

COUNCIL RESOLUTION #88 OF 2021

**AUTHORIZING A 2021 CONSOLIDATED FUNDING APPLICATION
(CFA) FOR A MARKET NY GRANT FOR THE NYS EQUAL RIGHTS
HERITAGE CENTER**

By Councilor Giannettino

July 15, 2021

WHEREAS, the NYS Equal Rights Heritage Center (NYS ERHC) opened in November of 2018 at 25 South Street in downtown Auburn, owned and operated by the City of Auburn in partnership with the Auburn Downtown Business Improvement District; and

WHEREAS, the NYS ERHC is a heritage-tourism promotion center that highlights the pioneering role that the people of our State have played in the ongoing quest for Equal Rights and is a vivid and immersive space that inspires visitors and motivates them to explore Auburn, the region and the State by visiting the historic and cultural attractions throughout the State where the fight for equal rights becomes tangible; and

WHEREAS, the NYS ERHC centralizes several tourism industry organizations and programs into its facility including: the City of Auburn's Historic and Cultural Sites Commission; the Auburn Downtown Business Improvement District; The Cayuga County Office of Tourism; an I Love NY Equal Rights Heritage promotion exhibition; a Taste NY Market; and, a local and regional Visitor Information Center; and,

WHEREAS, the 2021 New York State Consolidated Funding Application (CFA) has released a request for proposals for the Empire State Development's Market NY program for which municipalities are eligible to apply; and

WHEREAS, to maximize the potential of the NYS ERHC project and to assist the ERHC and our City's other tourist sites to make a full recovery from the coronavirus pandemic shut downs the City of Auburn has initiated new tourist marketing initiatives and seeks to expand and continue these initiatives in the coming years of 2022 and 2023; and

WHEREAS, the City of Auburn's NYS ERHC marketing initiative project aligns with the Central New York Regional Economic Development Council's *Five-Year Strategic Plan: 2012-2016* priority goal to support the growth of a diverse economic base that will provide employment opportunities for a broad cross section of citizens across the five county region; and

WHEREAS, the City of Auburn is requesting \$300,000 in funding assistance from NYS Empire State Development's Market NY program to continue to develop and implement the marketing initiative for the NYS ERHC, and will make available the required local match of 25%, or \$100,000. of the total program budget from the City General Fund to be paid for utilizing funds from the American Rescue Plan Act funding received from the Federal government to speed the recovery of Tourism, Travel and Hospitality Sectors from the pandemic; and

WHEREAS, the City of Auburn does not currently have the funding to pay for 100% of the Market NY marketing initiative for the NYS ERHC and it is necessary to obtain New York State funding assistance for the project.

City of Auburn, New York

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Auburn, New York:

1. That the Mayor, or appointed designee, is authorized to submit all documents required for the Grant application under the 2021 CFA to implement a Market NY marketing initiative for the NYS ERHC in an amount estimated at \$400,000. in total project costs; and
2. Upon award notification, that the Mayor, or appointed designee, is also authorized, to execute the grant assistance contract, submit project documentation, and otherwise act for the Municipality's governing body in all matters related to the project and state assistance; and
3. Upon award notification, that the City Comptroller is authorized to recognize grant revenue, if awarded, and to appropriate the funds into the designated departmental or capital account(s); and
4. Upon award notification, that the City Comptroller is authorized to transfer the local cash match in the amount of \$100,000 from the American Rescue Plan Capital Account HA8760.440.ARP; and
5. That this resolution shall take effect immediately upon its adoption.

Seconded by Councilor McCormick

	Ayes	Noes	Excused
Councilor McCormick	X		
Councilor Giannettino	X		
Councilor Cuddy	X		
Councilor Locastro	X		
Mayor Quill	X		
Carried and Adopted	X		

City of Auburn, New York

STATE OF NEW YORK)
) SS.:
COUNTY OF CAYUGA)

I, CHARLES MASON, Clerk of the City of Auburn, Cayuga County, New York (the “City”), DO HEREBY CERTIFY:

That I have compared the annexed abstract of the minutes of the meeting of the Council of the City (the “Council”), held on the 15th day of July, 2021, including the Council Resolution #88 of 2021 contained therein, with the original thereof on file in my office, and the attached is a true and correct copy of said original and of the whole of said original so far as the same relates to the subject matters therein referred to.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the City this 19th day of July, 2021.

A handwritten signature in black ink, appearing to read 'C. Mason', with a long horizontal flourish extending to the right.

Charles Mason, Clerk
City of Auburn, Cayuga County, New York