

BOROUGH OF Union Dale _____
Susquehanna County, Pennsylvania

RESOLUTION NO. 01-23

AND NOW, this 2nd day of January 2022, the Borough
at a duly advertised meeting of the Union Dale Borough Council adopts the foregoing
Resolution:

WHEREAS, Susquehanna County is initiating a new direction in promoting tourism and
business development; and

WHEREAS, the need to direct utilization of financial resources generated from the hotel
tax on county specific issues is critical to our county's future; and

WHEREAS, the Tourism and business development efforts will focus directly on
utilizing targeted financial resources to "improve and develop" Susquehanna County's
perception as a dynamic place to work, live and visit; and

WHEREAS, Susquehanna County desires to plan, develop and promote a new
tourism/business development strategy and establish an organization to implement the plan's
objectives. This initiative is targeted to greatly increase business development, marketing and
promotion, tourism program efficiencies, and greater availability of grants that impact our county
tourism partners and visitors; and

WHEREFORE, Susquehanna County's goal is to promote all Susquehanna County
businesses while developing a County specific image to improve tourism and measurable
economic benefits.

**NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL MEMBERS OF THIS
BOROUGH AS FOLLOWS:**

1. Susquehanna County shall initiate a new direction in promoting tourism and
business development; and
2. Susquehanna County shall direct utilization of financial resources generated
from the hotel tax on county specific issues is critical to our county's future; and

3. Tourism and business development efforts will focus directly on utilizing targeted financial resources to "improve and develop" Susquehanna County's perception as a dynamic place to work, live and visit; and
4. Susquehanna County shall plan, develop and promote a new tourism/business development strategy and establish an organization to implement the plan's objectives. This initiative is targeted to greatly increase business development, marketing and promotion, tourism program efficiencies, and greater availability of grants that impact our county tourism partners and visitors; and
5. Susquehanna County's hotel room tax shall promote all Susquehanna County businesses while developing a County specific image to improve tourism and measurable economic benefits.

WHEREFORE, Union Dale Borough hereby passes this Resolution to designate the Susquehanna County Tourism and Promotion Association as the Susquehanna County Tourism and Promotion Agency that will best serve Susquehanna County to meet our goals. This Resolution serves to replace the designation of the Endless Mountains Tourism Bureau as the Susquehanna County Tourism and Promotion Agency.

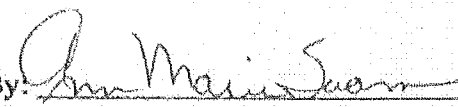
DULY ADOPTED this 2nd day of January, 20 23, by
Members of Council Borough of Union Dale, Susquehanna County, Pennsylvania, in lawful
session duly assembled.

**Borough
OF Union Dale**
Susquehanna County, Pennsylvania

ATTEST:


(Assistant) Secretary

(SEAL)

By: 
(Vice) Council President