

OCCUPANCY TAX COMMITTEE

DATE: May 5, 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 March 28,2014**
- III. Report on Revenues from the County Treasurer.**
- IV. Action Agenda:**
 - Request from Sister Cities to cover mailing of Adirondack Balloon Festival's balloon to Japan - \$4,000**
 - Review Mayor Blais' proposal for the Occupancy Tax application process involving multiple sources**
 - Discussion of proposed adjustments to event funding distribution**
- V. Old Business/Pending items: none**
- VI. New Business : if any**
- VII. Adjourn**

Warren County
Occupancy Tax
2013

2013 Revenues

Revenue Collected for 12/31 2013	\$ 3,707,382.54
Revenue Collected for 12/31/2012	\$ 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 12/31/13	2,713,243.98
Appropriated 2014 Budget	(2,031,239.00)
Occupancy Tax Fund Balance at 12/31/13	<u>682,004.98</u>
Designated Reserve	<u>500,000.00</u>
Balance available as of 5/2/14	182,004.98
<u>Reserve Balances Prior Years</u>	

<u>2004</u>		<u>2009</u>	
G/L Balance	<u>2,049,475.22</u>	G/L Balance	<u>2,408,097.77</u>
Approp 2005 Budget	<u>(1,500,000.00)</u>	Approp 2010 Budget	<u>(1,650,000.00)</u>
	<u>549,475.22</u>		<u>758,097.77</u>
<u>2005</u>		<u>2010</u>	
G/L Balance	<u>2,280,971.34</u>	G/L Balance	<u>2,656,100.01</u>
Approp 2006 Budget	<u>(2,150,000.00)</u>	Approp 2011 Budget	<u>(1,486,870.00)</u>
	<u>130,971.34</u>		<u>1,169,230.01</u>
<u>2006</u>		<u>2011</u>	
G/L Balance	<u>2,247,400.00</u>	G/L Balance	<u>2,714,786.13</u>
Approp 2007 Budget	<u>(2,150,000.00)</u>	Approp 2012 Budget	<u>(1,866,673.00)</u>
	<u>97,400.00</u>		<u>848,113.13</u>
<u>2007</u>		<u>2012</u>	
G/L Balance	<u>2,481,414.57</u>	G/L Balance	<u>2,496,472.28</u>
Approp 2008 Budget	<u>(2,150,000.00)</u>	Approp 2012 Budget	<u>(1,890,353.00)</u>
	<u>331,414.57</u>		<u>606,119.28</u>
<u>2008</u>			
G/L Balance	<u>2,542,772.45</u>		
Approp 2009 Budget	<u>(2,320,000.00)</u>		
	<u>222,772.45</u>		

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

**Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.*

DEPARTMENT NAME: **Tourism**

DATE: **May 5, 2014**

(a) Purpose of Request: to appropriate funds from the Occupancy Tax Reserve to The Sister Cities Committee of Glens Falls & Warren County for the mailing of the Adirondack Hot Air Balloon Festival's envelope (hot air balloon minus the basket) to Saga City, Japan.

(b) Details: see above

(c) Previous Resolution Number: none

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.881.00, Reserve, Occupancy Tax \$4,000

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

* as listed in budget and LOGOS



The Sister Cities Committee of Glens Falls/Warren County

Exchange Program Expenses

Our funding comes from volunteer efforts and donations. Our original agreement with Saga City stipulates that the travelling country pays all travel costs, while the host country covers all expenses once they arrive.

A typical student or adult exchange between Saga City and Glens Falls/Warren County, includes the following expenses:

- Transportation to and from airport, to scheduled events, and to host families.**
- Admission fees for sightseeing, museums, Civic Center Events, boat tours on Lake George, etc.**
- Lunches and dinners at area restaurants.**
- Locally purchased gifts for participants and host families.**
- Transportation to local shops and shopping areas in Warren County, where our Saga visitors purchase gifts to take back to Japan.**
- When the Balloon Teams exchange, there is the additional expense of shipping our balloon, and when hosting the Saga team, there is the cost of van rental, chase vehicles, fuel, and propane for the instructional inflations and tether rides at local schools.**
- No salaries or stipends are paid to Board Members or volunteers.**

2014 Finances to date

Sister Cities Committee

Opening balance Checking Acct: \$5590.98

Donation Lake Luzerne 2014: \$500 (250 to checking; 250 to money market for scholarship)

Expenses:

Mannix Marketing (website maintenance)	\$ 500
Annual Meeting expenses	95.79
Replenish t-shirts/tote bags for exchanges	872.31
Lake George Exchange (see below)	4193.72

Checking Acct. balance: \$179.16

Lake George Exchange Expenses:

Postage Welcome Banquet	49.00
Lunch for Visitors	266.22
Welcome Banquet Supplies/dec	326.29
Farewell party food	475.85
Welcome Banquet/Ft Wm Henry	2877.61
Flowers/Balloons Welcome	198.75

Anticipated Donations for 2014:

Warren Count Occupancy Tax \$1000 (request submitted; being processed)

City of Glens Falls \$622 (allocation made and forms submitted; being processed)

Town of Queensbury donation (Received last year, no word yet) \$1500

Membership Drive to be conducted

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**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: **May 5, 2014**

- (a) Purpose of Request: to amend the Occupancy Tax contract to include the following under 3. PROMOTIONAL AND MARKETING CONSIDERATION FOR COUNTY, A. Radio and television advertising must mention Warren County as sponsor or show the Warren County Tourism logo on the television advertisement.

- (b) Details: see above

- (c) Previous Resolution Number: 322 of 2013

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: none required

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

* as listed in budget and LOGOS

- 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.
- 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.

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: May 5, 2014

- (a) Purpose of Request: to amend Schedule "A" Scoring System Guidelines - Occupancy Tax to add "one room, one night" after Bed Nights and to delete the reference to Years 1 - 4 and beyond under Funding is to Encourage New Events. Under Scoring, add "up to 15 points - \$500 max"

- (b) Details: see above

- (c) Previous Resolution Number: 179 of 2011

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: none required

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

* as listed in budget and LOGOS

RESOLUTION NO. 179 OF 2011

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SCHEDULE "A"

SCORING SYSTEM GUIDELINES - OCCUPANCY TAX

<u>Bed Nights</u> - <i>one room, one night</i>	<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

<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

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

RESOLUTION NO. 179 OF 2011

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Funding is to Encourage New Events

leave wording

~~Years 1 and 2~~

~~Up to maximum eligible funding~~

~~Year 3~~

~~Up to 50% of maximum eligible funding~~

~~Years 4 and beyond~~

~~Up to 25% of maximum eligible funding~~

Scoring

up to 15 points - \$500 max

15 points	Minimum
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

** 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

Proposed adjustments to guidelines for occupancy tax funding

1. In 2014 event requests will be organized alphabetically and by town where event is being held.

Rationale-easier for committee to see where funds are being disbursed.

2. On scoring guidelines ,add Multi-week/multi-month events award -8 points for length of event.

Rationale-no scoring category for multi-week multi-month now exists.

3. On scoring guidelines delete years 2,3 and 4 and beyond reduction of award .

Rationale- returning events are very valuable to Warren County and should not be penalized with a reduction of award

4. On scoring sheet add descriptive text after bed nights(one room ,one night)
Rationale-better understanding by applicant of what a bed night is.

5. On scoring sheet, under scoring, add events up to 15 points maximum \$500 award.

Rationale-there may be events that don't score 15 points but still may be worthy of funding(\$500 cap put on funding for these events)

6. Delete- funding is to encourage new events

Rationale-see #3

7. Non events (shuttles, ^{trail} clearing, printing of maps, floating classrooms are subject to a maximum funding of \$1000.

Rationale-non events may deserve some funding but should be limited.

8. At 2014 workshop applicants wishing to make a presentation will speak in alphabetical order by name of organization, starting with the letter A . In 2015 applicants wishing to make a presentation will speak in reverse alphabetical order starting with the letter Z.

Rationale-It is a long wait for applicants to speak, this will level the playing field .

9. Change vote to weighted vote at the December workshop meeting.

Rationale –per Supervisor Dickinson

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

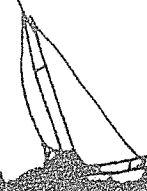


VILLAGE OF LAKE GEORGE, NEW YORK

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
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MEMO

To: Occupancy Tax Committee
From: Mayor Blais
Date: 1/7/2014
Re: Conceptual Occupancy Tax revamp

Purpose: Streamline application process: one application

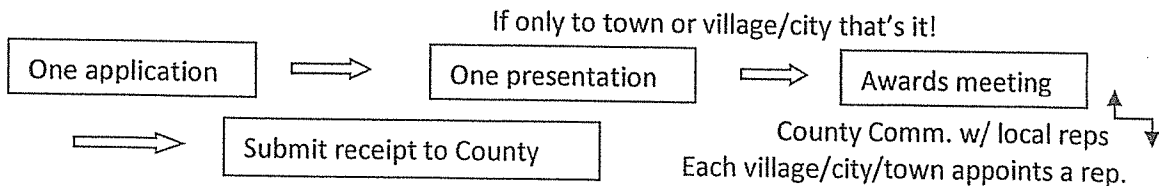
*Eliminate double-dipping, abuse of receipts, reduces paperwork, accountability, contracts, meeting, etc., eliminates confusion with payments, in advance, etc.

1. Applications available at town/village/city halls and county center
 - a. applicants checks boxes and sends to all
2. Held at County with reps from each municipality
 - a. Impact, etc.
 - b. Knowledge of the event

Example: NY'S Basketball: played in Glens Falls, stay in Queensbury, Lake George (Village & Town)

Additional: County 62% & Village 38% now own Festival Space.

% of Occupancy Tax should be put aside to promote space \$25,000
Incentive to get promoters to use the facility



RMB/das