

OCCUPANCY TAX COMMITTEE

DATE: February 25, 2010

AGENDA

Committee Supervisors:

William H. Kenny, Chairman

Eugene J. Merlino

Ralph W. Bentley

Fred Champagne

Sterling T. Goodspeed

Frank McCoy

Ronald F. Conover

- 1) Accept minutes from December 14, 2009 meeting.**
- 2) Report on Revenues from County Treasurer.**
- 3) Report of activities from Sales/Special Events Convention Coordinator.**
- 4) Discussion on funding guidelines.**
- 5) Discussion on distribution of funds to Towns and Special Events Fund.**
- 6) Revisit the Lake George Forum application/allocation of funds.**
- 7) Discuss the (3) new Occupancy Tax applications.**
- 8) Old business/New business**
- 9) Adjourn**

WARREN COUNTY TREASURER

FRANCIS X. O'KEEFE
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

To: SUPERVISOR BILL KENNY, OCCUPANCY TAX CHAIRMAN, MEMBERS
& SUPERVISORS

From: FRANCIS X. O'KEEFE, COUNTY TREASURER

Date: FEBRUARY 24, 2010

Re: BUDGET PROCESS & OCCUPANCY TAX DISTRIBUTION

.....

The 2010 Occupancy Tax Department Budget is composed of the following:

Special Event Funds	\$ 330,221.00
Municipality's Share	826,000.00
Tourism	<u>2,178,779.00</u>
TOTAL	\$3,335,000.00

1. \$330,221.00 10% Special Events Funds designated by the Occupancy Tax Committee. This is allocated at the December meeting for the year 2010. This is based on the 2008 collections.
2. \$826,000.00 Municipality shares to Towns and City shares -\$30,000 to each on Oct. 15. 1% of tax collected by each municipality, less \$390,000 on May 29.
3. \$2,178,770.00 Represents Tourism budget for 2010. \$1,650,000 from appropriated Occupancy Tax reserve plus \$1,685,000 2010 Collections.

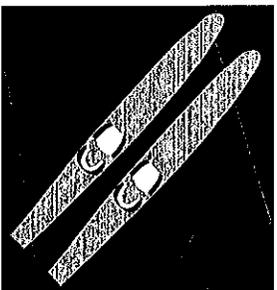
I believe there has been discussions concerning the use of Occupancy funds for the Gaslight project. In the event any future occupancy funds are allocated, this would reduce available funding for special events, Municipalities and the Tourism Department. Considering future possible construction, engineering and legal costs, coupled with the fact that 2009 revenues are down almost \$357,000 or 11% over 2008 could turn into a major capital project which may add considerable costs to a 2011 budget and beyond.

Encl. Occupancy Tax Report

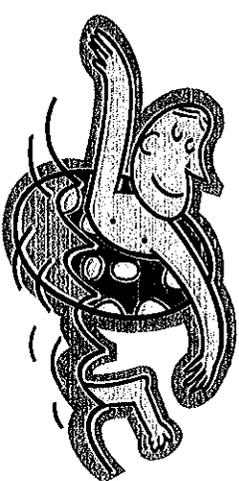
FXO/dl

cc: Joan Sady
JoAnn McKinstry

WARREN COUNTY MUNICIPAL CENTER
1340 STATE ROUTE 9-LAKE GEORGE, NEW YORK 12845-9803
TELEPHONE 518-761-6375



Warren County Occupancy Tax



Revenues & Expenditures

For Period Ended 12/31/09
(thru 2/23/10)

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	2,919,253	(382,961)	-11.60%
Total	<u>18,123,547</u>		(for 2009 revenues received through 2/23/10)

** 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

Revenues received in 2010 for 2009 are accrued

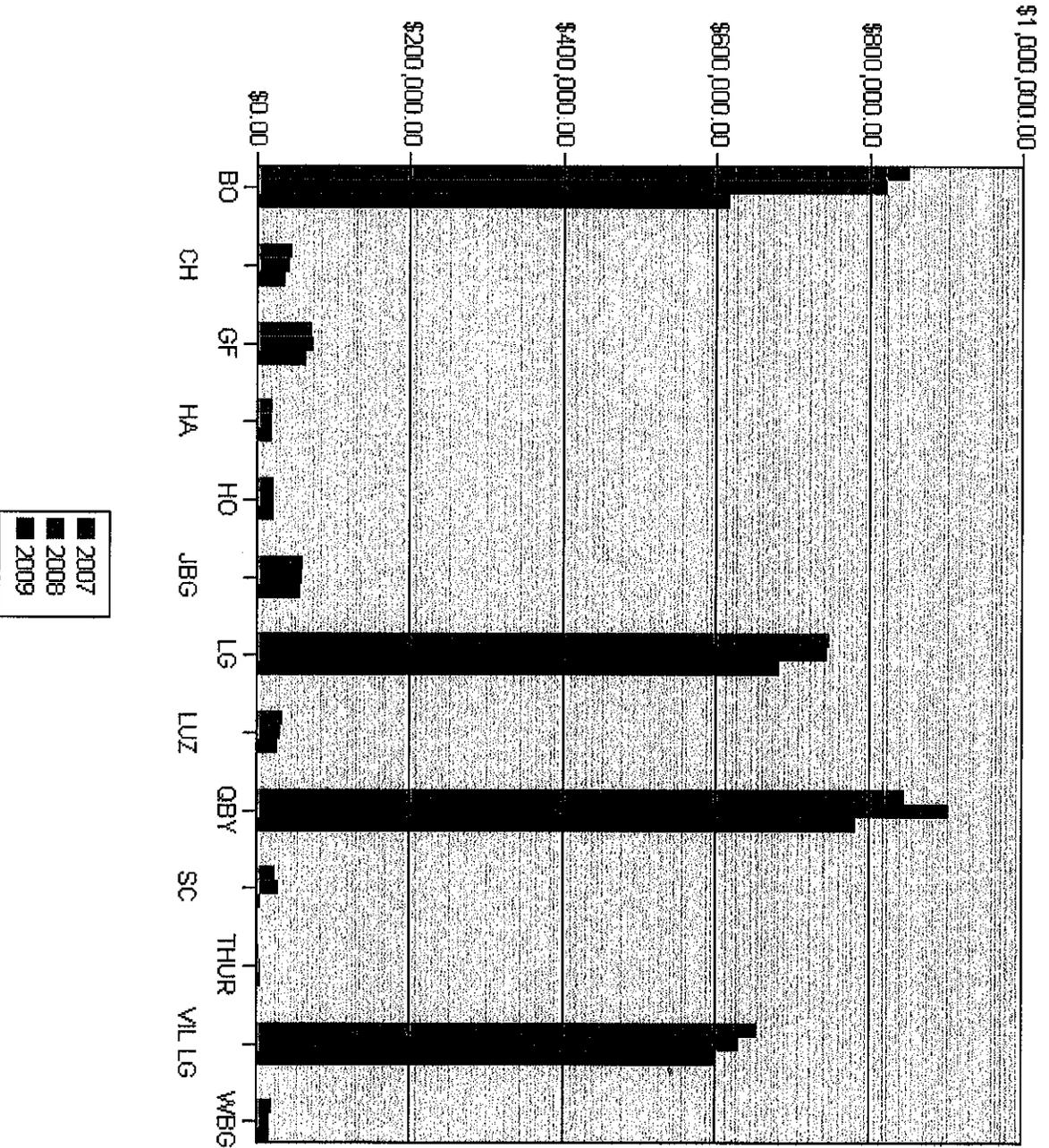
Revenue for 2009 Collected through February 23, 2010 \$ 2,919,253.23

Revenue for 2008 Collected through February 23, 2009 \$ 3,276,165.95

Increase/(Decrease) from 2008 \$ (356,912.72) down 11%

YTD Occupancy Tax Revenue By Town - Three Year Comparison

Thru: December



Total Revenue Collected through December for 2007, 2008, & 2009
(2009 Revenues are collected through February 23, 2010)

BO	\$850,733.80	25.11%	\$820,705.59	24.19%		-3.53%	\$614,936.24	21.06%		-25.07%
CH	\$45,414.90	1.34%	\$43,299.82	1.28%		-4.66%	\$34,702.42	1.19%		-19.86%
GF	\$70,483.98	2.08%	\$71,864.57	2.12%		1.96%	\$62,602.49	2.14%		-12.89%
HA	\$19,410.94	0.57%	\$19,178.72	0.57%		-1.20%	\$17,995.84	0.62%		-6.17%
HO	\$21,927.85	0.65%	\$21,456.56	0.63%		-2.15%	\$20,920.64	0.72%		-2.50%
JBG	\$59,884.14	1.77%	\$59,672.89	1.76%		-0.35%	\$56,652.88	1.94%		-5.06%
LG	\$746,775.31	22.04%	\$744,093.18	21.94%		-0.36%	\$681,886.58	23.36%		-8.36%
LUZ	\$33,323.74	0.98%	\$30,086.09	0.89%		-9.72%	\$26,154.10	0.90%		-13.07%
QBY	\$844,044.14	24.91%	\$902,659.76	26.61%		6.94%	\$780,931.52	26.75%		-13.49%
SC	\$23,052.84	0.68%	\$27,776.12	0.82%		20.49%	\$4,174.00	0.14%		-84.97%
THUR	\$2,860.41	0.08%	\$4,647.76	0.14%		62.49%	\$3,971.72	0.14%		-14.55%
VIL LG	\$652,013.52	19.24%	\$629,656.96	18.56%		-3.43%	\$596,912.58	20.45%		-5.20%
WBG	\$18,141.87	0.54%	\$17,076.34	0.50%		-5.87%	\$17,412.22	0.60%		1.97%

Warren County
Occupancy Tax Expenditures
Yearly Totals

Exp Code	Description	2006 Total
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 Pauli Kaza Associates, Inc.	1,651,541.04
	Other	205,167.77
		<u>3,235,355.87</u>

Exp Code	Description	2008 Total
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 Susan L. Stratton DBA Stratton Partners	748,035.29
	Other	222,229.41
		<u>3,220,274.37</u>

Exp Code	Description	2007 Total
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 Susan L. Stratton DBA Stratton Partners	890,452.53
	Other	373,996.66
		<u>3,512,802.71</u>

Exp Code	Description	2009 (posted through 1/31/10) Total
A.6417 110	Salaries - Regular	337,135.00
A.6417 120	Salaries - Overtime	6,774.44
A.6417 130	Salaries - Part Time	4,873.89
A.6417 410	Supplies	13,530.87
A.6417 418	Ins - General Liability	320.18
A.6417 421	Equipment Rental	2,814.88
A.6417 423	Telephone	1,213.98
A.6417 424	Postage	303,624.19
A.6417 427	Memberships & Dues	4,894.00
A.6417 428	Data Processing & Internet Fees	37,822.20
A.6417 441	Auto - Supplies & Repair	534.20
A.6417 442	Automotive - Gas & Oil	927.67
A.6417 444	Travel/Education/Conference	14,153.72
A.6417 469	Other Payments/Contributions	846,043.59
A.6417 470	Contract	406,644.55
A.6417 480	Tourism-Special Events	327,094.21
A.6417 481	Tourism Promotion - \$893,455.58 Total Susan L. Stratton DBA Stratton Partners	691,978.87
	Other	201,476.71
A.6417 810	Retirement	24,583.51
A.6417 830	Social Security	21,122.00
A.6417 831	Medicare	4,939.82
A.6417 840	Workmen's Comp	716.00
A.6417 860	Hospitalization	70,445.20
A.6417 865	Dental Insurance	1,272.00
		<u>3,326,935.68</u>



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

FEBRUARY 2010

ATTENDED THE FOLLOWING

- ESSAE Annual Meeting & Awards Dinner
- HSAMI Webinar (Smith Travel Research on current & future industry trends).
- Lake George Winter Carnival Opening Ceremonies & Activities
- Empire State Tourism Conference
- Lakes to Lockes monthly meeting
- Glens Falls Tourism & Merchants monthly meeting
- ARCC Mixer
- Warren County Board of Supervisors monthly meeting
- Warren County Occupancy Tax Committee meeting
- Gaslight Village Committee meeting
- Glens Falls Civic Center Foundation Board meeting
- Events Committee meeting for LGChamber of Commerce
- NYSPHSA Basketball Marketing Committee meeting
- Chaired monthly CVB meeting

SALES ACTIVITIES

- Twice monthly sales trips to the Tri-City region to call on **ESSAE**, **MPI** and **Corporate** decision makers responsible for booking events for their respective associations or businesses. Visits to Association Development Group, NYS Restaurant Association, The Business Council of NYS, Empire Meeting Solutions, Experient, United Teachers Association, NYS Arborists Society, NYS Broadcasters, amongst others were made in February.
- Met with **NYS Bankers Association**. Association will be meeting at the Sagamore in the future and offered services of CVB as an enhancement to their conference attendees.
- Finalized all letters of intent and contracts with hotels and LG Forum relative to **IRS Conference** this coming June 20 -25, 2010.
- Provided literature and concierge services to group staying at Holiday Inn Resort the first weekend of the month.
- Continued discussion with **New Beginnings Community Church** for a possible 3-day conference this coming September 2010. Conference to be held at the LG Forum with housing needed from area hotels.
- Met with Collette Zonitch McGrath, principal of **CZM Event Planning** group out of New Jersey. Toured area venues, hotels and attraction sites for possible event(s).

- In the process of developing & finalizing a comprehensive Sales & Marketing Plan for the remainder of 2010.
- In the process of organizing a Familiarization/Educational Tour of **AAA Agencies** from the Northeast for the early part of May, 2010. A similar trip is also being planned for decision makers from the meetings industry for late spring or early fall.
- Acted as “guest” presenter to **Adirondack Community College School of Hospitality** to speak about the hospitality industry within Warren County and the surrounding regions. The impact of tourism and its current and future opportunities.
- Continued telephone sales calls to bucket list of planners gathered from previously attended shows from 2009.
- Effectively sent first time “**CVB Newsletter**” to over 300 meeting planners throughout Northeast. Database to be continually updated as new names of decision makers are garnered.
- Met with Jeanne Moody, **Angelic Church in America** for possible fall program in 2012.
- Met with Rainy Gilbert, **Tours of Distinction** regarding 2010 Golfing Groups and packaging opportunities. Planner in the early stages of fact finding of possible courses, accommodations and things to do.
- Co-ordination, beginning next month, to attending **Town Chamber of Commerce** meetings where and when permitted.

LGRCVB Leads Booked in Warren County (definite):

GROUP NAME	DATES	LOCATION	# ATTENDEES	# ROOM NIGHTS	ECONOMIC IMPACT
IRS	September 14 -18, 2009	Wingate	68	272	\$23,376.00
JCI NYS Jaycees	October 23 - 25, 2009	Ft. Wm. Henry	120	85	\$25,920.00
Caldwell Retreat	February 5 - 6, 2010	Holiday Inn	100	50	\$12,500.00
IRS - Criminal Investigation Conference	June 20 - 25, 2010	Hampton, Wingate, Comfort Suites & LG Forum	240	1050	\$150,000.00
US Cheerleading	July 11 - 15, 2010	Great Escape Lodge	150	150	\$27,700.00
Sweet 16 Seniors	September 21 -25, 2010	Georgian & Steamboat Company	40-46	80	\$19,872.00
Main Travel Service	June 19- 21, 2010	Comfort Suites, Steamboat Co. & Hudson River Train	55	56	\$13,000.00
TOTAL			779	1743	\$259,238.00

LGRCVB Leads generated for Warren County (tentative)

GROUP NAME	DATES	# ATTENDEES	# ROOM NIGHTS	POTENTIAL ECONOMIC IMPACT
Project Graduation	June 18, 2010	100	50	\$17,500.00
NYS County Finance Assn	July 25 – 28, 2010	60	90	\$38,880.00
US Marine Tankers Reunion	July/August 2010	200 Boat Cruise on Lac	Staying in Albany	\$9,200.00
New Beginnings Community Church	September 16 – 19, 2010	900	800	\$91,200.00
National Rifle Association	June 2011	75	135	\$24,300.00
American Academy of Dental Practice	Sept/Oct. 2011	100	195	\$15,580.00
United Methodist Association	June 2012	275 – 300	700	\$64,800.00
United Church of God	September 2013	1000 – 1200	2117	\$1,574,400.00
TOTAL		2,710	4,027	\$1,835,860.00

Lake George Regional Convention & Visitors Bureau

A Division of the Lake George Regional Chamber of Commerce in the Adirondack Mountains of Upstate New York

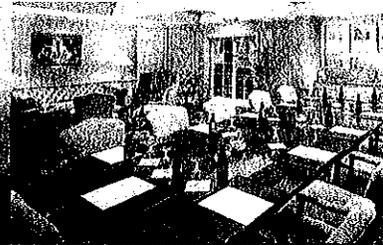


Hospitality Services

4 Season Guide Book

Site Visit Coordination

Meeting Site Planning



LGRCVB Newsletter

Michael Consuelo, CHME, our Hospitality & Convention Sales Director is here to help you select a unique venue for your group or to assist in your site selection amongst our hotel partners.

Our Lake George Region, serves as the gateway to the Adirondack Mountains and has been a destination for generations of groups holding conventions, meetings and retreats.

Typically, our facilities provide meeting space and meals and also help to coordinate events at other local destinations such as boat tours, sightseeing trips or shopping excursions. We specialize in small to medium groups of 10-500 but can and have accommodated larger groups of up to 10,000.

Our Lake George Regional CVB brings together some of the most talented and dedicated tourism professionals in the region.

We work as a team...and the meeting planner becomes part of that team.

Here is a sample of the types of services that we can assist you with:

PRE-VISIT SERVICES:

- Site Tour Arrangements
- Online RFP's, Meeting Site Equipment and Event Planner referrals
- Travel Guides, DVD's, maps and brochures
- Lodging & Meeting room and Itinerary Planning

ON SITE SERVICES:

- Hospitality Services such as registration table greeters, hospitality bags
- Discount Admissions

Lodging Rooms:

Over 5000 rooms

(2000 are seasonal only)

Restaurants:

Over 40

(from lakeside dock N' dines to rustic Adirondack Lodge decor)

Meeting Space:

Over 200,000 sq.ft.

(using multiple sites-largest full service single site is 10,000 sq. ft.)

Transportation:

Local Trolleys

Albany Airport 1 hr.

AMTRAK 25 minutes

Wireless Access

CONTACT INFORMATION:

Michael Consuelo, Hospitality & Convention Sales Director

LGRCVB@LakeGeorgeChamber.com

PH: 518-668-5755 FAX: 518-668-4286

PO Box 272, Lake George, NY 12845

To remove your name from our mailing list, please [click here](#).



SCHEDULE "A"

SCORING SYSTEM GUIDELINES - OCCUPANCY TAX

<u>Bed Nights</u>	<u>Points</u>
20,000 +	30
15,000 - 19,999	25
10,000 - 14,999	20
5,000 - 9,999	10
3,000 - 4,999	8
1,000 - 2,999	6
1 - 999	3

<u>Economic Impact</u> (Based on \$100 per day for day-tripper and \$200 per day for overnight visitor)	<u>Points</u>
20 million +	20
15 - 19 million	16
10 - 14 million	12
5 - 9 million	8
2 - 4 million	5
1 - 3 million	3
Under 1 million	2

<u>Length of Event</u>	<u>Points</u>
6 + days	10
4 - 5 days	8
2 - 3 days	5

<u>Month of Event</u>	<u>Points</u>
January, February, March, April, November, December	10
September and June	6
October and May	4
July and August	2

<u>New Event</u>	<u>Points</u>
New Event - First Year	8
Second and Third Year	4
Fourth Year +	2

Funding is to Encourage New Events

Years 1 and 2

Up to maximum eligible funding

Year 3

Up to 50 % of maximum eligible funding

Years 4 and beyond

Up to 25 % of maximum eligible funding

** Events scoring 40 or more points will be considered a 'super event' and will not be subjected to an incremental reduction.

Scoring

	Minimum
15 points	
16 - 19 points	\$1,000 - \$4,000 max
20 - 24 points	\$5,000 - \$7,000 max
25 - 29 points	\$8,000 - \$11,000 max
30 - 34 points	\$12,000 - \$19,000 max
35 - 39 points	\$20,000 - \$24,000 max
40 - 45 points	\$25,000 - \$34,000 max
46 + points	\$35,000 - \$50,000 max

Variables

Economic Impact to Individual Communities

(ex.-\$300,000 to Stony Creek versus \$300,000 to Lake George)

Potential for Future Growth of Event

**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.
Lake George Forum III, Inc. LLC
- B. Please set forth the name of the event for which you wish to contract with Warren County.
Summer Concert Series at the Lake George Forum
- C. Please set forth the contract amount you propose to be paid by the County toward the event.
\$5,000 per concert with a 6 concert series - \$30,000
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.
New York. Same as above.
4. Please set forth your organization's principal business address.
2200 State Route 9
Lake George, NY 12845
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).

JIM BERGERON 668-2200
cel 260-4825

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.

6 days, TBD, June - September, 2010

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

Lake George Forum

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

We are looking to produce the first series of concerts in Lake George taking place at the Lake George Forum. The exact dates of the performances will be based on the availability of acts.

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

Marketing support, sound and lighting systems, ticketing systems, performers and promoters will need to be contracted.

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

1000 - 1500 / show - 6 shows = 6,000 to 9,000 people

(Continued on next page)

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

Annual.

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.

Assuming people are traveling in pairs and that 30% of the tickets will be sold to people coming just for the shows, the concert series could have an impact of 2,700 room nights (assuming 2 night stays).

This would be expected to grow in future years.

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).

We would partner with local and regional media outlets and promote the shows through various online destination marketing portals such as as the county's website and others. Wide distribution of posters would promote the event to people already visiting Lake George.

III. EVENT FINANCING INFORMATION

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

for the event.

\$44,156 per show x 6 = \$264,936

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 hope to raise \$5,000/show local sponsors and supporters

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

\$38,000 per show x 6 = \$228,000

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).

N/A

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 per show x 6 = \$30,000

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)

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, will use logo on all promotional material and on radio.

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.

Read agreement and will sign.

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

JAMES L. BERGERON

TYPE OR PRINT NAME

James L. Bergeron

SIGNATURE

Operations Manager

TITLE

11/30/09

DATE

Tickets Sold		1000		6000
Ticket Price	\$	38	\$	228
Ticket Revenue	\$	38,000	\$	228,000
Local Support	\$	5,000	\$	30,000
Occupancy Tax Request	\$	5,000	\$	30,000
Total Revenue	\$	48,000	\$	288,000
Out-Of-Pocket Fixed Costs				
Act Up Front Cost	\$	25,000	\$	150,000
Marketing & Promotion	\$	5,000	\$	5,000
Sound & Lighting	\$	5,500	\$	33,000
Facility (Fixed)	\$	3,000	\$	18,000
Ticketing	\$	3,000	\$	18,000
Media	\$	2		
	\$	2,000	\$	12,000
Sales Tax		7%		
	\$	2,486	\$	14,916
Credit Card Fees		4%		
	\$	1,520	\$	9,120
Total Expenses	\$	47,506	\$	285,036
Profit	\$	494	\$	2,964

OCCUPANCY TAX SCORING SHEET

APPLICANT: LAKE GEORGE FORUM III LLC

DATE APPLICATION RECEIVED: 11/30/09 Revised 1/21/10

APPLICATION MEETS 50% INVESTMENT CRITERIA YES NO

ORIGINAL Application 6 shows
Revised 2 or 3 shows

POINTS

BED NIGHTS:

(2) 900 (3) 1350 3

ECONOMIC IMPACT:

under 1 million 2

LENGTH OF EVENT:

2 - 3 days 5

MONTH OF EVENT:

SUMMER 2010 2

YEAR OF EVENT (First year, second year, third year, etc.):

1 8

TOTAL POINTS 20

AMOUNT REQUESTED BY APPLICANT: \$9,000 (orig - 60K)

REVIEWERS RECOMMENDATION: \$5,000 for 3 \$4,000 for 2

COMMITTEE RECOMMENDATION: _____

AWARD AMOUNT: _____

COMMENTS: Revised application original 6 shows
new application shows

OCCUPANCY TAX EVENT FUNDING APPLICATIONS

2010
COMPARISON 2005 - 2009

NAME OF ORGANIZATION	NAME OF EVENT	REC'D. 2005	REC'D. 2006	REC'D. 2007	REC'D. 2008	REC'D. 2009	REC'D. 2010
Adirondack Artigos	Adk. Fall Auto Swap Meet/Market - cancelled 2009						
Adirondack Hot Air Balloon Festival	Adirondack Balloon Festival					20,000.00	
Adirondack Northstars	Girls' Hockey Tournament		6,600.00	4,250.00		8,000.00	6,000.00
Adirondack Promotions, LLC	Lake George "Elvis" Festival						
Adirondack Promotions, LLC	Tribute to Rock 'n' Roll History presents...						
Adirondack Promotions, LLC	King Creole Festival						
Adirondack Promotions, LLC	Lake George's Got Talent					2,000.00	
Adirondack Promotions, LLC/ Mannix	2010 Lake George.com Family Fun Festival						8,000.00
Adirondack Sports Complex	National Lacrosse Championships		13,000.00				
Adirondack Sports Complex	ADKSC Winter & Summer Youth Softball						
Adirondack Theatre Festival	Professional Theatre - Summer Festival		15,000.00			11,000.00	10,000.00
Adirondack Triathlon Club, Inc.	Lake George Triathlon	10,000.00	4,000.00	3,400.00	15,000.00	11,000.00	10,000.00
Adirondack Wedding Association	Annual Bridal Weekend				3,500.00		
Albany Rods & Customs, Inc.	Adirondack Nationals Car Show				18,000.00	20,000.00	15,000.00
Americade, Inc.	Americade Motorcycle Touring Rally	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
Americade, Inc.	Fall Foliage Festival						1,000.00
Antique & Classic Boat Society, Inc.	32nd Annual Mtg/Int'l Boat Show			5,100.00			
Bolton Landing Cahnber	Women's Weekend						10,000.00
Champion Services Group Inc.	Adk. Regional Cheerleading					1,500.00	
Champion Services Group Inc.	Total Fall Classic Cheerleading						
Chapman Historical Museum	The Road to Lake George		12,956.50				
Cornell Cooperative Extension	Warren County Youth Fair			1,000.00	2,000.00	1,000.00	
Eastern NY Marine Trades Assoc.	Great Upstate Boat Show		2,500.00				
Experimental Aircraft Association	Air Show	1,337.78					
Foundation for the Advancement of Dev. Disabled Persons, Inc.	Show r/Shine Expo					2,500.00	
Glens Falls (city of)	Holiday Hometown Celebration					2,000.00	
Glens Falls (city of)	Western Weekend Festival					4,280.12	
Glens Falls (city of) & Committee	'Have a Seat in Glens Falls'						5,000.00
Glens Falls Community Theatre	NYS 2006 Theater Assoc. Festival		5,000.00				
Glens Falls Golden Eagles	Baseball - East Field	12,880.00	10,000.00				
Glens Falls Soap Box Derby	Soap Box Derby		8,300.00				
Glens Falls Symphony Orchestra	Amy Grant/GF Symphony Concert						
Gore Mt. Regional Chamber	Adirondack Adventure Festival						9,000.00
Great Escape Theme Park, LP	Holiday in the Park					12,249.20	25,000.00
Hudson River Dollies Red Hat Chapter	Adirondack Red Hat Convention II						
Hudson Valley Firemen's Association	HVFA Convention & Parades						20,000.00
The Hyde Collection	2010 Andrew Wyeth exhibit	35,000.00		12,750.00		38,000.00	13,500.00
Love Downtown (GF Business Improvement District)	Love Downtown Trolley						
KI Ho Unlimited	LG Sand Sculpting Competition - 2009 cancelled						
Lake George Arts Project	Lake George Splash In - 2009 cancelled						
Lake George Arts Project	Lake George Jazz Weekend		8,000.00		4,000.00	3,000.00	5,000.00
Lake George Blues Blast	Lake George Blues Blast - 2009 cancelled	5,000.00	7,200.00		3,500.00	1,000.00	
Lake George Community Band, Inc.	Lake George Community Band Festival		7,550.00	4,278.16	2,000.00	1,000.00	1,000.00
Lake George Community Band, Inc.	Summer & Holiday Concert Series						
Lake George Forum III, LLC	(6) Summer Concerts						
Lake George Post No. 374, Inc.	Annual Steak Roast & Boat Ride			1,023.79			9,000.00

NAME OF ORGANIZATION	NAME OF EVENT	REC'D. 2005	REC'D 2006	REC'D. 2007	REC'D. 2008	REC'D. 2009	REC'D. 2010
World Awareness Children's Museum	Marketing & Promotion Capital Campaign		5,000.00				
YMCA of Glens Falls	NYS YMCA Gymnastic Championships		1,048.33			5,000.00	
OTHER: Special Event Advertising						24,841.00	
TOTAL		174,481.23	214,506.47	279,285.42	269,046.97	338,597.21	329,250.00
Unused					9,925.03	3,802.79	
<p>Please note: Adirondack North Stars was approved for funding for 2005 (from 2004 Revenue), however, the expense was actually paid and taken from the 2006 budget.</p>							
<p>** Amount to be offset by pro-rata investments from municipalities</p>							

**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.
The Foundation for The Advancement of
Developmentally Disabled Persons, Inc.

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

4 on 4 Beach Volleyball Tournament

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.

Prospect Foundation / Prospect Child & Family Center

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

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

133 Aviation Rd.

Queensbury NY 12804

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).

Tina M. Kelly
133 Aviation Rd.
Queensbury NY 12804
518.798-0170

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 7th & 8th, 2010

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

Million Dollar Beach, 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.

Beach Volleyball Tournament
Fundraiser

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

DEC Permits
NYS Liquor Authority

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

2000 - 2500 Attendees

(Continued on next page)

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

Yearly 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.

350-400 Overnight Accomodations
Anticipated per Night

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).

National - Distribution of Registration Forms/Flyers
Local-Regional / Public Service Announcements / Press Release
Radio / Newspaper / Television
Website - Prospect Child's Family Center
Talking Phone Book

III. EVENT FINANCING INFORMATION

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

for the event.

See attached list of Expenses

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):

None

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

Registration Fees \$15,000⁰⁰

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).

Responded in Question 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.

\$ 23,100

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.

Event Registration Forms, Posters, Flyers, Program, Volleyball Net, Sponsor Signs,

Newspaper Ads, T-Shirts, Website.

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 County Tourist
and Development Agreement

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

A. Larrie Gauge
TYPE OR PRINT NAME

Arthur Larrie Gauge
SIGNATURE

Executive Director
TITLE

12/4/09
DATE

Event Budget for 4 On 4 Beach Volleyball Tournament

Saturday, June 12, 2010

Expenses

	Estimated	Actual
Total Expenses	\$23,100.00	\$0.00

Site	Estimated	Actual
Million Dollar Beach Parking Lot Fee	\$1,200.00	
Totals	\$1,200.00	\$0.00

Participants	Estimated	Actual
T-Shirts & Sweatshirts	\$4,500.00	
Barbaque	\$1,000.00	
Totals	\$5,500.00	\$0.00

Publicity	Estimated	Actual
Newspaper Advertising	\$2,500.00	
Radio Advertising	\$2,000.00	
Posters - Banners	\$1,000.00	
Totals	\$5,500.00	\$0.00

Miscellaneous	Estimated	Actual
Printing	\$1,000.00	
Postage	\$500.00	
Stationery supplies	\$750.00	
Totals	\$2,250.00	\$0.00

Miscellaneous	Estimated	Actual
Set-Up Crew	\$250.00	
Hotel Rooms - Tournament Directors	\$500.00	
New York State Liquor Permits	\$150.00	
Staff	\$1,500.00	
Totals	\$2,400.00	\$0.00

Program	Estimated	Actual
Program Design & Printing Fee	\$1,250.00	
Totals	\$1,250.00	\$0.00

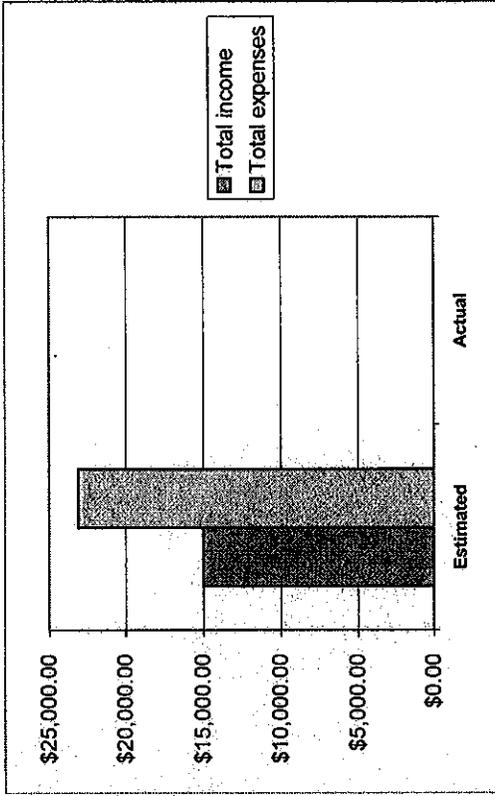
Prizes	Estimated	Actual
Ribbons/Plaques/Trophies	\$5,000.00	
Totals	\$5,000.00	\$0.00

Event Budget for 4 On 4 Beach Volleyball Tournament

Saturday, June 12, 2010

Profit - Loss Summary

	Estimated	Actual
Total income	\$15,000.00	\$0.00
Total expenses	\$23,100.00	\$0.00
Total profit (or loss)	(\$8,100.00)	\$0.00



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.

ADIRONDACK HOT AIR BALLOON FESTIVAL, INC.

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

ADIRONDACK HOT AIR BALLOON FESTIVAL

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

\$ 25,000.00, WITH EXPENSES
PAID AS IN 2009.

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.

ADIRONDACK BALLOON FESTIVAL

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

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

P.O. Box 883
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).

MICHAEL McCLARTY - PRESIDENT
150 WARREN STREET, GLENS FALLS, NY 12801
(518) 792-6668

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 23-26, 2010

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

CRANFALL PARK, WARREN COUNTY AIRPORT

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

BALCON FESTIVAL

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

MASS GATHERING PERMIT

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

100,000 +

(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.

ATTENDEES COME FROM ALL OVER THE MOUNTAIN, AS WELL AS BALDWIN WITH SOME FROM AS FAR AWAY AS NEVADA. FREQUENTLY, THERE ARE INTERNATIONAL ATTENDEES FROM SUCH PLACES AS CANADA, JAPAN, AND EUROPE.

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).

LOCAL, REGIONAL, AND NATIONAL MARKETING, INCLUDING PRESS RELEASES, TELEVISION, AND OTHER PRINT MEDIA (IE - BANNERS IN NYC'S GRAND CENTRAL AND/OR PENN STATIONS).

III. EVENT FINANCING INFORMATION

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

for the event.

\$100,000.00

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):

Town of Queensbury - \$10,000

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

\$5,000 FROM 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).

~~None~~ TOWN OF QUEENSBURY - BLDG TAX FUNDING

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.

\$25,000.00

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.

Agree

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.

Read & Agree

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

MICHAEL J. McCARTHY
TYPE OR PRINT NAME

[Signature]
SIGNATURE

Board President
TITLE

1/12/10
DATE



Glens Falls Family YMCA

600 Glen Street
Glens Falls, NY 12801
518-793-3878
Fax 518-793-3887
www.glensfallsymca.org

January 28, 2010

Ms. Leisa Grant
Principal Account Clerk
Tourism Department
Warren County Municipal Center
1340 State Route 9
Lake George, NY 12845

Dear Ms. Grant,

The Glens Falls YMCA will be hosting the 2010 New York State Gymnastics Championships on April 23- 25, 2010. Enclosed please find our application for Warren County Tourist and Convention Development funding to help support this event.

We expect 300 athletes and their families from all over New York State to attend this event. We also will be hosting coaching staff, extended families and judges. We are expecting approximately 1000 attendees (including spectators). Most of the teams are from outside our local area and will need overnight accommodations and meals for up to 3 days.

Using a report form *The Northern New York Travel and Tourism Research Center for Warren County*, we have calculated the economic impact this event will have on our area. It is projected to be over \$126, 546 (figures to be explained in the application)

As you can see, this will bring a huge economic boost to our area in a time when local businesses likely need it. We are proud that our beautiful community was chosen to host this event and hope you will be too.

Thanks so much for your consideration of our request. Please contact me at 793-3878 if you would like further clarification or explanation. Thanks again!

Sincerely,

Karen Gladstone
Development Director

Deb Piro
Associate Executive Director
of External Operations

We build
strong kids,
strong families,
strong communities

**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.
Family YMCA of the Glens Falls area
- B. Please set forth the name of the event for which you wish to contract with
Warren County.
2010 New York State YMCA Gymnastics Championships
- C. Please set forth the contract amount you propose to be paid by the County
toward the event.
\$5,000 to be used toward our advertising budget

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.
Glens Falls YMCA

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- Family YMCA of the Glens Falls area

4. Please set forth your organization's principal business address.
600 Glen Street
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).

Karen Gladstone, Development Director
Glens Falls Family YMCA
600 Glen Street Glens Falls, NY 12801 518.793.3878

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.

April 23-25, 2010

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

Glens Falls YMCA

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

This event is held to showcase & develop the talent of gymnasts in our area. 300 female athletes (of varying levels) will compete. These girls come from all over NY State. They will compete over a 3 day period . This event will bring 300 athletes and their families to the Glens Falls area.

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

This is a sanctioned meet through the YMCA Governing Body. We contract with merchandise vendors.

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

Minimally 1000

(Continued on next page)

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

Please see attached.

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.

Approximately 200 families- at least 200 rooms. Please see attached for details.

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).

Local Print Advertising (The Post Star & The Chronicle, Press releases, an event program with paid advertising, Radio Public Service Announcements (Regional & Local) Schools (posters) posters in the community, our website, Online Community calenders, Direct mailing to team participants. See attached list.

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):

We expect business support in the form of In-kind donations(food and lodging from various restaurants and hotels.) We also anticipate a small amount of sponsorships. Please see attached budget.

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

Please see attached.

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).

N/A

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.

N/A

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.

Yes - we can use on all marketing materials

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.

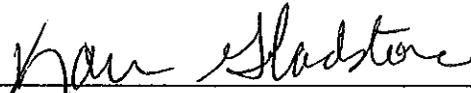
22. Please state whether you have read the standard form County Tourist and Development Agreement which includes insurance requirements, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

Yes - we have read the agreement and will abide by the contract.

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

Karen Gladstone

TYPE OR PRINT NAME



SIGNATURE

Development Director

TITLE

1/28/10

DATE

2010 YMCA NY STATE GYMNASTICS CHAMPIONSHIPS

NOTE

<u>Anticipated income:</u>	<u>UNITS</u>	<u>Unit price</u>	<u>2005</u>	<u>2010</u>	<u>Actuals</u>
entries	200	\$60		\$12,000	
Intent/ team fees?	?			\$500	
Apparel sales 20%					
spectators fees	250	0.2		50	
Certificates	20	\$50		1000	
Ads for program	100	\$3		\$300	
Program sales	50	\$30		\$1,500	
Consignment sales		\$1		150	
raffels, gift baskets, et.	150 tickets			\$750	
Concession	3 sessions	\$250			
		\$394	\$0	\$15,500	

<u>Anticipated costs:</u>	<u>UNITS</u>	<u>Unit price</u>	<u>2005</u>	<u>2010</u>	<u>Actuals</u>
Consignment expense	30	15		750	
Sponsor Banner	1			200	your logo
Event program print	150	2		300	your logo
Athlete shirts	250	5		1,250	your logo
Awards	5	600		3,000	your logo on banners
Judges	5 x 2 nights= 10	100		1000	
Hotel for judges	5 meals x 5= 25	15/ meal		375	
Food for judges	15 x 4= 60	10/ meal		600	
food for coaches	2 x 3= 6	100		600	
hotel for 2 coaches				600	
Postage				250	your logo
Press released/ ads				250	your logo
Equipment purchase				\$1,500	cast hst trainer & bar pads
				14,075	

Oneonta Family YMCA
Lisa Horne
20-26 Ford Ave
Oneonta, NY 1382

Cortland Family YMCA
Sharon C. Shattuck
4292 Fairgrounds Rd
Cortland, NY 13077

Darien YMCA
Ronnie Bolduc
2420 Post Road
Darien, CT 06820

Rye YMCA
Melissa Lewis
21 Locust Ave
Rye, NY 10580

Watertown Family YMCA
Shawna Cutuli
585 Rand Dr
Watertown NY 13601

Genessee/Wyoming YMCA
Holly Sharpe
209 East Main Street
Batavia, NY 14020

Saratoga Springs YMCA
Kim Hewitt
20 Old glickRd
Saratoga Springss, NY 12866

Northwest YMCA Twisters
Nicole Raterman
730 Long Pond Rd
Rochester, NY 14612

Corning Family YMCA
Tim Doughty or Tali Nybergt
127 Centerway
Corning, NY 14830

Glens Falls YMCA
Tammy Morey
600 Upper Glen St
Glens Falls, NY 12801

Fulton YMCA
ATTN: Rick Kenyon
PO Box 640
Central Square, NY 13036

Cross Island YMCA
Debbie Moskowitz
238-10 Hillside Ave
Bellerose, NY 11423

Flushing YMCA (team inactive)
William Pichardo

Lakewood YMCA
Meadow Wilson
183 E. Fairmount Ave.
Lakewood, NY 14750

Glens Falls Family YMCA Application

11. This event happens annually. We've hosted 5 times in the past. Our goal is to host "Nationals" in the future which will bring even more people to the area. Events like this demonstrate our capabilities to host large events and will help us win bids to host in the future.

12. The normal stay for this event would be 2-3 nights per athlete. As an average, we are estimating 200 rooms x 2 nights- for an estimated total of 400 rooms. This is for the athletes and their immediate families. We also anticipate many families will rent more than one room (especially if they bring extended family like grandparents to watch the competition) In addition to the athletes and their families we will have judges and coaching staff that will be in need of rooms. We think a conservative estimate with all of these factors involved would be 450.

When we have hosted events like these in the past our participants, family and friends fill a number of area hotels. It is not unusual for local hotels to call us when they hear we are hosting events such as these. Hotels, restaurants and businesses profit largely from this tournament.

We've done some research on the economic impact of this tourism. Using numbers provided by the Northern New York Travel and Tourism Research Center, we have calculated the economic impact of this event in our area and it is over 126,000. This report shows the average visitor to the area spends \$139.16 per person/per day for overnight stays and \$50.63 per person/per day for day trips. This includes accommodations and food purchases. We anticipate 300 athletes plus parents, additional family members and friends for an estimated total of 1000 people. Utilizing these figures, revenue generated in the area would be over \$126,546.

The athletes, spectators, coaches and judges come from all over New York State. Please see the attached list of teams that have been invited.

13. We are asking Warren County for Support of our advertising for this event. The largest paid advertising area will be paid advertising in local newspapers and the printing of the professional banners and program. These are all excellent support items as we can put Warren County's logo on them. We will of course, put Warren County's logo on all promotional items we print from the contract date, but we feel that the most mutually beneficial will be the program, banners and newspaper advertisements.

16. New York State YMCA regulations do not allow us to charge admission to spectators as it is in our own facility. No vendor dollars are anticipated.