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OCCUPANCY TAX COMMITTEE

DATE: July 29, 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 July 1, 2009 meeting.
- 2) Report of Information on Revenues from County Treasurer.
- 3) Michael Consuelo to give update on activities for July 2009.
- 4) Ronald Montesi to discuss NY Association of Conservation District submission.
- 5) Committee to vote on #4.
- 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.

NY Association of Conservation District Inc

- B. Please set forth the name of the event for which you wish to contract with
2009 Warren County.

28 NYACD Annual Meeting: "The Spirit of Conservation, Technology
"Economy?"

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

\$1500

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.

New York; same as above

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

245 Hartley Rd
Amsterdam, NY 12010

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).

Ronald Montesi (518) 793-7846
6 Cobblestone Dr (518) 361-4376
Queensbury, NY 12804

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.

October 18-20, 2009

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

Ft. William Henry Resort, Lake George Village

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

NYACD, a 501(c)(3) is a volunteer organization who's by-laws state that an annual meeting must be held to convene delegates to elect leadership & vote on policies that will guide the organization for the coming year.

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

Contract w/ Ft. William Henry

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

150

(Continued on next page)

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

Future event 3 years from now - our mtg. held in various statewide locations.

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.

75 ~~over~~ overnight rooms, 2 nights.

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).

Website + newsletter of the Association, + publications of related partners in the industry. This will be delivered statewide.

III. EVENT FINANCING INFORMATION

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

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.

The logo will be used on the NYACD website
& with the printed registration package.

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 and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

yes, it has been read.

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

Judy Littrell
TYPE OR PRINT NAME

Judy Littrell
SIGNATURE

Executive Director
TITLE

June 30, 2009
DATE

Budget for 2009 NYACD Annual Meeting

Awards	\$670
Gifts - presenters	50
Planning services	2000
Printing	800
Supplies	2000
* includes participant binders, postage, etc	
Travel	200
Annual Meeting site	
* Lake George Boat Cruise	800
* Ft. William Henry	28,500
Total	\$34,720

WARREN COUNTY TREASURER

FRANCIS X. O'KEEFE
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

Date: July 29, 2009

To: Chairman Kenny & Members of the Occupancy Tax Committee

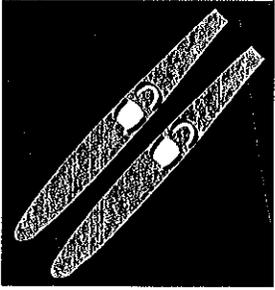
From: Frank O'Keefe, Treasurer

Enclosed is the Quarterly Report of the Occupancy Tax Revenue and Expenditures for the period ending June 30, 2009.

Also, the total collections through July 28, 2009 are \$704,410.66

The collections through same period July 28, 2008 were \$824,281.32

Please contact me if you have any questions or concerns.



Warren County Occupancy Tax



Revenues & Expenditures

For Period Ended 6/30/09

Warren County
Occupancy Tax
Revenue Analysis

Revenues 2004-2009; Increase/(Decrease) from Prior Year

Year	Total Revenue	Amt Inc/(Dec) from Prior Year	% Inc/(Dec) from Prior Year
2004	2,597,871		
2005	2,792,448	194,577	7.49%
2006	3,033,734	241,286	8.64%
2007	3,478,028	444,294	14.65%
2008	3,302,214	(175,813)	-5.05%
2009	545,630	(2,756,585)	-83.48%
Total	<u>15,749,924</u>		

** Difference from Revenue reported on the graph on page 4 for 2007 = \$89,861. Difference from Revenue reported on the graph on page 4 for 2008 = (\$89,861). This represents the revenue that was accrued in 2007 due to a business set up on a payment plan, but received in 2008 (the payment plan was completely paid off).

Warren County
Occupancy Tax
2009

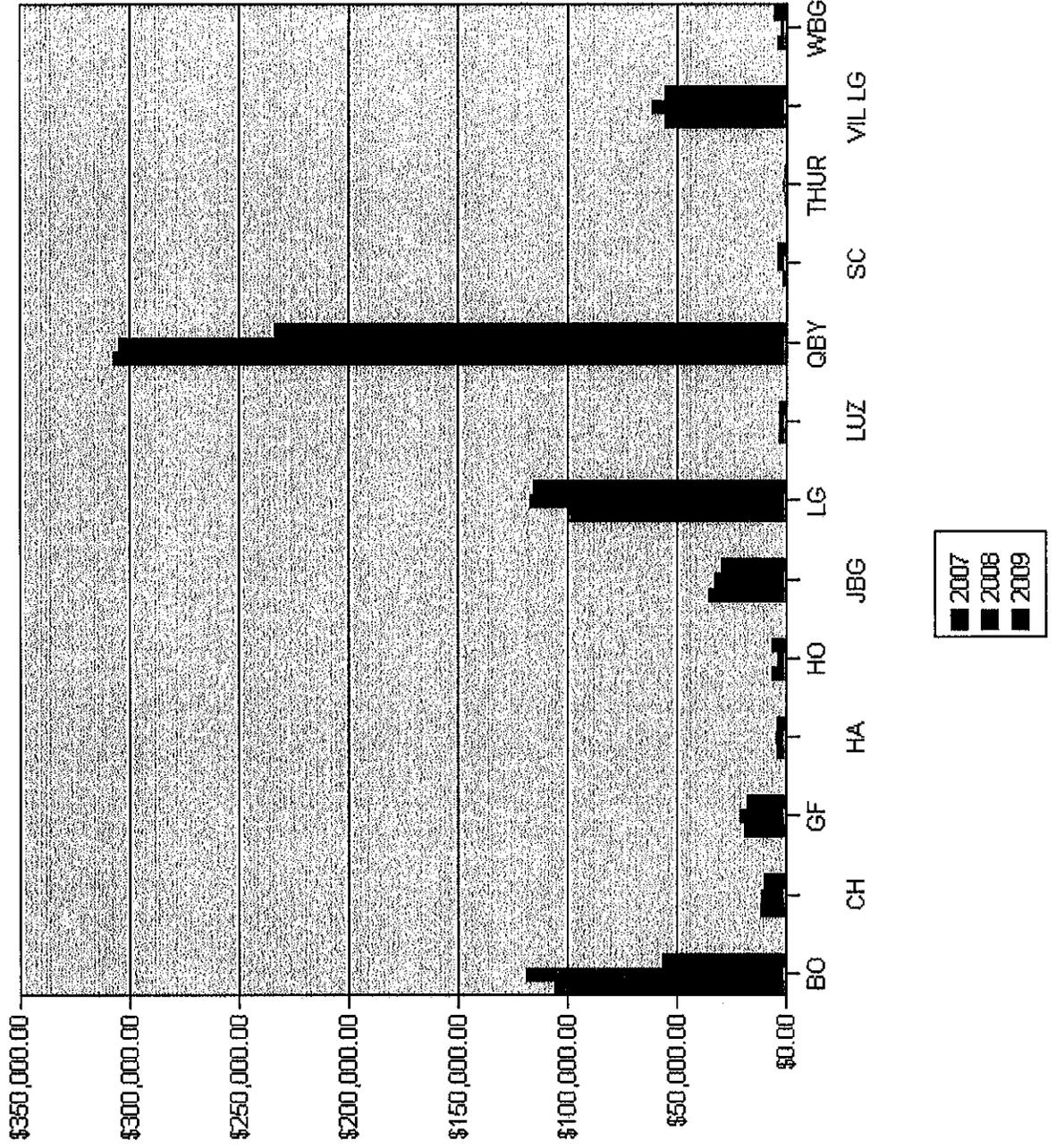
Revenue Collected through June 30, 2009 \$ 545,629.77

Revenue Collected through June 30, 2008 \$ 678,350.96

Increase/(Decrease) from 2008 \$ (132,721.19)

YTD Occupancy Tax Revenue By Town - Three Year Comparison

Thru: June



Total Revenue Collected through June for 2007, 2008, & 2009

BO	\$105,537.68	16.11%	\$119,018.44	17.27%	12.77%	\$56,395.08	10.34%	-52.62%
CH	\$11,632.60	1.78%	\$11,377.23	1.65%	-2.20%	\$10,279.50	1.88%	-9.65%
GF	\$19,266.19	2.94%	\$21,486.52	3.12%	11.52%	\$17,737.85	3.25%	-17.45%
HA	\$4,231.88	0.65%	\$4,735.84	0.69%	11.91%	\$3,864.84	0.71%	-18.39%
HO	\$6,909.00	1.05%	\$4,223.10	0.61%	-38.88%	\$7,004.80	1.28%	65.87%
JBG	\$35,107.98	5.36%	\$33,088.30	4.80%	-5.75%	\$29,908.43	5.48%	-9.61%
LG	\$99,465.08	15.19%	\$117,391.22	17.03%	18.02%	\$115,940.50	21.25%	-1.24%
LUZ	\$3,492.82	0.53%	\$3,773.70	0.55%	8.04%	\$3,537.41	0.65%	-6.26%
QBY	\$307,134.12	46.90%	\$304,622.89	44.19%	-0.82%	\$233,779.82	42.85%	-23.26%
SC	\$1,644.82	0.25%	\$4,245.25	0.62%	158.10%	\$4,169.00	0.76%	-1.80%
THUR	\$295.75	0.05%	\$1,598.00	0.23%	440.32%	\$1,134.59	0.21%	-29.00%
VIL LG	\$56,048.14	8.56%	\$61,192.32	8.88%	9.18%	\$55,939.37	10.25%	-8.58%
WBG	\$4,139.99	0.63%	\$2,598.15	0.38%	-37.24%	\$5,938.58	1.09%	128.57%

Warren County
Occupancy Tax Expenditures
Yearly Totals

2006		Total
Exp Code	Description	
A.6417 220	Office Equipment	7,376.25
A.6417 230	Automotive Equipment	226.48
A.6417 260	Other Equipment	744.00
A.6417 424	Postage	52,956.56
A.6417 444	Travel/Education/Conference	19,434.88
A.6417 470	Contract	1,297,908.89
A.6417 481	Tourism Promotion - \$1,856,708.81 Total	1,651,541.04
	Paul Kaza Associates, Inc.	205,167.77
	Other	<u>3,235,355.87</u>

2007		Total
Exp Code	Description	
A.6417 110	Salaries - Regular	342,355.76
A.6417 120	Salaries - Overtime	9,210.38
A.6417 130	Salaries - Part Time	5,421.42
A.6417 220	Office Equipment	830.07
A.6417 260	Other Equipment	1,950.00
A.6417 410	Supplies	37,114.99
A.6417 418	Ins - General Liability	480.68
A.6417 421	Equipment Rental	7,271.09
A.6417 423	Telephone	3,044.42
A.6417 424	Postage	230,455.80
A.6417 426	Subscription	275.00
A.6417 427	Memberships & Dues	5,526.00
A.6417 428	Data Processing & Internet Fees	850.00
A.6417 441	Auto - Supplies & Repair	276.98
A.6417 442	Automotive - Gas & Oil	999.15
A.6417 444	Travel/Education/Conference	11,222.47
A.6417 445	Foods	63.89
A.6417 469	Other Payments/Contributions	758,433.44
A.6417 470	Contract	832,571.98
A.6417 481	Tourism Promotion - \$1,264,449.19 Total	890,452.53
	Susan L. Stratton DBA Stratton Partners	373,996.66
	Other	<u>3,512,802.71</u>

2008		Total
Exp Code	Description	
A.6417 110	Salaries - Regular	343,202.88
A.6417 120	Salaries - Overtime	7,941.69
A.6417 130	Salaries - Part Time	4,316.68
A.6417 220	Office Equipment	240.00
A.6417 410	Supplies	24,959.19
A.6417 418	Ins - General Liability	484.35
A.6417 421	Equipment Rental	3,073.64
A.6417 422	Repair/Maint - Equipment	45.39
A.6417 423	Telephone	1,343.09
A.6417 424	Postage	260,109.26
A.6417 426	Subscription	275.00
A.6417 427	Memberships & Dues	4,629.00
A.6417 428	Data Processing & Internet Fees	14,993.00
A.6417 441	Auto - Supplies & Repair	281.21
A.6417 442	Automotive - Gas & Oil	1,478.82
A.6417 444	Travel/Education/Conference	15,495.52
A.6417 469	Other Payments/Contributions	847,016.86
A.6417 470	Contract	720,124.09
A.6417 481	Tourism Promotion - \$970,264.70 Total	748,035.29
	Susan L. Stratton DBA Stratton Partners	222,229.41
	Other	<u>3,220,274.37</u>

2009 (through 6/30/09)		Total
Exp Code	Description	
A.6417 110	Salaries - Regular	158,177.89
A.6417 120	Salaries - Overtime	5,401.07
A.6417 130	Salaries - Part Time	880.66
A.6417 220	Office Equipment	-
A.6417 410	Supplies	5,222.17
A.6417 418	Ins - General Liability	320.18
A.6417 421	Equipment Rental	1,413.28
A.6417 422	Repair/Maint - Equipment	-
A.6417 423	Telephone	531.34
A.6417 424	Postage	151,753.07
A.6417 426	Subscription	-
A.6417 427	Memberships & Dues	3,544.00
A.6417 428	Data Processing & Internet Fees	405.00
A.6417 441	Auto - Supplies & Repair	210.24
A.6417 442	Automotive - Gas & Oil	403.12
A.6417 444	Travel/Education/Conference	7,674.55
A.6417 469	Other Payments/Contributions	458,043.59
A.6417 470	Contract	181,018.19
A.6417 480	Tourism-Special Events	68,819.91
A.6417 481	Tourism Promotion - \$211,517.20 Total	101,082.97
	Susan L. Stratton DBA Stratton Partners	110,434.23
	Other	<u>716.00</u>
A.6417 840	Workmen's Comp	1,256,051.46