

OCCUPANCY TAX COMMITTEE
DATE: August 30, 2010
AGENDA

Committee Supervisors:

William H. Kenny, Chairman
Eugene J. Merlino
Ralph W. Bentley
Fred Champagne
Sterling T. Goodspeed
Frank McCoy
Ronald F. Conover

- I. Committee meeting called to order by Chairman.**
- II. Motion to approve minutes of meeting held on June 30, 2010.**
- III. Report on Revenues from County Treasurer.**
- IV. Action Agenda:**
 - A. Discuss disbursement requests from communities.**
 - B. Review point system.**
 - C. Review results of 2010 awards.**
- V. Old Business - none**
- VI. Report of activities from Sales/Special Events Convention Coordinator.**
- VII. Adjourn**

Final distribution
of 2008 funds

Warren County
Payments Due to Towns for Occupancy Tax
For Year Ended 12/31/08

Total Revenue Recorded	3,392,174.36
25% of Total Revenue	848,043.59
Less: \$30,000 Paid to Each Town Previously	<u>(390,000.00)</u>
	<u>458,043.59</u>
#99 Bolton (24.19%)	110,800.74
104 Chester (1.28%)	5,862.96
#95 City of Glens Falls (2.12%)	9,710.52
98 Hague (0.56%)	2,565.04
97 Horicon (0.63%)	2,885.67
106 Johnsbury (1.76%)	8,061.57
107 Lake George (21.94%)	100,494.76
107 Lake Luzerne (0.89%)	4,076.59
102 Queensbury (26.61%)	121,885.40
101 Stony Creek (0.82%)	3,755.96
100 Thurman (0.14%)	641.26 ^{2.1}
108 Village of Lake George (18.56%)	85,012.89
11968 Warrensburg (0.50%)	2,290.22
	<u>458,043.59</u> ^{fy}

Warren County
 Payments Due to Towns for Occupancy Tax
 For Year Ended 12/31/09
 To be paid to towns in May, 2010

Total Revenue Recorded	2,947,320.39	
25% of Total Revenue	736,830.10	
Less: \$30,000 Paid to Each Town Previously	(390,000.00)	
	<u>346,830.10</u>	<i>346,830.10</i>
		<i>436,000</i>

Bolton (20.86%)	72,348.76	
Chester (1.26%)	4,370.06	
City of Glens Falls (2.27%)	7,873.04	
Hague (0.63%)	2,185.03	
Horicon (0.73%)	2,531.86	
Johnsburg (2.12%)	7,352.80	
Lake George (23.40%)	81,158.24	
Lake Luzerne (0.93%)	3,225.52	
Queensbury (26.55%)	92,083.39	
Stony Creek (0.20%)	693.66	
Thurman (0.14%)	485.56	
Village of Lake George (20.31%)	70,441.19	
Warrensburg (0.60%)	2,080.98	
	<u>346,830.10</u>	<i>346,830.10</i>
	=	<i>821,169.90</i>

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



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

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

AUGUST 2010

ATTENDED THE FOLLOWING

- Glens Falls Tourism Committee Meeting
- Lake George Regional Chamber of Commerce Board of Directors Meeting
- Lake George Regional Chamber of Commerce New Member Orientation
- Lake George & Bolton Chamber Golf Committee Meeting
- Albany Executives Luncheon
- NYSAE Summer Event

SALES ACTIVITIES

August proved to be somewhat of a quiet time but not without a goodly amount of sales activity. Steps to organize and plan the Annual "**Golf for Tourism**" Day co-hosted by the **Bolton and Lake George Chambers of Commerce** are underway and every indication is that this will be a well attended and fun event. Mark your calendars to join us for a Box Luncheon, Shotgun Tournament and Barbeque Dinner, all starting at Noon, on Wednesday, October 6th at The Sagamore Golf Club.

The CVB was able to provide its services to **The NYS Finance Officers Association** that was here the dates of August 1 – 4, 2010. Hosted at The Wingate by Wyndham Hotel, some 60 attendees were able to enjoy the facilities and services of the Wingate along with arranged activities on The Lake George Steamboat Company and the Wild West Ranch. As this particular association rotates its meetings around the state we can be assured that once it is time for them to be in this region we can be assured of a return visit.

Site visits were conducted for Andrew Soldani & Jack Conway, event planners from the capital district who are looking to plan an antique show for possibly next fall. Of interest was the Gaslight Village property provided improvements are made to this "very attractive" site. Also looked at were the LG Forum and the Dome.

Cal Clemons, **Clemons Management & Associates**, a multi association management company spent a few days touring the area for potential sites. Hosted by The Sagamore, Mr. Clemons was given a detailed tour of the region that included Bolton, Hague, North Creek, Lake George and Glens Falls.

Bob Zonitch, Michele Gully and Danielle Brackley also visited the area this month to look at possible sites for future events. All three were in a competitive site but took time to make a day trip to the area.

Meetings are continued to be held in hopes that our region can become the site for a **2011 Centurion Cycling Event** tentatively scheduled for the June 24- 26, 2011. Meetings with Graham Fraser have taken place, along with a series of meetings amongst the CVB, ORDA, EDC and the Gore Mountain Chamber of Commerce. Needless to say, there is much excitement about having this event take place in our county. There have also been strong indications of support from those who have been contacted. Next steps to be taken is to form a local committee that will work closely with Centurion Cycling, to create and develop a budget that will help fund such an event, to execute a contract and to begin the process of planning the event which is but a short ten months away.

Plans are finalized to attend **The Student Youth Travel Association** which is scheduled for the dates of August 27 – 31, 2010. This is a 3 day appointment setting conference that will allow the CVB to speak to Tour and Event Planners of student youth organizations ranging from middle – high school age that have an interest in subjects such as history, geology, music and the arts.

The CVB also continues to work via phone calls the religious market and is making arrangements to attend **Rejuvenate 2010** (October) and **RCMA 2011** (Religious Conference Management Association) in January.

Plans are also being made to host a focus group session (Wednesday, September 22, 2010) of both profit and not-for-profit businesses and organizations within the Town of Queensbury to discuss ideas and concepts on how best to assist the Town in its desire to attract more tourism related business.

Respectively submitted by:

Michael Consuelo, CHME
Hospitality, Special Events & Convention Director
August 25, 2010



LAST OF THE

Mohicans

OUTDOOR DRAMA

August 23, 2010

President

Michael Dufault
Founder & Playwright
Hudson Falls, NY

Vice President

Jason Sherry
Sherry Management, LLC
Lake George, NY

Secretary

Luisa Craige-Sherman
Lake George Regional
Chamber of Commerce & CVB
Lake George, NY

Treasurer

Kimberly Winchell
Glens Falls National Bank
Lake George, NY

Directors:

Larry Bennett
Bennett's Riding Stable
Lake Luzerne, NY

Neil Akins

Wrightstage Productions
Glens Falls, NY

Ms. Kate Johnson
Warren County Tourism Department
Warren County Municipal Center
1340 State Route 9
Lake George, NY 12845

Dear Kate and fellow Warren County Tourism Professionals,

On behalf of the Board of Directors, I would like to thank you for the generous support shown the Last of the Mohicans Outdoor Drama, Inc. that enabled us to present our first full length production this summer. We are ecstatic about the response to our endeavor. We sold out all six performances, and received nothing but positive feedback and helpful suggestions on ways to improve our presentation for the future. We are extremely encouraged by this response and proud that it indicates a desire that we bring the production back next year.

Our success is due largely to the support that your organization showed us in helping to create a quality family attraction. In talking with audience members after the performance, we learned that they were visiting not only from the greater Capital District, but also Florida, Kentucky, Oregon, Colorado, Ontario, England, Germany, Brasil, and Japan. People travel from all over to enjoy the wonders of the Lake George Region. We are confident that **The Last of the Mohicans Outdoor Drama** can continue to grow in future years and become one of the successful attractions that keep these guests coming to our community.

Once again, we thank you for your generous support. It is through the help of people like you that our organization can continue to grow and develop new and beneficial historical programming for the community.

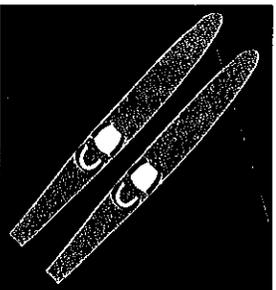
All of the Best,

Michael Dufault
President & Founder
Last of the Mohicans Outdoor Drama, Inc.

PO Box 334
LAKE GEORGE NY
12845

518-747-2450
518-338-5657

www.lastofthemohicans.org
contact@lomod.info



Warren County Occupancy Tax



Revenues & Expenditures

For Period Ended 7/31/10

Warren County
Occupancy Tax
Revenue Analysis

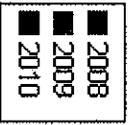
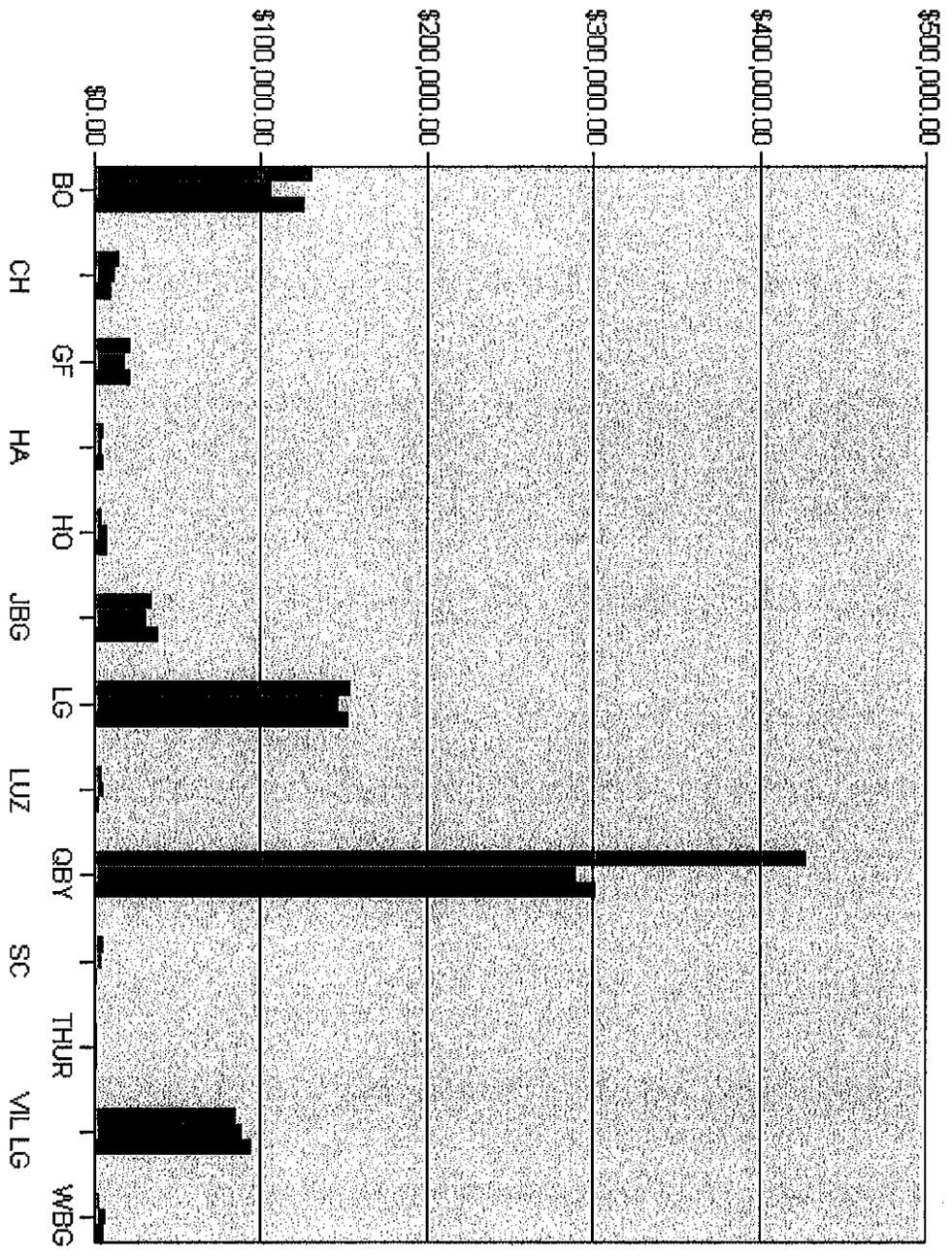
Revenues 2004-2010; Increase/(Decrease) from Prior Year

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	764,152		
Total	<u>18,915,767</u>		

* Revenue for 2010 is only through July

YTD Occupancy Tax Revenue By Town - Three Year Comparison

Thru: July



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

BO	\$129,580.40	14.64%	\$105,591.39	14.75%	-18.51%	\$124,934.31	16.35%	18.32%
CH	\$14,237.56	1.61%	\$11,752.62	1.64%	-17.45%	\$9,662.39	1.26%	-17.79%
GF	\$21,515.12	2.43%	\$17,840.15	2.49%	-17.08%	\$21,526.61	2.82%	20.66%
HA	\$4,787.84	0.54%	\$3,878.80	0.54%	-18.99%	\$5,232.58	0.68%	34.90%
HO	\$4,223.10	0.48%	\$7,004.80	0.98%	65.87%	\$7,495.10	0.98%	7.00%
JBG	\$33,488.18	3.78%	\$30,283.55	4.23%	-9.57%	\$37,619.61	4.92%	24.22%
LG	\$153,788.52	17.37%	\$146,198.16	20.42%	-4.94%	\$152,427.08	19.95%	4.26%
LUZ	\$3,990.26	0.45%	\$4,892.20	0.68%	22.60%	\$2,893.99	0.38%	-40.84%
QBY	\$426,794.25	48.21%	\$288,974.55	40.37%	-32.29%	\$301,203.66	39.42%	4.23%
SC	\$4,255.25	0.48%	\$4,169.00	0.58%	-2.03%	\$1,162.38	0.15%	-72.12%
THUR	\$1,598.00	0.18%	\$1,134.59	0.16%	-29.00%	\$1,210.31	0.16%	6.67%
VIL LG	\$84,424.69	9.54%	\$88,213.95	12.32%	4.49%	\$93,925.29	12.29%	6.47%
WBG	\$2,598.15	0.29%	\$5,938.58	0.83%	128.57%	\$4,858.78	0.64%	-18.18%

Warren County
Occupancy Tax Expenditures
Yearly Totals

2007		2008	
Exp Code	Description	Exp Code	Description
A.6417 110	Salaries - Regular	A.6417 110	Salaries - Regular
A.6417 120	Salaries - Overtime	A.6417 120	Salaries - Overtime
A.6417 130	Salaries - Part Time	A.6417 130	Salaries - Part Time
A.6417 220	Office Equipment	A.6417 220	Office Equipment
A.6417 260	Other Equipment	A.6417 410	Supplies
A.6417 410	Supplies	A.6417 418	Ins - General Liability
A.6417 418	Ins - General Liability	A.6417 421	Equipment Rental
A.6417 421	Equipment Rental	A.6417 422	Repair/Maint - Equipment
A.6417 423	Telephone	A.6417 423	Telephone
A.6417 424	Postage	A.6417 424	Postage
A.6417 426	Subscription	A.6417 426	Subscription
A.6417 427	Memberships & Dues	A.6417 427	Memberships & Dues
A.6417 428	Data Processing & Internet Fees	A.6417 428	Data Processing & Internet Fees
A.6417 441	Auto - Supplies & Repair	A.6417 441	Auto - Supplies & Repair
A.6417 442	Automotive - Gas & Oil	A.6417 442	Automotive - Gas & Oil
A.6417 444	Travel/Education/Conference	A.6417 444	Travel/Education/Conference
A.6417 445	Foods	A.6417 469	Other Payments/Contributions
A.6417 469	Other Payments/Contributions	A.6417 470	Contract
A.6417 470	Contract	A.6417 481	Tourism Promotion - \$970,264.70 Total
A.6417 481	Tourism Promotion - \$1,264,449.19 Total		Susan L. Stratton DBA Stratton Partners
	Susan L. Stratton DBA Stratton Partners		Other
	Other		
	<u>3,512,802.71</u>		<u>3,220,274.37</u>
			<u>222,229.41</u>
			<u>748,035.29</u>
			<u>260,109.26</u>
			<u>1,343.09</u>
			<u>45.39</u>
			<u>3,073.64</u>
			<u>484.35</u>
			<u>24,959.19</u>
			<u>240.00</u>
			<u>4,316.68</u>
			<u>7,941.69</u>
			<u>343,202.88</u>
			<u>342,355.76</u>

Warren County
 Occupancy Tax Expenditures
 Yearly Totals

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	14,153.72
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	
	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>3,273,238.68</u>

2010 (through July 31, 2010)		Total
Exp Code	Description	
A.6417 110	Salaries - Regular	177,820.91
A.6417 120	Salaries - Overtime	1,046.42
A.6417 130	Salaries - Part Time	4,237.64
A.6417 220	Office Equipment	42.00
A.6417 410	Supplies	12,139.66
A.6417 418	Ins - General Liability	329.71
A.6417 421	Equipment Rental	1,970.74
A.6417 422	Repair/Maint-Equipment	46.40
A.6417 423	Telephone	2,226.96
A.6417 424	Postage	130,589.03
A.6417 426	Subscriptions	425.00
A.6417 427	Memberships & Dues	5,032.00
A.6417 428	Data Processing & Internet Fees	16,306.87
A.6417 441	Auto - Supplies & Repair	203.75
A.6417 442	Automotive - Gas & Oil	397.21
A.6417 444	Travel/Education/Conference	10,290.13
A.6417 469	Other Payments/Contributions	346,830.09
A.6417 470	Contract	115,575.87
A.6417 480	Tourism - Special Events	187,250.00
A.6417 481	Tourism Promotion - \$482,330.64 Total	
	Susan L. Stratton DBA Stratton Partners	28,363.68
	Lake Placid Advertisers Workshop Inc.	311,190.52
	Other	142,776.44
A.6417 810	Retirement	14,150.97
A.6417 830	Social Security	9,565.91
A.6417 831	Medicare	2,237.19
A.6417 860	Hospitalization	33,473.00
A.6417 865	Dental Insurance	540.00
		<u>1,555,058.10</u>

Warren County
Occupancy Tax
2010

Revenue Collected through August 27, 2010	\$ 1,154,735.48
Revenue Collected through August 27, 2009	\$ 991,813.98
Increase/(Decrease) from 2009	<u>\$ 162,921.50</u>
Increase from 2009	14.11%