to the Director of Monmouth County Tourism.

Pursuant to N.J.S.A. 40A:4-57, N.J.A.C. 5:34-5 and any other applicable requirement, I, CRAIG R. MARSHALL, Director of Finance of the County of Monmouth hereby certify that there are available sufficient uncommitted appropriations in the 2020 County Budget to award a contract in the sum of \$35,000.00 with:

Townsquare Media

for:

Authorizing the execution of an
agreement for Tourism advertising
campaign for the Monmouth County
Division of Tourism.

in appropriation(s) as follows:


G-02-41-841-200-360

Contract Period:

Contract Amount: \$35,000.00

Amount Certified: \$35,000.00

Date: February 13, 2020


CRAIG R. MARSHALL
DIRECTOR OF FINANCE