

ST. LAWRENCE COUNTY INDUSTRIAL DEVELOPMENT AGENCY

Resolution No. IDA-23-02-02

February 28, 2023

AUTHORIZING A COMMITMENT OF FUNDS TO THE DRUM COUNTRY BUSINESS REGIONAL MARKETING INITIATIVE

WHEREAS, since 2007, the St. Lawrence County Industrial Development Agency (the “SLCIDA”), the Fort Drum Regional Liaison Organization, the Development Authority of the North Country, the Jefferson County Local Development Corporation and the Lewis County Office of Economic Development and Planning (the “Partnering Agencies”) have partnered to undertake a regional marketing initiative (“Drum Country Business Regional Marketing Initiative”) for business attraction purposes, and

WHEREAS, the Partnering Agencies each have committed \$5,000 annually to the marketing campaign known as Drum Country Business for the purposes of promoting the region to site selectors and developers; the primary people responsible for locating businesses, as well as new residents to start and support businesses and to add to the regional workforce, and

WHEREAS, the Partnering Agencies have identified additional tasks it must undertake to continue to move this initiative forward; and

WHEREAS, the most effective and efficient way to continue to move this regional marketing initiative forward is by a Memorandum of Understanding (attached); and

WHEREAS, the Participating Economic Development Agencies have each agreed to commit another \$5,000 for the 2023, 2024 and 2025 calendar years to extend the Drum Country Business Regional Marketing Initiative: and

NOW, THEREFORE, BE IT RESOLVED by the St. Lawrence County Industrial Development Agency the following:

1. This initiative will work to further the mission of the SLCIDA, and
2. SLCIDA commits \$5,000.00 annually for the 2023, 2024 and 2025 calendar years, and
3. SLCIDA authorizes its Chief Executive Officer to execute and deliver any and all documents required to affect the transactions contemplated by this resolution.

Move:	Morrill			
Second:	Reagan			
VOTE	AYE	NAY	ABSTAIN	ABSENT
Blevins				X
Hall			X	
LaBaff				X
McMahon	X			
Morrill	X			
Reagan	X			
Staples				x

I HEREBY CERTIFY that I have compared this copy of this Resolution with the original record in this office, and that the same is a correct transcript thereof and of the whole of said original record.

/s/ _____

Lori Sibley
February 28, 2023

“DRUM COUNTRY NY”
Regional Marketing Initiative

Memorandum of Understanding

I. Background: In 2007, the Fort Drum Regional Liaison Organization, Development Authority of the North Country, St. Lawrence County Industrial Development Agency, Jefferson County Local Development Corporation, and the Lewis County Economic Development/IDA [hereinafter collectively referred to as the “Partnering Agencies”], entered into a Memorandum of Understanding each committing to contribute \$5,000 annually to undertake a unique three-county regional marketing initiative known as Drum Country Business. In 2019, the IP address for Drum Country Business was sold and a new brand was created, Drum Country NY.

Drum Country NY is a three-county marketing initiative to attract businesses to the region recognizing Fort Drum as the economic impetus. The primary focus of this marketing campaign is on promoting the region to site selectors and developers; the primary people responsible for locating businesses. To accomplish this, the Partnering Agencies have met regularly; leveraged their financial contributions with private funds from National Grid; and have engaged a highly respected marketing firm to further this marketing initiative. To date, the Partnering Agencies have:

1. Developed the brand, Drum Country NY, and the associated website, www.drumcountryny.com.
2. Updated logo, website, and branding. Created marketing banners.
3. Attended national trade shows on behalf of Drum Country NY.
4. Social media and digital marketing campaign to promote three-county region, targeted marketing effort to Soldier and families and veterans to grow economic activity in three counties.

The Partnering Agencies have identified additional tasks it must undertake to move this initiative forward. The list is not limited to these tasks alone.

1. Continue to advertise and market the region externally to site selectors, CEOs, and developers to attract workforce and businesses.
2. Continue to promote the campaign within the three counties to increase awareness and usage of the materials, and to grow economic activity.
3. Continue to enhance the Drum Country NY website to be a regional asset for attracting/retaining workers and business to the region.
3. Work with Empire State Development, National Grid, and others to utilize resources to attract businesses to Drum Country.

The most effective and efficient way to continue to move this regional marketing initiative forward is by a Memorandum of Understanding with the Partnering Agencies.

- II. Statement of Understanding: In order to continue the Drum Country NY Marketing Initiative, the parties agree as follows:
1. The Chief Executive Officers (or equivalent), or their designees, of the St. Lawrence County Industrial Development Agency, the Lewis County Office of Economic Development, the Jefferson County Local Development Corporation, the Development Authority of the North Country, and the Fort Drum Regional Liaison Organization shall comprise the Committee.
 2. All members of the Committee will participate. It is agreed that initial prospectus and lead management will emphasize the three County region, not individual counties or municipalities inside the region. Initial lead management will be undertaken by the Development Authority of the North Country on behalf of Partnering Agencies.
 3. Each Partnering Agency (DANC, JCLDC, SLCIDA, and LCIDA) will obtain a commitment of \$5,000 annually for the 2023, 2024 and 2025 calendar years, to be paid no later than February 15 to the FDRLO. The intent of this agreement is to extend the Drum Country NY Regional Marketing Initiative an additional three years.
 4. The FDRLO will be the administrative partner in the effort. All funding arrangements between the Partnering Agencies, and the Partnering Agencies and any vendors or consultants will be managed by FDRLO, unless otherwise agreed upon by the Committee.
 5. The marketing tasks and strategies undertaken by the Committee will be agreed upon by the members of the Committee by general consensus or a simple majority vote as required.
 6. The Committee utilizes professional marketing services to develop the Drum Country NY Marketing Initiative and intends, to the extent possible, to continue to use these services to maximize the results of the initiative.
 7. It is the intent of the Partnering Agencies to leverage local annual funding commitments with outside grants or other public dollars to maximize the results of the Drum Country NY Marketing Initiative.
 8. Additional Partners may be added to the Committee upon a majority vote by the Partnering Agencies to this Agreement.
 9. A report will be provided annually to the Partnering Agencies on the accomplishments of the initiative during the year. The first report will be due to partners no later than 30 days after the calendar year end, 12/31.

Jefferson County Local Development
Corporation

St. Lawrence County Industrial
Development Agency

Lewis County IDA

Development Authority of the North
Country