

OCCUPANCY TAX COMMITTEE

DATE: May 27, 2010

AGENDA

Committee Supervisors:

William H. Kenny, Chairman

Eugene J. Merlino

Ralph W. Bentley

Fred Champagne

Sterling T. Goodspeed

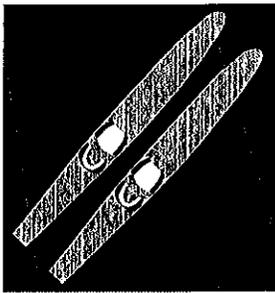
Frank McCoy

Ronald F. Conover

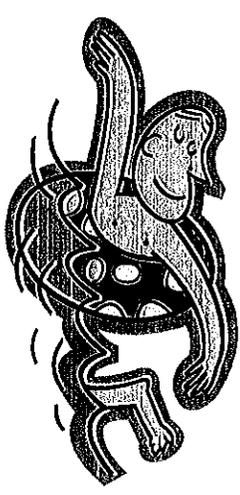
- 1) **Accept minutes from February 25, 2010 meeting.**
- 2) **Report on Revenues from County Treasurer.**
- 3) **Report of activities from Sales/Special Events Convention Coordinator.**
- 4) **Lake George Forum concerts will not happen -\$7,000 to be redistributed along with \$3,971 prior balance: total \$10,971**
- 5) **Discuss the Occupancy Tax applications for Prospect Child & Family Center and Adirondack Hot Air Balloon Festival.** *& WC 2013 BiCentennial Committee.*
- 6) **Resolution to amend Occupancy Tax distribution.**
- 7) **Old business/New business**
- 8) **Adjourn**

Warren County
Occupancy Tax
2010

Revenue Collected through May 26, 2010	\$ 307,576.14
Revenue Collected through May 26, 2009	\$ 306,101.41
Increase/(Decrease) from 2009	<u>\$ 1,474.73</u>



Warren County Occupancy Tax



Revenues & Expenditures

For Period Ended 4/30/10

Warren County
Occupancy Tax
Revenue Analysis

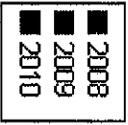
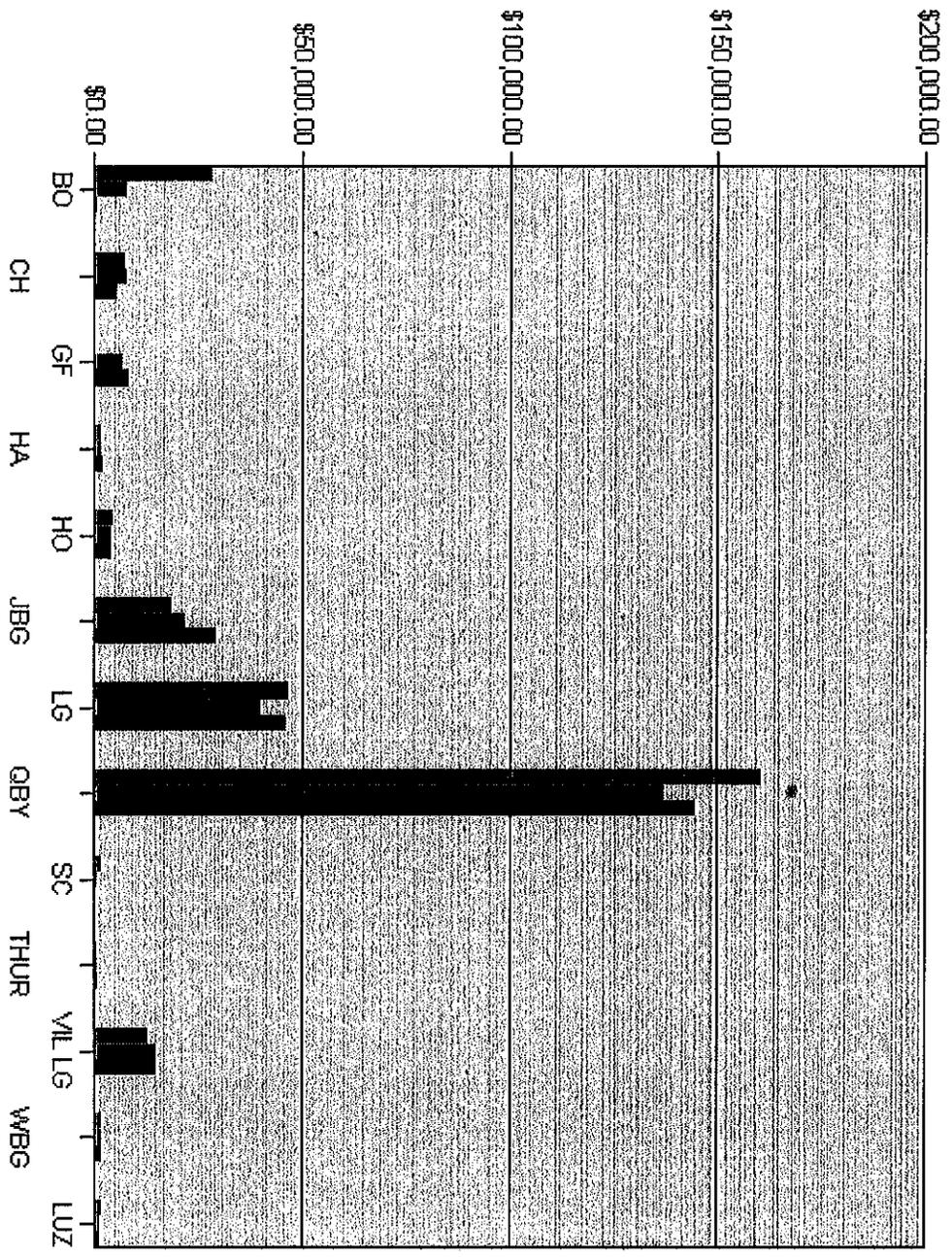
Revenues 2004-2010; Increase/(Decrease) from Prior Year

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	2,947,320	(354,894)	-10.75%
2010	255,976		
Total	<u>18,407,591</u>		

* Revenue for 2010 is only through April

YTD Occupancy Tax Revenue By Town - Three Year Comparison

Thru: April



Total Revenue Collected through April for 2008, 2009, and 2010

BO	\$28,313.59	10.01%	\$7,436.91	3.06%		-73.73%	\$519.92	0.20%		-93.01%
CH	\$6,859.50	2.43%	\$7,438.63	3.06%		8.44%	\$5,414.27	2.12%		-27.21%
GF	\$0.00	0.00%	\$6,746.14	2.78%			\$8,229.27	3.21%		21.98%
HA	\$1,306.00	0.46%	\$1,557.60	0.64%		19.26%	\$1,734.60	0.68%		11.36%
HO	\$4,153.70	1.47%	\$3,858.40	1.59%		-7.11%	\$3,876.50	1.51%		0.47%
JBG	\$18,160.85	6.42%	\$21,462.42	8.83%		18.18%	\$29,029.25	11.34%		35.26%
LG	\$46,244.08	16.35%	\$39,970.09	16.45%		-13.57%	\$45,856.71	17.91%		14.73%
LUZ	\$1,316.78	0.47%	\$832.08	0.34%		-36.81%	\$790.64	0.31%		-4.98%
QBY	\$159,904.07	56.54%	\$136,766.11	56.29%		-14.47%	\$144,142.10	56.31%		5.39%
SC	\$1,656.16	0.59%	\$4.00	0.00%		-99.76%	\$0.00	0.00%		-100.00%
THUR	\$692.77	0.24%	\$512.52	0.21%		-26.02%	\$464.13	0.18%		-9.44%
VIL LG	\$12,630.99	4.47%	\$14,696.15	6.05%		16.35%	\$14,346.12	5.60%		-2.38%
WBG	\$1,580.54	0.56%	\$1,690.03	0.70%		6.93%	\$1,572.73	0.61%		-6.94%

Warren County
Occupancy Tax Expenditures
Yearly Totals

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	3,512,802.71

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	3,220,274.37

2009		Total
Exp Code	Description	
A.6417 110	Salaries - Regular	337,978.85
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	249,083.34
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	14,153.57
A.6417 469	Other Payments/Contributions	848,043.59
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	691,978.87
	Susan L. Stratton DBA Stratton Partners	201,476.71
	Other	24,583.51
A.6417 810	Retirement	21,122.00
A.6417 830	Social Security	4,939.82
A.6417 831	Medicare	716.00
A.6417 840	Workmen's Comp	70,445.20
A.6417 860	Hospitalization	1,272.00
A.6417 865	Dental Insurance	3,273,238.68

2010 (through April 30, 2010)		Total
Exp Code	Description	
A.6417 110	Salaries - Regular	103,800.83
A.6417 120	Salaries - Overtime	1,046.42
A.6417 130	Salaries - Part Time	2,421.50
A.6417 410	Supplies	5,404.80
A.6417 418	Ins - General Liability	329.71
A.6417 421	Equipment Rental	1,269.94
A.6417 423	Telephone	267.56
A.6417 424	Postage	23,290.30
A.6417 426	Subscriptions	425.00
A.6417 427	Memberships & Dues	3,334.00
A.6417 441	Auto - Supplies & Repair	203.75
A.6417 442	Automotive - Gas & Oil	209.13
A.6417 444	Travel/Education/Conference	8,472.57
A.6417 470	Contract	39,190.93
A.6417 480	Tourism - Special Events	67,750.00
A.6417 481	Tourism Promotion - \$780,338.38 Total	28,363.68
	Susan L. Stratton DBA Stratton Partners	151,974.70
	Other	5,657.31
A.6417 810	Retirement	4,965.56
A.6417 830	Social Security	1,161.30
A.6417 831	Medicare	17,763.74
A.6417 860	Hospitalization	294.00
A.6417 865	Dental Insurance	467,596.73



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

P.O. Box 272
Lake George, NY 12845
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LGRCVB@lakegeorgechamber.com

**MONTHLY ACTIVITY REPORT
HOSPITALITY & CONVENTION SALES
FOR THE
LAKE GEORGE REGIONAL CVB**

MAY 2010

ATTENDED THE FOLLOWING

- Warren County Board of Supervisors monthly meeting
- Gaslight Village Ad-hoc committee meetings
- New York by Rail Travel Showcase sponsored by Amtrak and Slocum publishing
- Glens Falls Tourism Committee Meeting
- Lake George Chamber of Commerce & CVB Mixer
- Council of Chambers monthly dinner meeting
- Great Queens Boating Weekend festivities
- ARCC & NBT Annual Golf Outing
- Ribbon cutting ceremony for Have A Seat Outdoor Project in Glens Falls
- Joint Mixer between ARCC & Saratoga Chamber of Commerce
- Lake George Events Committee Meeting
- Chaired monthly CVB Committee Meeting

SALES ACTIVITIES

The month of May's sales efforts kicked off with confirmation from Shawn Bowerman, **NYS County Finance Officers Association** that he has chosen the Wingate by Wyndham Hotel to be the host site for his association's summer meeting the dates of August 1-4, 2010. This group represents approximately 90 room nights (60 guests total attendance) with an estimated economic impact of roughly \$40,000 in room night revenue, food & beverage, and miscellaneous spend (boat cruise, golf, museum, shopping etc.)

Confirmation was also received that **US Marine Tankers Association** would be having a cruise aboard the Steamboat's Lac du St. Sacrement this summer.

A short term lead was fielded by this office from **PF Changs China Bistro** to request 40 rooms plus meeting space for the dates of June 21 – 23, 2010. Individual calls have been made to possibly host this regional meeting of restaurant operators.

A third lead was prospected with more information to follow to the hotel community from the **National Association of Motor Vehicles**. Association is exploring opportunities to hold its 2012 meeting in New York State and specifically Warren County. Meeting is held early June with a Sunday arrival and Wednesday departure and requires 100 guest rooms plus meeting and activity space.

NY by Rail Day proved itself to be very beneficial from a promotional and visibility perspective. The CVB was able to distribute over 1100 guidebooks along with additional literature to commuters traveling into and out of Manhattan the 12th of May. Adjacent to Warren County Department of Tourism, our region was able to clearly highlight the many things to see and do in Warren County to a wide variety of travelers, most who were familiar with the region.

The Glens Falls Tourism Committee meeting met on the 18th and main topic of discussion was the upcoming start (May 27th) of the “**Have a Seat in Glens Falls**” project. This colorful promotion of some 40 Adirondack Chairs painted in unique designs and colors by local artisans will be on display from Memorial Day through Labor Day Weekends. Every indication is that this event will be a very popular draw of visitors to downtown Glens Falls.

Much work is being done on the coordination of the **ESSAE** (Empires State Association of Association Executives) Annual Meeting & Trade Show which will be held in June at the Saratoga City Center. The region will be represented by The Sagamore, Fort William Henry, Great Escape Lodge, The Georgian Resort, The Steamboat Company, Warren County Tourism and the CVB in hopes that it can continue to be a presence in this all-important meetings market segment of our industry.

Exploration and membership application submission was given to **SYTA** (Student and Youth Travel Association) for 2010/2011 year so that prospecting calls can be made to the organizations that are responsible for the bookings of student youth groups. Our region can be a very good destination for these groups, especially on the historical aspects of interest, when it comes to making decisions of future destinations.

An extremely interesting meeting was held this month whereby Warren County may be considered to be the host location for a Weekend Cycling Event put on by North American Sports. NA Sports has promoted such events in Europe and the US where cyclists of all ages and interests would ride in 50 or 100 mile circular routes throughout scenic Warren County. We are in the infant stages and will be meeting with the promoter in the next couple of weeks to determine if we are a good match for one another. This event could be on the magnitude of say the Lake Placid Triathlon and could have a very high economic impact to the county. Much work will need to be done if it is determined that it is a good fit and most definitely support from the towns and villages will be needed. If successful, this event could mean a permanent setting for the county. More to follow.

The CVB met with Tom Martin of **ConsultEcon, Inc.** who has been commissioned by Warren County EDC to conduct an impact study on Warren County Tourism.

Warren County Council of Chambers met at the Grist Mill in Warrensburg to share thoughts and ideas and to hear reports from the participating chambers. Guest speaker was Scott Brandi, **SKI Areas of NY**, who commented on the impact of winter skiing in NYS and how it also pertains to Warren County. The CVB is assisting with the associations fall meeting at the Sagamore and will have a booth presence at its show that week.

Continued follow-up calls to faith based organizations, reunions, sports organizations, corporate and association markets are being made. The CVB will be participating for a second year in ReJuvenate 2010 in Lexington, Kentucky this coming October.

Respectively submitted by:

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



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LGRCVB Leads Booked in Warren County (definite):

GROUP NAME	DATES Confirmed	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
NYSACVB	4/24/10	September 23 & 24, 2010	Sagamore Hotel	18	18	\$3,800.00
NYS County Finance Assn	05/0710	August 1- 4, 2010	Wingate Hotel	60	90	\$38,880.00
US Marine Tankers Assn.	05/13/10	July 23, 2010	Lac du St.	200		\$9,000.00
TOTAL				1057	1851	\$311,918.00

LGRCVB Leads generated for Warren County (tentative)

GROUP NAME	DATE LEAD Generated	DATES	# ATTENDEES	# ROOM-NIGHTS	POTENTIAL ECONOMIC IMPACT
PF Changs	05/21/10	June 21-23, 2010	40	80	\$15,000.00
National Rifle Association		June 2011	75	135	\$24,300.00
USS Gherardi		September 2011	70	140	\$25,000.00
The Northeast Dairy Food Association		September 2011	100 – 125	300	\$90,000.00
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
National Association of Motor Vehicles	05/24/10	September 2012	160 – 175	340	\$94,000.00
TOTAL			2085	4007	\$1,903,080.00

**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.
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 Accommodations
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 & 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

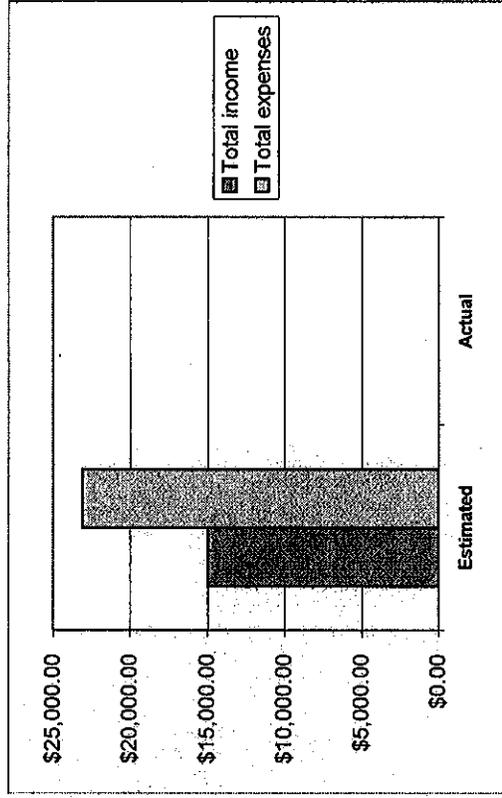
Prizes	Estimated	Actual
Ribbons/Plaques/Trophies	\$5,000.00	
Totals	\$5,000.00	\$0.00

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
GLENN 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 McLARTY - PRESIDENT
150 WARREN STREET, GLEN 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.
CRANFORD 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.
BALLOON FESTIVAL
9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged for to support the event.
MASS GATHERINGS 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 NORTHEAST, AS WELL AS BALDWIN WHO COME 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).

~~from~~ TOWN OF QUEENSBURY - BED 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. McCARNEY
TYPE OR PRINT NAME

[Handwritten Signature]
SIGNATURE

Board President
TITLE

1/12/10
DATE

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

I. ORGANIZATION AND CONTACT INFORMATION

1. A. Please set forth your complete corporate, association or group name.
Warren County Historical Society
- B. Please set forth the name of the event for which you wish to contract with
Warren County.
Warren County Bicentennial Celebration
- C. Please set forth the contract amount you propose to be paid by the County
toward the event.
\$5,000 (five-thousand dollars) for 2010
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.
Incorporated by charter from the New York State Board of Regents
4. Please set forth your organization's principal business address.
Warren County Historical Society
195 Sunnyside Road
Queensbury, New York 12803-7762
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

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

In 2013 a year-long celebration with legacy projects to go beyond *including*

Educational Historical Exhibits

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.

Will vary between events.

Previous funding and zip codes NA

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).

Advance promotional design to be developed for use during the year-long celebration

III. EVENT FINANCING INFORMATION

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

for the event.

A committee will coordinate events in each town, village, (cont. on # 15)

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):

(cont. from above) city, and community organizations including community sponsorships as needed.

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

To be determined

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

None

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

NA

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

(Continued on next page)

19. Proposed Budget for establishing a Warren County
Bicentennial Committee:

\$5,000 will enable us to seek local artist designs for a graphic logo to be used on promotional materials that may include, but not be limited to:

- Pins
- Medallions
- Street banners
- Stationery
- Post cards
- Posters *
- Calendars
- Cancellation stamp *
- Souvenir booklet *
- Educational traveling exhibit *
- Etc.

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

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.

No, but it will be read to make sure insurance requirements will be met.

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

Stan Cianfarano

TYPE OR PRINT NAME

Stan Cianfarano

SIGNATURE

President

TITLE

May 27, 2010

DATE

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: May 27, 2010

- (a) Purpose of Request: To clarify that the awards given to West Glens Falls Emergency Squad Inc. (\$1,000) and Lake George Forum III, LLC (\$7,000) will not be utilized.
Funds are returned to the Occoquan Tax Fund.
An award of \$3,000 has been given to Warren County Historical Society.
- (b) Details: See above.
The balance remaining is \$7,971.

- (c) Previous Resolution Number: Res# 816 of 2009; #187 of 2010

Warren County Board of Supervisors

RESOLUTION NO. 187 OF 2010

Resolution introduced by Supervisors Kenny, Merlino, Bentley, Champagne, Goodspeed, McCoy and Conover

AMENDING RESOLUTION NO. 816 OF 2009, AUTHORIZING AGREEMENTS WITH VARIOUS APPLICANTS FOR THE DISBURSEMENT OF 2009 OCCUPANCY TAX REVENUES

WHEREAS, Resolution No. 816 of 2009 authorized agreements with various applicants for the disbursement of 2009 Occupancy Tax Revenues, and

WHEREAS, the Occupancy Tax Coordination Committee recommends that the amount to be funded for the Lake George Forum III, Inc. be reduced from Nine Thousand Dollars (\$9,000) to Seven Thousand Dollars (\$7,000), now, therefore, be it

RESOLVED, that Warren County Board of Supervisors hereby amend Resolution No. 816 of 2009 accordingly as listed on the attached and revised "Schedule A" with the completed form to be approved by the County Attorney, and be it further

RESOLVED, that the Chairman of the Warren County Board of Supervisors be, and hereby is, authorized and directed to execute the agreements identified herein and to take such other and further action as may be necessary to accomplish the purposes and intent of this Resolution.

RESOLUTION NO. 187 OF 2010

PAGE 2 OF 3

Schedule A

APPLICANT	EVENT	FUNDING GRANTED
Adirondack Promotions, LLC	Family Fun Festival	\$8,000
Adirondack Promotions, LLC	Lake George Elvis Festival	6,000
Adirondack Sports Complex, LLC	Winter & Summer Youth Softball Tourn	10,000
Adirondack Theater Festival	2010 Summer Season - Professional Theater	10,000
Adirondack Wedding Association	Bridal weekend event	1,000
Albany Rods & Kustoms, Inc.	Adirondack Nationals Car Show	15,000
Americade	2010 Americade	50,000
Bolton Landing Chamber of Commerce	Bolton Landing Women's Weekend	10,000
City of GF and LARAC	Have a Seat in Glens Falls	5,000
North Creek Chamber of Commerce	Adirondack Adventure Festival	9,000
Great Escape Theme Park, LP	Holiday in the Park Event	25,000
Hud Valley Volunteer Firemen's Assoc.	HVVFA Convention & Parades	20,000
Hyde Collection Trust	Andrew Wyeth: American Legend Exhibit	13,500
Lake George Arts Project, Inc.	Lake George Jazz Weekend	5,000
Lake George Community Band, Inc.	2009 Summer & Holiday Concert Series	1,000
<i>Remove</i> Lake George Forum III, Inc.	Summer Concert Series	7,000
LG Regional Chamber of Commerce	Lake George Region Restaurant Weeks	8,000
Lake George Regional Chamber of Commerce	Canadian Visitor Promotion Program & Special Event Week	7,000
Lake George Winter Carnival	2010 Lake George Winter Carnival	5,000
LARAC	June & November Arts Festivals	3,000
Marcella Sembrich Memorial Assoc., Inc.	2010 Summer of Barber Series	2,000
Last of the Mohicans Outdoor Drama	Last of the Mohicans Outdoor Theatre	10,000

RESOLUTION No. 187 OF 2010

PAGE 3 OF 3

Northeastern Winter Classic All-Breed Dog Show	Northeast Winter Classic All-Breed Dog Show	750
North Warren Chamber of Commerce	11 th Annual Halloween Pug Parade & Party	2,500
NYS Public High School Association	Girls Volleyball Championships	2,500
NYS Public High School Association	NYS High School Basketball Championships	50,000
Ski Areas of New York, Inc.	Conference & Expo	5,000
No. Creek Business Alliance, Inc.	Gore Mountain Shuttle Service	9,000
Queensbury Little League, Inc.	Cal Ripkin Baseball Tournament	2,000
Upper Hudson Maple Producers Assoc.	NYS Maple Weekend	3,000
Velo Quebec Evenement	Le Grand Tour	3,000
Village of Lake George	Queens Race Weekend	6,000
Warrensburg Chamber of Commerce	World's Largest Garage Sale	10,000
Northern NY Vintage Snowsled Racers Inc.	NY Snowsled Racers Event	2,000
West GE Emergency Squad, Inc.	EMS Symposium 2010	1,000

Remove

add- Warren Co. Historical Society

Bicentennial Committee

\$3,000