

OCCUPANCY TAX COMMITTEE
DATE: April 27, 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. Report on Revenues from the County Treasurer.**
- III. Action Agenda:**
 - a) Discuss results of Tourism Dept. survey as respects Special Events funding**
 - b) Discuss changes to contract for Occupancy Tax funding**
 - c) Use of funds from the Occupancy Tax Reserve for Asian Clam infestation on Lake George**
- IV. Old Business: none**
- V. Adjourn**

WARREN COUNTY TREASURER

FRANCIS X. O'KEEFE
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

DATE: April 27, 2011

TO: Supervisor William Kenny, Chairman, Occupancy Tax Committee
And Committee members/Administrator/Attorney

FROM: Francis X. O'Keefe, County Treasurer 

RE: Occupancy Tax Report – April 27, 2011

Enclosed is the Occupancy Tax Report through April 26, 2011. The fund balance is \$577,630.01. This does not include \$500,000 designated as a reserve. Also included are reserve balances for the years 2004, 2005, 2006, 2007, 2008 and 2009.

Please contact me if there any questions or concerns.

Warren County
Occupancy Tax
2011

2011 Revenues

Revenue Collected through April 26, 2011	\$ 235,994.20
Revenue Collected through April 26, 2010	\$ 255,976.24
Increase/(Decrease) from 2010	<u>\$ (19,982.04)</u>
Increase/(Decrease) from 2010	-8.47%

Occupancy Tax Fund Balance

General Ledger Balance at 12/31/10	2,656,100.01
Appropriated 2011 Budget	<u>(1,486,870.00)</u>
Occupancy Tax Fund Balance at 12/31/10	<u>1,169,230.01</u>
Appropriated per Res #139 '11 (Jimmer Fredette Promotion)	(35,000.00)
Special Events Funding Increase per Resolution #181 '11	(38,700.00)
Overtime Increase for Balloon Festival	(5,900.00)
NYS Basketball Tournament	<u>(12,000.00)</u>
	<u>1,077,630.01</u>
Designated Reserve	<u>(500,000.00)</u>
Estimated Occupancy Tax Fund Balance at 4/26/11 (Not including 2011 revenues & expenditures)	<u>577,630.01</u>

Reserve Balances Prior Years

<u>2004</u>		<u>2007</u>	
G/L Balance	2,049,475.22	G/L Balance	2,481,414.57
Approp 2005 Budget	<u>(1,500,000.00)</u>	Approp 2008 Budget	<u>(2,150,000.00)</u>
	<u>549,475.22</u>		<u>331,414.57</u>
<u>2005</u>		<u>2008</u>	
G/L Balance	2,280,971.34	G/L Balance	2,542,772.45
Approp 2006 Budget	<u>(2,150,000.00)</u>	Approp 2009 Budget	<u>(2,320,000.00)</u>
	<u>130,971.34</u>		<u>222,772.45</u>
<u>2006</u>		<u>2009</u>	
G/L Balance	2,247,400.00	G/L Balance	2,408,097.77
Approp 2007 Budget	<u>(2,150,000.00)</u>	Approp 2009 Budget	<u>(1,650,000.00)</u>
	<u>97,400.00</u>		<u>758,097.77</u>

Warren County Tourism Survey(Special Events Funding) Results Recap

264 surveys sent -32 Responses-12.1 % response rate

Aside from Americade, please identify the TOP 5 area events that contribute most to your occupancy and are funded through occupancy tax sponsorship. Mark your first choice with 1; mark your second choice with 2, and so on. You can only chose 5 events.

Results were scored using the following criteria-a number 1 choice -5 points ,a number 2 choice- 4 points, a number 3 choice -3 points, a number 4 choice -2 points and a number 5 choice -1 point.

Ranked in order of total points

1. Adirondack National Car Show-110 points
2. Adirondack Hot Air Balloon Festival-79 Points
3. Worlds Largest Garage Sale-60 points
4. Hudson Valley Firemens Convention/ Parade-42 points
5. Firemens Association of NYS Summit-21 points
6. New York State Boys Basketball -17 points tie
7. Lake George Elvis Festival-17 points tie
8. Antique& Classic Boat Show-16 points
9. Lake George Winter Carnival-13 points
10. NYS Association Fire Chiefs Convention-12 points
11. Lake George.com Family Fun Fest-8 points - tie
12. Bolton Landing Girlfriends Getaway-8 points - tie
13. Lake George Community Band Festival -7 points

14. Adirondack Theater Festival -6 points
15. North Creek Shuttle -5 points- tie
16. Upper Hudson River Waterfront Map- 5 points - tie
17. Adirondack Girls Northstar Hockey-5 points-tie
18. New York State Girls Volleyball -4 points - tie
19. Lake George Chamber Canadian Visitor Week- 4 points - tie
20. North Warren Chamber Multi Events-4 points - tie
21. Ski Areas of NY Trade Show/Conference-4 points - tie
22. Upper Hudson New York State Maple weekends-4 points --
tie
23. Adirondack Sports Complex Lacross Championships-3 points-
tie
24. Adirondack Winter and Summer Youth Softball-3 points - tie
25. Lake George Centurian Cycling- 3 points - tie
26. Marcella Sembrich Concerts- 2 points - tie
27. Beach Volleyball Tournament -2 points - tie
28. Last of The Mohicans Outdoor Drama- 2 points - tie
29. Upper Hudson River Music Concerts- 1 point - tie
30. Up Yonda Farms Summer Program – 1 point- tie
31. Worlds Awareness Childrens Musuem- 1 point – tie
32. Velo Quebec Bicycle Tour-1 point - tie
33. Sister Cities-1 point- tie

Warren County Tourism Survey (Special Event Funding) Results

Other info gleaned from survey

24 respondents out of 32 ranked the Adirondack National Car Show

In the top 5 most important to their occupancy--15 ranked this show number -1, 6 ranked show --number- 2, 3 ranked show-number -3 , and 1 ranked it --number 4

23 respondents ranked the Adirondack Balloon Festival in the top 5 most important to their occupancy-7 respondents ranked this show number- 1, 1 ranked show number -2, 9 ranked it number -3, 3 ranked it number- 4 and 3 ranked it number -5

21 respondents ranked the Worlds Largest Garage Sale in their top 5 most important to their occupancy- 1 respondent ranked this show number -1, 8 respondents ranked this show number -2,5 respondents ranked this show number 3, 2 respondents ranked this sow number -4, and 5 respondents ranked this show number 5

2 Other shows garnered 10 or more responses-The Hudson Valley Firemens Convention / Parade and The Elvis Festival.

Shows that garnered responses of number 1 or 2-

Adirondack Balloon Festival

Adirondack National Car Show

Antique and Classic Boat Show

Bolton Landing Girlfriends Getaway

Lake George Winter Carnival

Lake George Elvis Festival

North Creek Shuttle

Upper Hudson Riverfront Map

Firemens Association of NYS Summit

NYS Association of Fire Chiefs Convention

New York State Boys Basketball

NYSPH Girls Volleyball

Hudson valley Firemens Convention / Parade

Lake George Jazz Weekend

Lake George Community Band Festival

Worlds Largest Garage Sale

Warren County Tourism Survey Results(Special Event Funding)

Recap of Question 2

If we could steer new events to our area, what weeks(s) would you like to be targeted for new events? Please specify your week number one and week number two, in a calendar year, that could most utilize additional business. For example Week #1-3rd week of September, week #2- 2nd week of January

Recap Results-Weeks 2,3 and 4 of September

Week 4 of August

Weeks 3& 4 of June

Weeks 3 & 4 of May

**WARREN COUNTY TOURIST AND CONVENTION DEVELOPMENT
AGREEMENT**

THIS AGREEMENT made by and between the COUNTY OF WARREN, a municipal corporation and political subdivision established under the Laws of the State of New York, having its principal offices and place of business located at the Warren County Municipal Center with a mailing address of 1340 State Route 9, Lake George, New York 12845 (the "COUNTY"), and _____, an organization formed under the laws of the State of New York, having its principal office and place of business located at _____, New York _____, (hereinafter called the " SPONSOR").

RECITALS

1. SPONSOR desires to hold the _____ in Warren County, New York, during _____ of 2011, (hereinafter called the " EVENT ").
2. The COUNTY has established a tourist and convention development program whereby the COUNTY will provide funding for certain qualifying conventions, events, trade shows and other directly related and supporting activities.

NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL REPRESENTATIONS AND COVENANTS CONTAINED HEREIN THE PARTIES AGREE AS FOLLOWS:

1. EVENT

SPONSOR represents and agrees that it shall hold the _____ in Warren County, New York, commencing the _____ day of _____, 2011 and continuing thereafter for a period of _____ day(s)week(s) in _____.

2. EVENT ARRANGEMENTS

The SPONSOR represents and warrants that:

- A. the following licenses, contracts and/or infrastructure has been or will be arranged for to support the EVENT (include other governmental or non-profit group commitments):

- B. As of the time the application was filed for funding under this contract, the following funding had been obtained from the businesses, persons or governmental or non-profit agencies listed :

- C. The number of attendees is projected to be _____;

B. When the Sponsor utilizes the Warren County Tourism Logo online, a hyperlink must be created to link to the URL www.visitlakegeorge.com.

- D. the number of hotel, motel, inn, bed and breakfast or other overnight accommodations is anticipated or projected to be _____, and the length of stay is anticipated to be _____ days;
- E. the following marketing and advertising is planned to occur in the following markets and areas (specify local, regional, state, national etc):

- F. the total cost to be borne by SPONSOR for the EVENT is _____;
- G. the total amount that SPONSOR has calculated that needs to be raised to fund the EVENT that is currently not available or expected to be available is \$ _____.

3. PROMOTIONAL AND MARKETING CONSIDERATION FOR COUNTY

- A. The SPONSOR shall use the Warren County Tourism Logo with website provided by the Tourism Department in all promotional and marketing distributed for the EVENT where reimbursement is requested. The use and placement of the logo shall be first approved by the Tourism Department. Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed.
- ~~B.~~ C. 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.

4. PERFORMANCE REPORT

The Sponsor shall use reasonable efforts to collect home zip codes from those in attendance at the event funded hereunder. The Sponsor shall provide to the County a written report which provides an estimate of the ^{total} 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~~. Reasonable efforts to collect the information requested hereunder shall be deemed to have been made if the Sponsor has at least one person at each entrance to the event attempting to collect zip codes.

5. COUNTY FUNDING

attempt to also collect information substantiating the number of rooms used by attendees during the event.

In consideration of the:

- A. marketing and promotional opportunities,
- B. the benefit to be derived by the communities, businesses and residents of

Warren County

- C. the terms of this agreement;
- D. to provide an incentive to the SPONSOR to hold the EVENT in Warren County, and
- E. the performance report,

the COUNTY shall pay the sum of \$ _____ to SPONSOR for use in offsetting expenses for the EVENT. Such sum shall be payable, as follows :

[SELECT ONE OF THE FOLLOWING]

provided the event has occurred and concluded, within twenty-seven (27) days of the time of SPONSOR furnishes to the COUNTY: (i) a completed and properly executed COUNTY Voucher ; (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; (iii) the performance report; ~~and (iv) copies of receipts or other proof of expenditures (including copies of ads if such are submitted under section (ii) hereof), Sponsor has submitted or will submit to any other municipality (Town, Village or City) for reimbursement of costs associated with the event funded under this agreement. (Note: that you may not submit the same receipts to the County and another municipality for reimbursement.)~~ ^{(v) * (see below)}

or

within twenty-seven (27) days of the occurrence of the first day of an EVENT that is planned to occur over a number of days, weeks or months, a portion of the amount payable under this agreement equal to the amount expended for promotion and marketing where the County Logo was used as identified in paragraph three (3) of this agreement not exceeding seventy-five percent (75%) of the amount payable under this 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 ; (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; and iii) the performance report; and iv) ^{the final budget for the event} or special consideration as approved by the ^{Occupancy Tax} Committee.

6. COUNTY LIMITATION OF RESPONSIBILITY

- A. SPONSOR acknowledges and agrees that the COUNTY other than providing the funding herein above described does not make any representations concerning: the adequacy, availability or suitability of the area, hotels, restaurants, attractions, entertainment venues, recreational opportunities, environment, roads, utilities, weather or any other matter of any kind or

nature with regard to SPONSORS' EVENT . It is understood and agreed that these are matters that SPONSOR must undertake to examine and determine whether such is suitable, adequate, available or otherwise acceptable to SPONSOR. SPONSOR acknowledges that by execution of this agreement that it has made or has through the use of third party contractors have made such study, review, inspections and/or inquiries as it deemed necessary and is satisfied with regard to these issues.

- B. The COUNTY shall not be required to furnish any services or do any work under this agreement.
- C. Any and all other costs associated with the EVENT or SPONSOR's members in attending the EVENT shall, accordingly, be the responsibility of SPONSOR and/or its members. The COUNTY shall not be responsible for the payment of any and all consultant, broker or other services that may have been requested and agreed to by the SPONSOR.
- D. Nothing contained herein shall be deemed to change or limit the COUNTY's governmental responsibilities or obligations that are furnished to the general public.
- E. The provisions of this agreement shall not be construed to create a joint venture or partnership between the parties.

7. SPONSOR OBLIGATIONS

- A. The SPONSOR shall be responsible for the payment of any and all consultant, broker or other services that may have been requested and agreed to by the SPONSOR in connection with the selection of Warren County as the EVENT site.
- B. The SPONSOR shall coordinate the issuance of all licenses and permits required and ensure that all applicable licenses and permits and insurance certificates have been issued and acquired. The SPONSOR shall further ensure that all licenses or permittees have obtained required insurance coverage and submitted proof of such coverage at least ten (10) days prior to the EVENT. The SPONSOR shall have the obligation of compliance with Federal, State and Local Laws in connection with the EVENT and activities occurring in connection therewith.
- C. In the event the SPONSOR or any guest or member of the public shall cause any damage to municipal property, the SPONSOR shall at its own expense and cost repair the premises and restore to the same condition as existed prior to the damage. Such repair and restoration shall be subject to approval and direction of the COUNTY or if applicable, such other governmental body or agency with control or ownership of the infrastructure so damaged.

- D. All garbage, refuse and debris resulting from the EVENT and other activities authorized by the SPONSOR shall be removed and properly disposed of by SPONSOR or the Vendors or SPONSORS of the other activities.
- E. The SPONSOR shall supply any necessary employees, workers and agents as may be necessary to support EVENT and activities in connection therewith.
- F. Any and all services, facilities, infrastructures and other costs associated with the EVENT or SPONSOR's members in attending the EVENT shall be the responsibility of SPONSOR and/or its members.

8. RULES/REGULATIONS

SPONSOR acknowledges and agrees that it will abide by and advise its members to abide by applicable local laws, rules and/or regulations of any local municipality or property owner with jurisdiction where the EVENT is held.

9. DEFEND, INDEMNIFY AND HOLD HARMLESS

_____ The SPONSOR and all participating organizations authorized or organized by Sponsor shall defend, indemnify and hold the COUNTY harmless from and against any and all liability, damage, causes of action, claims, suits, penalties or judgments arising from injury to persons or property or from loss of life or property sustained by anyone whosoever arising as a result of the EVENT activities of SPONSOR or the EVENT activities of Third party vendors, clubs or invitees of SPONSOR or authorized by SPONSOR which shall occur by reason of the negligent acts or wrongful acts, errors, omissions, negligence, incompetence, malfeasance and misfeasance of the SPONSOR and/or its authorized third party vendors, clubs or invitees .

10. INSURANCE

_____ The SPONSOR shall, during the term of this Agreement, provide and maintain or cause to be provided and maintained a comprehensive general liability EVENT insurance naming the COUNTY as additional insured in the amount of not less than One Million Dollars (\$1,000,000) per occurrence for personal injury, death or property damage arising out of the EVENT or EVENT activities or SPONSOR acts or omissions. The SPONSOR shall further require all participating organizations, clubs, and other entities to likewise provide insurance coverage naming SPONSOR and the COUNTY as additional insureds. The failure of the COUNTY or its Boards, officers and/or employees to object to the contents of any certificate of insurance or absence of the same shall not be deemed a waiver of any and all rights held by the COUNTY. Concessions selling alcoholic beverages shall provide an insurance policy specifically including coverage for liquor law liability in an amount of not less than Five Hundred Thousand Dollars (\$500,000). Said certificate of insurance for liquor law liability shall be required only in the event that liquor is to be sold or otherwise dispensed during the EVENT. Certificates and/or other evidence of such insurance, as may be required by the COUNTY, shall be delivered to the County Attorney's Office ninety (90) days prior to the commencement of the EVENT, except that certificates and/or other evidence of insurance for third-party vendors or concession shall be delivered to the County Attorney three (3)

days prior to the commencement of the EVENT.

All insurance policies issued hereunder shall name the COUNTY as an additional insured under such policy as its interest may appear, be an insurance policy from an A.M. Best rated secured New York State licensed insurer and contain not less than a ten (10) day notice of cancellation clause.

The SPONSOR shall secure compensation insurance and disability insurance for the benefit of such employees engaged under this Agreement as are by law required to be insured by SPONSOR under the provisions of the Workers' Compensation Law and New York State Disability Law. Proof of compensation and disability insurance shall be in the form(s) approved by the Workers' Compensation Board.

11. CANCELLATION OF EVENT - FORCE MAJEURE

The performance of this agreement is subject to acts of God, war, civil disorder, government regulation, disaster (including, but not limited to, fire, flood, severe weather and earthquake), strikes or work stoppages, labor disputes or threat thereof, terrorism or threat of terrorism: curtailment of transportation facilities which prevent or unreasonably delay at least 40% of the meeting attendees or any other situation making it commercially inadvisable, illegal, or impossible to provide the facilities or hold the EVENT. For the reasons aforesaid the SPONSOR may, upon such written notice as is practical, cancel the holding of the EVENT for the year when the reason arises which affects the holding of the EVENT as scheduled. In no event will the COUNTY be liable for any costs or other losses sustained by the SPONSOR's for a cancellation of the EVENT the reasons set forth herein. The mere lack of or adequacy of hotels, restaurants, or like facilities shall not be a basis upon which SPONSOR may exercise this cancellation clause. In the event that SPONSOR cancels the EVENT for the reasons allowed under this paragraph, the COUNTY shall pay up to fifty percent (50%) of the amount payable under paragraph four (4) of this agreement provided that SPONSOR provides the documentation required under said paragraph four (4).

12. NO THIRD PARTY BENEFIT

No person or entity other than the parties to this Agreement shall be entitled to rely on this Agreement, and this Agreement is not made for the benefit of any person or entity not a party hereto.

13. AUTHORITY TO BIND

SPONSOR represents that it has followed organizational procedures necessary and has the requisite authority to bind SPONSOR to this agreement.

14. GUARANTEE OF PERFORMANCE

_____ The SPONSOR by the execution of this Agreement, guarantees complete performance of the terms and conditions of this Agreement, including any reasonable cost of any repair or restoration of the premises, removal of any garbage, refuse and debris and maintenance of the premises in a reasonable manner. Repair or restoration required hereunder is that defined as necessary or occasioned by damage or wear and tear beyond normal and reasonably expected wear and tear. With

respect to SPONSOR, it is agreed by the parties that its officers, members, employees, agents and directors shall have no personal liability under this Agreement. Nothing contained herein shall be deemed to release the SPONSOR from liability arising as a result of this Agreement, or liability of any officer, member, employee, agent or director by reason of their own intentional or negligent act or omission.

15. ENTIRE AGREEMENT/AMENDMENT OR ALTERATION

_____ The terms of this Agreement constitute the entire agreement between the parties and neither party shall be bound by oral representations not contained apart hereof. This agreement shall not be altered, amended or changed except by written Agreement signed and executed by the parties through their authorized officers.

16. CAPTIONS

The captions used in this document are for reference purposes only and shall not be deemed a term or condition of the Agreement.

17. NOTICES

Any notice, demand, request or other communication required or permitted by this Agreement, to be given by either party to the other, may be either personally delivered or sent by certified mail, properly addressed and prepaid, or by Federal Express or other nationally recognized overnight delivery service providing for receipt against delivery to the addresses of the parties set forth below:

If to the COUNTY:

Leisa Grant, Principal Account Clerk
Tourism Department
Warren County Municipal Center
1340 State Route 9
Lake George, New York 12845

If to SPONSOR:

with a copy
(which shall not constitute notice) to:

Warren County Attorney
Warren County Municipal Center
1340 State Route 9
Lake George, New York 12845
Attention: Paul B. Dusek, Esquire

or to such other person as shall be designated in writing by any such party or person; and such notice or communication shall be deemed to have been given as of the date so delivered in person, three days after the date so mailed and the next business day after deposit with such overnight delivery service; *provided, however,* that all notices of any change of address shall be effective only upon actual receipt thereof.

IN WITNESS WHEREOF, this Agreement has been executed by the duly authorized officers of the respective parties.

Approved as to Form:

COUNTY OF WARREN

1st Asst. Warren County Attorney

By _____
FREDERICK H. MONROE, CHAIRMAN
Board of Supervisors

Date: _____

SPONSOR

By _____

Date _____

STATE OF NEW YORK)
) ss.:
COUNTY OF WARREN)

On the ____ day of _____, in the year 20__, before me, the undersigned, a Notary Public in and for said state, personally appeared Frederick H. Monroe, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or person upon behalf of which the individual(s) acted, executed the instrument.

Notary Public

STATE OF NEW YORK)
) ss.:
COUNTY OF WARREN)

On the ____ day of _____, in the year 20__, before me, the undersigned, a Notary Public in and for said state, personally appeared _____, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or person upon behalf of which the individual(s) acted, executed the instrument.

Notary Public