

Frank

OCCUPANCY TAX COMMITTEE

DATE: January 31, 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 December 10, 2012.**
- III. Report on Revenues from the County Treasurer.**
- IV. Action Agenda:**
 - Discuss providing funding for a Casino study**
 - Luisa Sherman – Last of the Mohicans event**
 - Michael Consuelo/Dave Bulmer- Centurion event**
 - Discuss the addition of an advisory committee**
 - Discuss collection of Occupancy taxes from on-line travel agencies ie. Travelocity, Expedia**
- V. Old Business: Review the rules for use of Occupancy Tax funds in order to clarify appropriate uses. (pending item)**
- VI. New Business**
- VII. Adjourn**

Warren County
Occupancy Tax
2012

2012 Revenues

Revenue Collected through 12/31/12 (as of 1/30/13)	\$ 3,473,623.17
Revenue Collected through 12/31/11 (as of 1/30/12)	\$ 3,220,461.48
Increase/(Decrease) from 2012	<u>\$ 253,161.69</u>
Increase/(Decrease) from 2012	7.29%

Occupancy Tax Fund Balance

General Ledger Balance at 12/31/11	2,714,786.13
Appropriated 2012 Budget	<u>(1,866,673.00)</u>
Occupancy Tax Fund Balance at 12/31/11	848,113.13
Designated Reserve; temporarily suspended per Res #622 '12	<u>500,000.00</u>
Balance of Designated Reserve	<u>348,113.13</u>
Resolution #90 '12; Funding for Big Apple Circus	(15,000.00)
Resolution #178 '12; Additional Funding to Lake George for Asian Clams	(100,000.00)
Resolution #307 '12; Additional Funds needed for Town Payments	(23,462.00)
Resolution #375 '12; Funding for new basketball floor at Civic Center	(43,000.00)
Resolution #665 '12; Satellite Office at Outlet Mall	<u>(10,000.00)</u>
	<u>156,651.13</u>
Designated Reserve; temporarily suspended per Res #622 '12	500,000.00
Resolution #623 '12; Additional Funding to Lake George for Asian Clams	<u>(270,000.00)</u>
	<u>230,000.00</u>

Reserve Balances Prior Years

<u>2004</u>		<u>2008</u>	
G/L Balance	<u>2,049,475.22</u>	G/L Balance	<u>2,542,772.45</u>
Approp 2005 Budget	<u>(1,500,000.00)</u>	Approp 2009 Budget	<u>(2,320,000.00)</u>
	<u>549,475.22</u>		<u>222,772.45</u>
<u>2005</u>		<u>2009</u>	
G/L Balance	<u>2,280,971.34</u>	G/L Balance	<u>2,408,097.77</u>
Approp 2006 Budget	<u>(2,150,000.00)</u>	Approp 2010 Budget	<u>(1,650,000.00)</u>
	<u>130,971.34</u>		<u>758,097.77</u>
<u>2006</u>		<u>2010</u>	
G/L Balance	<u>2,247,400.00</u>	G/L Balance	<u>2,656,100.01</u>
Approp 2007 Budget	<u>(2,150,000.00)</u>	Approp 2011 Budget	<u>(1,486,870.00)</u>
	<u>97,400.00</u>		<u>1,169,230.01</u>
<u>2007</u>			
G/L Balance	<u>2,481,414.57</u>		
Approp 2008 Budget	<u>(2,150,000.00)</u>		
	<u>331,414.57</u>		

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: 1/31/13

- (a) Purpose of Request: To proceed with the drafting of an amendment to the Warren County Occupancy Law to incorporate New York State law changes that address occupancy tax paid by remarketer organizations such as Expedia, Travelocity, etc.

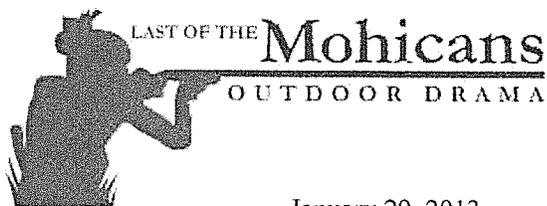
- (b) Details: Currently remarketers pay occupancy tax on the wholesale price of the room, rather than on the retail price charged to customers.

- (c) Previous Resolution Number: 634 of 2003

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: N/A

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

* as listed in budget and LOGOS



January 29, 2013

President

Luisa Sherman
Explore History, LLC
Queensbury, NY

Vice President/Treasurer

Steven O'Connor
O'Connor's Murder by Design
Loudonville, NY

Secretary

Stacy F. Bissell
LARAC Festivals and Marketing
Glens Falls, NY

Director:

Larry Bennett
Bennett's Riding Stable
Lake Luzerne, NY

P.O. Box 334
Lake George, NY
12845

518-338-5657
518-747-2450

www.lastofthemohicans.org

Chairman William Kenny
Warren County Occupancy Tax Committee
1340 State RT 9
Lake George, NY 12845

Dear Supervisor Kenny & Committee Members:

The board of the Last of the Mohicans Outdoor Drama, Inc. is requesting a change for their 2013 summer performance schedule. This change would result in a reduction of the number of performances from 14 over a four week period to 6 over a two week period. We are asking to retain our full grant award of \$16,500. Without this support we will be forced to cancel the 2013 summer shows entirely.

This request comes about for the following reasons:

- Great difficulty finding volunteer board members, cast and show volunteers able to sustain great amount of hours needed to do planning/coordination and 4 weeks of performances. Our board members currently hold full responsibilities for all marketing, costumes, makeup, set design/labor, and box office responsibilities since our income does not provide for hired staff.
- Financial strain of rental equipment, cast salaries, and professional lighting services required for a four week run
- Our need for our 2013 board to use an adequate proportion of our volunteer time to more fully develop corporate funding sources, sponsorships and volunteer recruitment to enable us to be more self-sustaining.

Over the past year, our volunteer board has shrunk from 7 to four. Three of whom shoulder 97% of the entire production's work. We have seen a turnover of board members annually due to the strain this production takes due to the number of performances and length of time. We feel that shortening the run time and performance numbers will make involvement from local citizens more appealing.

Additionally, during our 2011 season (6 performances) we found the fervor created by selling out some nights in advance and filling the theater area to capacity each night was beneficial to ticket sale volume and our marketing efforts in general.

We appreciate your consideration of this request.

Sincerely,

Luisa Craige-Sherman, President

CC: Kate Johnson, Director-Warren County Tourism Department



P.O. Box 272
 2176 State Rt. 9
 Lake George, NY 12845
 518-668-5755/Fax 518-668-4286
www.LakeGeorgeChamber.com

January 25, 2013

To: Warren County Occupancy Tax Committee, Warren County Tourism Committee, Board of Supervisors

Recently, we were notified by Centurion Cycling that they have made a corporate decision to focus solely on races in Canada and to no longer hold races in the United States (including Lake George). Immediately after receiving this information we (Michael Consuelo - Lake George Chamber and CVB and Dave Bulmer - Local Race Director) started looking at ways to host this event with another race organizer. The first 3-day bicycle race and ride held in June of 2012 and sponsored by Centurion Cycling was a tremendous success and a great first step for Warren County in hosting a major cycling based event. We wish to continue this success and grow a multi day bicycle festival into a premier event for our region.

Since being informed of the change by Centurion we have been working hard to make sure we could bring a professional race organizer to the area to host the event. We are happy to say that we have Two (2) different organizers that are very qualified as well as being extremely interested in producing our 2013 cycling event. Target Destination is a sports event production and management company owned by Tim Hyland and Krista Flanagan. Tim and Krista were hired by Centurion Cycling to produce and manage ALL of the Centurion events since their inception, including the 2012 Centurion New York event. With the change made corporately at Centurion, Tim and Krista are no longer producing any of their events and are concentrating on managing several events throughout the US. Tim and Krista have the requisite skill set, contacts and knowledge to be our event producers for the 2013 event. They also have all the contacts and experience in putting on our successful first year race and ride. We are also speaking to Medalist Sports, a company based in Atlanta, GA with over 40 years in the sports event marketplace. Medalist Sports produces many cycle events across the US and in Europe, including the Tour of CA, the Tour of Utah and the Ride the Rockies tour.

After taking a long look at the potential for this event and the timing of it, we have determined that moving the race until the fall is the ideal situation. This would allow us to hold it on an off weekend where there were no other activities in the region, and would also fit well in the National cycling calendar. We are currently looking at the weekend of September 27-29. This would fit nicely between the Balloon Festival and Garage Sale weekends.

Centurion Cycling had applied and been granted Occupancy tax funds to help offset the costs of this event. It is our desire to be able to continue to use those funds with our new race promoter. This race/ride has the potential to grow into one of the biggest events of the Warren County region with the proper support. We have spoken to several agencies already and have their continued support. With ongoing support from the Occupancy Tax Committee and the Board of Supervisors we are confident that this race/ride will be a huge success and will be part of the Warren County Calendar for many years to come.

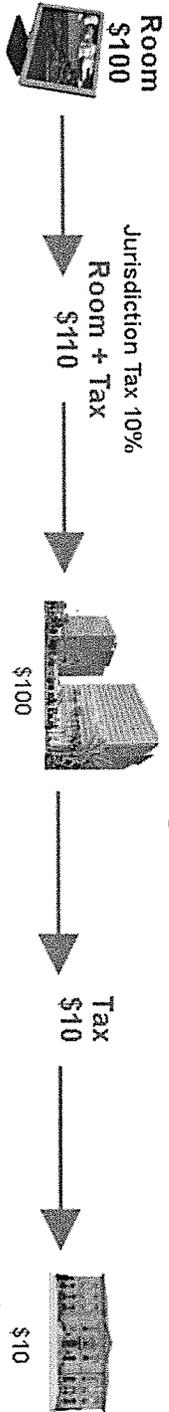
With this in mind we would like the opportunity to speak with the Occupancy Tax Committee at the next scheduled meeting on January 31st.

Thank you for your consideration.

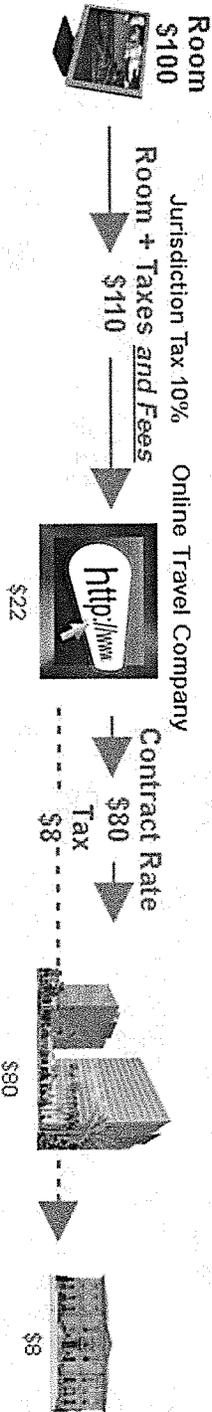
Sincerely,

Michael Consuelo, Executive Director, LGRCC
 Dave Bulmer, Local Race Director, Alpine Marketing Communications

Direct Hotel Booking



Online Travel Company Booking



Traditional Travel Agent Booking

