

OCCUPANCY TAX COMMITTEE

DATE: August 31, 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 29, 2009 meeting.
- 2) Report of Information on Revenues from County Treasurer.
- 3) Michael Consuelo to give update on activities for August 2009.
- 4) Rescind Resolution # 308 of 2009 authorizing the County to charge the Adirondack Balloon Festival \$15,000 for expenses relating to the balloon festival.
- 5) City of Glens Falls 2009 Holiday Hometown Weeklong Celebration (12/7 -12/13/09) to be downsized to two days. - \$2,000 originally awarded.
- 6) Lake George Blues Blast to be held 10/3 & 10/4/09 has been cancelled. - \$4,000 can be reallocated.
- 7) Old Business/New Business
- 8) 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.

City of Glens Falls

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

Holiday Hometown Weeklong Celebration

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

\$10,000.

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.

N/A

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

42 Ridge St. City Hall,
Glens Falls, NY 12801

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).

Alice Brether - 761-3864
City Hall, 42 Ridge St.
Glens Falls, NY 12801

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.

DEC. 7 - 13, 2009

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

See attached

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

See attached

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

See attached

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

1,000 - 1,500

(Continued on next page)

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

We plan this as an 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

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).

See attached.

III. EVENT FINANCING INFORMATION

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

\$4,000

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):

See attached.

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).

See attached.

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.

See attached.

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

See attached.

(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.

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 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.

Alice Grether

TYPE OR PRINT NAME



SIGNATURE

Dir. of Tourism

TITLE

11/24/08

DATE

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

Section 7: Planned location
Section 8: General Description
Section 9: Infrastructure

} Holiday Hometown Week Long Celebration
Information Listed Below:

2008 will be the second year in which the Downtown Events Committee and the City of Glens Falls partner to offer a comprehensive Holiday Celebration. This collaboration needs to be raised to the next level with quality programming and entertainment in order to entice visitors from outside the Glens Falls area.

We will be using this 2008 as a model but expanding it for 2009. The program is as follows:

Throughout the week:

- Scavenger Hunt: Search for holiday artwork throughout downtown Glens Falls and win a Nintendo Wii; Sponsored by World Awareness Children's Museum.
- Window Display Competition: Vote for your favorite window; leave the ballot at LARAC, 7 Lapham Place. Winner will be announced at Tree Lighting Ceremony.
- Holiday Trolley, dressed up for the season, runs from Aviation Mall to Glens Falls from Thanksgiving to Christmas.

Monday, Dec. 1 from 5:00pm – 8:00pm

Free Admission:

- *Is It Soup Yet?* Nothing better than a hot soup during a cold winter's day. Soup tastings at various businesses throughout downtown Glens Falls.
- Adirondack Broadcasting on location with music and a drop off station for the Glens Falls Soup Kitchen.
- TV personality Chef Sally Longo will be making soup at the TV-8 Studio, 126 Glen St.

Tuesday, Dec. 2 from 5:00pm-8:00pm

- West Mountain will be making snow (weather permitted) at City Park. Bring the kids to play and slide down the mountain. Free
- Glens Falls Civic Center: Public Ice Skating from 12:00 noon -2:00pm. \$5.00 per person. Skate rentals available for \$3.00 each.

Wednesday, Dec. 3 from 5:00pm - 8:00pm

Free Admission:

- A Dicken's Victorian Night
- Story-telling at *Dog Ate My Homework*, 206 Glen St.
- Aimie's Dinner & A Movie, 190-194 Glen St., presents "A Christmas Carol"
- Chapman Historical Museum, 348 Glen St., offers an evening tour of DeLong House's Victorian Christmas.

continued...

Thursday, Dec. 4 from 5:00pm – 8:00pm

Free Admission:

- The Flipsydz doo wop group and others perform live on Glen Street

Friday, Dec. 5 from 5:00pm-8:00pm

Free Admission:

- Santa Claus at Glens Falls National Bank, 250 Glen St.
- Father Christmas at TDBank North, 237 Glen St.
- Sax-O-Claus will be floating around downtown playing his holiday saxophone.
- Pet a reindeer at Exchange Street
- Adirondack Bag Pipe Club performs at City Hall
- Take a horse & carriage ride; leaves from City Hall
- Tree Lighting at 8:15pm at City Park
- Fireworks from Centennial Circle at 8:30pm

Saturday, Dec. 6 from 1:00pm – 3:00pm

Free Admission:

- Winter Wonderland at City Hall, complete with Santa and holiday music performed by Ryan Engelbrecht.
- Before you shop, drop the kids off for a free karate lesson at Lamkin's Martial Arts Studio, 81 Warren Street.
- Free gift wrapping at TV8 Studios, 126 Glen St.
- Horse & carriage rides in front of City Hall, 42 Ridge St.

Sunday, Dec. 7 from 11:00am – 4:00pm

- The Chapman Historical Museum, 348 Glen St., offers a Holiday Reception and Gourmet cookie Sale. Free Admission
- Hometown Holiday Tour sponsored by the Glens Falls Symphony Orchestra and The Chapman Historical Museum. Tour upscale apartments, condos and businesses throughout Glens Falls. Tickets: \$25, proceeds going to the sponsoring attractions.

Businesses participating to date:

Achenback's Jewelers
Aimie's Dinner & A Movie
Bistro Tallulah
by DonGo
Chapman Historical Museum Store
Cooper's Cave Ale
Cosmetic Junkies Boutique
Davidson Brothers Restaurant & Brewery
Dog Ate My Homework!
Fiddleheads
Gift & Engravings by George
Glens Falls National Bank
The Hyde Collection Museum Store

continued

Lapham Gallery Gift Shop
Kismet
Milk & Honey
Prima Dance Essentials
Prima Gourmet Marketplace & Eatery
Red Fox Books
Ridge Street Coffee Co.
Rock Hill Cafe
Scoville Jewelers
Sensibiliteas
Sterling & Co.
TD Banknorth
TV-8
Twigs
Upstate Uniforms
Uncorked New York

Attractions participating will be:

Adirondack Pipes & Drums
Chapman Historical Museum
Crandall Public Library & Folklife Center
Glens Falls Civic Center
The Hyde Collection Art Museum
LARAC- Lapham Gallery
The Wood Theater
World Awareness Children's Museum

Section 12: Hotel, motel, inn, B&B or other overnight accommodations anticipated.

Queensbury Hotel, 88 Ridge Street, Glens Falls
Alleluia Bed & Breakfast, 581 Glen St., Glens Falls
Glens Falls Inn. 25 Sherman Ave., Glens Falls
Memory Manor B&B, 514 Glen St., Glens Falls

We wish to compete with other cities who have established a well-organized holiday celebration. To do so, the "heads-in-beds" number may be lower than desired, but given time and effective marketing, we would be looking at 300-400 overnights during the duration of the event once it has more programming and is marketed. Special overnight packages to entice out of town visitors could be offered as part of the marketing efforts.

continued...

Section 13: Marketing & Advertising

Radio: Advertising on local, regional and WAMC public radio	\$4,000
Print Display ads placed in publications that reach Warren County, Washington County, Saratoga County, and the capital region.	<u>\$6,000</u>
Total:	\$10,000

We will also do press releases, poster distribution, and cross marketing with businesses, venues, accommodations, etc. to advertise the event via invitations, as well as utilizing web sites and flyers.

Section 15. At this point in time, the Downtown Events Committee (comprised of downtown businesses) donates their resources to cover expenses.

Section 17: The City of Glens Falls budgets \$4,000 plus a staff person (Bianca Guldán, Downtown Events Manager) to work with the Downtown Events Committee for this event.

Section 18: We would need an additional \$10,000 (See Marketing Plan, Section 13) in order to bring this event up to the next level and to market to a wider audience.

Section 19: The City of Glens Falls does not anticipate direct income from this event; however the participating downtown businesses/attractions will show an increase in their sales and attendance.

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REGIONAL CONVENTION & VISITORS BUREAU
A division of the Lake George Regional Chamber of Commerce

P.O. Box 272
Lake George, NY 12845
PH: 518-668-5755
FX: 518-668-4286

LGRCVB@lakegeorgechamber.com

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

ATTENDED THE FOLLOWING

- Chaired monthly CVB meeting: which includes representatives from 6-8 hotels and 2-3 major attractions.
- Warren County Occupancy Tax Committee Meeting and presented a monthly activity report (orally and in written form).
- Glens Falls Civic Center Foundation Board Meeting
- Meeting with Supervisor Dan Belden (Hague)
- Meeting with Tanya Brand to discuss upcoming Affordable Meetings Show

SALES ACTIVITIES

The month of August was somewhat of a quiet month as a majority of sales contacts were on vacation or not available to discuss future meeting or event planning. To those not actually contacted, a follow-up letter and literature was sent.

- Continued telephone calls to **Religious Conference Manager Association (RCMA)** to solicit group meetings and conventions. Of particular interest were favorable responses from The Evangelical Church (Minn. MN), Miracle Christian Center (Hempstead, NY) and AWANA (Rock Hill, SC). All three will require facilities large enough for exhibits and sleeping rooms between 400 -500...sales collateral has been sent and appropriate follow up calls will be made prior to actual lead generation.
- Continued to correspond with **United Church of God** and to share next step actions **to those hotels that would be asked to participate in room blocks. Received site visit follow-up letter from client who indicated LG Forum would be his choice for meeting venue. Met with Ralph Macchio, Sr. of Lake George Forum** to discuss his building and how best it can be of service to this event.
- Sales calls to the Tri-City region (Albany-Schenectady-Troy) were conducted.
- Met with ShawMorgan Marketing & Media to create and design a sales piece apropos for distribution at upcoming convention trade shows.
- Continued to coordinate attendance at upcoming trade shows by actively calling on those past personally known contacts to let them know of our participation. (Scheduled shows are Affordable Meetings, Rejuvenate, Meetings Quest).
- Assisting the following group & conventions hosting upcoming meetings/conventions in the near future : Northeast Regional Construction Specification Institute; IRS; NY/Ontario Shriners; Mary Kay Leaders; NYS Military Officers Association of America; and Albany Medical College. Coordinating Dine-Arounds, hospitality services and welcome bags.

- Providing Hospitality Services and attending the Wellness & Wisdom Day hosted by ESSAE (Empire State Society of Association Executives at the Sagamore Hotel (September 3 & 4) for possible lead generation
- Personal meeting with Gartner Group to discuss possible golf tournament with hotel rooms for fall of 2010.
- Spoke with Ben Driscoll, newly appointed Executive Director of Association for the Hearing Impaired, Inc. for possible dinner venue for 400 ppl. April 2010.

Leads generated to hotels for action:

- JCI New York State. Preferred Meeting Date: October 23 - 25, 2009. Approximate number of total room nights: 85. Planned meetings and food & beverage
- RSE Ski Tour. Preferred dates: February 26 – 28, 19 -21 or March 5 – 7, 2010. Approximately number of total room nights: 400. Group will be requiring 2 Dinners, 2 Breakfasts and 1 Luncheon for 400 persons.
- Universal Cheerleading Association/Varsity Brand Summer. Approximate number of total room nights: 105. Preferred dates: Summer 2010. Will require minimal 5,000 sq. ft. of space Indoor or Outdoor space.

Respectively submitted,

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

WARREN COUNTY TREASURER

FRANCIS X. O'KEEFE
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

Date: August 31, 2009

To: Chairman Kenny & Members of the Occupancy Tax Committee

From: Frank O'Keefe, Treasurer

A comparison of current year to prior year occupancy tax revenue collected through August 28 is shown below.

Revenue Collected through August 28, 2009	\$991,813.98
Revenue Collected through August 28, 2008	<u>\$1,081,450.12</u>
Increase/(Decrease) from 2008	(\$89,636.14)

Please contact me if you have any questions or concerns.

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism

DATE: 8/31/09

- (a) Purpose of Request: To rescind Resolution # 308 of 2009

- (b) Details: per request from the Board of Supervisors

- (c) Previous Resolution Number: #308 of 2009

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:

~~Sample: A.8021 470 Planning & Community Development - Contract~~

~~* as listed in budget and LOGOS~~

Warren County Board of Supervisors

RESOLUTION NO. 308 OF 2009

Resolution introduced by Supervisors Kenny, Tessier, Merlino, Bentley, Champagne, Simmes and Goodspeed

AUTHORIZING PROVISIONS FOR AGREEMENT WITH THE ADIRONDACK BALLOON FESTIVAL - OCCUPANCY TAX COORDINATION

WHEREAS, the Occupancy Tax Coordination Committee has recommended limited funding of the Adirondack Balloon Festival, and

WHEREAS, the Warren County Board of Supervisors has determined, with the approval of the Adirondack Balloon Festival, that certain expenses incurred by the County will be chargeable to the Adirondack Balloon Festival, now, therefore, be it

RESOLVED, that said County expenses, including but not limited to, rental of porta-johns, lighting, and generators, are to be chargeable to the Adirondack Balloon Festival in an amount not to exceed Fifteen Thousand Dollars (\$15,000).