

OCCUPANCY TAX COMMITTEE
DATE: March 10, 2011
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 February 28, 2011**
- III. Presentations – if any**
- IV. Workshop**
- V. Adjourn**

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 6 - 15
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

Applicants for 2011 Occupancy Tax Funding

	Applicant	Event	Dates of Event	New Event	Years of Funding Rec'd	Amnt. Requested	Amnt. Granted
1	Adirondack Hot Air Balloon Festival, Inc.	Adirondack Hot Air Balloon Festival	9/22 - 9/23/11		2009, 2010	50,000	50,000 Incl. DPW CT of 10,500.00
2	Americade, Inc.	Americade	6/6 - 6/11/11		2005-2010	50,000	48,000.00
3	Greater Glens Falls Amateur Athletics Championship Association, Inc.	NYS High School Basketball Championships	2/28, 3/1, 3/2, 3/4, 3/5, 3/8, 3/19, 3/20	prev. NYS-PHSAA	05, 07, 08, 09, 10	50,000	28,000.00
4	Lake Geo. Reg. Ch. of Comm. & CVB, Inc.	Centurion Cycling Lake George	6/23-6/26/11	X		50,000	33,000.00
5	Hudson Valley Vol. Firemen's Assoc. Inc.	HVV/FA Convention & Parade.	6/15-6/19/11	2009, 2010	prev. thru LGS Vol. Fire Dept.	40,000	14,000.00
6	Adirondack Sports Complex, LLC	ADKSC Winter & Summer Youth Softball Tournaments	various dates 1/8-7/24		2010	38,000	10,000.00
7	Last of the Mohicans Outdoor Drama, Inc.	2011 Season of the production.	7/29 - 8/20/11		2009, 2010	32,000	20,000.00
8	Reinike Sports Group LLC	Lake George Half Marathon	4/27/2011	X		30,000	discarded
9	Hyde Collection	The Hyde Collection's 2011 Schedule of Exhibitions	2011	different exhibits	05, 07, 09, 10	29,115	6,000.00
10	Lake George Winter Carnival, Inc.	Lake George Winter Carnival	2/5-6, 2/12-13, 2/19-20, 2/26-27		2006-2010	28,810	5,000.00
11	Albany Rods & Karts, Inc.	23rd Annual Adirondack Nationals Car Show	9/8-9/11/11		08, 09, 10	25,000	9,000.00
12	North Country Enterprises, LLC	Railroads on Parade	5/1-10/31/11	X		25,000	2,000.00
13	Firemen's Association of the State of NY	2011 Firemen's Assoc. Nat'l Benefit Summit & Fall Nat'l Volunteer Fire Council Meeting	9/24 - 10/1/11	X		22,200	9,000.00
14	Adirondack Living Show, LLC	22nd edition of the Adirondack Living Show	4/8-4/10/11	X		20,000	2,000.00
15	Adirondack Race Management, LLC	Lake George Triathlon Festival	9/2-9/4/11	X		20,000	5,000.00
16	Bolton Landing Chamber of Commerce	Griffen's Getaway in Bolton Landing	5/13-5/15/11		2010	20,000	7,000.00
17	Village of Lake George	weekly fireworks	7/4 & Thursdays in July & Aug	X		20,000	withdrawn
18	Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/1 & 10/2/11		2007-2010	20,000	11,000.00
19	West Mountain Ski Center, Inc.	joint marketing with Six Flags Great Escape Lodge	throughout year	X		20,000	12,000.00
20	Sherry Mgmt. LLC & Manna Marketing (previously Adk. Promotions, LLC)	2011 Lake George.com Family Fun Week	7/4-7/8/11		2010	18,000	3,000.00
21	Gore Mtn. Reg. Chamber of Commerce	Adirondack Adventure Festival	5/6-5/8/11		2010	15,000	4,000.00
22	Adirondack Theatre Festival, Inc.	17th Summer Season of Professional Theatre	6/15 - 7/30/11		05, 06, 08, 09, 10	13,500	5,000.00
23	Lake George Steamboat Company	Fireworks Displays on Lake George	5/28, 8/25, 9/3/11	X		13,500	-
24	Lake George Arts Project, Inc.	Lake George Jazz Weekend	9/17 & 9/18/11		06, 08, 09, 10	13,000	2,500.00
25	NYS Public High School Athletic Assoc.	Girls Volleyball State Championships	2/21-2/25, 6/26-6/29, 9/12-9/19/11		2006-2010	13,000	-
26	Lake George Reg. Chamber of Commerce	Restaurant Weeks	6/18 & 6/19/11	X		10,000	2,000.00
27	Conklin Portfolio, LLC	Warrior Run - West Mountain	2011	X		10,000	-
28	North Country Arts Center	Warren County Film Industry Committee	1/22/11 & 2/19/11		2010	10,000	1,000.00
29	Northam NY Village Snowsided Racers, Inc.	Village Snowmobile Racing	Jan - October 2011	X		10,000	2,500.00
30	North Warren Chamber of Commerce	multi event co-op advertising for out of the area				10,000	

Applicant	Event	Dates of Event	New Event	Funding Rec'd	Am't. Requested	Am't. Granted
31 World Awareness Children's Museum	Opening of GOI (interactive cross cultural exhibitions)	June - December 2011	X	2006- \$5000	8,500	-
32 Glens Falls (city) & cooperative committee	Have a Seat in Glens Falls	5/28 - 9/9/11		2010	8,000	-
33 Lake George Reg. Chamber of Commerce	Canadian Visitor Promotion Program	January - October 2011		08.09.10	8,000	4,000.00
34 North Creek Business Alliance	North Creek/Score Mountain Shuttle Service	12/18/10-9/13/11		2010	8,000	3,500.00
35 Lake George Land Conservancy	Round the Lake Challenge	ongoing program	X		7,500	-
36 Peaker Fun Productions, LLC	Queens Great Boating Weekend	5/20-5/22/11		2010 under VIO	7,500	1,500.00
37 Lake George Reg. Chamber of Commerce	North Country Bed & Breakfast Tour	5/21 & 5/22/2011		2008	7,000	1,100.00
38 Up Yonda Farm Environmental Education Ctr	2011 Summer Nature Program Series	7/1-9/3/11	X		6,400	1,500.00
39 Eastern NY Marine Trades Assoc.	Great Upstate Boat Show	3/25-3/27/11		2006	5000 - 7000	1,200.00
40 Adirondack Folk School, Inc.	Saturday night speakers and demonstrations	5/21/11-9/8/11	X		5,000	2,000.00
41 Foundation for the Advancement of Dev. Disabled Persons	Beach Volleyball Tournament	8/6 & 8/7/11	X	2009-\$2,500	5,000	1,000.00
42 Lake George Charitable Foundation	Peak Season Century Bicycle Ride	9/30 & 10/1/11		2010	5,000	800.00
43 LARAC	LARAC Festivals - June & November	6/11 & 8/12 - 11/5 & 11/6		2007-2010	5,000	1,000.00
44 Sister Cities Committee of GF & WC	exchange programs with Saga City, Japan.	throughout year	X		4,500	1,000.00
45 Lake George Community Band	2011 Summer and Holiday Concert Series	5/21,6/20,7/14,7/16,7/18,8/14,8/11,12/15		2009, 2010	4,000	-
46 Marcella Sembrich Memorial Assoc. Inc.	Weekends with the Masters	6/15-9/15/11	X	06.08.09.10	4,000	800.00
47 Warren County Historical Society	Multi-media Historical Sites Self-Tour Guide	2011	X	2010-\$3000	4,000	2,000.00
48 Cornell Cooperative Extension	Sustainable Living Expo and Youth Fair	8/6/2011	partly	07.08.09	3,000	600.00
49 Luke Ventures, LLC	North County Triathlon	6/24 & 6/25/11		2008, 2009	3,000	1,000.00
50 Lake George Community Band	2011 Lake George Community Band Festival	7/15-7/18/11		2006 - 2009	2,500	-
51 St. James Episcopal Church	2nd annual LG Horod Happening	7/22 & 7/23/11	X		2,000	-
52 Warren Cty Bicentennial Citizens Advisory Comm	Planning for the WC Bicentennial	March - November 2013	X		2,000	1,000.00
53 Ski Hickory Hill, Inc.	Hickory Telemark Festival	2/12/11	X		1,000	disqualified
54 Warren County Historical Society	Bicentennial Souvenir Booklet editing	2011	X	Bicentennial promotion	1,800	1,000.00
	Total Requested				\$42,400-\$44,400	\$24,500.00
2009 Occupancy Tax Collections were \$2,947,320.39; Awards = 10% of \$294,732						



To:

Leisa, Warren County

518-761-6368

From:

Norm Dascher, Committee Member

The Queens Great Boating and Custom Car Show

Date and Time

Wednesday, February 23, 2011 at 11:50AM

Number of Pages

3, including this cover page.



**If you have any problems or questions regarding this transmission,
please call
Norm Dascher
518-312-7478**



Hello Leisa,

Thank you for your call this morning. Attached is the additional 2 page event description which I mention to you during our conversation. We will also be having a parade on Friday night down Canada Street and upto 40 custom cars in the parade and on display throughout the weekend. As you can see, we have a great weekend planned and would really appreciate any additional support which the Committee would consider. Please feel free to let me know if you, or any of the Committee members have any questions.

Thank you again.

Norm Dascher

Offshore Powerboat Demonstration

The proposed event is an "Offshore Powerboat Demonstration" to take place on Saturday, May 21 and Sunday, May 22, 2011. It would feature high performance powerboats in a "staged" offshore powerboat race. The event would be "staged" in that the boats would proceed in a predefined order and sequence. It would not be an actual race. The intent is to simply make it look like one. It would not be a race but rather a demonstration of what a race would look like. All participants will abide by the running order and sequence as predetermined by the event organizer. All participants will be prescreened by the organizer and participation will be by invitation only. Registration will not be open to the public.

All participants will be required to attend a pre-demonstration drivers safety meeting with the event organizer and law enforcement.

The event will take place over a specified course laid out in a triangular pattern in a confined area on the southern most portion of Lake George. The base of the triangle will run parallel to Beach Street in the Village of Lake George. The course will be marked with orange inflatable buoys. The buoys will be located by the event organizer on each morning of the event and removed by the event organizer at the conclusion of each day's event.

Approximately 50 (fifty) boats in total may participate in 4 (four) different "Offshore Demonstrations" with between 6 (six) and 10 (ten) boats in each demonstration. The schedule of demonstrations will be coordinated so as to not interfere with the departures and arrivals of the passenger ferry's.

The hours of the demonstrations will be from 9:00 AM to 4:30 PM. The assistance of the Lake George Park Commission (LGPC) patrol boats and the Warren County Sheriff's Department is being requested in order to insure the safety of the participants, spectators and other nonevent related lake traffic. Communication among the event organizer, the LGPC Lake patrol and the Warren County Sheriff's Department will take place via VHF radio on the channel designated by law enforcement.

The event organizer is seeking an exemption from both the sound and speed limits during the "Offshore Demonstration" event.

Participating boats will be launched from ramps located at the Million Dollar Beach and the Shoreline Marina. All participating boats will be docked at the Lake George Village docks.

A public notice will be placed in the Lake George Mirror newspaper in advance of the event in order to give local residents proper notice.

A liability insurance policy will be obtained for not less than \$1,000,000 naming both the NYS Department of Environmental Conservation ^{Warren Co. and} and the Lake George Park Commission as ~~co~~insured. Provisions will also be made for emergency response services. ^{add amounts}

All participants will be registered with the LGPC and measures will be taken to insure that all participant boats are inspected for invasive species.

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: March 10, 2011

- (a) Purpose of Request: To recommend additional awards of \$38,700 from the Occupancy Tax - Special Events fund plus a transfer of \$5900 to the Warren County Tourism Promotion code, A.6417 481 for DPW overtime for the Balloon Festival. (Total of these two items is \$44,600) This is contingent upon the Board of Supervisors approving an Occupancy Tax Special Events fund limit of \$350,000 per year in lieu of the previous guideline of 10% of Occupancy Tax collections from two years prior. The North Country Bed & Breakfast Tour will not take place in 2011. The \$1100 previously awarded to this event is included in the total of \$44,600.

- (b) Details: See attached.

- (c) Previous Resolution Number: 794 of 2010

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 480 \$44,600

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

2011 Occupancy Tax Funding

Applicant	Event	12/10/10	2/18/11	3/10/11
		Amt Granted		Add'l Granted
1 Adirondack Hot Air Balloon Festival, Inc.	Adirondack Hot Air Balloon Festival	26,000		
2 Americade, Inc.	Americade	48,000		2,000
3 Greater GF Amateur Athletics Championship Assoc. Inc.	NYS High School Basketball	28,000	12,000	
4 LG Regional Chamber of Commerce & CVB, Inc.	Centurion Cycling Lake George	33,000		
5 Hudson Valley Firemen's Assoc. Inc.	HVFA Convention & Parades	14,000		6,000
6 Adirondack Sports Complex	Winter/Summer Softball Tournaments	10,000		3,000
7 Last of the Mohicans Outdoor Drama, Inc.	2011 Season	20,000		1,000
8 Hyde Collection	2011 Schedule of Exhibitions	6,000		
9 Lake George Winter Carnival, Inc.	Lake George Winter Carnival	5,000		5,000
10 Albany Rods & Kustoms Inc.	Adirondack Nationals Car Show	9,000		5,000
11 North Country Enterprises, LLC	Railroads on Parade	2,000		4,000
12 Firemen's Assoc. of the State of New York	Nat'l Benefit Summit & Fire Council Mtg	9,000		
13 Adirondack Living Show, LLC	Adirondack Living Show	2,000		
14 Adirondack Race Management, Inc.	Lake George Triathlon Festival	5,000		
15 Bolton Landing Chamber of Commerce	Lake George Getaway	7,000		
16 Warrensburg Chamber of Commerce	World's Largest Garage Sale	11,000		4,000
17 West Mtn. Ski Center, Inc.	joint marketing with Six Flags	12,000		
18 Sherry Management, Inc.	Lake George.com Family Fun Week	3,000		
19 Gore Mtn. Regional Chamber of Commerce	Adirondack Adventure Festival	4,000		
20 Adirondack Theatre Festival, Inc. I	17th Summer Season	5,000		
21 Lake George Arts Project, Inc.	Lake George Jazz Weekend	2,500		
22 Lake George Reg. Chamber of Commerce	Restaurant Weeks	2,500		1,500
23 Conklin Portfolio, LLC	Warrior Run - West Mountain	2,000		
24 Northern NY Vintage Snowsled Racers, Inc.	Vintage Snowsled Racing	1,000		
25 North Warren Chamber of Commerce	multi event co-op advertising	2,500		
26 Lake George Reg. Chamber of Commerce	Canadian Visitor Program	4,000		
27 North Creek Business Alliance	North Creek/Gore Mtn. Shuttle Service	3,500		4,000
28 Poker Run Productions, LLC	Queens Great Boating Weekend	1,500		
29 Lake George Reg. Chamber of Commerce	North Country Bed & Breakfast Tour			
30 Up Yonda	2011 Summer Nature Program Series	1,500		2,000
31 Eastern NY Marine Trades Assoc.	Great Upstate Boat Show	1,200		
32 Adirondack Folk School, Inc.	Saturday night speakers and demos	2,000		
33 Foundation for the Advancement of Dev. Disabled Persons	Beach Volleyball Tournament	1,000		

34	Lake George Charitable Foundation	Peak Season Century Bicycle Ride	800		
35	LARAC	LARAC festivals	1,000		
36	Sister Cities Committee of GF & Warren County	exchange programs with Saga City, Japan	1,000		
37	Marcella Sembrich Memorial Assoc. Inc.	Weekends with the Masters	800		1,200
38	Warren County Historical Society	Multi-media Historical Sites Self-Tour Guide	2,000		
39	Cornell Cooperative Extension	Sustainable Living Expo & Youth Fair	600		
40	Luke Ventures, LLC	North County Triathlon	1,000		
41	Warren County Bicentennial Citizens Advisory Committee	planning for the WC Bicentennial	1,000		
42	Warren County Historical Society	Bicentennial Souvenir Booklet Editing	1,000		
43	Warren County Tourism	transfer for Balloon Festival overtime	293,400	12,000	5,900
					44,600
					350,000

	Event Funding Limit for 2011	350,000.00
	Awarded 12/10/10	294,500.00
	Awarded 2/18/11	<u>12,000.00</u>
	Balance to be allocated	43,500.00
	#29, North County Bed & Breakfast Tour	<u>1,100.00</u>
		44,600.00