

OCCUPANCY TAX COMMITTEE

DATE: May 27, 2009

AGENDA

Committee Supervisors:

William H. Kenny, Chairman

Louis E. Tessier

Eugene J. Merlino

Ralph Bentley

Fred Champagne

Kathleen Simmes

Sterling Goodspeed

- 1) Accept minutes from April 17, 2009 meeting.
- 2) Report of Information on Revenues from County Treasurer.
- 3) Wayne LaMothe to discuss the new approach to the First Wilderness Heritage Corridor Event Coordinator position: no longer funded by Tourism dollars.
- 4) Update from Luisa Sherman - Contract for Sales/Special Event/Convention Coordinator
- 5) Tanya Brand to update the committee on the advertisements that she has placed out of the \$25,000 set aside for Special Event advertising
- 6) Workshop to allocate money (\$13,900 available):
 - a) North Warren Chamber of Commerce – requesting \$5,000 to assist in printing the Upper Hudson River Community Waterfront Map.
 - b) Research Foundation of SUNY on behalf of SUNY Plattsburg – requesting \$4,000 for the First Annual Learning to Lead Conference
 - c) Cornell University Cooperative Extension – seeking an additional \$2,000 for the Warren County Youth Fair – previously awarded \$1,000.
 - d) Lake George Blues Blast – originally awarded \$2,000, then an additional \$2,000; seeking additional funds.
 - e) Any other events/requests known to the Committee.
- 7) Old Business/New Business
- 8) Adjourn

Lake George  Project

Old County Courthouse
1 Amherst Street
Lake George, NY 12845
(518) 668-2616 email: mail@lakegeorgearts.org
www.lakegeorgearts.org

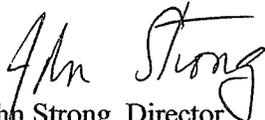
May 5, 2009

Mr. Lou Tessier
Supervisor, Town of Lake George
PO Box 392
Lake George, NY 12845

Dear Mr. Tessier,

The Lake George Arts Project wishes to know if it could qualify for additional funding for this year's Lake George Jazz Weekend from Warren County Occupancy Tax allocations. We are aware that some events, e.g. the Sand Castle event and the fall Americade, and others, will not take place. We could make very good use of any additional funds if available – we have a very good track record of applying these funds where they should be applied – i.e., marketing – more ads in the right places promoting a very important cultural event for Lake George and Warren County. We are restricted this year with the appropriation of \$4000.00. At the same time, we are happy to have received this funding. Thank you for your consideration.

On behalf of the Board of Directors,



John Strong, Director
Lake George Arts Project

**APPLICATION FOR CONTRACT FUNDING WITH
WARREN COUNTY
UNDER THE TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

I. ORGANIZATION AND CONTACT INFORMATION

1. A. Please set forth your complete corporate, association or group name.
North Warren Chamber of Commerce
- B. Please set forth the name of the event for which you wish to contract with
Warren County.
Upper Hudson River Community Waterfront Map
- C. Please set forth the contract amount you propose to be paid by the County
toward the event.
\$5,000.00
2. Is the above name the only name you conduct business or fund raising under?
 Yes No. If No, please provide all other names you use for business and
fund raising purposes.

3. If your organization is incorporated, please provide the state of incorporation and
the complete corporate name, if different than set forth above.
NY
4. Please set forth your organization's principal business address.
PO Box 490, 3 Dynamite Hill Chestertown, NY 12817
5. Please set forth your organization's contact person and that person's address and
telephone number (this should be the person County representatives may contact for
contract information or if there is a need for presentations before County Committees

or other questions).

Greg Beckler

535 Stone Bridge Rd, Pottersville, NY 12860

518-494-7190

II. EVENT BACKGROUND INFORMATION

6. Please state the date or dates on which your event is planned to occur and for which you wish to contract with Warren County.

Printing maps in 2009 (summer/fall)

7. Please set forth the planned location of your event.

All counties/towns along the upper hudson river

8. Please provide a general description of your event i.e. the nature and type of event and why it is held.

Development/printing of new Upper Hudson River Community Waterfront Map, a sister to an existing lower Hudson River map.

Used for tourism promotion, special events (Explore400NY, Warren County Bicentennial),

programs (scenic byways, First Wilderness Corridor), and educational (with sister map to all 7th graders along the Hudson corridor.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged for to support the event.

We are using a simple contract for partners and have a separate bank account, a NWCC bank account.

10. Please set forth the number of attendees projected to attend the event.

Put 250,000 maps into hands of visitors and students to promote knowledge and visitation to the upper Hudson River.

(Continued on next page)

11. Please state whether this is a one-time event in Warren County or whether you plan future events.
Initial printing for 1-2 years, hopefully will be reprinted in the future.

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay is anticipated . If your organization has previously received funding from the County, please attach the written report previously provided to the County which provided an estimate of the number of attendees to the event each day, together with a listing of the number of people from each zip code obtained each day of the event. If your organization was not previously required to furnish this report, and did not collect zip codes, please attach a written report which provides an estimate of the number of attendees and where the attendees may have resided to the best of your ability. Please feel free to use such qualifications to your information as you may feel necessary.

This is a tourism promotional/educational tool that could put 100s to 1,000s of heads in beds every year in Warren County.

13. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

1st distributions will be through partners and river suppliers, school and libraries.

Should there be enough partners, the tourism agencies will be given a supply.

With our success and in the future the TPA's offices, chambers and waterfront river retailers and outfitters will become the yearly suppliers.

III. EVENT FINANCING INFORMATION

14. Please set forth the total cost anticipated to be borne by your organization as sponsor

for the event.

NWCC is currently utilizing volunteer efforts to get the project off the ground. Will need coordinator funding (see budget).

15. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):

Towns of Chester, Horicon, Lake Luzerne, Stony Creek & Warrensburg each \$3,000.00

Hope all Towns in Warren County will participate (all have tributaries into the Hudson), Will solicit the 6 other upper Hudson Counties and their Towns.

16. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.

N/A

17. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 15, you need only to state this).

None.

18. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available. \$114,093 for map design & printing (250,000). \$1,500 to cover 150 coordinator hours

(Pam M.) & \$500 for office supplies, travel, postage, distribution to tourist agency partners. This is our budget.

19. Please attach your proposed budget for the event, showing anticipated income and expenditures.

(Continued on next page)

III. EVENT FINANCING INFORMATION (Continued)

20. Please set forth whether you are requesting payment:

- A. (For events of 2 or more consecutive days)
B. (For events only over long periods of time)

(Choose One)

A. within twenty-seven (27) days of all of the following occurring: (i) conclusion of the event; and (ii) the furnishing of: (a) a completed and properly executed County Voucher; and (b) proof (copies of ads, invoices etc- not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement

OR

B. within twenty-seven (27) days of the occurrence of the first day of an event (where the event is planned to occur over a number of days, weeks or months), a portion of the amount payable equal to the amount expended for promotion and marketing where the County Logo was used as identified in paragraph three (3) of the agreement not exceeding seventy-five percent (75%) of the amount payable under the agreement. The balance of the amount due under this agreement shall be payable at the conclusion of the event upon sponsor furnishing: (i) a completed and properly executed County Voucher and (ii) proof (copies of ads, invoices etc-not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement.

IV. WARREN COUNTY AGREEMENT INFORMATION

21. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo or if use is limited to certain promotional material, please describe where and when the logo will be used.

Will agree to use logo on map (& will be with all other County/Town logos)

and/or county tourism websites as appropriate.

Please note: Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed.

Additionally, the sponsor shall provide, at no cost, up to one (1) full page of

advertising as shall be requested by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

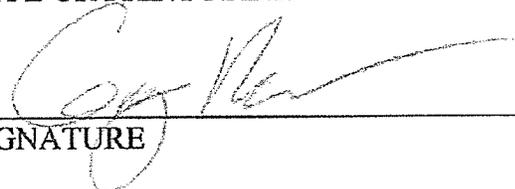
22. Please state whether you have read the standard form County Tourist and Development Agreement which includes insurance requirements, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

I have read the agreement and am willing to be bound by it.

I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Greg Beckler

TYPE OR PRINT NAME



SIGNATURE

President, NWCC

TITLE

4/23/09

DATE

**APPLICATION FOR CONTRACT FUNDING WITH
WARREN COUNTY
UNDER THE TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

I. ORGANIZATION AND CONTACT INFORMATION

1. A. Please set forth your complete corporate, association or group name.
Research Foundation of SUNY for & on behalf of SUNY Plattsburgh
- B. Please set forth the name of the event for which you wish to contract with
Warren County.
First Annual Learning to Lead Conference located in the Adirondacks
- C. Please set forth the contract amount you propose to be paid by the County
toward the event.

\$4,000

2. Is the above name the only name you conduct business or fund raising under?
X Yes No. If No, please provide all other names you use for business and
fund raising purposes.

3. If your organization is incorporated, please provide the state of incorporation and
the complete corporate name, if different than set forth above.

N/A

4. Please set forth your organization's principal business address.

35 State Street

Albany, NY 12207-2826

5. Please set forth your organization's contact person and that person's address and
telephone number (this should be the person County representatives may contact for
contract information or if there is a need for presentations before County Committees

or other questions).

Michael E. Simpson

SUNY Plattsburgh
101 Broad Street

Plattsburgh, NY 12901

(518) 564-2155

II. EVENT BACKGROUND INFORMATION

6. Please state the date or dates on which your event is planned to occur and for which you wish to contract with Warren County.

September 18, 2009 and September 19, 2009

7. Please set forth the planned location of your event.

Wingate by Wyndham in Lake George, NY

8. Please provide a general description of your event i.e. the nature and type of event and why it is held.

A non-traditional, blended Conference with leadership
presentations and leadership applied skills. Participants
will have the opportunity to learn eight different tools.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged for to support the event.

N/A

10. Please set forth the number of attendees projected to attend the event.

75 - 100 attendees

(Continued on next page)

11. Please state whether this is a one-time event in Warren County or whether you plan future events.

Future events

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay is anticipated. If your organization has previously received funding from the County, please attach the written report previously provided to the County which provided an estimate of the number of attendees to the event each day, together with a listing of the number of people from each zip code obtained each day of the event. If your organization was not previously required to furnish this report, and did not collect zip codes, please attach a written report which provides an estimate of the number of attendees and where the attendees may have resided to the best of your ability. Please feel free to use such qualifications to your information as you may feel necessary.

The Wingate by Wyndham in Lake George, NY will host the
Conference. This is a two day Conference and we have
reserved 50 rooms at the Wingate, and 20 rooms are guaranteed.

13. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

Marketing and Advertising will be both local and regional
by utilizing ads, printing and mailings, brochures,
social networking sites.

III. EVENT FINANCING INFORMATION

14. Please set forth the total cost anticipated to be borne by your organization as sponsor

for the event.

15. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):

Town of Lake George bed tax funds: \$2,000.00

Village of Lake George bed tax funds: \$2,000.00

16. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.
-

17. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 15, you need only to state this).

already listed in 15, above

18. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available.

\$4,000 (pending, per 15 above)

19. Please attach your proposed budget for the event, showing anticipated income and expenditures.

(Continued on next page)

III. EVENT FINANCING INFORMATION (Continued)

20. Please set forth whether you are requesting payment:

- A. x (For events of 2 or more consecutive days)
B. _____ (For events only over long periods of time)

(Choose One)

A. within twenty-seven (27) days of all of the following occurring: (i) conclusion of the event; and (ii) the furnishing of: (a) a completed and properly executed County Voucher; and (b) proof (copies of ads, invoices etc- not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement

OR

B. within twenty-seven (27) days of the occurrence of the first day of an event (where the event is planned to occur over a number of days, weeks or months), a portion of the amount payable equal to the amount expended for promotion and marketing where the County Logo was used as identified in paragraph three (3) of the agreement not exceeding seventy-five percent (75%) of the amount payable under the agreement. The balance of the amount due under this agreement shall be payable at the conclusion of the event upon sponsor furnishing: (i) a completed and properly executed County Voucher and (ii) proof (copies of ads, invoices etc-not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement.

IV. WARREN COUNTY AGREEMENT INFORMATION

21. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo or if use is limited to certain promotional material, please describe where and when the logo will be used.

_____ Agreed, _____

Please note: Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of

advertising as shall be requested by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

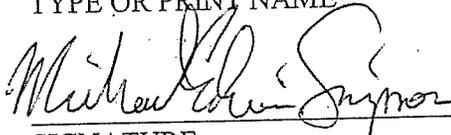
22. Please state whether you have read the standard form County Tourist and Development Agreement which includes insurance requirements, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

Agreed.

I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Michael E. Simpson

TYPE OR PRINT NAME



SIGNATURE

Director, Sponsored Research & Programs

TITLE

April 27, 2009

DATE

Leadership Conference

Location: Lake George, N.Y.

We are proposing to hold and host a Leadership Conference in Lake George, NY. Currently we are looking at weekend dates at the end of September 2009 and at the beginning of October 2009. It will be a two day Conference that will start on Saturday morning and end Sunday afternoon. The Leadership Conference will be blended with leadership presentations and leadership applied skills. The Conference will provide a place for people to be able to engage in meaningful conversations and network with each other while they are learning new leadership skills. Some topics that will be covered are: mentoring and coaching, solving real problems in real time, leadership balance, The Five Disciplines, leadership sustainability and activating leadership in the community. We are planning to have a carousel of workshops where the guests can participate in the workshops and learn new leadership skills. We are also seeking to have 3 keynote speakers in the leadership field.

We are anticipating 75 – 100 guests from many different areas such as: students, faculty, community members, managers, CEO level executives, government, nonprofit and the private sector.

We intend to utilize SUNY Plattsburgh's College Auxiliary Services, Sponsored Research and Community Relations.

We will be applying for grants and sponsorships to cover all of the fixed costs. Local businesses will have the opportunity to sponsor our event and in return advertise at the Conference. Any profit that is generated will support MS-Leadership student scholarships and awards.

Potential Sponsors: Chamber of Commerce Organizations and Members, Adirondack Marina, JC Montana's, Lake George Shoreline Cruises, Rondack Reality, Stewarts's Shop, The East Cove, Tina's Hair Affair, Yankee Boating and other local businesses.

Potential Grants: Conversations of the Disciplines, Bed tax funds through the town of Lake George, Bed tax funds through the Village of Lake George and Bed tax funds through Warren County.

Facilities: Possible facilities that we are looking into are: The Georgian Resort and Conference Center, Fort William Henry and Roaring Brooke Ranch. All of these facilities are located in Lake George.

Budget:

Fixed Costs:

Marketing:

Ads: \$600.00

Printing and Mailing: \$3000.00

Social Networking Sites: \$0

Travel expenses for speakers: \$800.00

Room Rental: \$500.00

Cost for 10 rooms: \$600.00 (guarantee minimum)

Meals for staff and workshop presenters of 10: \$800.00

20% of Fixed Costs: College Auxiliary Services: \$1260.00

10% of Fixed Costs: Sponsored research: \$630.00

Total Costs: \$8190.00

Per Person Costs:

Meals for guests: \$80.00 @ 100 people = \$8000.00
(Includes two breakfasts, lunch, dinner and two coffee stations)

Room accommodations for 1 night: \$60.00 @ 100 people = \$6000.00

Materials: \$300.00
(Includes nametags, folders, paper and pens)

Per person variable cost: \$143.00

Registration Fee \$275.00
Registration Fee with Room \$375.00

| | | |
|--|------------------------|----------------|
| Fixed costs: \$8190.00 | Sunk Costs: \$6,200.00 | |
| Sponsors, Bed Tax Funds Income: \$8,200.00 | | |
| Registration Gross for 100 participants: \$27,500.00 | | Net = \$13,200 |
| Registration Gross for 75 participants: \$20,625.00 | | Net = \$9,900 |
| Registration Break Even 57 participants: \$8,151.00 | | Net = 0 |

**APPLICATION FOR CONTRACT FUNDING WITH
WARREN COUNTY
UNDER THE TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

I. ORGANIZATION AND CONTACT INFORMATION

1.
 - A. Please set forth your complete corporate, association or group name.
Cornell University Cooperative Extension
 - B. Please set forth the name of the event for which you wish to contract with Warren County.
Warren County Youth Fair
 - C. Please set forth the contract amount you propose to be paid by the County toward the event.
Additional \$2000.00

2. Is the above name the only name you conduct business or fund raising under?
 Yes No. If No, please provide all other names you use for business and fund raising purposes.

3. If your organization is incorporated, please provide the state of incorporation and the complete corporate name, if different than set forth above.

4. Please set forth your organization's principal business address.
377 Schroon River Road
Warrensburg, NY 12885

5. Please set forth your organization's contact person and that person's address and telephone number (this should be the person County representatives may contact for contract information or if there is a need for presentations before County Committees

or other questions).

Amy Sabattis

John Bove

II. EVENT BACKGROUND INFORMATION

6. Please state the date or dates on which your event is planned to occur and for which you wish to contract with Warren County.

August 1, 2009

7. Please set forth the planned location of your event.

Warren County Fairgrounds, Warrensburg, NY

8. Please provide a general description of your event i.e. the nature and type of event and why it is held.

The Warren County Youth Fair provides an opportunity for area youth to exhibit projects they have created throughout the program year and to showcase their skills in the talent competition and horse show.

The youth fair provides a fun, safe and educational experience for youth of all ages.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged for to support the event.

Cornell University Cooperative Extension sponsors this annual event.

Extension will contract with the county for the use of the fairgrounds.

10. Please set forth the number of attendees projected to attend the event.

2,500

(Continued on next page)

11. Please state whether this is a one-time event in Warren County or whether you plan future events.

Annual Event

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay is anticipated . If your organization has previously received funding from the County, please attach the written report previously provided to the County which provided an estimate of the number of attendees to the event each day, together with a listing of the number of people from each zip code obtained each day of the event. If your organization was not previously required to furnish this report, and did not collect zip codes, please attach a written report which provides an estimate of the number of attendees and where the attendees may have resided to the best of your ability. Please feel free to use such qualifications to your information as you may feel necessary.

See attached document.

NOTE - The 2008 Youth Fair was a very rainy day and attendance was low.

13. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

All of our advertising will be targeted in local newspapers and radio stations.

Public service announcements will start in June for both newspapers and radio.

In June we also distribute flyers to area schools for students to take home.

In July we send flyers home with kids who attend town youth programs. We also distribute hundreds of flyers throughout the county.

III. EVENT FINANCING INFORMATION

14. Please set forth the total cost anticipated to be borne by your organization as sponsor

for the event.
\$1,500.00

15. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):

We expect to raise \$1500.00

Note: This year we have contacted all area banks in hopes of sponsorship all requests have been denied.

16. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.

This is a free event. Donations are accepted we usually raise around \$500.00.

17. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 15, you need only to state this).

See paragraph 15.

18. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available.
-
-

19. Please attach your proposed budget for the event, showing anticipated income and expenditures.

(Continued on next page)

2009 PROPOSED BUDGET WORKSHEET

CORNELL UNIVERSITY COOPERATIVE EXTENSION ASSOCIATION OF WARREN COUNTY

YOUTH FAIR

| | 2007 | 2008 | 2008 | 2008 | 2009 |
|---|------------------|-------------|-----------------|------------------|------------------|
| | ACTUAL | YTD | BUDGET | PROPOSED | PROPOSED |
| REVENUES | | | | | |
| 002000 4100 02 State - Other Grants/Contracts - Direct/Agriculture & Market | 4,999.97 | 0.00 | 5,000.00 | 5,000.00 | 5,000.00 |
| 004000 4100 05 Contributions - Temporarily Restricted - Fair Talent Show | 250.00 | 0.00 | 250.00 | 250.00 | 250.00 |
| 006000 4100 05 Grants/Contracts - Warren County Occupancy Tax | 1,000.00 | 0.00 | 2,000.00 | 2,000.00 | 2,000.00 |
| 006000 4100 05 Grants/Contracts - Warren County Reality Check | 0.00 | 0.00 | 0.00 | 2,000.00 | 2,000.00 |
| 400000 4100 05 Contributions Unres. - Talent Show | 50.00 | 0.00 | 50.00 | 50.00 | 50.00 |
| 400000 4101 05 Contributions Unres. - FAIR | 452.00 | 0.00 | 300.00 | 400.00 | 400.00 |
| 400000 4102 05 Contributions Unres. - ENTRY GATE | 259.80 | 0.00 | 450.00 | 400.00 | 400.00 |
| 400000 4103 05 Contributions Unres. - HORSE SHOW | 400.00 | 0.00 | 400.00 | 0.00 | 0.00 |
| 400000 4104 05 Contributions Unres. - FAIR | 327.00 | 0.00 | 0.00 | 200.00 | 200.00 |
| 510000 4100 05 Sales - Fund Raising/Food Booths - Fair | 146.00 | 0.00 | 350.00 | 200.00 | 200.00 |
| 510000 4101 05 Sales - Fund Raising/Games -Fair | 248.10 | 0.00 | 250.00 | 250.00 | 250.00 |
| 510000 4102 05 Sales - Fund Raising/Vendor Space -Fair | 155.00 | 0.00 | 175.00 | 175.00 | 175.00 |
| 510000 4106 05 Sales - Fund Raising/Fair Building Sponsorship | 450 | 0.00 | 700.00 | 450.00 | 450.00 |
| 551000 4100 05 Transfer from Designated - Fair Contingency | 950 | 0.00 | 0.00 | 0.00 | 0.00 |
| TOTALS | 9,687.87 | 0.00 | 9,925.00 | 11,375.00 | 11,375.00 |
| EXPENSES | | | | | |
| 800000 4100 02 Awards & Prizes - Fair Premiums | 4,968.85 | 0.00 | 5,000.00 | 5,000.00 | 5,000.00 |
| 800000 4100 05 Awards & Prizes - Fair Ribbons | 334.96 | 0.00 | 350.00 | 350.00 | 350.00 |
| 800000 4101 05 Awards & Prizes - Talent Ribbons/Certificates | 0.00 | 0.00 | 50.00 | 50.00 | 50.00 |
| 800000 4102 05 Awards & Prizes - Horse Rosettes | 595.46 | 0.00 | 100.00 | 250.00 | 250.00 |
| 801000 4100 05 Cost of Fund Raising - Food Booth -FAIR | 10.12 | 0.00 | 50.00 | 325.00 | 325.00 |
| 801000 4101 05 Cost of Fund Raising - Games -FAIR | 0.00 | 0.00 | 50.00 | 100.00 | 100.00 |
| 820000 4100 05 Supplies - Fair | 620.14 | 0.00 | 600.00 | 1,200.00 | 1,200.00 |
| 822000 4101 05 Fees & Licenses - FAIRGROUNDS GRANT | 12.25 | 0.00 | 0.00 | 0.00 | 0.00 |
| 824000 4100 05 Lease & Rental - Fair | 740.00 | 0.00 | 375.00 | 400.00 | 400.00 |
| 831000 4100 03 Travel - Volunteer Food Fair | 961.45 | 0.00 | 650.00 | 1,000.00 | 1,000.00 |
| 843000 4100 05 Publicity - Warren County Fair Occupancy Tax Grant | 1,092.42 | 0.00 | 2,000.00 | 2,000.00 | 2,000.00 |
| 861000 4100 05 Facilities - Maintenance - Fairgrounds -Trash | 346.84 | 0.00 | 350.00 | 350.00 | 350.00 |
| 862000 4100 05 Contract Services - Youth Fair Security | 150.00 | 0.00 | 150.00 | 150.00 | 150.00 |
| 865000 4100 05 Repair & Maintenance - Fairgrounds | 300.28 | 0.00 | 200.00 | 200.00 | 200.00 |
| TOTALS | 10,132.77 | 0.00 | 9,925.00 | 11,375.00 | 11,375.00 |
| | | | | | 0.00 |

III. EVENT FINANCING INFORMATION (Continued)

20. Please set forth whether you are requesting payment:

A. (For events of 2 or more consecutive days)

B. (For events only over long periods of time)

(Choose One)

A. within twenty-seven (27) days of all of the following occurring: (i) conclusion of the event; and (ii) the furnishing of: (a) a completed and properly executed County Voucher; and (b) proof (copies of ads, invoices etc- not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement

OR

B. within twenty-seven (27) days of the occurrence of the first day of an event (where the event is planned to occur over a number of days, weeks or months), a portion of the amount payable equal to the amount expended for promotion and marketing where the County Logo was used as identified in paragraph three (3) of the agreement not exceeding seventy-five percent (75%) of the amount payable under the agreement. The balance of the amount due under this agreement shall be payable at the conclusion of the event upon sponsor furnishing: (i) a completed and properly executed County Voucher and (ii) proof (copies of ads, invoices etc-not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement.

IV. WARREN COUNTY AGREEMENT INFORMATION

21. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo or if use is limited to certain promotional material, please describe where and when the logo will be used.

We will use the Warren County logo in all print advertising and web advertising that is produced.

Please note: Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of

advertising as shall be requested by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

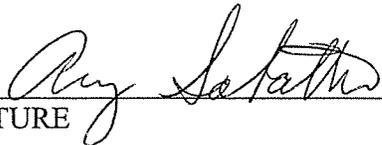
22. Please state whether you have read the standard form County Tourist and Development Agreement which includes insurance requirements, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

I have read the agreement.

I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Amy Sabattis

TYPE OR PRINT NAME



SIGNATURE

Public Relations Coordinator

TITLE

Resubmitted on 5/13,2009

DATE

| Zip Code | Town | Field1 |
|----------|--------------------|-------------|
| 10034 | New York, New York | Winston |
| 10467 | Bronx | New York |
| 10570 | Pleasantville | Westchester |
| 11102 | Astoria | New York |
| 11518 | East Rockaway | Nassau |
| 11769 | Oakdale | Suffolk |
| 11772 | Patchogue | Suffolk |
| 11789 | Sound Beach | Suffolk |
| 11795 | West Islip | Suffolk |
| 11801 | Hicksville | Nassau |
| 11953 | Middle Island | Suffolk |
| 12018 | Averill Park | Renesselear |
| 12047 | Cohoes | Albany |
| 12068 | Fonda | Mongomery |
| 12092 | Howes Cave | Schoharie |
| 12154 | Schaghticoke | Renesselear |
| 12180 | Troy | Rensselear |
| 12202 | Albany | Albany |
| 12309 | Schenectady | Schenectady |
| 12801 | Glens Falls | Warren |
| 12804 | Queensbury | Warren |
| 12808 | Adirondeck | Warren |
| 12809 | Argyle | Washington |
| 12810 | Athol | Warren |
| 12811 | Bakers Mills | Warren |
| 12814 | Bolton | Warren |
| 12815 | Brant Lake | Warren |
| 12816 | Cambridge | Washington |
| 12817 | Chestertown | Warren |
| 12822 | Corinth | Saratoga |
| 12824 | Diamand Point | Warren |
| 12828 | Fort Edward | Washington |
| 12831 | Gransevoort | Saratoga |
| 12833 | Greenfield Center | Saratoga |
| 12834 | Greenwich | Washington |
| 12838 | Hartford | Washington |
| 12839 | Hundson Falls | Washington |
| 12842 | Indian Lake | Hamilton |
| 12843 | Johnsburg | Warren |
| 12845 | Lake George | Warren |
| 12846 | Lake Luzerne | Warren |
| 12853 | North Creek | Warren |
| 12858 | Paradox | Essex |

| Zip Code | Town | Field1 |
|----------|-------------------|-----------------|
| 12859 | Porter Corners | Saratoga |
| 12860 | Pottersville | Warren |
| 12862 | Riparius | Warren |
| 12866 | Saratoga Springs | Saratoga |
| 12870 | Schroon Lake | Essex |
| 12871 | Schylerville | Saratoga |
| 12873 | Shashan | Washington |
| 12885 | Warrensburg | Warren |
| 12886 | Wever Town | Warren |
| 12992 | West Chazy | Clinton |
| 13617 | Canton | St. Lawrence |
| 14817 | Brooktondale | Tompkins |
| 15317 | Canonsburg | Washington |
| 15732 | Creekside | Indiana |
| 16226 | Ford City | Armstrong |
| 16403 | Canbridge Springs | Crawford |
| 16850 | Lecontes Mills | Clearfield |
| 18062 | Macungie | Lehigh |
| 19002 | Ambler | Montgomery |
| 21803 | Salisbury | Wicomico |
| 22902 | Charlottesville | Charlottesville |
| 22906 | Charlotteville | Charlottesville |
| 32821 | Orlando Fl. | Orange |
| 33543 | Westly Chapel Fl. | Pasco |
| 33624 | Tampa Fl. | Hillsborough |
| 34951 | Fort Pierce | Saint Lucie |
| 71471 | Saint Maurice LA. | Winn |

Statistics for Warren County Youth Fairs

| <u>Year</u> | <u>Attendance</u> | <u>Adult Exhibitors</u> | <u>Adult Exhibits</u> | <u>Youth Exhibitors</u> | <u>Youth Exhibits</u> | <u>Fair Superintendents</u> |
|-------------|-------------------|-------------------------|-----------------------|-------------------------|-----------------------|-----------------------------|
| 1991 | 9,333 | 5 | 162 | 135 | 975 | 48 |
| 1992 | *11,526 | 61 | 188 | 141 | 1,103 | 56 |
| 1993 | ** 8,136 | 62 | 175 | 134 | 1,054 | 56 |
| 1994 | ***7,079 | 40 | 127 | 143 | 1,049 | 59 |
| 1995 | 6,976 | 38 | 127 | 105 | 993 | 37 |
| 1996 | ****7,292 | 54 | 126 | 104 | 945 | 54 |
| 1997 | ◆ 6,222 | 33 | 88 | 108 | 776 | 53 |
| 1998 | ◆◆ 5,760 | 55 | 188 | 88 | 507 | 41 |
| 1999 | ◆◆◆ 5,302 | 36 | 110 | 60 | 210 | 44 |
| 2000 | ◆◆◆◆ 4,060 | 37 | 159 | 45 | 291 | 52 |
| 2001 | ◆◆◆◆◆ 4,328 | 23 | 93 | 59 | 220 | 43 |
| 2002 | ◆◆◆◆◆◆ 4,576 | - | - | 65 | 1,500 | 43 |
| 2003 | 832 | 0 | 0 | 59 | 374 | 39 |
| 2004 | 852 | 0 | 0 | 49 | 333 | 26 |
| 2005 | 1,108 | 11 | 25 | 60 | 523 | 30 |
| 2006 | **2,644 | 6 | 22 | 57 | 325 | 29 |
| 2007 | 960 | - | - | 67 | 318 | 38 |
| 2008 | 626 | - | - | 91 | 496 | 34 |
| 2009 | - | - | - | - | - | - |

* 5,712 adults, 5,814 children
 ** 5,034 adults, 741 teens, 2,361 children under 11
 ***4,377 adults, 617 teens, 2,085 children under 11
 ****4,498 adults, 646 teens, 2,148 free
 ◆ 3,809 adults, 557 teens, 1,856 free
 ◆◆ 3,572 adults, 720 youth, 1,467 free
 ◆◆◆ 3,473 adults, 443 youth, 1,424 free
 ◆◆◆◆ 2,440 adults, 279 youth, 1,441 free
 ◆◆◆◆◆ 2,719 adults, 297 youth, 1,312 free
 ◆◆◆◆◆◆ 3,613 adults, 378 youth, 585 free

+ 1996 rules changed for Adult Creations – each person could only enter 3 items in each category

**2006 Miscalculated – actual # believed to be around 644

**APPLICATION FOR CONTRACT FUNDING WITH
WARREN COUNTY
UNDER THE TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

I. ORGANIZATION AND CONTACT INFORMATION

1. A. Please set forth your complete corporate, association or group name.

North Warren Chamber of Commerce

- B. Please set forth the name of the event for which you wish to contract with
Warren County.

Upper Hudson River Community Waterfront Map

- C. Please set forth the contract amount you propose to be paid by the County
toward the event.

\$5,000.00

2. Is the above name the only name you conduct business or fund raising under?

Yes No. If No, please provide all other names you use for business and
fund raising purposes.

3. If your organization is incorporated, please provide the state of incorporation and
the complete corporate name, if different than set forth above.

NY

4. Please set forth your organization's principal business address.

PO Box 490, 3 Dynamite Hill Chestertown, NY 12817

5. Please set forth your organization's contact person and that person's address and
telephone number (this should be the person County representatives may contact for
contract information or if there is a need for presentations before County Committees

or other questions).

Greg Beckler

535 Stone Bridge Rd, Pottersville, NY 12860

518-494-7190

II. EVENT BACKGROUND INFORMATION

6. Please state the date or dates on which your event is planned to occur and for which you wish to contract with Warren County.

Printing maps in 2009 (summer/fall)

7. Please set forth the planned location of your event.

All counties/towns along the upper hudson river

8. Please provide a general description of your event i.e. the nature and type of event and why it is held.

Development/printing of new Upper Hudson River Community Waterfront Map, a sister to an existing lower Hudson River map.

Used for tourism promotion, special events (Explore400NY, Warren County Bicentennial), programs (scenic byways, First Wilderness Corridor), and educational (with sister map to all 7th graders along the Hudson corridor.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged for to support the event.

We are using a simple contract for partners and have a separate bank account, a NWCC bank account.

10. Please set forth the number of attendees projected to attend the event.

Put 250,000 maps into hands of visitors and students to promote knowledge and visitation to the upper Hudson River.

(Continued on next page)

11. Please state whether this is a one-time event in Warren County or whether you plan future events.
Initial printing for 1-2 years, hopefully will be reprinted in the future.

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay is anticipated . If your organization has previously received funding from the County, please attach the written report previously provided to the County which provided an estimate of the number of attendees to the event each day, together with a listing of the number of people from each zip code obtained each day of the event. If your organization was not previously required to furnish this report, and did not collect zip codes, please attach a written report which provides an estimate of the number of attendees and where the attendees may have resided to the best of your ability. Please feel free to use such qualifications to your information as you may feel necessary.

This is a tourism promotional/educational tool that could
put 100s to 1,000s of heads in beds every year in
Warren County.

13. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

1st distributions will be through partners and river suppliers, school and libraries.

Should there be enough partners, the tourism agencies will be given a supply.

With our success and in the future the TPA's offices, chambers and waterfront river
retailers and outfitters will become the yearly suppliers.

III. EVENT FINANCING INFORMATION

14. Please set forth the total cost anticipated to be borne by your organization as sponsor

for the event.

NWCC is currently utilizing volunteer efforts to get the project off the ground. Will need coordinator funding (see budget).

15. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):

Towns of Chester, Horicon, Lake Luzerne, Stony Creek & Warrensburg each \$3,000.00

Hope all Towns in Warren County will participate (all have tributaries into the Hudson), Will solicit the 6 other upper Hudson Counties and their Towns.

16. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.

N/A

17. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 15, you need only to state this).

None.

18. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available. \$114,093 for map design & printing (250,000). \$1,500 to cover 150 coordinator hours

(Pam M.) & \$500 for office supplies, travel, postage, distribution to tourist agency partners. This is our budget.

19. Please attach your proposed budget for the event, showing anticipated income and expenditures.

(Continued on next page)

III. EVENT FINANCING INFORMATION (Continued)

20. Please set forth whether you are requesting payment:

- A. (For events of 2 or more consecutive days)
B. (For events only over long periods of time)

(Choose One)

A. within twenty-seven (27) days of all of the following occurring: (i) conclusion of the event; and (ii) the furnishing of: (a) a completed and properly executed County Voucher; and (b) proof (copies of ads, invoices etc- not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement

OR

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Will agree to use logo on map (& will be with all other County/Town logos)
and/or county tourism websites as appropriate.

Please note: Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of

advertising as shall be requested by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

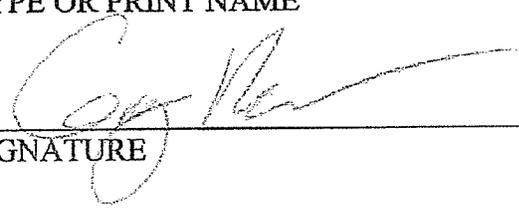
22. Please state whether you have read the standard form County Tourist and Development Agreement which includes insurance requirements, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

I have read the agreement and am willing to be bound by it.

I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Greg Beckler

TYPE OR PRINT NAME


SIGNATURE

President, NWCC

TITLE

4/23/09

DATE

*Update on Print Advertising Placements
Utilizing 2009 Special Event Funding \$\$*

Meetings East Magazine: \$3500.00

- Circulation: 22,000
- Readership: Planners of Meetings & Special Events
- Ad Placement: ½ page ad with feature on New York State, additional editorial

Mid Atlantic Events Magazine: \$5100.00 (NOT YET PLACED~)

- Circulation: 26,000
- Readership: Planners of conventions, tradeshow & special events
- Ad placement: 1/3 page vertical in July/Aug, Sept/Oct, Nov/Dec issue with additional editorial coverage. The September Issue will have an additional 1,000 magazines distributed at Affordable Meetings Show

Successful Meetings Magazine: \$4500.00

- Circulation: 70,050
- Readership: Planners of Meetings & Special Events
- Ad Placement: ½ page in July issue Upstate NY Section with additional images and editorial

Expo Magazine: \$5138.00

- Circulation: 7,500
- Readership: Tradeshow/Special Event executive management & planning
Convention Management & planning
- Ad Placement: Full page with matching advertorial spread.

Connect Magazine: \$2337.00

- Circulation: 5,000
- Readership: SMERF event/meeting decision makers
(social, military, educational, fraternal, reunion, hobby & association events & meetings)
- Ad Placement: ½ page in July CVB issue, Sept. Connect Show Issue & November Great Lakes Issue

Meeting Professional International: \$395.00

- Online Resource Directory Listing
- Global Community of Professional Meeting Planners & Event Professionals

REMAINING BALANCE OF \$25,000 BUDGET= \$3859.00

Samples of all Ads are attached

Meetings

THE DESTINATION EXPERT

www.meetingsfocus.com | Volume 8 | Number 10

\$5

MARCH 2009

Upstate State of Mind

Beyond the Big Apple, New York brims with dynamic cities, cultural lures and natural riches

Stamps Business Media Publication

'Mass' Magic

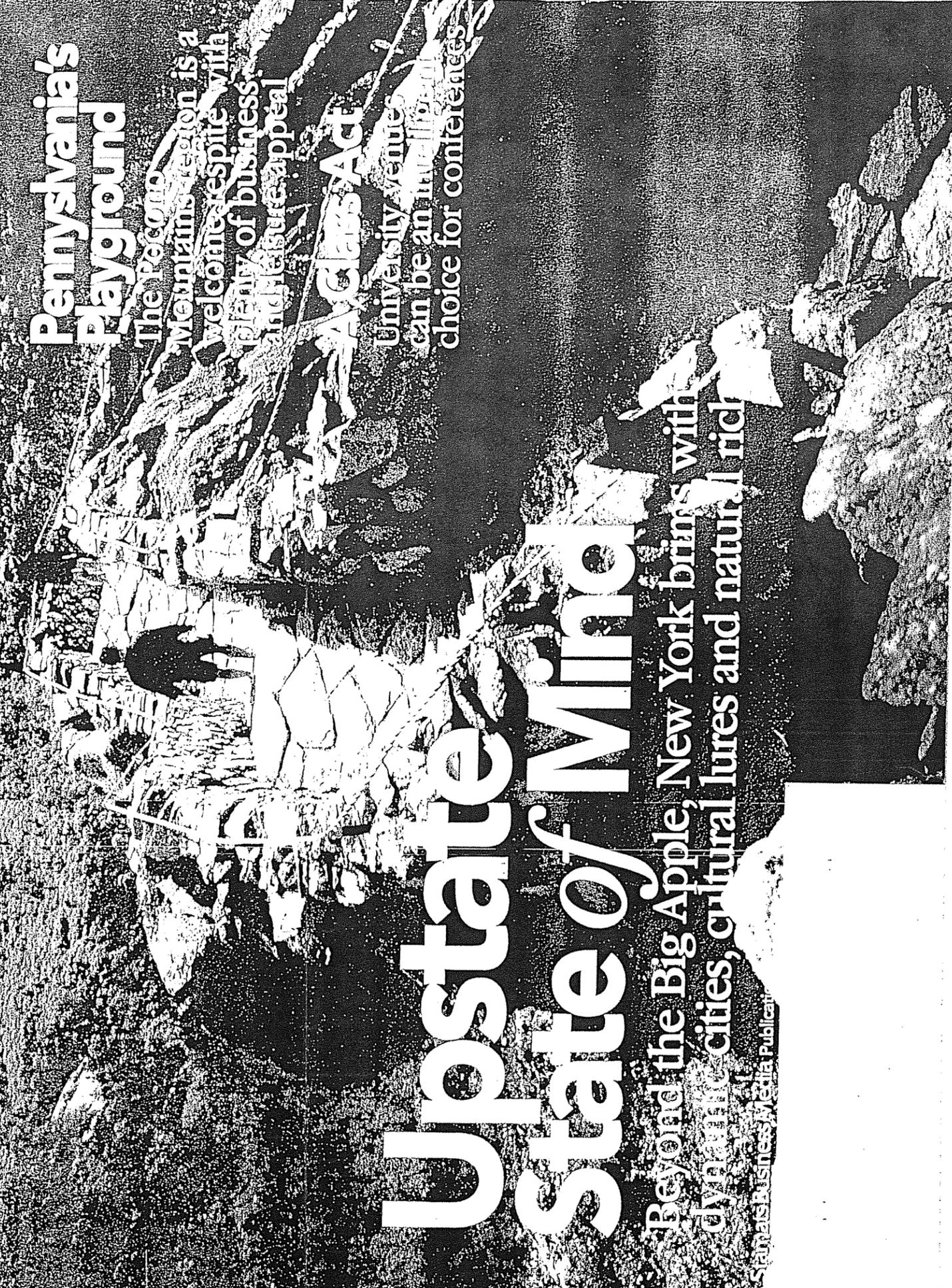
The Bay State gives groups a chance to go contemporary inside an American classic

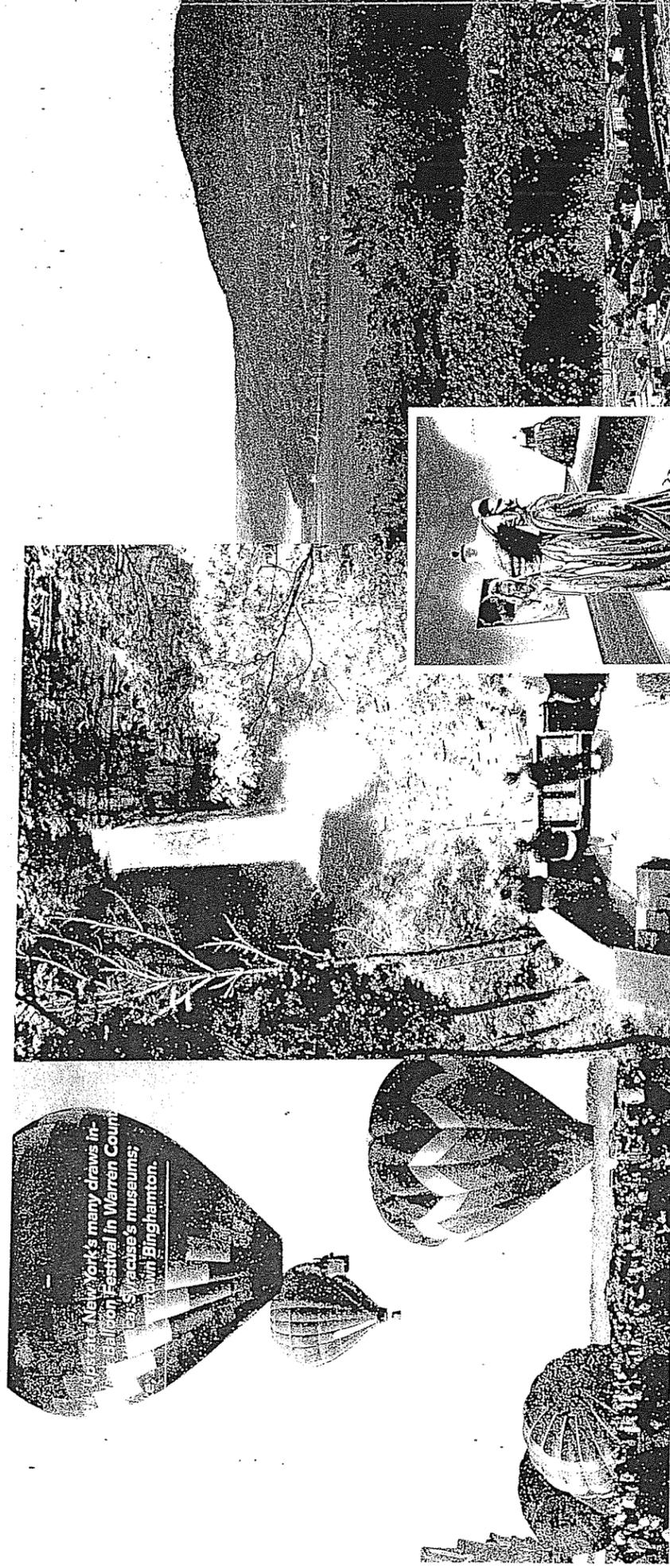
Pennsylvania's Playground

The Pocono Mountains region is a welcome respite with plenty of business and leisure appeal

A Class Act

University venues can be an invaluable choice for conferences





Upstate State of Mind

Beyond the Big Apple, New York brims with dynamic cities, cultural lures and natural riches

by PAUL D. KRETKOWSKI

TOO OFTEN WHEN SOMEONE SAYS "NEW YORK," LISTENERS PICTURE NEW YORK City and its surroundings. But the Empire State has an upstate that's full of lively, accessible cities and beautiful, landscapes that repay a visit many times over.

Albany/Saratoga

The "capital" of upstate is also New York's capital. Albany celebrates its 400th anniversary in 2009, and as the seat of state government, it benefits from association business as well as groups that have business before the governor, legislature and courts.

But Albany has also become a center for scientific research in recent years, with the state putting a strong focus on nanotechnology research at the State University of New York campus, which has expanded Albany's meetings business into science and beyond.

Gina Mintzer, director of sales at the Albany County CVB, feels that Albany's attractions are interesting but don't threaten to overwhelm a meeting, as in some cities.

and there are attractions that are nearby, but it's not Vegas, where nobody's in your meeting because they're doing other things all the time," Mintzer says. "We also get cited a lot for our architecture, which goes back 400 years in downtown Albany."

Indeed, Albany's architecture varies from the old-school grandeur of the New York State Capitol to the ultra-modern look of The Egg (a performing-arts venue) and the rest of downtown's Empire State Plaza.

For the city's 400th anniversary this year, the Albany Institute of History & Art is showcasing *Hudson River Panorama: 400 Years of History, Art and Culture*, including artifacts, documents, artwork and interactive displays, particularly focusing on the role of the Hudson River in Albany's success.

Major hotel properties here include the Albany Marriott, Crowne Plaza Albany and 74 State. Recent en-

the newly renovated Holiday Inn Express Downtown, a new TownePlace Suites and the Hilton Garden Inn at Albany Medical Center.

Just 30 miles north of Albany is Saratoga Springs. It's the site of numerous natural mineral springs and a considerable number of spas, in addition to numerous buildings listed on the National Register of Historic Places. It is also noted for the Revolutionary War Battle of Saratoga in nearby Stillwater as well as the famous Thoroughbred-racing track at Saratoga Race Course. For six weeks each summer, Saratoga is a hot destination for horse-racing enthusiasts and bettors, who fill the city's hotels and flock to races that occur every day except Tuesday.

Lake Placid/Adirondacks

Lake Placid is known for hosting the 1932 and 1980 Winter Olympics, and also as one of the main starting points

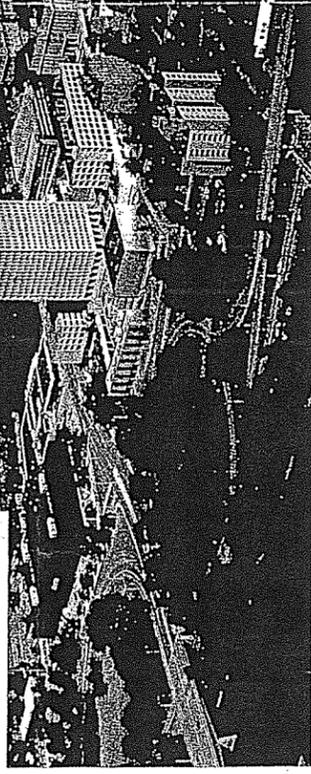
acre Adirondack Park, which contains 1 million acres of wilderness as well as several small towns and villages, attracting outdoor lovers and nature buffs.

Asked about the Lake Placid area's prospects given the current recession, Jon Lundin, director of communications at the Lake Placid/Essex County CVB, says the drive market is key to ensuring his area's prospects right now.

"The long-haul destinations are suffering at this point, but our proximity to major urban markets—Montreal, New York, Boston—[means] the drive-to destinations are faring a little better. The price of gas has allowed that to happen."

In the past year, the High Peaks Resort (formerly Hilton Lake Placid) has changed flags and renovated its dining rooms, Dancing Bear Lounge, foyer and conference center. In addition, the Lake Placid Lodge, which suffered a devastating fire a few years ago, has reopened.

In Warren County, Lake George is a 32-mile-long gem at the southeastern corner of the Appalachians. A vacation destination for decades, its shores have long been dotted with second homes, summer camps and plush properties such as The Sagamore, a grand resort that offers everything from golf and kayaking to spa treatments and 26,000 square feet of meeting space.



FOURMILEINFO:

Albany County CVB 518.434.1217
www.albany.org

Buffalo Niagara CVB 716.852.0511
www.visitbuffaloniagara.com

Cooperstown/Osego County Tourism 607.643.0059
www.visitcooperstown.com

Finger Lakes Tourism Alliance 315.536.7488
www.fingerlakes.org

Finger Lakes Visitors Connection 585.394.3915
www.visitfingerlakes.com

Greater Binghamton CVB 607.772.8860
www.binghamtoncvb.com

Ithaca/Tompkins County CVB 607.272.1313
www.visitithaca.com

Lake Placid/Essex County CVB 518.523.2445
www.lakeplacid.com

Niagara Tourism and Convention Corporation 716.282.8992
www.niagara-usa.com

Saratoga Convention and Tourism Bureau 518.584.1531
www.discovertaratoga.org

Steuben County Conference and Visitors Bureau 607.936.6544
www.corningfingerlakes.com

Syracuse CVB 315.470.1910
www.visitsyracuse.org

Visit Rochester 585.546.3070
www.meetinrochester.com

Warren County Tourism Department (Lake George Area) 518.761.6468
www.visitlakegeorge.com

1000 Islands International Tourism Council 315.482.2520
www.meet1000.com

For more information, visit **Meetings1000.com**

George include Fort William Henry Resort & Conference Center, the Georgian Resort & Conference Center and Canoe Island Lodge.

Big as Lake George is, it's just one of 120 lakes in an area that is one of New York's most popular four-season playgrounds—and one with over 2,000 guest rooms.

Glens Falls is the unofficial capital of the region as well as the home of the event-ready Glens Falls Civic Center.

As an additional attraction for planners, Kate Johnson, director of the Warren County Tourism Department, says the county launched an incentive that will fund up to \$50,000 for qualifying events held in the county.

"We are looking for new special events in our area—trying to attract something that attracts interest and that may attract spectators," she says.

Johnson is also confident that the Lake George area will fare well in the current economic downturn.

"We're a very likable, affordable, easy-to-reach destination," she says.

Buffalo/Niagara Falls

Buffalo is New York's second-largest city and its western gateway to Canada. The city is located at the head of the Niagara River and proximity to Niagara Falls is a perennial attraction.

As the western terminus of the Erie Canal, which connected the Great Lakes to the Hudson River, Buffalo was a major commercial, shipping and rail hub throughout the 19th and 20th centuries. Today its economy centers on light industry, medical research,

service industries and tourism.

Buffalo attractions include a unique collection of early-20th century architecture, sailing and yachting, and cultural institutions such as the Albright-Knox Art Gallery, Shea's Performing Arts Center and the Buffalo Philharmonic.

The city's primary group venue is the Buffalo Niagara Convention Center.

Meetings-friendly properties in Buffalo include the Adam's Mark Buffalo Niagara, Marriott Buffalo Niagara, Hyatt Regency Buffalo, Holiday Inn Buffalo Downtown, Hotel Indigo, Mansion on Delaware Avenue and, closer to the airport in Cheektowaga,

the Millennium Hotel Buffalo.

Niagara Falls is about 17 miles north of Buffalo and easily accessible by car. More adventurous groups may want to take one of the boat tours that ventures as close as possible to the base of the falls, just to feel the average 4 million cubic feet of water crashing over them each minute.

Primary meetings properties include the Conference Center Niagara Falls, with 116,000 square feet of function space, and Seneca Niagara Casino & Hotel.

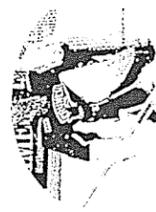
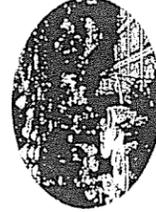
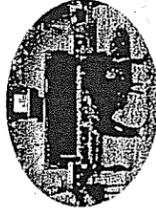
Rochester

Although Rochester has fewer people

than Buffalo, its metropolitan area's economy is actually larger than Buffalo's. Big employers here include imaging companies such as Xerox and Kodak, the tech-oriented University of Rochester and Rochester Institute of Technology, and headquarters for companies as diverse as Birds Eye foods and Wegmans supermarkets.

Cultural draws include the Rochester Museum & Science Center, Strasenburgh Planetarium, Geva Theatre Center, Rochester Philharmonic and the Smithsonian-affiliated Strong National Museum of Play, a children's museum focused on the history and

continued on page 37



Nicholas J. Pirro Convention Center

War Memorial Arena

John H. Mulroy Civic Center Theaters

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Oncenter Complex

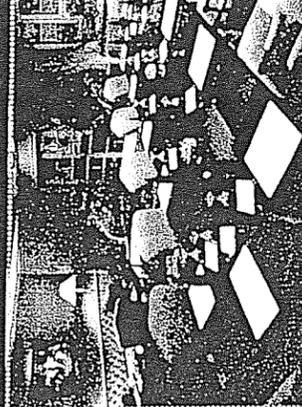
Convention Center • War Memorial Arena • Civic Center Theaters
800 South State Street • Syracuse, NY 13202-3017

A BEAUTIFUL PLACE TO MEET



Available for convention planning, the Oncenter Complex is the perfect venue for your next event. With over 200,000 square feet of versatile space and service that's second to none, we'll make things easy for you. Call 888.797.6623 today or visit us at www.oncenter.org to plan your next event.

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IN NEW YORK'S ADIRONDACKS



NEW LODGING PROPERTIES
NEWLY RENOVATED ROOMS/SUITES
NEW ATTRACTIONS
TEAM BUILDING OPPORTUNITIES
SPOUSE & FAMILY ACTIVITIES
SPECIAL EVENT INCENTIVE

VisitLakeGeorge.com

FREE MEETING SITE PLANNER & TRAVEL GUIDE ONLINE OR CALL: 800-365-1050 xC853

WE'RE NOT REALLY THE
POT OF GOLD AT THE
END OF THE RAINBOW

BUT, IF YOU'RE PLANNING
A SPECIAL EVENT
WE'RE DARN CLOSE

IT'S MORE THAN LUCK — *WE WORK HARD FOR YOUR SUCCESS!*

We are a **FOUR SEASON** destination, 3 hours from NYC, Boston and Montreal, located directly off I-87 and close to Amtrak. We have nearly 10,000 rooms, 300 restaurants, 6 cruise boats, more than 400,000 sq. ft. of indoor exhibition space and acres of vibrant green outdoor space, 145 amazing attractions and an ILS state-of-the-art airport! All of this and more located in the beautiful, scenic landscape of towering mountains and crystal clear lakes.

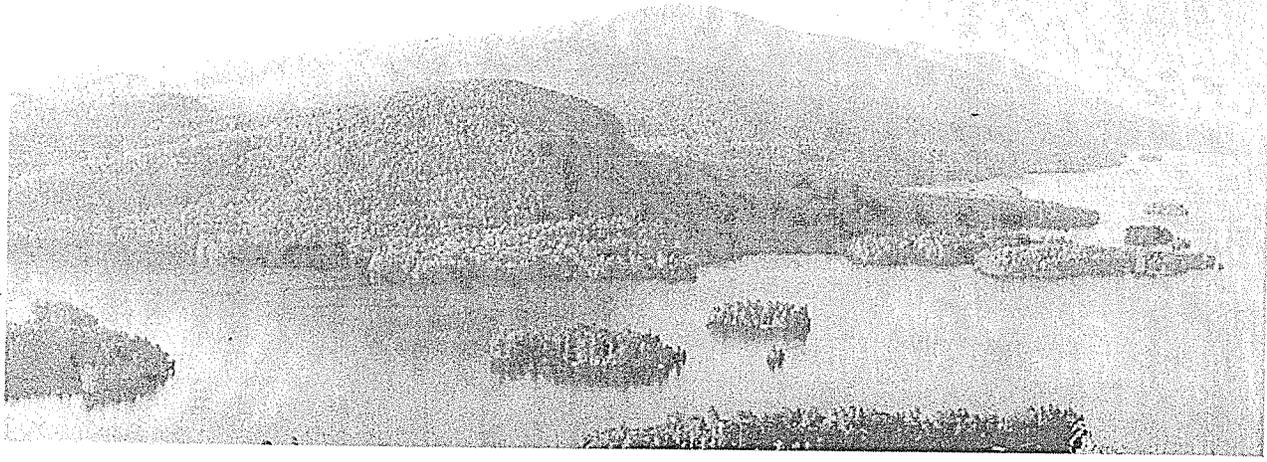
**\$ A \$50,000
INCENTIVE!**

For meeting and special event planning assistance contact:

Tanya Brand
Meeting and Special Event Promoter
Warren County Tourism Department
1340 State Rt. 9, Lake George, NY 12845
800-365-1050 x C860

Or complete your Request for Proposal and Special Events Funding Incentive application online:

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com



LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS



If you're a special event or corporate planner looking for a unique destination with a small town feeling and big city attractions, all amongst a panoramic Adirondack backdrop, look no further. We invite you make your next convention or special event unforgettable in the Lake George Area in New York's Adirondacks.

Situated in upstate New York, just 50 miles north of Albany, the Lake George Area is easily accessible via the Adirondack Northway, I-87. Amtrak is conveniently located in nearby Fort Edward and the local county airport and Albany International Airport are in close proximity, making it a cinch for attendees and spectators to arrive and depart.

Upon arrival, you'll find that the Lake George Area offers convenience. Lodging, attractions, dining and entertainment are all centrally located allowing for easy access to leisure time activities such as shopping, golf, lake cruises, cultural attractions and other amusements. And with over 400,000 sq. ft. of versatile indoor and outdoor exhibit space to choose from, site selection's a breeze! From traditional conference centers and exposition halls to rustic Adirondack-themed lodges and private island resorts accompanied by spacious outdoor festival space, our diversity and affordability guarantees your special event will be the highlight of the year.

Plan to take time out to explore our mountain trails, lakes and rivers. Our natural attractions allow for a spectacular setting for any event and lend themselves to creative teambuilding options for a corporate function. Organize an outdoor day and your attendees can challenge themselves on an Adirondack tree-top

adventure course with zip lines, swings and rope bridges, practice learned skills on a group kayak excursion or test their communication and teamwork while taking to the skies in a parasailing adventure over the lake.

We wrap it all up with great convention and special event services. The Warren County Tourism Department looks forward to exceeding your expectations at each step of the planning process. Our representatives will take the time to understand your plans and suggest resources and

services. We offer an online RFP form for efficient response to your proposal and can assist with site inspections, publicity, promotional materials, welcome bags and hospitality exhibits. Plus we offer an incentive of up to \$50,000 for new events that take place here! (www.VisitLakeGeorge.com/meetings.php)

Let us help you get your plans underway. We have an unforgettable convention or special event reserved just for you in the Lake George Area in New York's Adirondacks.

"Plus we offer an incentive of up to \$50,000 for new events that take place here."

if you WANT a LOT MORE... this is the place!

Warren County Tourism Dept. | 1340 State Rt. 9, Lake George, NY 12845

Contact: Tanya Brand, *Meeting & Special Event Promoter* @ (518) 761-6575; (800) 365-1050-xC859 | Fax: (518) 761-6368 | VisitLakeGeorge.com

WE'RE NOT REALLY THE POT OF GOLD AT THE END OF THE RAINBOW BUT, IF YOU'RE PLANNING A SPECIAL EVENT WE'RE DARN CLOSE

IT'S MORE THAN LUCK — *WE WORK HARD FOR YOUR SUCCESS!*

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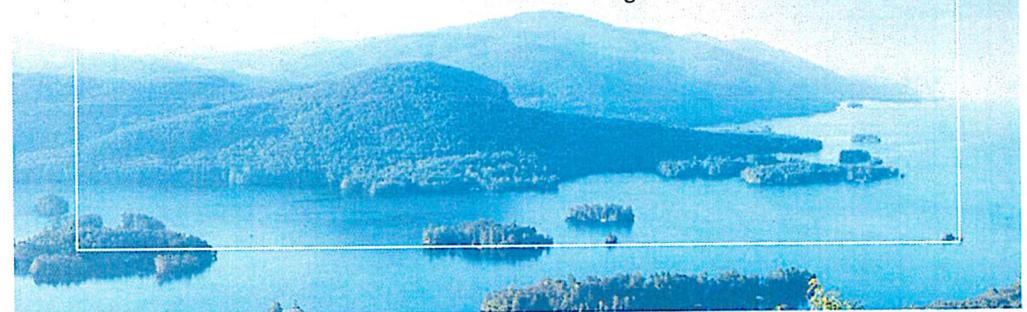
PLUS A \$50,000 INCENTIVE!

For meeting and special event planning assistance contact:

Tanya Brand
Meeting and Special Event Promoter
 Warren County Tourism Department
 1340 State Rt. 9, Lake George, NY 12845
 800-365-1050 x C859

Or complete your Request for Proposal and Special Events Funding Incentive application online:
visitlakegeorge.com/meetings.php

LAKE GEORGE AREA
 IN NEW YORK'S ADIRONDACKS
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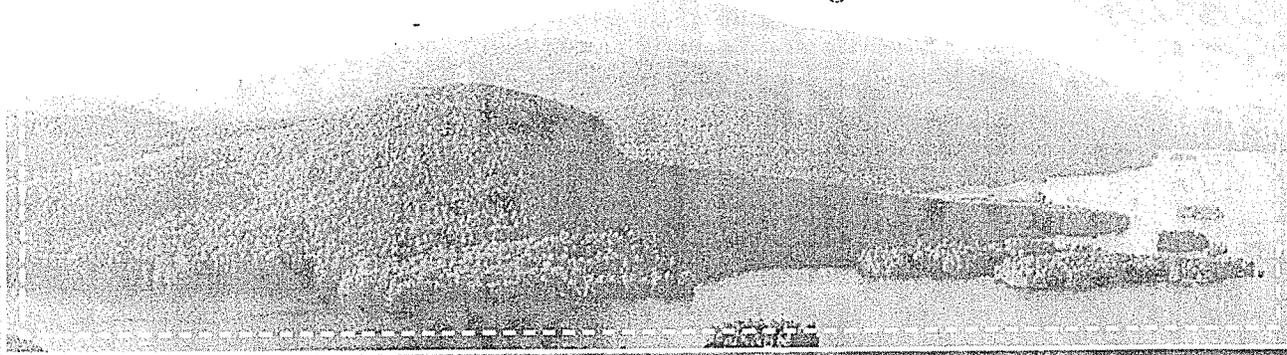
Warren County Tourism Department

1340 State Rt. 9, Lake George, NY 12845

800-365-1050 x C854

Or complete your Request for Proposal and Special Events Funding Incentive application online:
visitlakegeorge.com/meetings.php

LAKEGEORGE AREA
IN NEW YORK'S ADIRONDACKS
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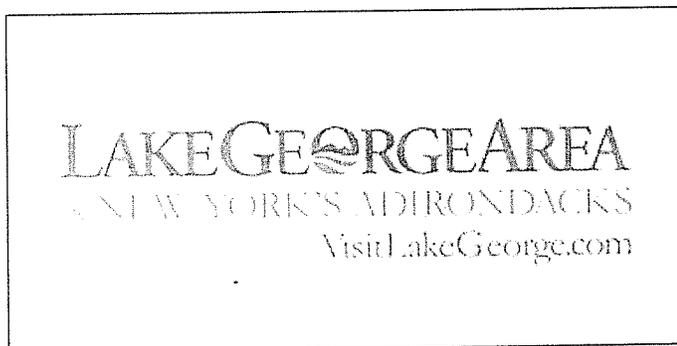
Chapter Selection



Company View

Map View

Lake George Area in NY's Adirondacks



Lake George Area in NY's Adirondacks

BUY MPI MEMBER
Tanya Brand

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brandt@co.warren.ny.us
[Forward to a Friend](#)
<http://www.visitlakegeorge.com>

From large conventions to intimate get-togethers to a little something off the beaten path, the Lake George Area in New York's Adirondacks provides a beautiful backdrop and a most accommodating environment. With nearly 9,000 rooms available and more than 400,000 square feet of event and meeting space—including a 7,378-seat arena—the area offers world-class facilities, ample meeting space, year-round activities and countless reasons to adjourn for the day.

PLUS! We offer up to \$50,000 incentive funding for Special Events in the Lake George Area! Complete your Request for Proposal and Special Events Funding Incentive application on line at:
VisitLakeGeorge.com.

- * Great Adirondack Location
- * Easily Accessible
- * Plentiful Lodging
- * Fabulous Food
- * Abundant Meeting Space
- * Exciting Activities
- * Dedicated Professionals
- * Spouse and Children's Programs
- * Team Building Options

And with easy access off I-87, the Lake George Area is also a convenient and centralized spot to attract attendees from Albany, New York City, Boston, Montreal, Burlington and anywhere else where people appreciate a gorgeous mountain and waterway setting.

over →

