

**OCCUPANCY TAX COMMITTEE**

**DATE: December 10, 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 December 3, 2010.**
- III. Presentations**
- IV. Workshop**
- V. Adjourn**

**OCCUPANCY TAX EVENT FUNDING APPLICATIONS - APPROVED & PAID**

**COMPARISON 2005 - 2010**

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 Hot Air Balloon Festival	Adirondack Balloon Festival					20,000.00	20,000.00
Adirondack Northstars	Girls' Hockey Tournament		6,600.00	4,250.00			
Adirondack Promotions, LLC	Lake George "Elvis" Festival -see LG Reg. Events below					8,000.00	6,000.00
Adirondack Promotions, LLC	Lake George's Got Talent					2,000.00	8,000.00
Adirondack Promotions, LLC/Mannix	2010 Lake George.com Family Fun Festival						
Adirondack Sports Complex	National LaCrosse Championships		13,000.00				
Adirondack Sports Complex	ADKSC Winter & Summer Youth Softball						
Adirondack Theatre Festival	Professional Theatre - Summer Festival	10,000.00	15,000.00		15,000.00	11,000.00	10,000.00
Adirondack Triathlon Club, Inc.	Lake George Triathlon		4,000.00	3,400.00	3,500.00		10,000.00
Adirondack Wedding Association	Annual Bridal Weekend						1,000.00
Albany Rods & Kustoms, 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
Antique & Classic Boat Society, Inc.	32nd Annual Mtg/Trtl Boat Show			5,100.00			
Bolton Lancing Cabmer	Women's Weekend						10,000.00
Champion Services Group Inc.	Adk. Regional Cheerleading					1,500.00	
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	Show n'Shine Expo					2,500.00	
Dev. Disabled Persons, Inc.	Holiday Hometown Celebration					2,000.00	
Glens Falls (city of)	Western Weekend Festival					4,260.12	5,000.00
Glens Falls (city of) & Committee	"Have a Seat in Glens Falls"						
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				
Gore Mtn. Regional Chamber	Adirondack Adventure Festival						9,000.00
Great Escape Theme Park, LP	Holiday in the Park					12,249.20	
The Hyde Collection	2010 Andrew Wyeth exhibit	35,000.00		12,750.00	4,000.00	38,000.00	13,500.00
Lake George Arts Project	Lake George Jazz Weekend		8,000.00		3,500.00	3,000.00	5,000.00
Lake George Blues Blast	Lake George Blues Blast - 2009 cancelled	5,000.00	7,200.00				1,000.00
Lake George Charitable Foundation	Peak Season Century Ride						
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 Post No. 374, Inc.	Annual Steak Roast & Boat Ride			1,023.79			
Lake George Reg. Chamber of Commerce	Canadian Visitor Event Week/Canadian Advertising Promotions			5,950.00		10,804.81	7,000.00
Lake George Reg. Chamber of Commerce	North Country Holiday B & B Tour				31,240.53		
Lake George Reg. Chamber of Commerce	Lake George Area Restaurant Week					6,000.00	8,000.00
Promotions	Elvis Festival	29,000.00	25,000.00	8,500.00			
Lake George Vol. Fire Dept.	Hudson Valley Vol. Firemen's Assoc. Convention					20,000.00	20,000.00
Lake George Winter Carnival	Lake George Winter Carnival		12,000.00	13,600.00	4,995.79	4,000.00	5,000.00
Last of the Mohicans Outdoor Drama	Last of the Mohicans Outdoor Drama					2,192.08	20,000.00
Lower Adk. Reg. Arts Council(LARAC)	LARAC June Arts Festival			8,500.00			3,000.00
Lower Adk. Reg. Arts Council(LARAC)	LARAC Fall Arts Festival				5,000.00		

NAME OF ORGANIZATION	NAME OF EVENT	REC'D. 2005	REC'D 2006	REC'D 2007	REC'D 2008	REC'D 2009	REC'D 2010	
Luke Ventures LLC	North Country Triathlon				5,000.00	3,000.00		
Marcella Sembrich	2009 Summer Concert Series		2,000.00		3,000.00	3,000.00	2,000.00	
North Creek Business Alliance, Inc.	North Creek/Gore Mtn. Shuttle						9,000.00	
Northeast Winter Classic All-Breed Dog Show	Northeast Winter Classic All-Breed Dog Show			4,138.47	3,000.00	2,000.00	750.00	
No.NY Vintage Snowsled Racers	No.NY Vintage Snowsled Racers						2,000.00	
North Warren Chamber of Commerce	Annual Halloween Pug Parade & Party					4,000.00	2,500.00	
North Warren Chamber of Commerce	Upper Hudson River Community Waterfront Map					5,000.00		
NYS Assoc. of Conservation Districts						750.00		
NYS Association of Fire Chiefs	102 nd. Convention			50,000.00	50,000.00			
NYS Pub. High School Athletic Assoc.	Girls' Volleyball Championships		14,351.64	10,625.00	7,000.00	5,000.00	2,500.00	
NYS Pub. High School B'ball Championships	Basketball Championships	25,000.00		50,000.00	50,000.00	50,000.00	50,000.00	
Osby Little League, Inc.	Cal Ripken 12u 50/70 Middle Atlantic Reg. Baseball						2,000.00	
Ski Areas of New York, Inc.	SANY/PSAA/NSAA Trade Show & Conf.						5,000.00	
So. Adirondack Spokes Bicycle	Bicycle Race	3,263.45						
Swim Lake George Association	Lake George Swim Marathon			17,000.00	withdrawn			
Upper Hudson Festivals Inc.	Music by the River Concert Series				4,695.00	2,000.00		
Upper Hudson Maple Producers Assoc.							3,000.00	
Velo Quebec Evenement	NYS Maple Weekends						3,000.00	
Village of Lake George	Le Grand Tour - Bicycle Tour							
Village of Lake George	250th Anniversary-Battle of FWH	3,000.00	5,000.00	21,250.00				
Warren County Historical Society	Queen's Race Weekend						6,000.00	
Warrensburg Chamber of Commerce	Bicentennial Celebration						3,000.00	
World Awareness Children's Museum	29th. Annual World's Largest GarageSale			7,900.00	7,115.65	10,500.00	10,000.00	
YMCA of Glens Falls	Marketing & Promotion Capital Campaign		5,000.00			5,000.00		
OTHER: Special Event Advertising	NYS YMCA Gymnastic Championships		1,048.33			24,841.00		
TOTAL		174,481.23	214,506.47	279,265.42	269,046.97	338,597.21	328,250.00	
Unused					9,925.03	3,802.79		
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.								
							330,221.00	total to allocate
							328,250.00	allocated to date
							1,971.00	available

\*\* Amount to be offset by pro-rata investments from municipalities

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	6
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

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

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

Variables

Economic Impact to Individual Communities  
(ex. \$300,000 to Stony Creek versus \$300,000 to Lake George)

Potential for Future Growth of Event