

Intro No. 40A  
Date 9/19/24  
Reviewed by CDS  
Co. Attorney  
Date 9/11/24

**RESOLUTION**  
**BROOME COUNTY LEGISLATURE**  
BINGHAMTON, NEW YORK

**Sponsored by:** Public Works & Transportation and Finance Committees

**RESOLUTION AUTHORIZING AMENDMENT TO THE AGREEMENT WITH ADVANCE MEDIA NEW YORK D/B/A ADVANCE AVIATION, FOR AIRPORT MARKETING CONSULTANT SERVICES FOR THE DEPARTMENT OF AVIATION FOR 2024**

WHEREAS, this County Legislature, by Resolution 537 of 2021 authorized an agreement with Advance Media New York d/b/a Advance Aviation, for airport marketing consultant services for the Department of Aviation at a cost not to exceed \$50,000 for the period January 1, 2022 through December 31, 2022, with the option for three (3) one-year renewals under the same terms and conditions, and

WHEREAS, said services are necessary to provide marketing, branding, and communication services including, but not limited to, comprehensive and strategic long-term planning, graphic artwork, media buys, campaign development, website innovation, social media, and other electronic advertising, and

WHEREAS, it is necessary to authorize the amendment of said agreement to increase the not to exceed amount by \$120,000 for the period January 1, 2024 through December 31, 2024, now, therefore, be it

RESOLVED, that this County Legislature hereby authorizes an amendment to the agreement with Advance Media New York, d/b/a Advance Aviation, 200 South Warren Street, Syracuse, New York 13202 to increase the not to exceed amount by \$120,000 for airport marketing services for the Department of Aviation for the period January 1, 2024 through December 31, 2024, and be it

FURTHER RESOLVED, that this County Legislature hereby authorizes and accepts \$60,000 from the Industrial Development Agency, 5 South College Drive, Suite 201, Binghamton, New York 13905 for airport marketing services for the Department of Aviation for the period January 1, 2024 through December 31, 2024, and be it

FURTHER RESOLVED, that said revenue will be credited to budget line 28010005.5000531.2010, and be it

FURTHER RESOLVED, that the payments hereinabove authorized shall be made from budget line 28010005.6004137.2010 (Advertising and Promotion), and be it

FURTHER RESOLVED, that Resolution 537 of 2021, to the extent consistent herewith, shall remain in full force and effect, and be it

FURTHER RESOLVED, that the County Executive or his duly authorized representative is hereby empowered to execute any such agreements, documents, or papers, approved as to form by the Department of Law, as may be necessary to implement the intent and purpose of this Resolution.