

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: DECEMBER 3, 2013

COMMITTEE MEMBERS PRESENT:

SUPERVISORS KENNY
MERLINO
BENTLEY
CONOVER
DICKINSON
MASON

OTHERS PRESENT:

KATE JOHNSON, DIRECTOR OF TOURISM
LEISA GRANT, PRINCIPAL ACCOUNT CLERK, TOURISM
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
PAUL DUSEK, COUNTY ADMINISTRATOR
JOAN SADY, CLERK OF THE BOARD
SUPERVISORS TAYLOR
VANSELOW
MICHAEL SWAN, WARREN COUNTY TREASURER
ROBERT BLAIS, MAYOR OF THE VILLAGE OF LAKE GEORGE
DON LEHMAN, *THE POST STAR*
TONY HALL, *LAKE GEORGE MIRROR*
CHARLENE DiRESTA, SR. LEGISLATIVE OFFICE SPECIALIST
FOR ALL OTHERS PRESENT, PLEASE SEE ATTACHED SIGN-IN SHEET

COMMITTEE MEMBER ABSENT:

SUPERVISOR FRASIER

Mr. Kenny called the meeting of the Occupancy Tax Coordination Committee to order at 10:00 a.m.

Motion was made by Mr. Conover, seconded by Mr. Merlino and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Michael R. Swan, County Treasurer, who distributed copies of the Warren County Occupancy Tax Report for 2013 to the Committee members; *a copy of the Report is on file with the minutes.* Mr. Swan said year-to-date Occupancy Tax Collections reflected an increase of 5.56% compared to the same time period in 2012. He reported Collections between September 30, 2013 and November 27, 2013 of \$486,249.87. He noted the balance available in the Occupancy Tax Reserve Fund was currently \$24,223.88.

Mr. Kenny said privilege of the floor would be extended to any applicants for Occupancy Tax Special Event Funding who wished to speak. He asked that any presentations be limited to two minutes in length to allow time for everyone to speak.

Chris Kilmartin, of the West Glens Falls Volunteer Fire Company representing the Hudson Valley Volunteer Firemen's Association (HVVFA), said he was a resident of the City of Glens Falls and served as the Chairman of the local convention committee. He advised he was the Warren County Vice President of the HVVFA. He thanked the Board of Supervisors for their past support of the HVVFA Convention. He stated the HVVFA Convention was held in West Glens Falls last June and had been a tremendous success. He said there had been over 100 pieces of fire apparatus and 3,500 attendees from New York State between Westchester and Essex Counties. He apprised the event had brought over 10,000 visitors to Warren County. He informed the 2014 HVVFA Convention would be held in West Glens Falls from June 18, 2014 through June 21, 2014 and would be the 125th Annual Convention and Parade. He reported the 2014 HVVFA Convention would include live music, a carnival, craft and food vendors, a fire service expo, and parade. Mr. Kilmartin said he was pleased to announce an agreement had been reached with the Lake George Regional Chamber of Commerce to hold the HVVFA Convention in Lake George in 2015, 2016 and 2017. He thanked the Committee members for their time and asked for favorable consideration of the HVVFA application for funding.

William Baily, North Creek Railway Depot Preservation Association (NCRDPA), said this was the first time the NCRDPA had submitted an application for Occupancy Tax Special Event Funding. He advised New York State had recognized the NCRDPA as a historical building and the Association operated on a volunteer basis. He stated for the last three years the NCRDPA had operated a Rail Fair Event in order to inform the public of their existence. He said the Rail Fair Event had been well attended with approximately 1,200 attendees each year. He noted attendees were asked for a \$2 donation for the Event. He reported the NCRDPA latest project was a cookbook and basic fundraising efforts were completed in order to keep the Association going. He noted the Association worked with school and scout organizations. He stated the NCRDPA had submitted an application for the Teddy Roosevelt Festival and the D&H Rail Fair and any amount awarded would be greatly appreciated.

Mr. Kenny pointed out that 52 applications totaling \$810,268 in requests had been received and \$350,000 in Occupancy Tax Special Event Funding would be awarded.

Rick Gage, from the Village of Lake George representing the Lake George Performance Weekend, said this event was held the weekend prior to Memorial Day. He said the Boat Regatta Weekend was the kick-off event for the summer season in Lake George. He added 2,000 to 3,000 people attended this event and got excited about other activities in Lake George. He apprised that whether they boated, sailed, fished or hiked, this event was the first event the tourist saw which made them think about what the area had to offer. He said this was an all volunteer event and any amount awarded would be greatly appreciated.

Paul Pines, of the Lake George Arts Project representing the 30th Anniversary Jazz Festival, said he had participated in the Jazz Festival since its inception. He informed he came to Lake George 30 years prior with the intention of staying for one year as a writer-in-residence. He added his experience operating a jazz club in New York City lead to his being asked to assist with the Jazz Festival. He stated the Jazz Festival was one of the oldest, longest running jazz festivals of its kind nationally. He informed the Jazz Festival garnered approximately 5,000 attendees over the two day period. He commented the attendees were mostly from Canada, New England, New Jersey and New York City. Mr. Pines said the Jazz Festival booked performers who were well known in the jazz field. He stated the Jazz Festival was operated on a very small budget and any amount awarded would be helpful and appreciated.

Steve Ovitt, member of the North Creek Business Alliance, said he was here to discuss the expansion of the hiking/biking trail in North Creek. He explained the current trail system led from the State lands, through Town property and right into the community. He commented the North Creek Business Alliance wanted to extend the existing hiking/biking trail to be large enough (another 5 kilometers) to make it a destination system providing a six month season. He informed the existing trail system started in the Hamlet of North Creek which would allow tourists to stay in local hotels or bed and breakfasts. Mr. Dickinson noted the application had estimated 200 beds night and he asked where that number had been derived from. Joel Beaudin, President of the North Creek Business Alliance, responded the number of bed nights had been an estimate. He explained the additional 5 kilometers would improve the existing trail system. He said the Town of Johnsbury would supply in-kind labor forces for the project. Mr. Dickinson asked if there were plans to obtain more solid numbers for the bed nights and Mr. Beaudin replied affirmatively and suggested the possibility of a registry. Mr. Beaudin said he was also here to discuss the Shuttle Bus in North Creek for which they had collected the zip codes of passengers. Mr. Ovitt explained the reason for adding 5 kilometers to the existing trail system was to make it a full day ride. He further explained that mountain bikers considered a 15-20 kilometer trail to be a half day ride and a 20-40 kilometer trail to be a full day ride.

Pertaining to the application for Shuttle Bus Services in North Creek, Mr. Beaudin said the application had been for less than had been requested in the past. He informed there were currently two Shuttle Buses and the service was being expanded. He noted an application had also been submitted to the Town of Johnsburg. He announced they would commence an evening Shuttle Bus Service for Friday and Saturday nights to transport passengers from the hotels to local restaurants.

Bernadette Speace, Executive Director of Tannery Pond Community Center and member of the North Creek Business Alliance, explained the Alliance had created the Expanded Musical Event Project with music presented from four separate organizations. She said the Expanded Musical Events Project included Tannery Pond Community Center Concerts; Upper Hudson Musical Arts; Music by the River Series; and Music on Main Street. She mentioned Tannery Pond Community Center had participated in concerts for the past two years and Upper Hudson Musical Arts had performed concerts for the last ten years, most of which were classical. She said the Music by the River Series were held on alternate Saturdays and were mostly rock, folk, pop and contemporary music. She advised Music on Main Street was generally known as Cruise Nights and was held on Thursday nights along with classic vehicle exhibitions. Mr. Dickinson asked the number of anticipated attendees and Ms. Speace replied approximately 1,250 people over 8 to 10 concerts. Mr. Dickinson inquired about the number of bed nights listed on the application and Mr. Beaudin replied the number had been an estimate but they would initiate a sign-in sheet for more solid numbers in the future. Mr. Dickinson asked how many lodging properties were in the Hamlet of North Creek and Mr. Beaudin replied there were approximately 300 beds at the Summit; 35 beds at The Copperfield Inn; and about 150 beds from other local lodging properties. Ms. Speace noted there were also some local bed and breakfast establishments and hostels. Mr. Mason asked what time of year the concerts were held and Ms. Speace replied throughout the year.

Jason Sherry, of Sherry Management, Inc. representing the Lake George Elvis Festival, thanked the Committee for their continued support of the event. He said last year had been the 10th Anniversary of the Lake George Elvis Festival making 2014 the 11th production year. He apprised that thanks to the funding received from Warren County, the Lake George Elvis Festival had increased attendance by about 30% last year. He said they would be thankful for any amount awarded this year.

Kristen Rohne, of the Lake George Association (LGA) representing the Floating Classroom, apprised the LGA would offer 18 programs in July and August of 2014 aboard the Floating Classroom. She said the Floating Classroom offered an opportunity for visitors to learn about Lake George and understand issues, such as invasive species. She advised approximately 2,200 visitors had been educated last year on the Floating Classroom. She added up to 30 people could participate in each program and they anticipated about 400 visitors for the 18 programs. Mr. Dickinson asked about the anticipated 200 bed nights and Ms. Rohne responded the number had been based on the total number of participants in the programs. Ms. Rohne admitted the Floating Classroom participants were already staying in a local hotels for other reasons. She noted they would advertise at the area hotels, most of which had a link to the Floating Classroom registration web page on their website. Mr. Dickinson asked if the participants signed-in and Ms. Rohne replied all of the registrations were completed online.

Robert Blais, Mayor of the Village of Lake George, thanked the Board of Supervisors for offering Occupancy Tax Special Event Funding. He reminded the Committee that when the occupancy tax was first enacted there had been complaints that no one would want to stay in Lake George anymore but Mr. Swan had reported that collections had increased by 5.56% compared to 2012. He stated he was present to request funding for three events, the first of which was the Lake George Music Festival. He said the Festival brought good publicity to the area and ran for several days. The final day of the Festival in 2013, he continued, had been held in Shepard's Park and drew an exceptionally large crowd. The second request, Mayor Blais stated, was for The 2nd Annual Festival

for the Lake which raised awareness of and funds for the invasive species issue. He added the Festival had raised approximately \$22,000 in 2013 with about 3,000 attendees over the three day event. Mayor Blais apprised he was also requesting funding on behalf of the Lake George Arts Project for a new Country Festival which would be the inaugural event to be held at the Festival Space in Charles R. Wood Park. He pointed out this was an opportunity to work through any problems the Festival Space might have before renting the space to a larger event. He said the Country Festival would be unlike any other in this region. He explained the Festival would include a rodeo and barbeque competition, as well as vendors. He thanked the Committee members for their time and asked for their support of the Lake George Music Festival; The Festival for the Lake; and the Country Festival.

Michael Pratt, General Manager of Gore Mountain Ski Resort, said the Resort had just completed their third week of operations this winter and were now open daily. He added there were over 8 miles of ski trails open. He apprised of an opportunity to maximize the use of our natural resources and bring more visitors to the region earlier in the season, as well as to give Gore Mountain a marketing edge. He stated he appreciated the Committee's consideration and hoped for their support. Mr. Pratt commented they had redeveloped the historic North Creek Ski Bowl four years prior and their goal was to open the Interconnect at Christmas time. He apprised over 160 businesses helped to present the region as a destination and attract more visitors to the area. He said years ago Gore Mountain Ski Resort was more of a day trip destination but now more than 55% of their business was from people who traveled from more than three hours away. Mr. Dickinson commented this was an unusual request for occupancy tax funding as it was more of a capital improvement. Mr. Pratt responded the benefit of purchasing additional snowmaking equipment was unquestionable and would provide Gore Mountain with a marketing advantage to attract customers more regularly. Mr. Dickinson asked about the type of snowmaking equipment to be purchased and Mr. Pratt replied 100 snowmaking guns. Mr. Pratt expounded the equipment would allow them to operate more efficiently and maximize their ability to make more snow faster. Mr. Dickinson asked if the purpose was to better connect Gore Mountain with Little Gore and Mr. Pratt responded it would allow them to open up Little Gore earlier in the season. Mr. Dickinson asked the total cost and Mr. Pratt replied it was a \$380,000 project which would have annual operational costs. Mr. Dickinson asked if the State of New York would cover the remaining costs and Mr. Pratt replied they had qualified for an efficiency grant from National Grid.

Allen Wadler, Clarinet Player in the Lake George Community Band, introduced Dale Perry, Trumpet Player in the Lake George Community Band. Mr. Wadler said they had submitted two applications for the 2014 Band Festival and the Summer Concert Series. He apprised the 2014 Band Festival included approximately 12 area bands and each band played in one hour blocks over a two day period. He commented each band consisted of about 40 members, many of whom stayed overnight with their families. He mentioned the 2014 Band Festival should draw about 5,000 people over the two day period if the weather was good. He said the 2014 Band Festival would be held on July 18-19, 2014. Mr. Perry pointed out that three of the bands were from Canada, making it an international event. Mr. Wadler informed the Summer Concert Series consisted of the Lake George Community Band playing on Thursday nights before the fireworks displays and on July 19th to close the Band Festival. He noted that with good weather they could expect about 300-400 attendees each night. He added the audience was growing each year and many visitors had mentioned coming a day early and staying in a hotel. He stated all of the concerts at Shepard's Park were free of charge and approximately \$4,000 in advertising would be expended for both events. Mr. Wadler pointed out the Lake George Community Band marched in the Lake George and Queensbury Memorial Day Parades, the HVVFA Parade, and this year they marched in celebration of the Warren County Bicentennial. He mentioned the Salute to Veterans Concert held on November 17, 2013 at the Glens Falls High School. Mr. Wadler explained the Lake George Community Band had about 65

members who varied in age from high school students to senior citizens. He said the members were all volunteers and their income was mostly from grant awards and the revenue from indoor concerts. He stated the Lake George Community Band appreciated the support of the Warren County Board of Supervisors.

Mark Fleischer, Producing Artistic Director of the Adirondack Theatre Festival, commented that 2014 would be the 20th Anniversary of the Adirondack Theatre Festival. He advised they engaged in new and contemporary productions using professional actors from New York and across the Country. He said they believed they were making a difference by attracting cultural tourists to the region. He informed that data proved that cultural tourists stayed longer and spent more money than other tourists. He stated the box office collected data from attendees, such as addresses with zip codes and there had been an increase in the number of visitors from further than two hours away. He appraised last season had included 65 performance days and had attracted over 6,400 people to the 294 seat theater. He said the patrons had been from 27 states other than New York and two Canadian provinces. He noted they hired over 60 professional artists, technicians and interns who lived in the region during the Adirondack Theatre Festival. He noted plans were underway to expand their reach and increase the numbers. Mr. Fleischer informed the 20th Anniversary Festival would include "Fully Committed", a show originally premiered in 1998. He noted since then the show had been performed around the world. He stated the show would be revived with actor, Sam Lloyd, who played Ted on the Television Series Scrubs. He reported they would also perform "The Whale" written by an up and coming playwright, Samuel Hunter. He informed the Theatre would also feature "Ring of Fire: The Music of Johnny Cash". He informed they were working on a new play by actor, Bill Bauers, who worked with the Wounded Warriors Project and converted his experience into a one-man show. Mr. Fleischer pointed out the Adirondack Theatre Festival's request represented 2.6% of their annual operating budget. He noted the money received from Warren County was used for marketing via direct mail, the internet and paid advertisements. He said the press received in the New York City area not only promoted the Adirondack Theatre Festival but also the entire region.

Charles Daley, of Destinations of New York State, Inc., informed they were a tourism marketing company promoting inbound tourism throughout the northeast. He said they were very familiar with what Warren County had to offer. He explained Destinations of New York State, Inc. was developing a 3 day, 2 night FAM (familiarization) Tour of Warren County in order to promote the group motorcoach market, domestically and internationally. Mr. Daley stated they planned on bringing over 200 tour operators who represented 10's of thousands of potential tourists. He explained they had operated over 200 FAM Tour programs for over 30 years. He said one of the themes of the Fam Tour would be "Out and About in Warren County" in order to highlight other parts of Warren County. He thanked the Committee members for the opportunity to present the program. Mr. Mason asked if this Warren County FAM Tour was a new expansion for Destinations of New York State, Inc. and Mr. Daley replied in the negative and added they had completed this FAM Tour four times in the past.

Luisa Craige-Sherman, of the North Creek Depot Museum, said that Helen Minor, President of the North Creek Railway Depot Preservation Association, had been unable to attend the meeting due to medical issues. She advised she had come in Ms. Minor's stead in order to speak on behalf of the Teddy Roosevelt Festival. Ms. Craige-Sherman informed she had joined the railroad in 2011 on a part-time basis but became full time this past summer. She said she had been able to spend more time in the Hamlet of North Creek and become more involved with the community. She noted the expansion of the ski season at Gore Mountain Ski Resort would help the Saratoga-North Creek Railway (SNCR) attract more riders. Pertaining to the request from the North Creek Business Alliance for the hiking/biking trail, Ms. Craige-Sherman said this was a six month endeavor. She advised the Teddy Roosevelt Festival would attract heritage tourists and she noted that like cultural tourists, heritage tourists spent double to three times the amount spent by leisure tourists. She said the combination of all of these North Creek events, allowed the railway to be a support system

through national connections. She advised they had recently hosted twelve travel writers from New York City on a FAM Tour for the Polar Express. She noted Fox News had included the SNCR in a report on the top 5 railroads which hosted holiday events.

Elaine Chiovarou-Brown, of the Bolton Chamber of Commerce, commented she was representing the Girlfriend's Getaway and the Crossroads of the French & Indian War Re-enactment. She advised the Girlfriend's Getaway was one of the off-season events hosted by the Bolton Chamber of Commerce. She said the Lake George Regional Chamber of Commerce had awarded the STAR (Supporting Tourism in the Adirondack Region) Award for this event. Ms. Chiovarou-Brown advised the Crossroads of the French & Indian War Re-enactment would also be an off-season event. She stated the Bolton Chamber of Commerce thanked the Warren County Board of Supervisors for past support and were hopeful of their support for these two events. She noted zip codes would be collected from the participants of both events.

Alice Grether, Director of Marketing, Communication and Visitor's Services for The Hyde Collection, thanked the Board of Supervisors for their past support of The Hyde Collection's exhibitions. She noted the Georgia O'Keefe exhibition had been very successful. She said the money received from Warren County was used solely for advertising of the exhibitions. She announced the 2014 exhibitions included: an Ansel Adams: Early Works Exhibition in January through April; a Larry Kagan: Lying Shadows Exhibition during the summer; and Picturing America: Signature Works from the Westmoreland Museum of American Art in September 2014 through January 2015. Using the success of the Georgia O'Keefe Exhibition as a model, she continued, she felt confident these events met the Occupancy Tax Special Event Funding criteria, as follows: there would be 5,000 to 9,000 bed nights; an economic impact of approximately \$2.3 million; and the length of the events was year round. Ms. Grether pointed out that people flew into the area from all parts of the world for the Georgia O'Keefe Exhibition. She reiterated the funds received from Warren County were used for advertising and the Warren County logo was included on all advertising materials. She informed trips including cultural and heritage activities comprised one of the most popular segments of the travel industry and accounted for over 23% of all domestic trips. She added that visitors to historic and cultural attractions stayed 53% longer and spent 36% more money than other types of tourists. She advised the arts saw a return on investment of over \$7 in taxes for every \$1 that the government spent. Ms. Grether thanked the Committee members for supporting the arts in Warren County.

Mr. Conover introduced the Committee members to Tyler Herrick, Assistant Manager of the Sagamore Resort and Vice President of the Bolton Chamber of Commerce. Mr. Conover thanked Mr. Herrick for taking the time to attend the meeting. Mr. Herrick said he was there in support of the Girlfriend's Getaway and the Crossroads of the French & Indian War Re-enactment on behalf of the Bolton Chamber of Commerce.

Linda Wells, of the Foundation for the Advancement of Developmentally Disabled Persons, said she was present to discuss a Beach Volleyball Tournament to be held August 2-3, 2014 in the Town of Lake George. She noted the Tournament was held on an annual basis and due to the economy, local sponsorship had decreased. She advised the event had over 800 participants and 1,000 spectators. She reported from 2008 through 2013 their participants had registered from 136 different zip codes. The majority of the participants, Ms. Wells continued, were between the ages of 20 and 25. She said the hope was that participants would return to the area to vacation with their families. She said most of the participants stayed in the area for at least three days and the event had a major impact on the economy. She mentioned they hoped the Committee would see the value in supporting this event and she thanked the Committee members for their time.

Shay Mason, Interim Executive Director of the Glens Falls Symphony, stated the Glens Falls Symphony had been in existence for 33 years. She said the concert season included 5 concerts plus

an additional 2-3 summer concerts. She explained the summer concerts were the most widely accessible concerts and were free of charge. She noted this included the Fourth of July Concert at Crandall Park and a Lake George Concert at Shepard's Park. Ms. Mason commented these concerts attracted thousands of people and the Fourth of July Concert drew approximately 6,000 people. She said the Glens Falls Symphony considered these concerts to be local cultural events. She mentioned a quarter of the budget for the Fourth of July Concert was expended on fireworks. She stated the funds received from Warren County would be expended on advertising materials and fireworks.

Joe Altieri, Director of Marketing for the New York State (NYS) Public High School Athletic Association, said this organization was the governing entity for high school athletics in New York State. He noted there were approximately 6,000 student athletes in their membership and 800 member schools. He stated their mission was to provide educationally based athletic programs and events and they had 32 State Championship Events. He commented he was here for support of four events which greatly impacted Warren County Tourism. He advised the NYS Boys Basketball Tournament, held in March, had been in existence for 37 years and was held at the Glens Falls Civic Center. This event, Mr. Altieri continued, was a three day event which drew 12,000 to 20,000 fans plus 400 athletes and coaches. The NYS Girls Volleyball Tournament, he explained, would be held in November at the Glens Falls Civic Center for its fifth year. He said this event drew about 3,000 fans plus 500 athletes and coaches. He apprised the NYS Boys Volleyball Tournament would also be held in November at the Glens Falls Civic Center for its third year. He anticipated about 2,000 fans plus 200 athletes and coaches. The fourth event, he continued, was NYS Girls Softball Tournament which would be held in June at Moreau Park. He said Warren County hotels were selected to house the student athletes and committee members. He added this event drew about 2,000 fans plus 500 athletes and coaches. He noted approximately 2,000 hotel rooms would be used over ten nights for the four events and all the hotels selected were within Warren County. Mr. Altieri informed the tournaments were run by local volunteer committees who helped with the fundraising efforts, as well. He noted occupancy tax funding was relied on as an important part of the budget for the events. He informed the goal was to provide amenities to student athletes and an equitable positive experience for each of them as they learned through educational based athletics what the team concept was about.

Lloyd Mott, of the Warren County Safe & Quality Bicycling Organization, explained the organization had been in existence for about 5 years and was a non-profit organization with about 100 volunteer members. He stated their goal had originally been to promote safe bicycling in Warren County but had grown to include making Warren County a destination for bicyclists. He advised they worked closely with the Tourism; the Parks, Recreation & Railroad; and the Planning & Community Development Departments, as well as the Department of Public Works. He noted they had a Citizens Advisory Committee which was recognized by the Warren County Board of Supervisors. He commented their website was www.bikewarrenco.org and contained their long range plans. Mr. Mott said any marketing materials contained the Warren County Tourism logo and the Lake George Regional Chamber of Commerce logo. He stated the Organization appreciated past assistance from Warren County and they were looking to include more expositions this year. He added they planned to have a table at the Saratoga-Adirondack Exposition in March in order to spread awareness of bicycling in Warren County. He added the New York State Bicycling Coalition had invited them to have a table at the Bike New York City Tour. He stated their largest expense was the production of additional brochures which included a map of Warren County.

Bill Collins and Renee Schneider, of Special Olympics New York, Inc., introduced themselves to the Committee members and Mr. Collins said they had submitted an application for the Fall 2014 Special Olympic Games. He announced the Glens Falls Region had been awarded the 2014 and 2015 Fall Games. He noted this would be their second time holding an event in the area and they had been greatly surprised by the community response to them. He stated the Special Olympics were in this

region year round and there were over 2,000 athletes training in the Capital Region. He explained this event would use 800 hotel beds and Special Olympics never charged their athletes to train or compete at any level. Mr. Collins commented the 800 hotel beds were for athletes who could not travel to the Glens Falls area in a one day trip. He noted they had no means to track the family members or fans hotel rooms. He added almost 2,000 area volunteers would assist in the running of the event. He commented that Special Olympics New York, Inc. organized events throughout the year, some of which he reviewed with the Committee members. He expressed the funds received from Warren County would be important in helping the athletes to train and compete year round.

Eric Gilbert, Park President for Six Flags Great Escape, introduced Eric Fluet, Director of Marketing for Six Flags Great Escape, and explained they were present to discuss the Oktoberfest Event at the Park. Mr. Fluet explained that Oktoberfest had been held in the past for almost 20 years although they had stopped doing it several years prior. He stated they would hold Oktoberfest for four weekend operating days: September 20-21, 2014 and September 27-28, 2014. He noted one of the weekends of Oktoberfest would overlap with the Adirondack Balloon Festival which he opined gave tourists more to do that weekend. He said they believed Oktoberfest could generate about 20,000 visitors, 80% of whom would be day trippers with the other 20% spending one to two nights in an area hotel. He added they anticipated the event to result in approximately 1,000 bed nights.

Alexander Lombard, Founder and Executive Director of the Lake George Music Festival, Inc., stated this was the Village of Lake George's first and only classical music festival. He said this would be their fourth year and each year they brought together about 70 of the Nation's top classical musicians. He apprised the musicians came to the area for a full week of open rehearsals, live concerts, workshops and outreach events which were all presented free of charge. He reported the response and reviews received had been overwhelmingly positive. He announced his long term goal was to make the Lake George Music Festival a cultural institution in the Village of Lake George. Mr. Lombard envisioned a stage for the world's most talented artists who would perform and draw large crowds to our region for a multi-week summer festival and winter concert series. He opined there was tremendous potential for this festival and the community had the resources to make it happen. He said he believed events like this could attract more refined tourists who were seeking cultural events.

Eve Wagner, Executive Director of the Adirondack Folk School, apprised the school had been in existence for three years but had been growing over that time. She said she appreciated the past support received by the Board of Supervisors. She explained thousands of people attended the classes, special events and programs offered by the Adirondack Folk School. She said there had been over 300 workshops held in 2013. Ms. Wagner explained they were asking for a modest amount of money to support some of the free programs offered by the school. She explained that every Saturday night in July and August, the school offered free programs to the community and there were several events which were free of charge. She informed that statistics were retained to track the out of area visitors to the school. She announced the Adirondack Folk School had received national magazine coverage.

Joe Roglieri, Regional Director of the New York Capital District Region of the Cadillac & LaSalle Club, Inc., apprised they were pleased to hold the 2014 Grand Nationals Event in Lake George and he noted their host hotel was the Fort William Henry Resort. He added 2014 would be the 56th Annual Grand Nationals Event. He explained the Club had been founded in 1958 and currently had over 7,000 international members with over 18,000 collectable vehicles. He said the Grand Nationals Event would be held on July 8-12, 2014 and he commented the dates had been selected to coincide with a lull in tourism during that time frame. He anticipated there would be 800 to 1,200 participants at the event. He informed the Fort William Henry Resort was booked to capacity for the week of the event and nine overflow hotels had been selected. Mr. Roglieri noted activities had been planned for

the participants including bus tours of the region, museum visits and children's activities. He advised they anticipated 500 to 600 bed nights and an economic impact of \$700,000 to \$1.4 million. He informed the Club had an international publication entitled *The Self Starter* which was sent to all members internationally. He stated he had contacted Mayor Blais about the possibility of having a Cadillac Parade at the conclusion of the event. He said the Club was a self funded non-profit organization and they would appreciate any amount awarded.

Christian Dutcher, of Americade, Inc., thanked the Board of Supervisors for helping Americade buck the national trend of declining attendance at events. He explained Americade had 9 full time Warren County employees. He said they marketed nationally in motorcycle magazines and attended trade shows. He informed the Tourism Department had recently surveyed the lodging properties asking them to rank events and Americade had been voted the number one event by a large segment. He estimated 100,000 bed nights were generated during Americade. Not long ago, Mr. Dutcher continued, Americade had been the stand out event in the Country to the point that organizers of the Laconia Rally in New Hampshire had studied the event. He added that Laconia had re-tooled their operations and were now receiving funding from the State of New Hampshire to support their marketing efforts. He said Laconia was Americade's closest competitor, even though the tone of the two events was vastly different, with Americade being more family friendly. He admitted the event had dealt with four bad years of weather but he pointed out they were marketing harder than ever for the 2014 Americade Rally. Mr. Dutcher stated Americade was the only event in Warren County which had a return on investment for the funds received and he estimated the County received about \$5 for every \$1 funded. He continued by saying Americade attendees generated \$200,000 to \$400,000 in occupancy tax revenues. He said Americade, Inc. appreciated the past support and hoped for continued support of the event.

John Ikeman, of the Hits Triathalon Series, commented they were on the wait list to receive occupancy tax funding. He explained Hits was a national event management company that primarily operated equestrian events. He added they operated 37 weeks of horse shows in 5 venues across the Country. He apprised that three years prior, Hits had started adding endurance sports which included 10 triathalon events across the Country and 4 running events. He informed that one year prior, Hits had purchased a triathalon event in Hague, New York which had included two distances. Mr. Ikeman added Hits saw an opportunity to expand the event to 5 distances over a weekend. He said last summer, Hits had increased the attendance at the event by 60% and exceeded their projections for bed nights. He added there had been 987 bed nights for the triathalon event in 2013. He stated Hits had been proud and pleased to receive the Board of Supervisors support in the past and they hoped to receive their support again.

Mr. Kenny thanked all of the presenters for their time and said each application would be taken seriously. He noted each application would be reviewed and awards would be based on the merit of the events. He announced the Committee would adjourn to a workshop session to review the applications. He stated members of the public were welcome to stay but were asked to refrain from commenting during the workshop session.

Motion was made by Mr. Mason, seconded by Mr. Dickinson and carried unanimously to adjourn temporarily to discuss the distribution of 2013 Occupancy Tax Revenues.

Workshop session was held from 11:44 a.m. until 1:50 p.m.

During the workshop session, the Committee decided on the following distribution of 2013 Occupancy Tax Revenues:

APPLICANT	EVENT	FUNDING GRANTED
Adirondack Folk School	2014 Speakers, Events, Programs	\$1,100
Adirondack Hot Air Balloon Festival, Inc.	Balloon Festival	25,000
Adirondack Pub & Brewery, Inc.	LGV Oktoberfest & Fall Festival	2,000
Adirondack Race Management	6 Events	14,000
Adirondack Sports Complex	Youth Softball Tournaments	14,000
Adirondack Theatre Festival	2014 Season	5,500
Albany Rods & Kustoms, Inc.	Adirondack Nationals Car Show	33,000
Americade, Inc.	2014 Americade	50,000
Antique & Classic Boat Society, Inc.	41 st Annual LG Rendezvous	900
Bolton Chamber of Commerce	Girlfriends Getaway	4,000
Bolton Chamber of Commerce	Crossroads of the F&I War	6,500
Destinations of NYS, Inc.	Warren County Fam Tour	3,500
Duffy's on Lake George, Inc.	St. Patrick's Day Events	2,250
Eastern NY Marine Trades Assoc.	Great Upstate Boat Show	3,750
Foundation for Adv. of Dev. Disabled Persons	Beach Volleyball	900
Glens Falls Symphony Orchestra	Summer Pops Concerts	1,500
Gore Mountain Regional Chamber of Commerce	Adirondack Adventure Festival	1,500
Great Escape Theme Park LP	Oktoberfest	4,000
Hudson Valley Vol. Firemen's Assoc.	125 th Annual Convention & Parade	17,500
Hyde Collection Trust	3 Separate Exhibitions	19,500
Improv Records, Inc.	Fridays at the Lake - Free Concerts	1,750
Lake George Arts Project	30 th Anniversary Jazz Weekend	5,000
Lake George Arts Project	Country Festival	10,000
Lake George Association, Inc.	Floating Classroom	1,000
Lake George Community Band	2014 Band Festival	1,100
Lake George Community Band	Summer Concerts	1,100
Lake George Music Festival, Inc.	Fourth Summer Season	4,500
Lake George Regional Chamber of Commerce	Canadian Promotion	1,800
Lake George Regional Chamber of Commerce	Restaurant Weeks	500
Lake George (Village of)	Lake George Performance Weekend	1,000
Lake George (Village of)	Festival for the Lake	4,000
Lake George Winter Carnival, Inc.	Lake George Winter Carnival	14,500
LARAC	Summer LARAC Festival	1,000
Marcella Sembrich Memorial Assoc., Inc.	1914: Summer of Destiny, etal	1,000
New York Capital District Region of the Cadillac & LaSalle Club, Inc.	Grand National Meet	7,300
New York State Public HS Athletic Assoc., Inc.	Boys Basketball State Tournament	30,000
New York State Public HS Athletic Assoc., Inc.	Girls & Boys State Volleyball Tournament	1,500
North Creek Business Alliance	Shuttle Services	3,000
North Creek Business Alliance	Hiking/Biking Trail Expansion	5,000
North Creek Business Alliance	Expanded Musical Events Project	3,800
North Creek Railway Depot Preservation Assoc.	Teddy Roosevelt Festival & D&H Rail Fair	1,000
Sherry Management, Inc.	Lake George Elvis Festival	3,000
Sister Cities Committee of GF & WC	Exchange Programs with Saga City	1,000
Special Olympics New York, Inc.	Fall State Games	7,500
Up Yonda Farm Environmental Education Center	2014 Summer Nature Program	4,000
Warren County Safe & Quality Biking Org., Inc.	Printing of Brochures, Maps, Expo	1,250
Warrensburg Bike Rally	Warrensburg Bike Rally	3,000
Warrensburg Chamber of Commerce	World's Largest Garage Sale	18,500
World Awareness Children's Museum	4 New Int'l Children's Art Exhibitions	1,500
	TOTAL	\$350,000

The Committee reconvened.

Pursuant to the workshop session, motion was made by Mr. Conover, seconded by Mr. Bentley and carried unanimously to authorize agreements with various applicants for the disbursement of 2013 Occupancy Tax Revenues as outlined above. *A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the December 20, 2013 Board Meeting.*

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Bentley and seconded by Mr. Conover, Mr. Kenny adjourned the meeting at 1:51 p.m.

Respectfully submitted,
Charlene DiResta, Sr. Legislative Office Specialist