

# **Buffalo County Resolution**



**Drafted By:**  
Sonya J. Hansen  
**Presented Month/Year:**  
May 2016  
**Involved Committees:**  
Economic Development  
Finance

**County Department:**  
Administration  
**Fiscal Impact:** YES / NO  
**AC Approved:** YES / NO

## **RESOLUTION # 16-05-04**

### **A RESOLUTION TO SUPPORT DISCOVER WISCONSIN PROMOTION OF BUFFALO COUNTY**

WHEREAS, the Buffalo County Economic Development Committee has been established to act as an advisory body to the County Board of Supervisor to address issues common to the County's economic vitality and viability for future generations; and,

WHEREAS, the Buffalo County Economic Development Committee has reviewed the proposal from Discover Wisconsin to promote and educate the public about water trail activities available to local communities and outside visitors along the Wisconsin river communities in Buffalo County; and,

WHEREAS, Discover Wisconsin increases the ability to raise awareness to recreational activities to a wider network and create more financial resources from sales which can then come back to the communities; and,

WHEREAS, the promotion of water trail activities supports the Comprehensive Outdoor Recreation Plan adopted by the County Board of Supervisors; and,

WHEREAS, the Buffalo County Economic Development Committee recommends the appointment of a task force group to work with other community partners to develop the program content used by Discover Wisconsin and solicit donations to offset the cost to the County; and,

WHEREAS, the Buffalo County Economic Development Committee further recommends using up to \$11,000 from the General Fund as requested by Discover Wisconsin to promote Buffalo County through television, social media, radio and their website; and,

WHEREAS, any donations received from other community partners will be reimbursed to Buffalo County and repaid to the General Fund account.

NOW, THEREFORE BE IT RESOLVED, that the Buffalo County Board of Supervisors hereby authorizes up to \$11,000 from the General Fund to fund the Discover Wisconsin promotion and create a task force to work with community partners to develop content and solicit donations to offset the cost to the County to be reapplied to the General Fund account.

Adopted at a duly called and noticed meeting of the Buffalo County Board of Supervisors on the \_\_\_\_\_ day of \_\_\_\_\_, 2016.

Adopted at a duly called and noticed meeting of the Buffalo County Board of Supervisors on the \_\_\_\_\_ day of \_\_\_\_\_, 2016.

Roxann M. Halverson  
County Clerk

ATTEST:

Douglas Kane  
County Board Chairperson

Respectfully Submitted:

Economic Development Committee

David Danzinger  
David Danzinger

Douglas Kane  
Douglas Kane

Mary Anne McMillan Urell  
Mary Anne McMillan Urell

Nettie Rosenow  
Nettie Rosenow

Dennis Bork  
Dennis Bork

Jefec K. Dorschner  
Jefec K. Dorschner

Respectfully Submitted:

Finance Committee

Douglas Kane  
Douglas Kane

Donald Hillert  
Donald Hillert

Larry Grisen  
Larry Grisen

Nettie Rosenow  
Nettie Rosenow

David Danzinger  
David Danzinger

**ANTICIPATED FINANCIAL IMPACT STATEMENT**

CAPX2020 expenditure of \$11,000.00