

ST. LAWRENCE COUNTY INDUSTRIAL DEVELOPMENT AGENCY  
 Resolution No. 10-10-33  
 October 26, 2010

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

**WHEREAS**, in February 2007 the Fort Drum Regional Liaison Organization (“FDRLO”) prepared and published a gap analysis to identify industries that would benefit from Fort Drum’s presence and mission in the region and/or utilize the workforce that Fort Drum provides, and

**WHEREAS**, the partners in the initiative (the St. Lawrence and Jefferson County Industrial Development Agencies, the Lewis County Office of Economic Development and the Development Authority of the North Country have provided \$5,000 per year for the past three years, and

**WHEREAS**, this funding has leveraged an additional \$40,000 in funding from National Grid and New York State, and

**WHEREAS**, the brand “Drum Country Business” has been developed and a regional marketing prospectus and website are being developed, and

**WHEREAS**, the long term goal of the initiative is to promote the Drum Country region to Site Selectors and industries in order to attract new businesses, jobs and investment to the region,

**NOW THEREFORE BE IT RESOLVED** that the St. Lawrence County Industrial Development Agency will provide an additional \$5,000 to continue this initiative as outlined in the attached Drum Country Business Regional Marketing Initiative Memorandum of Understanding, and

**NOW THEREFORE BE IT RESOLVED** that the St. Lawrence County Industrial Development Agency officers and staff are each hereby designated, authorized, empowered and directed to execute and deliver any and all agreements and other documents required to effect the transactions contemplated by this resolution.

Move:	Weekes			
Second:	Peck			
<b>VOTE</b>	<b>AYE</b>	<b>NAY</b>	<b>ABSTAIN</b>	<b>ABSENT</b>
Blevins				X
Hall	X			
LaBaff	X			
McMahon	X			
Peck	X			
Staples	X			
Weekes	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/

Natalie A. Sweatland  
 10/26/2010

# “DRUM COUNTRY BUSINESS”

## Regional Marketing Initiative

### Memorandum of Understanding

- I. Background: Over the past three years, area economic development agencies from the three County region, representing Jefferson, St. Lawrence and Lewis Counties, have worked collaboratively to undertake a Regional Marketing Initiative for business attraction purposes. Representatives from the Fort Drum Regional Liaison Organization (FDRLO), Development Authority of the North Country (DANC), St. Lawrence County Industrial Development Agency (SLCIDA), Jefferson County Job Development Corporation (JCJDC) and Lewis County Office of Planning and Economic Development (LCOED), have named this marketing initiative, “Drum Country Business.”

The Partnering Agencies previously agreed that the Drum Country Business marketing Initiative should include the following lists of tasks:

1. Development of collateral material for marketing the region to business prospects;
  2. Select targeted industries for business attraction;
  3. Develop industry prospectus for selected target industries;
  4. Design and develop a “Drum Country Business” website;
  5. Develop a regional marketing plan and strategy for implementation with periodic review and modification;
  6. Trademark “Drum Country Business” for long-term use in the region through the Development Authority of the North Country.
- II. Statement of Understanding: In order to continue the Drum Country Business Marketing Initiative, the parties agree as follows:
1. The Committee shall be comprised of 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 Job Development Corporation, the Development Authority of the North Country, and the Fort Drum Regional Liaison Organization.
  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 the Committee.
  3. Each Participating Economic Development Agency (DANC, JCJDC, SLCIDA and LCOED) will obtain a commitment of \$5,000 for the 2011 calendar year, to be paid no later than February 15, 2011 to the FDRLO. The intent of this agreement is to extend the Drum Country Business Regional Marketing Initiative an additional three years. The participating economic development agencies will agree at a later date what the appropriate annual contribution will be for the subsequent two years.
  4. If such funding is not forthcoming from any participating economic development agency, they will cease to be a participant on the Committee.
  5. The FDRLO will be the administrative partner in the effort. All funding arrangements between the Committee and its members, and the Committee and any vendors or consultants will be managed by the FDRLO, unless otherwise agreed upon by the Committee.
  6. 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.
  7. The Committee utilized professional marketing services to develop the Drum Country Business Marketing Initiative and intends, to the extent possible, continue to use these services to maximize the results of the initiative.
  8. 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 Business Marketing Initiative.

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Fort Drum Regional Liaison Organization

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Jefferson County  
Job Development Corporation

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St. Lawrence County  
Industrial Development Agency

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Lewis County  
Office of Economic Development

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Development Authority of  
the North Country