



RESOLUTION / ORDINANCE EXECUTIVE SUMMARY ADDENDUM

Title

Authorizing a Contract with Gilmore Marketing Concepts, Inc. (GMCI), for Marketing Services for the Fabulous Fox! Water Trail and Agri-tourism in Kane County

Committee Flow:

Development Committee, Finance and Budget Committee, Executive Committee, County Board

Contact:

Mark VanKerkhoff, 630.232.3451

Budget Information:

Was this item budgeted? Yes	Appropriation Amount: \$250,000
If not budgeted, explain funding source: N/A	

Summary:

This resolution will authorize a contract between Kane County and Gilmore Marketing Concepts, Inc. (GMCI), for marketing services for the Fabulous Fox! Water Trail and Agri-tourism in Kane County. Payments will be made from the Kane County Economic Development Funds (Fund 400). \$100,000 will be reimbursed by the State of Illinois through the Travel and Tourism Grant Program and by American Rescue Plan Act funds authorized by County Board Resolution #22-318: Authorizing the Use of State and Local Fiscal Recovery Funds Pursuant to the American Rescue Plan Act to fund the Fabulous Fox! Water Trail Promotion and Infrastructure Project.