

OCCUPANCY TAX COMMITTEE

DATE: July 1, 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 May 27, 2009 meeting.
- 2) Report of Information on Revenues from County Treasurer.
- 3) Introduce Michael Consuelo, CHME as Special Event Coordinator.
- 4) Michael Consuelo to give update of activities for June 2009.
- 5) Review application for Octoberfest for the Town of Hague.
- 6) Old Business/New Business
- 7) Adjourn

**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.

Town of Hague

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

Octoberfest

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

\$5,000<sup>00</sup>

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.

Community Center, Hague, NY 12836

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).

Rudy Meola, Councilman  
9854 Graphite Mtn. Rd.  
Hague, NY 12836      518-543-6347

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.

Saturday, September 26, 2009

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

Hague Town Park

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

1<sup>st</sup> Annual Oktoberfest, music, games, childrens activities + beer tasting - designed to draw visitors from surrounding area to discover Hague.

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

Town Board has approved event, ABC permits as required.

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

1000

(Continued on next page)

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

1<sup>st</sup> of many annual Oktoberfests

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.

100 rooms: 25% for 2 nites

75% for 1 nite

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).

- 1/2 page ad in 4-6 regional pubs (Times of TI and other Denpubs, LG Mirror, Post Star, Albany Times Union)
- Inclusion in Regional Broadcast Calendars + weekend highlights
- PSAs w/ local stations • feature articles throughout area 2 wks prior to event.

### III. EVENT FINANCING INFORMATION

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

for the event.

\$15,000

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):

\$3,900

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

\$6,000

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).

0

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.

\$5,000

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) 1 day

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.

Yes.

**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.

Yes.

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

Rudy Meola  
TYPE OR PRINT NAME

Rudy Meola  
SIGNATURE

Councilman/Park Committee Chair  
TITLE

6/11/09  
DATE

Hague Octoberfest Budget County

Expense	Vendor	Budget	Actual	Variance	Notes
<b>General Logistics</b>					
Tenting & Props	TBD	\$5,000.00			
Permits	County? Alcohol?	\$500.00			Need someone to take this action item and determine requirements
Communications	Radio rental?	\$300.00			A must for safety at an event like this. Check with HVFD for a loan?
	<b>Subtotal</b>	<b>\$5,800.00</b>			
<b>Entertainment</b>					
A/V support	TBD	\$500.00			We will try to get all the bands to bring equipment
OomPah/German Band		\$800.00			Might have to come from a little further distance. Currently have leads in NH & Western NY
Cloggers		\$400.00			
Polka Band		\$600.00			
Local Acts	TBD	\$1,200.00			
	<b>Subtotal</b>	<b>\$3,500.00</b>			
<b>Promotions</b>					
Graphic design	Local artist	\$800.00			Try to get this donated design for the ad and website.
Beer Steins	Vendor from community	\$650.00			200 mugs at \$3.25 each
1/2 page ad	Time of Ti, LG Mirror, other local	\$2,400.00			1/2 page ad in the regional papers to include all local accommodations, restaurants, & stores (Times of Ti & Adirondack Journal) + 2 other regionals.
1/4 page ad	Post Star & Albany?	\$900.00			Utilize the same artwork as smaller format papers
PSAs	All local TV & Radio	\$0.00			These should be free listings in the events calendars of all the papers, some editorial coverage the week prior to the event, and mentions on the regional TV stations.
	<b>Subtotal</b>	<b>\$4,750.00</b>			
<b>TOTAL EXPENSES</b>		<b>\$14,050.00</b>			
Revenue	Source	Budget	Actual	Variance	
<b>Entry Fees</b>					
Adults - non-drinking	300 people @ \$2 each	\$1,500.00			Children under 18 are free - this is adults only
Adults - drinking	400 people with stein \$10	\$4,000.00			Includes \$10 entry to beer tent, one free beer (\$3), and the glass stein (\$3.50)
Adults - drinking no stein	300 people without stein	\$600.00			Includes \$10 entry to beer tent and all activities
	<b>Subtotal Entry</b>	<b>\$6,100.00</b>			
<b>Other Revenue</b>					
Town Of Hague	From county funds	\$5,000.00			Determine if we need to spend this (because it is given by the county for a specific purpose) or repay
Chamber Contribution		\$1,000.00			Final amount TBD
Business Ad contributions	6 businesses @ \$100	\$600.00			Restaurants and lodging entities contribute
<b>Sponsorships</b>					
Possible Flagship	Lowes, Walmart	\$1,000.00			Might not get this - do we have any contacts?
% of proceeds	5 businesses @ \$150	\$750.00			Commercial entities with concession stands
Other Underwriters	6 businesses @ \$100	\$600.00			Non-vendor town businesses that contribute
	<b>Subtotal Sponsors</b>	<b>\$8,950.00</b>			
<b>TOTAL REVENUE</b>		<b>\$15,050.00</b>			
<b>Net Revenues after Expense</b>		<b>\$1,000.00</b>			



# Lake George

Regional Convention & Visitors Bureau, Inc.

*The LGRCVB is a  
division of the Lake  
George Regional  
Chamber of Commerce*

*Coming together is a beginning.....Keeping together is progress.....Working together is success*

## MONTHLY ACTIVITY REPORT HOSPITALITY & CONVENTION SALES for the LAKE GEORGE REGIONAL CVB

Since the start of this position and within the last 3 weeks, I have been able to:

### **ATTEND NUMEROUS PUBLIC AND PRIVATE MEETINGS SUCH AS:**

- The Warren County Board of Supervisors
- The Council of Chambers Dinner/Meeting in Hague
- Albany Executives Luncheon
- The Chamber's monthly mixer at The Sagamore
- The Americade recap meeting
- The gaslight Village Sub-committee meeting
- The Glens Falls Civic Center Foundation Board meeting
- The monthly meeting of the LGRCC Board
- The monthly meeting of the LGRCVB Committee
- The Saratoga CVB monthly meeting

And lastly, a well planned meeting between Kate Johnson, Tanya Brandt and myself, to discuss future partnering opportunities relative to the county and chamber's sales efforts.

### **VISITED NEW AND EXISTING VENUES FOR POTENTIAL SALES EFFORTS**

- Tim Benway, Warren County Fairgrounds
- Ralph Macchio, new owner of LG Forum
- Christine Dixon, Wiawaka Resort
- Ida Williams, newly renovated Copperfield Inn, North Creek, as well as Gore Mountain, and the North Creek Train Station
- The Adirondack Sports Complex (aka, The Dome)
- The Sagamore and its renovations
- Jason Blumenfeld, The GF Civic Center
- Conducted a personal walk-through of the Gaslight Village grounds.

(continued)

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Lake George, NY 12845

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**MONTHLY ACTIVITY REPORT- JUNE 2009  
HOSPITALITY & CONVENTION SALES  
for the  
LAKE GEORGE REGIONAL CVB**

**(continued)**

**CONDUCTED 65 -70 TELEPHONE & PERSONSAL CALLS TO**

- Empire Meeting Solutions (event & meeting planning) in Guilderland
- Plaza Travel Meetings in Latham
- Warren-Washington-Saratoga County BOCES
- Foundation for International Meetings, a DC based meeting planning firm
- The manager for NYS Promotions & Public Affairs based in Albany
- Attended the ESSAE Trade Show (Empire State Society of Association Executives in Saratoga Springs
- Telephone calls to SMERF market contacts which comprise of the religious, fraternal and military markets as well as educational and social aspects of event planning
- Fulfilled requests for meeting packet information along with familiarization of existing file base within the chamber office.

In addition to active telephone and personal contact, I have been able to work with the county office to determine year end strategies and research possible new shows in 2010. I had also been able to attend regional events such as the LARAC (Lower Adirondack Regional Arts Council), the Hudson Valley Volunteer Firemen's Association Convention and Lake George Arts & Crafts Show.

In July, I will be making a concentrated effort to personally meet with each Town Supervisor to become familiar with his/her respective town, village or city.

Respectfully submitted,

Michael Consuelo, CHME  
Hospitality, Special Events & Convention Sales Director