

**OCCUPANCY TAX COMMITTEE**  
**DATE: March 28, 2014**  
**AGENDA**

**Committee Supervisors:**  
**William H. Kenny, Chairman**  
**Eugene J. Merlino**  
**Ronald F. Conover**  
**Dennis L. Dickinson**  
**Edna Frasier**  
**Matthew J. Simpson**  
**John F. Strough**

- I. Committee meeting called to order by Chairman.**
- II. Motion to approve minutes of meeting held on December 3, 2013**
- III. Report on Revenues from the County Treasurer.**
- IV. Action Agenda:**
  - Mayor Blais to address committee re: Country Festival**
  - Sheriff York to address committee re: Adirondack Nationals Car Show**
  - Discussion of proposed adjustments to event funding distribution**
- V. Old Business/Pending items: none**
- VI. New Business : if any**
- VII. Adjourn**

# ***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: March 28, 2014**

- (a) Purpose of Request: To amend the list of Occupancy Tax sponsored events to delete the \$10,000 previously awarded to the Lake George Arts Project for the Country Festival and reallocate the \$10,000 to the Village of Lake George for the American Music Festival to be held 9/19-9/21/14. Also, the \$4,000 awarded to the Village of Lake George for the Festival of the Lake is deleted, and the \$4,000 is reallocated to the Village of Lake George for the Shriners Circus, to be held 9/13 & 9/14/14.
  
- (b) Details: The sponsor for the country music festival has changed for 2014, and the Festival for the Lake will be included in the activities being held the weekend of 9/19-9/21/14.
  
- (c) Previous Resolution Number: 662 of 2013
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417 480 Tourism - Special Events \$2,500 and A.881.00, Reserve, Occupancy Tax \$2,500.

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

\* as listed in budget and LOGOS

Warren County  
Occupancy Tax  
2013

2013 Revenues

Revenue Collected for 2013 (through 3/26/14)	\$ 3,707,382.54
Revenue Collected for 2012 (through 3/26/13)	\$ 3,533,154.97
Increase/(Decrease) from 2013	<u>\$ 174,227.57</u>
Increase/(Decrease) from 2013	4.70%

Occupancy Tax Fund Balance

General Ledger Balance at 12/31/12	2,496,472.28
Appropriated 2013 Budget	<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	<u>(10,470.00)</u>
Res #164 '13; Appropriate for Legal Expenses-BAN-Gaslight Village	<u>(3,298.40)</u>
Res #320 '13; Install Plexiglass over Town Posters	<u>(800.00)</u>
Res #320 '13; Assist LG Chamber in Exit 17 Information Center	<u>(25,000.00)</u>
Res #320 '13; Payment to Towns exceeded budget	<u>(39,827.00)</u>
Res #320 '13; Village of Lake George's Save Our Lake Blues Festival	<u>(2,500.00)</u>
	<u>524,223.88</u>
Designated Reserve; temporarily suspended per Res #622 '12	500,000.00

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>		<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>

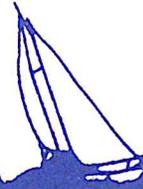


# VILLAGE OF LAKE GEORGE, NEW YORK

P.O. BOX 791  
12845

ROBERT M. BLAIS  
Mayor

DARLENE V. GUNTHER  
Clerk-Treasurer



TRUSTEES  
John Earl  
Ray Perry  
John Root  
Joseph Mastrodomenico, Jr.

ENFORCEMENT OFFICER  
Douglas Frost

518-668-5771  
Fax: 518-668-3735  
E-mail: lgville@nycap.rr.com

## MEMO

**To:** Occupancy Tax Committee  
Meeting 3/10/14

**From:** Mayor Blais

**Date:** 2/21/2014

**Re:** Conceptual Occupancy Tax approval

Begins with: One application available at County/Town/Village/City

- a. Applicant checks all boxes seeking funds
  - 1. Sends application to all sources

One Source	Multiple Sources
Application reviewed for approval and amount	Held for review at County Occupy. Tax meeting
* Receipts sent to source	*Representative from all sources present for input
	*Total request debated
	*Contributions decided
	*Checks sent to applicant
	*Receipt for total amount verified by County

- \*One application for entire county
- \*One meeting to attend for applicant
- \*Eliminates double-dipping and paperwork
- \*One deadline-increases accountability
- \*One contract
- \*Provides County with input from local source about value of event
- \*Cost savings all around

Example: NYS Basketball Tourney: played in Glens Falls; participants stay in Queensbury, T&V Lake George  
Needs: \$20,000 (example only) all share one application  
Other examples: Americade, Car Show, Triathlon, Winter Carnival, Balloonfest  
Final: Annual % taken from Occupancy Tax to Festival Space for improvements, staging, signage, incentive funding e.g. \$25,000

RMB/das

Z:\Denise's Files\Occupancy Tax\Memo-Conceptual Occupy Tx approval.dotx

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.

LAKE GEORGE VILLAGE

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

SHOWERS CIRCUS

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

\$ 2,000.

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

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.

New York

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

22 OLD POST ROAD

LAKE GEORGE, N.Y. 12845

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	MAYOR ROBERT M. BLAIS	THOMAS NICKOLSON
Address	26000 Ross Road L.G.	72 WATER PLOWS RD.
Email		TROY, N.Y. 12182
Telephone		

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 generally does not fund one day events, and it is expected that one day events will be addressed at the local Town, City, or Village level - the Board of Supervisors will, however, consider exceptions to this rule in the instance of special circumstances.)

Sept. 13 and 14

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

FESTIVAL SPACE - CHAS. R. WOOD PARK

8. Please provide a general description of your event i.e. the nature and type of event and why it is held. Include an agenda of activities during the event if possible.

NATIONAL SHAINENS CIRCUS SPONSORED  
BY ORIENTAL SHAINENS TEMPLE  
TROY, N.Y.

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

CIRCUS WILL OBTAIN ALL PERMITS  
VILLAGE WILL PROVIDE PORTA-JOHN, TRASH  
REMOVAL.

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

future events.

PLANNED TO be ANNUAL MULT-YEAR CONTRACT

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

a. 3,800 - 5,000

b. How did you determine this number of attendees?

Big Top Capacity 1,650 per show 2-3 shows

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 \_\_\_\_\_ Length of Stay (per party) \_\_\_\_\_

How did you determine this number of rooms? \_\_\_\_\_

UNKNOWN - FIRST YEAR

13. If your organization has previously received funding from the County, please attach the previous year's performance report and zip code list.

What was the estimated number of rooms that were utilized? \_\_\_\_\_

How did you determine this number? N/A

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

14. What funding did your organization receive last year, if any?

N/A

15. How many years has Warren County funded this event? N/A

16. 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).

LOCAL + Cap. Dist. TV  
ALL AREA MEDIA, RADIO INTERVIEWS  
POSTER DISTRIBUTION  
TWO TICKET GIVEAWAY SHOWS IN LAKE GEORGE

III. EVENT FINANCING INFORMATION

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

\$ 26,050.

FESTIVAL SPACE RENT	3,000.
ADVERTISING	1,950.
INSURANCE	500.
CIRCUS COST	20,000.
PAINTING, LICENSES	600.

18. 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 \$ 2,000.  
VILLAGE 2,000.

26,050.

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

\$ 26,050. VISUAL GOAL IS TO BREAK EVEN  
WITH TICKET SALES - CHILDREN FREE w/ 1 ADULT

20. 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 18, you need only to state this).

ABOVE SEE #18

21. 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.

\$ \_\_\_\_\_

22. Please attach your proposed budget for the event, showing anticipated income and expenditures.
23. 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.

ALL PROFITS GO TO Support SHREVE'S  
Children's Hospital

IV. WARREN COUNTY AGREEMENT INFORMATION

24. 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.

POSTERS, PROGRAM

**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 required 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.

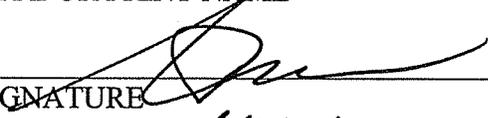
25. Please state whether you have read the standard form County Tourist and Development Agreement **which includes insurance requirements naming Warren County as additional insured ninety (90) days before the event takes place with the Sponsor as the named insured on the certificate**, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

Yes

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

knowledge and belief.

Robert M. BEAS  
TYPE OR PRINT NAME

  
SIGNATURE

Mayor  
TITLE

3-27-14  
DATE

OCCUPANCY TAX SCORING SHEET

APPLICANT: \_\_\_\_\_

DATE APPLICATION RECEIVED: \_\_\_\_\_

APPLICATION MEETS 50% INVESTMENT CRITERIA \_\_\_\_ YES \_\_\_\_ NO

POINTS

BED NIGHTS:

\_\_\_\_\_

\_\_\_\_\_

ECONOMIC IMPACT:

\_\_\_\_\_

\_\_\_\_\_

LENGTH OF EVENT:

\_\_\_\_\_

\_\_\_\_\_

MONTH OF EVENT:

\_\_\_\_\_

\_\_\_\_\_

YEAR OF EVENT: (first year, second, third, etc.)

\_\_\_\_\_

\_\_\_\_\_

TOTAL POINTS

\_\_\_\_\_

AMOUNT REQUESTED BY APPLICANT: \_\_\_\_\_

REVIEWER'S RECOMMENDATION: \_\_\_\_\_

COMMITTEE RECOMMENDATION: \_\_\_\_\_

AWARD AMOUNT: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

December 11, 2013

Summary of proposed adjustments to event funding distribution:

- Occupancy Tax Coordination Committee to maintain control of program for funding of events.
- In 2014 event requests will be organized by location of Town where event is taking place.
- Majority of Scoring Sheets to be completed by reviewing Supervisor.
- On Scoring Guidelines, add "Multi-week/multi-month events" award 8 points for "length of event."
- On Scoring Guidelines, delete "years 3, 4 and beyond" reduction of award, as returning events are worth the investment. Returning events will only receive an increase in funding if new components added.
- On scoring sheet, add descriptive text after "Bed Nights" (one room, one night).
- On scoring sheet, under "Scoring," add "Events up to 15 points", maximum \$500.00 award.
- Delete "Funding is to Encourage New Events" from Scoring Guidelines. All events are exempt from reduction.
- Prior to submitting event funding application to County, Event Organizer must first go to Town(s) event takes place in to request funding. Once funding is known, Town will notify organization and County of award in writing. Applicant will identify the funding on County application and attach letter from town.
- Non-Events (shuttles, trail clearing, printing of maps, Floating Classroom, Canadian Promotion, etc.) subject to maximum funding of \$500.00.
- Submitting organization/applicant must support 50% funding of proposed event.
- At Workshop, Event Organizers must adhere to 2 minute rule for speaking.
- At 2014 Workshop applicants will speak in alpha order by name of organization. In 2015 applicants will speak commencing from the end of the alphabet.

- Summary of events SIB printed in alpha order <sup>by</sup> town.
- Add 60 days to get vouchers in? (maybe 90 would be better)
- See change in contract language  
re: radio / TV advertising

- D. The number of hotel, motel, inn, bed and breakfast or other overnight accommodations is anticipated or projected to be \_\_\_\_\_, and the length of stay is anticipated to be \_\_\_\_\_ days;
- E. The following marketing and advertising is planned to occur in the following markets and areas (specify local, regional, state, national etc):  
\_\_\_\_\_  
\_\_\_\_\_
- F. The total cost to be borne by SPONSOR for the EVENT is \$ \_\_\_\_\_;
- G. The total amount that SPONSOR has calculated that needs to be raised to fund the EVENT that is currently not available or expected to be available is \$ \_\_\_\_\_.
- H. As a result of the funding, an end product, if any, and/or copy thereof, will be generated.

3. PROMOTIONAL AND MARKETING CONSIDERATION FOR COUNTY

- A. The SPONSOR shall use the Warren County Tourism Logo with website provided by the Tourism Department in all promotional and marketing distributed for the EVENT where reimbursement is requested. The use and placement of the logo shall be first approved by the Tourism Department. Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed.
- B. When the Sponsor utilizes the Warren County Tourism Logo online, a hyperlink must be created to link to the URL [www.visitlakegeorge.com](http://www.visitlakegeorge.com).
- C. The Sponsor shall provide, at no cost, up to one (1) full page of advertising as shall be required 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.

*Radio and Television advertising must mention Warren County as Sponsor or show logo or TV ad.*

4. PERFORMANCE REPORT

The Sponsor shall use reasonable efforts to collect home zip codes from those in attendance at the event funded hereunder. The Sponsor shall provide to the County a written report which provides an estimate of the number of attendees with a listing of the number of people from each zip code. Reasonable efforts to collect the information requested hereunder shall be deemed to have been made if the Sponsor has at least one person at each entrance to the event attempting to collect zip codes. The Sponsor will also attempt to collect information substantiating the number of rooms used by attendees during the event.

SCHEDULE "A"

SCORING SYSTEM GUIDELINES - OCCUPANCY TAX

<u>Bed Nights</u> - on droom, one night	<u>Points</u>
20,000 +	30
15,000 - 19,999	25
10,000 - 14,999	20
5,000 - 9,999	10
3,000 - 4,999	8
1,000 - 2,999	6
1 - 999	3

<u>Economic Impact</u> (Based on \$100 per day for day-tripper and \$200 per day for overnight visitor)	<u>Points</u>
20 million +	20
15 - 19 million	16
10 - 14 million	12
5 - 9 million	8
2 - 4 million	5
1 - 3 million	3
Under 1 million	2

<u>Length of Event</u>	<u>Points</u>
6 + days	10
4 - 5 days	8
2 - 3 days	5
MULTI WEEK	8

<u>Month of Event</u>	<u>Points</u>
January, February, March, April, November, December	10
September and June	6
October and May	6
July and August	2
MULTI MONTH	8

<u>New Event</u>	<u>Points</u>
New Event - First Year	6-15
Second and Third Year	4
Fourth Year +	2

SUBMITTING ORGANIZATION / APPLICANT MUST SUPPORT 50% FUNDING OF PROPOSED EVENT.

RESOLUTION NO. 179 OF 2011

PAGE 3 OF 3

Funding is to Encourage New Events

<del>Years 1 and 2</del>	<del>Up to maximum eligible funding</del>
<del>Year 3</del>	<del>Up to 50% of maximum eligible funding</del>
<del>Years 4 and beyond</del>	<del>Up to 25% of maximum eligible funding</del>

Scoring Events up to 15 points - \$ 500 maximum

Points	Minimum
15 points	
16 - 19 points	\$1,000 - \$4,000 max
20 - 24 points	\$5,000 - \$7,000 max
25 - 29 points	\$8,000 - \$11,000 max
30 - 34 points	\$12,000 - \$19,000 max
35 - 39 points	\$20,000 - \$24,000 max
40 - 45 points	\$25,000 - \$34,000 max
46 + points	\$35,000 - \$50,000 max

NON-EVENTS - SUBJECT TO MAXIMUM FUNDING OF \$ 500

\*\* Events scoring 40 or more points will be considered a 'super event' and will not be subjected to an incremental reduction.

Variables

Economic Impact to Individual Communities  
(ex. \$300,000 to Stony Creek versus \$300,000 to Lake George)

Potential for Future Growth of Event