

## **RESOLUTION NO. 247**

### **DIRECTING THE DIVISION OF INFORMATION SERVICES TO DEVELOP A PROGRAM FOR PAID SPONSORSHIP OPPORTUNITIES ON THE COUNTY WEBSITE**

Introduced: 7/8/13

By Messrs. Clenahan, Beston, Bullock, Clay, Commisso, Corcoran, Cotrofeld, Ethier, Feeney, Ms. Kinsch, Mr. Mackey, Ms. Maffia-Tobler, Mr. Mayo, Ms. McKnight, Messrs. Morse, Nichols, O'Brien, Reilly, Simpson and Ward:

WHEREAS, Albany County is facing budget concerns for the foreseeable future and needs to consider new ideas for revenue generation to address these concerns and reduce the burden on County taxpayers, and

WHEREAS, Albany County residents and businesses use the County website to access news, information, documents and to obtain services, and

WHEREAS, Albany County should establish a program to sell sponsorship opportunities on the County website as a recurring revenue stream, now, therefore be it

RESOLVED, That the Albany County Division of Information Services is hereby authorized, empowered and directed to develop a program for paid sponsorship opportunities on the County website, and, be it further

RESOLVED, That the Division of Information Services is further directed to develop all rules and regulations for this program to govern the process for becoming a sponsor, the type of sponsorships which will be accepted, and who may sponsor the Albany County website, and, be it further

RESOLVED, That the Division of Information Services shall submit the proposed sponsorship program, rules and regulations to the County Legislature for approval prior to implementing same, and, be it further

RESOLVED, Any sponsorship of the County website pursuant to this program must be accompanied by an express statement that the sponsorship does not constitute an express or implied endorsement of the sponsoring entity by the County, and, be it further

RESOLVED, Any revenue generated from this program will be used to offset the County tax burden on County taxpayers.

RESOLVED, That the Clerk of the County Legislature is directed to forward certified copies of this resolution to the appropriate County Officials.

*Referred to Law Committee. 7/8/13*