

FOR CONSIDERATION

November 19, 2009

TO: The Directors

FROM: Dennis M. Mullen

SUBJECT: New York – Agreement with Heather Hitchens for Cultural Tourism Consulting Services

REQUEST FOR: Authorization to Amend Agreement with Heather Hitchens, Executive Director, NY State Council for the Arts, to Provide ESD with Cultural Tourism Expertise; Authorization to Take Related Actions

Background

In 2007, ESDC retained Heather A. Hitchens, the State’s Executive Director of the Council for the Arts (“Consultant” or “Ms. Hitchens”) to provide ESD with cultural tourism expertise and to assist in the development of ESD’s tourism marketing strategy and the execution of the I Love NY (ILNY) program, for an annual amount not to exceed \$25,200 (the “Agreement”). In her capacity as the State’s Executive Director of the Council for the Arts, Ms. Hitchens is uniquely qualified to provide this assistance, employing the broad knowledge base gained in that role to ESD’s tourism marketing, cultural tourism and ILNY efforts.

Consultant has worked closely with ESD’s Director of Tourism & Marketing in this effort for the past two years. Consultant’s responsibilities pursuant to the Agreement involve meeting and conferring regularly with ESD leadership on Cultural Tourism issues, serving as ESD’s lead Cultural Tourism expert to participate in the development of tourism marketing strategies and execution of the ILNY program, developing and maintaining relationships on behalf of ESD with the diversity of local and regional arts and cultural tourism organizations across the State, managing the inventory of major cultural tourism assets across the state for use in ILNY marketing programs and initiatives; identifying areas to promote tourism for New York State using arts and cultural attractions as the anchor for overnight and extended-stay trips to targeting audiences, and identifying funding opportunities and revenue opportunities to further promote and support marketing for Cultural Tourism. Staff is desirous of continuing to utilize Consultant’s assistance with these matters by amending the Agreement.

Request

It is requested that the Directors authorize the proposed amendment of the Agreement with Ms. Hitchens, for an amount not to exceed \$25,200 for consulting services as set forth above.

Recommendation

Staff recommends that the Directors authorize and approve the requested actions.

November 19, 2009

Empire State Development Corporation – Authorization to Amend Agreement with Heather Hitchens, Executive Director, NY State Council for the Arts, to Provide ESD with Cultural Tourism Expertise; and Authorization to Take Related Actions

RESOLVED, that on the basis of the materials presented to this meeting, a copy of which is hereby ordered filed with the records of the Corporation (the “Materials”), relating to the Agreement with Heather Hitchens for Cultural Tourism Consulting Services, the Corporation be, and it hereby is, authorized to execute an amendment to the Agreement, on the terms set forth in the Materials; and be it further

RESOLVED, that the Chief Executive Officer-Designate or his designee(s) be, and each of them hereby is, authorized and directed, in the name and on behalf of the Corporation, to execute and deliver any and all documents and take all such actions as may be necessary or proper to effectuate the foregoing.

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