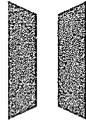


**OCCUPANCY TAX COMMITTEE  
DATE: August 27, 2013  
AGENDA**

**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 August 1, 2013.**
- III. Report on Revenues from the County Treasurer.**
- IV. Action Agenda:**
  - **Randonnee' Cycliste cancelled for 9/28 – 9/29/13 (\$31,500)**
  - **Hyde Collection – Ansel Adams/Photo Secession request \$30,000**
- V. Old Business/Pending items: none**
- VI. New Business : if any**
- VII. Adjourn**



## THE HYDE COLLECTION

August 26, 2013

Mr. William Kenny  
Chairman, Occupancy Tax Committee  
Warren County Board of Supervisors  
Warren County Municipal Center  
1340 State Route 9  
Lake George, NY 12845

Dear Mr. Kenny:

The Hyde Collection is enjoying a record-breaking summer season with the presentation of the *Modern Nature: O'Keeffe and Lake George* exhibition, and we are thrilled to learn that our success is translating into record crowds for Downtown and area restaurants and merchants. Hyde staff members have been approached by business owners who have given unsolicited reports of seeing "a sea of yellow Hyde admission stickers" on the customers coming through their doors this summer. We are heartened by this news, as it is our goal to be an asset and a partner with our community.

The attached letters are a small sampling of the feedback that we have received, and we hope that you will consider this feedback when reviewing our application for support of our two winter exhibitions, *Ansel Adams: Early Works* and *Photo-Secession: Painterly Masterworks of Turn of the Century Photography*.

These two exhibitions have similar name recognition as O'Keeffe and with your help we will be better able to market these wonderful exhibitions by capitalizing on the current visitor momentum well into the winter months.

Thank you for your consideration.

Sincerely,

Charles Guerin  
Director



ADIRONDACK REGIONAL  
CHAMBER OF COMMERCE

136 GLEN STREET, SUITE 3  
GLENS FALLS, NY 12801

PHONE: 518-798-1761  
FAX: 518-792-4137  
WEB: [adirondackchamber.org](http://adirondackchamber.org)



August 26, 2013

Mr. William Kenny  
Chairman, Occupancy Tax Committee  
Warren County Board of Supervisors  
Warren County Municipal Center  
1340 State Route 9  
Lake George, NY 12845

Dear Mr. Kenny,

The Adirondack Regional Chamber of Commerce fully endorses the Hyde Collection's request for Occupancy Tax Funding to support the winter 2014 exhibitions, ***Ansel Adams: Early Works and Photo-Secession: Painterly Masterworks of Turn-of-the-Century Photography.***

The requested funds will enable The Hyde to build on the momentum generated by the success of this summer's Georgia O'Keeffe exhibition through marketing efforts that will expand visitation to the Museum and to Glens Falls in the winter months.

These two exhibitions will be on view from January 25 through April 20, 2014 and will include original work by some of the most significant photographers of the twentieth century, who also are well-known and have popular appeal with a wide range of audiences.

On behalf of the Adirondack Regional Chamber of Commerce, I urge your assistance in advancing this funding request. Thank you for your consideration.

Sincerely,

Peter L. Aust  
President and CEO



ARE YOU IN?

The Chamber is the leading voice of business in the region, New York's Warren, Washington and Northern Saratoga Counties. We are committed to providing exceptional value, without exception, to all Chamber members and area visitors.

[adirondackchamber.org](http://adirondackchamber.org)



24 August 2013

Lynne Mason  
Financial Officer  
The Hyde Collection  
Glens Falls, NY 12801

Patricia A. Bethel - co-owner  
Adrian P. Bethel - co-owner  
Edward J. Bethel - co-owner  
Cooper's Cave Ale Company, LTD.  
2 Sagamore Street  
Glens Falls, NY 12801

RE: Occupancy Tax Funding from Warren County for the Hyde Collection

Dear Lynne,

1. As business owners, residents & tax payers in Warren County, we think that this is a no brainer. Marketing and advertising are key to success. The funds would be well spent on this endeavor.
2. The Georgia O'Keeffe exhibit has generated a huge response, and I'm sure that the 2013 Artists of the Mohawk Hudson Region will keep the momentum going.
3. Our Pub has had a noticeable increase in the number of guests, since the O'Keeffe exhibit opened. How do we know? Hyde visitors usually forget to take off their visitors' stickers. 😊
4. Our Pub has a Frequent Diner Rewards Program with more than 10,200 entries. When our guests fill out the form to join, the last question is: 'how did you hear about us?' A surprisingly large number mention The Hyde Collection.
5. As one of the few restaurants in Glens Falls serving lunch and dinner 7 days a week, our Sunday numbers have risen substantially.
6. The cultural climate of Glens Falls & Warren County is on the upswing.....let's keep it going.

Sincerely,

Patty, Ed & Adrian Bethel



# DAVIDSON BROTHERS BREWPUB

184 Glen Street | Glens Falls | NY 12801

August 26, 2013

Ms. Lynne Mason  
Financial Officer  
The Hyde Collection  
Via e-mail [lmason@hydecollection.org](mailto:lmason@hydecollection.org)

Dear Lynne,

Speaking on behalf of the Davidson Family and our forty employees, I enthusiastically support The Hyde Collection's application for bed tax funds in support of the upcoming *Modern Nature* and *2013 Artists of the Mohawk Hudson Region* exhibitions. These projects will most certainly result in a large number of additional visitors to Glens Falls and Warren County.

I have to tell you, the current *O'Keefe* show has made a major positive impact on our business. Just yesterday (Sunday), I was driving in to work at about 11:45 a.m. and there was already a long line waiting to enter the Hyde's *O'Keefe* exhibition. Between noon and 4 p.m., I talked with at least forty customers here at the brewpub who had just visited the Hyde. These visitors came from all over New York State as well as from other states. The majority said this was their first visit to Glens Falls. Ten years ago, forty was the about as many total customers as we could hope to see for lunch on a summer Sunday! Yesterday, Davidson Brothers Brewpub set an all-time revenue record for a Sunday, accompanied by an all-time payroll record for a Sunday, thanks in no small measure to The Hyde.

The Hyde Collection has proven its value in bringing visitors and money into Glens Falls and Warren County. I can see no better investment for bed tax money than supporting these upcoming Hyde exhibitions.

Cheers!  
Rick Davidson

**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.

The Hyde Collection Trust

- B. Please set forth the name of the event for which you wish to contract with Warren County.

Ansel Adams: Early Works (and)

Photo-Secession: Painterly Masterworks of Turn-of-the-Century Photography

- C. Please set forth the contract amount you propose to be paid by the County toward the event.

\$30,000

2. Is the above name the only name you conduct business or fund raising under?

X Yes \_\_\_\_\_ No. If No, please provide all other names you use for business and fund raising purposes.

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

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

161 Warren Street

Glens Falls, New York 12801

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 Charles A. Guerin, Director

Address The Hyde Collection, 161 Warren Street, Glens Falls, NY 12801

Email cguerin@hydecollection.org Telephone 518-792-1761 ext 319

## 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.)*

Saturday, January 25 – Sunday, April 20, 2014

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

The Hyde Collection

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

The Hyde Collection will present two photography exhibitions in Wood Gallery. *Ansel Adams: Early Works* will include 40 original, intimate master prints from the 1920s-1950s by this legendary master of the 20<sup>th</sup> century American landscape. *Photo-Secession: Painterly Masterworks of Turn of the Century Photography* will feature 60 original vintage masterworks of pictorialist photography from Alfred Stieglitz, and others in his circle including Edward Steichen, Paul Strand and Gertrude Käsebier. The photographers represented in these two exhibitions are not only among the most significant photographers of the twentieth century, their names and their work enjoy enormous recognition and popular appeal among a wide range of audiences. This is an exciting opportunity for The Hyde Collection to build on the enormous momentum generated by the Georgia O’Keeffe exhibition this summer and greatly increase visitation to the Museum and to Glens Falls in the winter months.

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

The Hyde Collection has entered into contracts with “art2art Circulating Exhibitions”

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

The Hyde is the only venue in Warren County and this is the only time it will present these exhibitions.

*(Continued on next page)*

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

a. 10,000

b. How did you determine this number of attendees?

Based on attendance figures of similar exhibitions during January through April. Also, because this winter exhibition that we are trying to promote is related to Alfred Stieglitz and his circle of photographers, we anticipate a coat-tail effect from our current summer exhibitions: *A Family Album: Alfred Stieglitz and Lake George* and *Modern Natures: Georgia O'Keeffe and Lake George*.

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 1,800 Length of Stay (per party) at least one night

How did you determine this number of rooms? Please see attached Attendance and Bed Night Calculations Sheet

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.

Please see attached 2012 attendance records. 2013 will see huge growth since we are already at 21,000 for just the summer exhibitions and project 25,000 or more by the end on September 15. We will submit the zip codes for 2012 and 2013 as soon as they are available. Initial 2013 zip codes indicate that about 80% of our visitors are from outside Warren County and about 26% are outside New York state.

What was the **actual number** of rooms that were utilized? 2,226 (for 2012)

How did you determine this number? Based on actual zip codes from visitors that showed that they came from a distance farther away than a day-trip requiring at least one overnight stay. We estimated that half of those visitors stayed in a hotel.

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

The method will remain the same, but we believe that we are building audience from areas beyond the region due to our exposure in the New York Times and other major publications.

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). Target local and regional markets as well as the northeast, Montreal and New York City; a plan that was highly successful this summer

III. EVENT FINANCING INFORMATION

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

\$75,000

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):

Please see attached budget

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

The Hyde expects to raise \$8,400 through admission fees

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).

Please see question 16

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.

\$30,000

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

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.

The Hyde will provide copies of all exhibition materials, including copies of any advertising or promotional materials containing the Visit Lake George logos

III. EVENT FINANCING INFORMATION (Continued)

22. Please set forth whether you are requesting payment:

A. \_\_\_\_\_ (For events of 2 or more consecutive days)

B.   X   (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.

Yes, The Hyde will highlight the visit Lake George logo whenever necessary and appropriate in acknowledgement of Warren County's support for the exhibition.

***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.

Yes

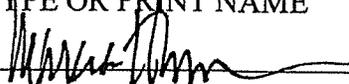
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I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

MARCIA H. MOGGS

TYPE OR PRINT NAME



SIGNATURE

DIRECTOR of DEVELOPMENT

TITLE

8/23/2013

DATE

Budget for 2013 Warren County Occupancy Tax Funding (Second Request)  
The Hyde Collection

Revenue and Support	
Corporate Support	\$ 15,000
Individual Support	21,500
Warren County Occupancy Tax Funding	30,000
Admissions	8,500
Total Revenue and Support	<u>75,000</u>
Expenses (not including staff time)	
Loan and participation fees	39,600
Shipping/packing/crating	1,600
Installation	3,800
Advertising	
Radio advertising	10,000
Print ads	10,000
Graphic Design	2,500
Spectrum Theater	2,000
Rack cards, posters	2,000
Foyer signage and exhibition banners	1,500
Web-site	1,000
Exhibition Announcements	500
Exhibition Wall Panels	500
Total Expenses	<u>\$ 75,000</u>
Total Warren County Occupancy Tax Funding Request	\$ 30,000

**ATTENDANCE AND BED NIGHT CALCULATIONS**

The Hyde Collection - FY2013 Request for Occupancy Tax Funding

<b><i>Photo Secession: Painterly Masterworks of Turn of the Century Photography and Ansel Adams: Early Works (based on historic attendance records of same time of year)</i></b>		
<b>ALL VISITORS</b>	<b>%</b>	<b>#</b>
Local/Upstate	30%	3,000
Hudson Valley/Capital Region	34%	3,400
<i>New York City, Long Island</i>	6%	600
<i>Western New York</i>	4%	400
<i>Out of State</i>	24%	2,400
<i>International</i>	2%	200
<b>OVERNIGHT TRAVELERS</b>		
<i>New York City/Long Island</i>	6%	600
<i>Western New York</i>	4%	400
<i>Out of State</i>	24%	2,400
<i>International</i>	2%	200
Total Visitation		10,000
Overnight Trips		3,600
Est. Bed Nights (@ 1/2 of Overnight Trips)		1,800

**The Hyde Collection**  
**2013 Board of Trustees**

Rev. 1/9/2013

**Candace Wait – Chairman**  
Program Director  
The Corporation of Yaddo  
Saratoga Springs, NY

**James Amell, CPA – Treasurer**  
Director  
Marvin and Company, PC  
Queensbury, NY

**Mark Behan**  
President  
Behan Communications Inc.  
Glens Falls, NY

**Bernard R. Brown**  
Brown & Fitzgerald, P.C.  
Latham, NY

**Tenée Rehm Casaccio, AIA – Vice Chair**  
President  
JMZ Architects and Planners, P.C.  
Glens Falls, NY

**John P. Davidson**  
Vice President, Jointa Galusha, LLC  
D.A. Collins Construction Co.  
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Argyle, NY 12809

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Saratoga Springs, NY

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**Joseph F. Raccuia**  
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**Mary W. Renz**  
*Life Trustee*  
Monroe, CT

**Chris Scoville - Secretary**  
Owner and President  
Scoville Jewelers  
Glens Falls, NY

**Karl E. Seitz, CIMA**  
Managing Director – Investments  
Seitz Lashway Wealth Management Group  
of Wells Fargo Advisors  
Albany, NY

http://www.hydecollection.org - http://www.hydecollection.org  
www.hydecollection.org

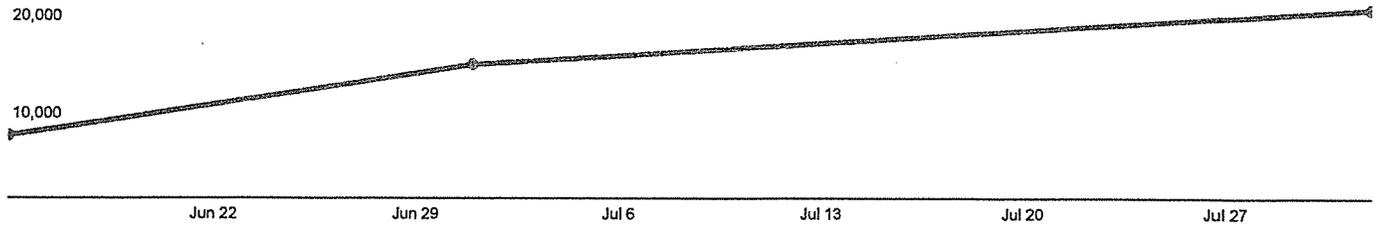
## Audience Overview

Jun 15, 2013 - Aug 23, 2013

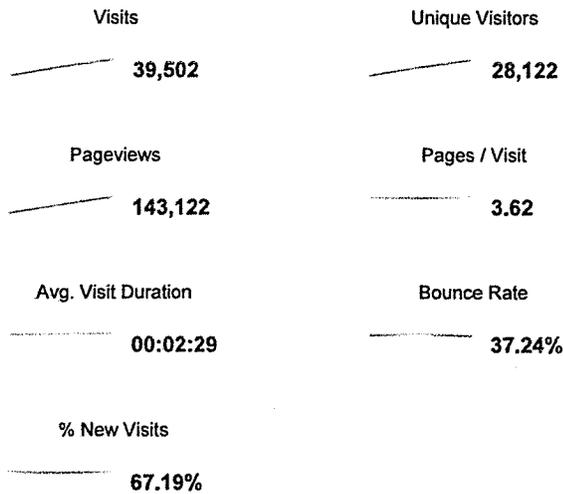
% of visits: 100.00%

### Overview

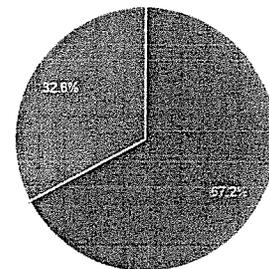
Visits



## 28,122 people visited this site



New Visitor Returning Visitor



Language	Visits	% Visits
1. en-us	37,479	94.88%
2. en	768	1.94%
3. en-gb	228	0.58%
4. fr-fr	140	0.35%
5. fr	102	0.26%
6. nl-nl	78	0.20%
7. de-de	56	0.14%
8. es	51	0.13%
9. en_us	48	0.12%
10. nl	47	0.12%

[view full report](#)

Attendance 2012	January	February	March	April	May	June	July	August	September	October	November	December	2012 YTD	2011 YTD
<b>Admission</b>														
General Paid	166	168	227	107	174	172	324	386	291	220	125	114	2474	6100
Member	22	66	113	72	127	60	130	139	159	64	80	35	1067	1643
Senior (60+)	70	84	178	140	121	188	466	588	527	251	153	106	2872	
Student	19	34	46	33	13	27	51	72	33	22	53	22	425	
Kids 12 & under	19	32	22	14	10	17	52	73	40	17	15	11	322	483
Military & family	5	0	2	10	6	2	3	2	0	2	11	2	45	
Advance sales	0	0	0	0	0	0	0	0	0	0	0	0	0	8
Comps	6	6	31	40	93	7	21	23	17	29	11	13	297	110
Free Wednesdays	50	30	37	118	142	80	226	453	215	112	51	73	1587	
Special tickets	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Admission Total</b>	<b>357</b>	<b>420</b>	<b>656</b>	<b>534</b>	<b>686</b>	<b>553</b>	<b>1273</b>	<b>1736</b>	<b>1290</b>	<b>717</b>	<b>499</b>	<b>376</b>	<b>9097</b>	<b>9781</b>
<b>Education</b>														
School groups-Kids	114	69	99	7	515	159	0	0	9	216	60	131	1379	1975
School groups-Adults	12	10	17	13	58	25	0	0	0	37	25	9	206	16
Programming-Kids	259	236	187	107	168	266	131	184	128	141	152	115	2074	1540
Programming-Adults	154	89	116	103	132	97	96	78	82	121	93	81	1242	807
Outreach - Kids	0	100	190	245	425	99	133	356	164	185	25	20	1942	
Outreach - Adults	0	0	0	16	0	0	0	30	25	44	0	12	127	
<b>Education Total</b>	<b>539</b>	<b>504</b>	<b>609</b>	<b>491</b>	<b>1298</b>	<b>646</b>	<b>360</b>	<b>648</b>	<b>408</b>	<b>744</b>	<b>355</b>	<b>368</b>	<b>6970</b>	<b>4915</b>
<b>Events</b>														
Gala	0	0	0	0	0	226	0	0	0	0	0	0	226	221
Hyde After Dark	0	120	0	0	0	0	0	0	0	0	0	0	120	30
Hyde 100/50	0	0	0	0	0	0	0	0	0	0	0	0	0	18
Special event luncheons	0	0	12	11	0	0	215	132	0	0	0	105	475	208
Trips (day and overnight)	0	0	0	42	0	40	0	14	0	46	0	0	142	0
Chairman's Reception	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Director's Circle	0	0	24	0	0	0	0	0	0	12	0	0	66	0
Other	0	0	0	0	29	10	5	0	13	0	176	0	233	105
<b>Events Total</b>	<b>0</b>	<b>120</b>	<b>36</b>	<b>53</b>	<b>29</b>	<b>276</b>	<b>220</b>	<b>146</b>	<b>43</b>	<b>58</b>	<b>176</b>	<b>105</b>	<b>1262</b>	<b>582</b>
<b>Exhibition</b>														
Opening	0	158	0	0	0	0	0	0	0	138	0	0	296	1043
Community Day	0	0	0	0	0	0	92	177	0	0	0	0	269	
Other	0	0	0	80	270	81	193	165	0	55	0	0	844	56
<b>Exhibition Total</b>	<b>0</b>	<b>158</b>	<b>0</b>	<b>80</b>	<b>270</b>	<b>81</b>	<b>285</b>	<b>342</b>	<b>0</b>	<b>193</b>	<b>0</b>	<b>0</b>	<b>1409</b>	<b>1056</b>
<b>Others</b>														
Volunteers	92	76	107	54	109	122	86	86	95	106	68	62	1063	1398
Store only	5	3	0	2	6	8	9	3	7	2	6	14	65	136
Reciprocal museum mbrs	10	8	8	4	14	9	41	69	27	44	6	13	253	
Others	75	83	81	93	46	130	72	109	89	78	73	37	966	1187
<b>Others Total</b>	<b>182</b>	<b>170</b>	<b>196</b>	<b>153</b>	<b>175</b>	<b>269</b>	<b>208</b>	<b>267</b>	<b>218</b>	<b>230</b>	<b>153</b>	<b>126</b>	<b>2347</b>	<b>2572</b>
<b>Rental</b>														
Corporate	0	0	0	0	0	0	0	0	0	0	0	0	0	7
Recitals/concerts	0	242	0	179	233	107	0	0	50	157	184	0	1152	964
Private rental-Birthday	30	0	24	0	0	0	0	0	0	0	0	0	24	65
Private rentals-Wedding	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	37	0	0
<b>Rental Total</b>	<b>30</b>	<b>242</b>	<b>24</b>	<b>179</b>	<b>233</b>	<b>107</b>	<b>0</b>	<b>0</b>	<b>50</b>	<b>157</b>	<b>184</b>	<b>37</b>	<b>1243</b>	<b>994</b>
<b>Group Tours</b>														
Group tours	11	0	0	50	7	16	47	126	33	37	0	0	327	
<b>Group Tour Total</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>50</b>	<b>7</b>	<b>16</b>	<b>47</b>	<b>126</b>	<b>33</b>	<b>37</b>	<b>0</b>	<b>0</b>	<b>327</b>	<b>453</b>
<b>Grand Total</b>	<b>1119</b>	<b>1614</b>	<b>1521</b>	<b>1540</b>	<b>2698</b>	<b>1948</b>	<b>2393</b>	<b>3265</b>	<b>2042</b>	<b>2136</b>	<b>1367</b>	<b>1012</b>	<b>22655</b>	<b>20353</b>

2013

June Zip Code List

Row Labels	Sum of #
<b>1-Regional</b>	<b>1639</b>
<b>New York</b>	<b>1639</b>
Adirondacks	404
Clinton	6
Essex	32
Franklin	3
Fulton	13
Hamilton	6
Herkimer	4
Warren	340
Adirondack	3
Athol	2
Bakers Mills	2
Bolton Landing	5
Brant Lake	3
Chestertown	12
Cleverdale	4
Diamond Point	7
Glens Falls	122
Hague	10
Kaatskill Bay	4
Lake George	41
Lake Luzerne	9
North River	2
Queensbury	109
Warrensburg	5
Capital-Saratoga	1235
Albany	247
Rensselaer	97
Saratoga	559
Schenectady	205
Washington	127
<b>2-Other NYS</b>	<b>317</b>
<b>3-Northeast US</b>	<b>370</b>
<b>4-Other US</b>	<b>338</b>
Arizona	7
California	52
Colorado	13
Connecticut	1
Delaware	7
Florida	56
Georgia	5
Hawaii	1
Idaho	1

2013

June Zip Code List

Row Labels	Sum of #
Illinois	9
Indiana	5
Iowa	1
Kansas	4
Kentucky	3
Louisiana	3
Maryland	31
Michigan	5
Minnesota	2
Missouri	1
Montana	1
Nevada	5
New Mexico	5
North Carolina	9
Ohio	5
Oregon	8
South Carolina	4
Tennessee	9
Texas	12
Utah	9
Virginia	2
Washington	33
Washington DC	19
West Virginia	8
Wisconsin	2
5-International	74
Australia	3
Canada	38
Costa Rica	5
Denmark	2
France	4
Germany	4
Holland	2
Netherlands	2
Norway	3
Switzerland	2
United Kingdom	9
(blank)	
Grand Total	2738

2013

July Zip Codes

Row Labels	Sum of #
<b>1-Regional</b>	<b>3760</b>
<b>New York</b>	<b>3760</b>
Adirondacks	1193
Capital-Saratoga	2567
Albany	678
Rensselaer	194
Saratoga	1066
Schenectady	366
Washington	263
<b>2-Other NYS</b>	<b>1059</b>
<b>New York</b>	<b>1059</b>
Catskills	124
Delaware	2
Greene	28
Sullivan	12
Ulster	82
Central Leatherstocking	99
Broome	8
Cortland	4
Madison	14
Montgomery	31
Oneida	19
Oneiga	2
Otsego	5
Schoharie	16
Chautauqua-Allegheny	4
Allegheny	3
Chautauqua	1
Finger Lakes	99
Cayuga	3
Livingston	5
Monroe	37
Onondaga	37
Ontario	2
Schuyler	3
Tompkins	8
Wayne	4
Hudson Valley	265
Columbia	70
Dutchess	49
Orange	28
Putnam	2
Rockland	10
Westchester	106

2013

July Zip Codes

<b>Row Labels</b>	<b>Sum of #</b>
Long Island	121
Nassau	60
Suffolk	61
New York City	293
Kings	89
New York	164
Queens	40
Niagara	37
Erie	30
Genesee	1
Niagara	6
Thousand Islands	17
Jefferson	12
St. Lawrence	5
<b>3-Northeast US</b>	<b>1121</b>
Connecticut	234
Maine	10
Massachusetts	239
New Jersey	312
Pennsylvania	162
Rhode Island	14
Vermont	150
<b>4-Other US</b>	<b>965</b>
Alaska	1
Arizona	29
Arkansas	3
California	108
Colorado	16
Delaware	29
District of Columbia	27
Florida	156
Georgia	31
Hawaii	1
Idaho	6
Illinois	22
Indiana	10
Iowa	3
Kansas	5
Kentucky	12
Maryland	71
Michigan	31
Minnesota	14
Missouri	9
Nevada	8

2013

July Zip Codes

Row Labels	Sum of #
New Hampshire	27
New Mexico	18
North Carolina	45
North Dakota	3
Ohio	50
Oklahoma	1
Oregon	13
South Carolina	15
Tennessee	16
Texas	70
Utah	6
Virginia	68
Washington	12
West Virginia	2
Wisconsin	27
5-International	185
Argentina	1
Australia	10
Brazil	3
Canada	126
Finland	3
France	8
Germany	4
Mexico	3
Spain	3
Sweden	5
Taiwan	2
Thailand	1
Ukraine	1
United Kingdom	15
(blank)	
Grand Total	7090

2013

August Zip Code list

<b>Row Labels</b>	<b>Count of #</b>
<b>1-Regional</b>	<b>2035</b>
Albany	434
Clinton	18
Essex	53
Franklin	4
Fulton	14
Hamilton	16
Herkimer	5
Rensselaer	142
Saratoga	498
Schenectady	185
Warren	521
Washington	145
<b>2-Other NYS</b>	<b>724</b>
Allegheny	4
Broome	12
Cayuga	2
Cold Spring	2
Columbia	62
Cortland	3
Delaware	5
Dutchess	44
Erie	7
Greene	16
Kings	34
Livingston	1
Madison	5
Monroe	22
Montgomery	15
Nassau	50
New York	124
Niagara	2
Oneida	9
Oneiga	2
Onondaga	23
Ontario	5
Orange	23
Orleans	1
Oswego	5
Otsego	10
Putnam	2
Queens	23
Rockland	15
Schoharie	6

2013

August Zip Code list

<b>Row Labels</b>	<b>Count of #</b>
St. Lawrence	6
Steuben	1
Suffolk	39
Sullivan	6
Tompkins	9
Ulster	51
Westchester	77
(blank)	1
<b>3-Northeast NYS</b>	<b>1</b>
<b>3-Northeast US</b>	<b>759</b>
<b>4-Other US</b>	<b>591</b>
<b>5-International</b>	<b>67</b>
<b>(blank)</b>	<b>11</b>
<b>Grand Total</b>	<b>4188</b>

## ***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: August 27, 2013**

- (a) Purpose of Request: To amend the list of Occupancy Tax sponsored events to delete American Legion Baseball (Coopers Cave) Tournament \$1000, Medalist Sports, LLC (Randonnee Cycliste-Adirondacks) \$31,500 and sponsor the Flashlight 5K event under Adirondack Race Management.
  
- (b) Details: Coopers Cave Tournament and Randonnee Cycliste-Adirondacks events been cancelled.
  
- (c) Previous Resolution Number: 698 of 2012, 139 of 2013
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417 480 Tourism - Special Events \$10,000

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

\* as listed in budget and LOGOS

Warren County  
Occupancy Tax  
2013

2013 Revenues

Revenue Collected through 8/23/13	\$ 1,324,795.47
Revenue Collected through 8/23/12	\$ 1,213,485.06
Increase/(Decrease) from 2013	<u>\$ 111,310.41</u>
Increase/(Decrease) from 2013	8.40%

Occupancy Tax Fund Balance

General Ledger Balance at 12/31/12	2,496,472.28
Appropriated 2013 Budget, Carry over for cash flow	<u>(1,890,353.00)</u>
Occupancy Tax Fund Balance at 12/31/12	606,119.28
Res #163 '13; Appropriate for Shortfall in Special Events Funding	(10,470.00)
Res #164 '13; Appropriate for Legal Expenses-BAN-Gaslight Village	(3,298.40)
Res #320 '13; Install Plexiglass over Town Posters	(800.00)
Res #320 '13; Assist LG Chamber in Exit 17 Information Center	(25,000.00)
Res #320 '13; Payment to Towns exceeded budget	(39,827.00)
Res #320 '13; Village of Lake George's Save Our Lake Blues Festival	<u>(2,500.00)</u>
Fund Balance Less Resolutions	<u>524,223.88</u>
Designated Reserve;	<u>(500,000.00)</u>
Balance Available as of July 31, 2013	<u>24,223.88</u>
<u>Reserve Balances Prior Years</u>	

<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>		<u>2011</u>	
G/L Balance	<u>2,481,414.57</u>	G/L Balance	<u>2,714,786.13</u>
Approp 2008 Budget	<u>(2,150,000.00)</u>	Approp 2012 Budget	<u>(1,866,673.00)</u>
	<u>331,414.57</u>		<u>848,113.13</u>