

*front*

**OCCUPANCY TAX COMMITTEE**

**DATE: February 7, 2013**

**AGENDA**

**Committee Supervisors:**

**William H. Kenny, Chairman**

**Eugene J. Merlino**

**Ralph W. Bentley**

**Ronald F. Conover**

**Dennis L. Dickinson**

**Edna Frasier**

**William Mason**

- I. Committee meeting called to order by Chairman.**
- II. Motion to approve minutes of meeting held on January 31, 2013.**
- III. Action Agenda: Funding application from Wanaroma, Inc.  
(Green Mansion Winter Festival)**
- IV. Old Business: Review the rules for use of Occupancy Tax funds in order to clarify appropriate uses. (pending item)**
- V. New Business**
- VI. Adjourn**

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.  
Wanaroma, Inc
- B. Please set forth the name of the event for which you wish to contract with Warren County.  
Green Manson Winter Festival
- C. Please set forth the contract amount you propose to be paid by the County toward the event.  
\$6970

2. Is the above name the only name you conduct business or fund raising under?  
   Yes X No. If No, please provide all other names you use for business and fund raising purposes.

Green Manson Golf Club

3. If your organization is incorporated, please provide the state of incorporation and the complete corporate name, if different than set forth above.

N/A

4. Please set forth your organization's principal business address.

207 Darrowville Rd  
Chester town NY 12817

5. Please set forth your organization's contact person and that person's address, email 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).

Name Ron Walker  
Address 207 Darrowville Rd Chertontown NY 12817  
Email Mansionsgolf@yahoo.com Telephone 518 494 7222

II. EVENT BACKGROUND INFORMATION

6. Please state the dates on which your event is planned to occur and for which you wish to contract with Warren County. (Please note: Warren County does not fund one day events. An event shall not be considered a multiple day event because a party, dinner, sign up time or similar activity precedes the event, or is held afterwards.)

Adirondack Sno Cross Challenge 2/16 + 2/17

7. Please set forth the planned location of your event.

Green Mansion Golf Club

8. Please provide a general description of your event i.e. the nature and type of event and why it is held.

Snow Cross RACES with snowmobiles to draw spectators + racers to our area for two days of fun

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged to support the event.

Contract w/ Northeast Sno X whereby they pay all expenses to finalize the track, prizes, registration + 1/2 the insurance + EMS. I pay all advertising + promotion, 1/2 the insurance + EMS. We split the gate

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

future events will be planned

11. Please set forth the number of attendees projected to attend the event.

a. 400-500 per day times 2 days

b. How did you determine this number of attendees?

Based on previous races at other locations in past years

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 anticipated.

No. Of Rooms anticipated 60 Length of Stay (per party) 2 nights

How did you determine this number of rooms?

Based on where races/spectators have traveled from in the past

13. If your organization has previously received funding from the County, please attach the previous year's performance report and zip code list. Please indicate the projected number of rooms that were anticipated to be used for the previous year's event. N/A

What was the **actual number** of rooms that were utilized? N/A

How did you determine this number? N/A

If you expect this to change this year, please indicate your reasons below.

N/A

14. 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).

Almost All local for this year via Radio Print emails, Facebook, banners, posters, flyers

III. EVENT FINANCING INFORMATION

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

\$6970

16. 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 Warrensburg has said they would give \$3000  
not sure if this will change if the county helps

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

I expect a total of about \$7000 of which I would get 50%

18. 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 16, you need only to state this).

see above

19. 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.

\$6970

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

See next page

# Green Mansions Golf Club

207 Darrowsville Road – Chestertown, NY 12817

518-494-7222

February 4, 2013

The income and expenses for this years planned event are as follows:

Income – approx \$7000 – 400 spectators per day times two days @ \$10 for adults and \$5 for kids 10 and under (some will be volunteers and some will be kids under 10)

Expenses -	Insurance	\$1450
	EMS on sight	\$100
	Labor to move snow	\$1100
	Snow Making	\$1000
	Advertising	\$2020 (radio, print, promo materials etc)
	Labor leading up to and	
	day of	\$600
	Entertainment two nights	\$700 (2/15 and 2/16)
		<hr/>
	Totals	\$6970

Having this event at my golf course will create awareness for us that will help us year round which in turn helps the entire area. My hope is that with your help I can promote this on a much broader spectrum bringing in people from a wider area which also helps everyone. This is the first time for an event like this in this immediate area. I believe it has no where to go but up in the future!

21. Please set forth a description of any end product that will be generated as a result of this funding, and whether it is intended that such end product, or copy thereof will be furnished to Warren County.

N/A

III. EVENT FINANCING INFORMATION (Continued)

22. 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. 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) a final budget for the event.

OR

B. 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; (iii) the performance report; and (iv) a final budget for the event.

IV. WARREN COUNTY AGREEMENT INFORMATION

23. 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.

No logo to be used this year due to timing

**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.

24. 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 and accept.

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

Ronald V Walker  
TYPE OR PRINT NAME

[Signature]  
SIGNATURE

President  
TITLE

2/6/13  
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:** February 11, 2013

- (a) Purpose of Request: To authorize an agreement with Wanaroma, Inc. for Green Mansions Winter Festival (Adirondack Sno Cross Challenge 2/16 & 2/17/13) in the amount of \$3970, and to delete the \$11,500 award for Centurion Cycling New York, Inc., a business which no longer exists.
  
- (b) Details: as above
  
- (c) Previous Resolution Number: 698 of 2012
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417 480 Tourism - Special Events \$3970 and (\$11,500)

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

\* as listed in budget and LOGOS