

Tourism Committee
Warren County Tourism Department
AGENDA
December 4, 2014

Committee Members: E. Merlino, Chairman

W. Kenny
D. Dickinson
R. Conover
E. Wood
R. Vanselow
E. Frasier

- I. Committee meeting called to order by Chairman
- II. Motion to approve minutes of prior Committee meeting, October 30, 2014
- III. Action Agenda/New Business
Resolution Requests
 1. Request to contract with L&P Media **Attachment #1**
Rationale: Drupal web redesign/hosting/production services. Oversee various aspects of Tourism Dept. website domain (VisitLakeGeorge.com)
 2. Request to contract with Lake George Chamber of Commerce & CVB **Attachment #2, 2A**
Rationale: Increase year-round convention/conference/special event business in Warren County**2015 Standard Operating Resolution Requests**
 3. Request to authorize Lease Agreement, Adirondack Factory Outlet Center **Attachment 3**
Rationale: Office Space for Satellite Tourism Office/Warren County Information Center
 4. Request to continue Inter-municipal agreement with Village of Lake George **Attachment 4**
Rationale: Funding for Lake George Visitor Center
 5. Request to authorize attendance at 2015 In-State; Out-of-State & Canadian Consumer Shows **Attachment 5**
Rationale: Tourism personnel & Supervisors funds for travel & attendance
 6. Request to authorize attendance 2015 in-state, out-of-state & Canadian Motorcoach trade shows/sales blitzes/marketplaces/conferences **Attachment 6**
Rationale: Tourism personnel & Supervisors funds for travel & attendance
 7. Request to contract with Adirondack Regional Tourism Council **Attachment 7**
Rationale: Adirondack Regional Tourism Council Marketing through ILNY Matching Funds
 8. Request to authorize agreement with Travel Plaza Information Centers **Attachment 8**
Rationale: Brochure distribution for traveling public at 3 key NYS Thruway locations

IV. Referral/Pending Items

1. None

V. Information for Discussion/Review

1. Tourism Department Update – Kate Johnson
2. Group Tour Update – Tanya Brand
3. Creative Update – Peter Girard
 - a. John Daniels, L&P Media - website development update
4. Sales/Special Event Update – Christina Curley

Attachments

- #1-8 Resolutions on reverse side
- #9 Summer 2014 Conversion Survey
- #10 2015 E-Blast Partner Program Spreadsheet
- #11 November 2014 Public Relations Report
- #12 Viator overview packet
- #13 ResponsibleTravel.com feature article
- #14 Group Tour Magazine article

VI. Privilege of the Floor to discuss any additional items to come before the Committee

VI. Motion to adjourn

#1

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 12/4/14

- (a) Is this a Result of a Bid or Request for Proposal? Yes

- (b) Purpose of Contract: to authorize L & P Media to provide professional Drupal web redesign/website hosting/production services & to oversee various aspects of the Warren County Tourism Dept. website & its domain (visitlakegeorge.com)

- (c) Name of Contractor: Light & Power Communications, Ltd. (L & P Media)

- (d) Address of Contractor: 255 River Street Troy, NY 12180

- (e) Contractor's Contact Person and Telephone Number: John Daniels
518-880-0300 x320

- (f) Has or will the Contract be provided, if so, please attach: No

- (g) Commencement Date of Contract: 1/1/15

- (h) Termination Date of Contract: 12/31/15 with option to renew 3 add'l years

- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed \$35,000
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.

- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417 470 - \$35,000

Sample: A.1010 470 Legislative Board – Contract \$xx.xx

WARREN COUNTY BID TABULATION SHEET

<p>BID NO.: WC 63-14 ITEM(S): REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT DATE: OCTOBER 30, 2014 TIME: 3:00 PM.</p>	<p>NAME & ADDRESS OF BIDDER</p>	<p>NAME & ADDRESS OF BIDDER</p>	<p>NAME & ADDRESS OF BIDDER</p>	<p>NAME & ADDRESS OF BIDDER</p>
<p>DESCRIPTION OF ITEM</p>	<p>BID PRICE</p>	<p>BID PRICE</p>	<p>BID PRICE</p>	<p>BID PRICE</p>
<p>A. Website Creation/Set-up Fee:</p>	<p>\$21,900.00</p>	<p>\$12,075.00</p>	<p>\$19,500.00</p>	<p>\$22,800.00</p>
<p>B. Integration of SQL Database into Drupal website</p>	<p>\$4,600.00</p>	<p>\$3,150.00</p>	<p>\$3,500.00</p>	<p>Free</p>
<p>C. Website Hosting - Set-up Fee:</p>	<p>\$0.00</p>	<p>\$300.00</p>	<p>\$0.00</p>	<p>Free</p>
<p>- Annual Fee:</p>	<p>\$480.00</p>	<p>\$5,580.00</p>	<p>\$600.00</p>	<p>Free first year. \$1,200/year after.</p>
<p>D. Reporting Expenses as set forth in item M:</p>	<p>\$2,800.00</p>	<p>\$2,310.00</p>	<p>\$450.00 / Quarter (Meeting) \$2,750.00 Mobile Version</p>	<p>Free to \$690.00 / trip</p>
<p>E. Hourly rate (for web additions, consulting, etc.)</p>	<p>\$95.00 - Designer \$120.00 - Programmer</p>	<p>\$105.00</p>	<p>\$75.00 - Designer \$125.00 - Programmer</p>	<p>\$100.00</p>
<p>BID AWARDED TO:</p>				
<p>BID AWARDED TO:</p>				
	<p>Term: January 1, 2015 through December 31, 2015</p>			
<p>JULIE A. PACYNA, PURCHASING AGENT</p>	<p>Resolution No.</p>			

WARREN COUNTY BID TABULATION SHEET

<p>BID NO.: WC 63-14 ITEM(S): REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT DATE: OCTOBER 30, 2014 TIME: 3:00 PM.</p>	<p>NAME & ADDRESS OF BIDDER</p>	<p>NAME & ADDRESS OF BIDDER</p>
<p>DESCRIPTION OF ITEM</p>	<p>Zone 5, Inc. Attn: Timothy Dunn 25 Monroe Street Suite 300 Albany, NY 12210 Ph: 518-242-7005</p>	<p>Enervision Media, Inc. Attn: Meryl Emerson 100 The Narrows Road E. Chatham, NY 12060 Ph: 877-330-3077 x26 Fx: 877-330-3077</p>
<p>A. Website Creation/Set-up Fee:</p>	<p>\$57,500.00</p>	<p>\$77,500.00</p>
<p>B. Integration of SQL Database into Drupal website</p>	<p>\$10,000.00</p>	<p>\$14,500.00</p>
<p>C. Website Hosting - Set-up Fee:</p>	<p>\$2,500.00</p>	<p>\$4,500.00</p>
<p>- Annual Fee:</p>	<p>\$6,000.00</p>	<p>\$2,500.00</p>
<p>D. Reporting Expenses as set forth in item M:</p>	<p>\$2,000.00 / quarter (estimated)</p>	<p>\$8,500.00 (\$2,125 / quarter)</p>
<p>E. Hourly rate (for web additions, consulting, etc.)</p>	<p>\$125.00</p>	<p>\$150.00</p>

October 29, 2014

COVER LETTER

Ms. Julie A. Pacyna, Purchasing Agent
Warren County Municipal Center
1340 State Route 9
Lake George, NY 12845

Proposal Response to RFP WC 63-14

Dear Ms. Pacyna -

Light & Power Communications, Ltd. (L&P Media) is pleased to present the Warren County Purchasing Department with this proposal for Drupal Web Redesign, Website Hosting and Production Services for the Warren County Tourism Department, and its website: www.visitlakegeorge.com. L&P Media has a working knowledge of Warren County and its tourism related attributes as for the past few years, L&P Media has been the web designer, developer and host for the Warren County Tourism Department website and is currently in the process of redesigning this very site in the Drupal platform.

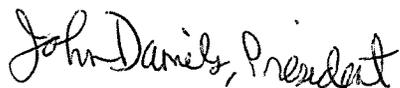
As per the RFP, L&P Media is well experienced and highly capable of handling all of the requirements as set forth as follows:

- A. Review and become familiar with the current Warren County site architecture and functionality of www.visitlakegeorge.com;
- B. Maintain / Create a full functional Drupal website under the supervision and creative direction/design collaboration of the Tourism Department using Drupal v6 (v7) and appropriate modules;
- C. Provide direction and updates on current web trends and policies for implementation into the site redesign;
- D. Add new features (Drupal modules) as needed / per the request of the Tourism Department (i.e. search bars, video, calendars, photo gallery, event listings, etc.);
- E. Recommend site enhancements and new Drupal features;

- F. Be able to:
1. Integrate current SQL database, hosted onsite at Warren county server, into the new Drupal format website for searchable listings currently displayed on VisitLakeGeorge.com;
 2. Create and integrate a custom built SQL database to incorporate businesses and properties currently listed on VisitLakeGeorge.com.
- G. Evaluate and test completed site;
- H. Implement search engine optimization strategies to maintain / booth the current high ranking of VisitLakeGeorge.com (currently top 5 search result);
- I. Provide access to Drupal content management system for updates to be made by the Tourism Department staff;
- J. Assist in training users on new site features and functionality;
- K. Host the website;
- L. Migrate existing site structure / to new (or existing) hosting service;
- M. Be available for reporting / presenting to the Warren County Tourism Committee as requested by the Warren County Tourism Department on a quarterly basis. The quarterly meetings are presentations for the Supervisors of the Tourism Committee in which the developer will discuss details of the workings of the site / content management system and answer any questions pertaining to the development of the site.

Should you have any questions about any of the information contained herein, please feel free to contact me at 518-880-0300, x320 or via email at: jdaniels@lpmedia.net. Thank you for this opportunity to expand and grow our business relationship with the Warren County Tourism Department.

Kind Regards,



John Daniels,
President

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LEVEL OF EXPERIENCE

Founded in 1977, Light & Power Communications, Ltd. (L&P Media) is a NYS Certified Small Business Enterprise. For more than 37 years, L&P Media has been providing integrated advertising and marketing solutions for local and national clients' communications needs through all mediums and technologies.

We have been developing web sites and applications since the early 1990's, and we have been named in the Albany Business Journal's Top 5 Web Developers list for each of the past 15 years.

L&P Media supports and develops websites in Microsoft- based Technologies such as ASP and ASP.Net as well as Drupal / PHP. L&P Media also leverages many tools available on the web. If the solution is available and proven secure and reliable, we will use it. There is no sense to recreate functions and capabilities that work.

In terms of PHP specific experience, L&P Media has long term relationships with many of its PHP clients. In 2009, L&P Media added nearly 100 PHP based clients with its acquisition of 5Points.net, a Chatham, NYS based website developer. We maintain and host many PHP client sites (in both Linux and Windows).

Our Web development staff (all of whom have worked on our Drupal development projects, including the VisitLakeGeorge.com web solution; see also STAFFING), all programmers have at least the minimum requirements to undertake the needs of Warren County Tourism:

- At least 3 years of PHP experience and the ability to write secure, custom code;
- At least 2 of experience with the Drupal CMS;
- Experience upgrading from Drupal 6 to 7;
- Experience developing and modifying Drupal modules ; and
- Experience with AJAX.

As an experienced long time developer, we have an extensive experience in AJAX, and many sites developed by L&P leverage AJAX. However, as a municipal entity, we must alert you that AJAX is not favored by the NYS Office for Technology (OFT), due to its security issues and that it creates false positives in the OFT scanners.

Some of our projects that are not affiliated with New York State do have AJAX components. Those components are usually utilized for the following reasons:

- Update panels on the page
- Refresh content on a certain section of the page or a form
- Auto complete a form

Today, we prefer to use pure JavaScript or JQuery libraries wherever necessary, because of the above stated reason and various other drawbacks of AJAX. These libraries also work very well in a PHP driven solution.

For more information of the drawbacks of AJAX, you can refer to the summary list at Wikipedia: http://en.wikipedia.org/wiki/Ajax_%28programming%29. This is not to say we would be fully against developing AJAX, but we believe we should inform our clients about this issue.

BRIEF OVERVIEW OF OUR PROJECT APPROACH FOR UNDERTAKING THIS SOLUTION

L&P Media has an established project protocol that includes a discovery and needs analysis followed by an extensive design document of the Internet solution. The County will review and approve the design document, architecture and graphic representations before development begins. This ensures that nothing is missed during development.

A modern graphic design with the right mix of database-driven information is essential to this project. Proficient Web development starts with a well-defined plan. At L&P Media, we have defined a six step model for Web design and development:

- 1. Project Definition**
- 2. Discovery / Needs Analysis**
- 3. Design**
- 4. Development**
- 5. Optimization / Testing**
- 6. Deployment**

1. During **Project Definition**, project stakeholders will be identified and the roles and responsibilities of project resources will be communicated to stakeholders. We analyze the existing infrastructure, determine hardware and application requirements, create a timeline, and establish milestones throughout the project. The Project Definition stage establishes the fundamental project boundaries.

The purpose of this stage is to precisely define the scope of the project (objectives and high-level functional requirements), define the detailed approach, create the project work plan, and identify goals that we will measure against throughout the project and at later points. These goals will help define the project as we progress and offer a point of reference as the online application metrics are reviewed months after launch.

2. The **Discovery** stage will entail an involved research and development period including client meetings with both technical and marketing staff. The Discovery Stage is the stage during which user (public user and administrative) needs are explored and both the user and configuration teams acquire a detailed understanding of what functionality the implemented solution should provide. Within this process, the graphical elements are identified, the branding goals are identified (textual and visual), the technical requirements specification is created which commits the requirements to writing and is analyzed by several members of the project team.

The configuration team will develop an understanding of the business problem and rules, with the goal of achieving client sign-off.

3. The **Design** stage is a critical milestone. L&P Media will develop design documentation for all of the applications to be developed, site / information architecture, project timeline, weekly project updates and metrics for testing. After County approval of the design document and site / information architecture, L&P Media will begin the website development.
4. During the **Development** stage, L&P Media begins the production of your application, including both client and server side architectures. The Development process includes application development, systems integration, middleware development, content migration, and graphic theme development. This stage will also consist of: cut-up of approved designs and templates, generation of styles and page attributes, directory structure development, configuration to the application and the development or enhancement of any external interfaces and conversions.

During this stage, the staging environment is prepared for the deployment and on-going support of the solution. At every step of the process, we are verifying usability of the application on various user platforms and connection speeds, testing and debugging code, thus ensuring your final product is efficient and worry free.

5. The **Optimization / Testing** stage involves comprehensive testing of the product for functional operation: broken links, load testing, Internet security, systems communications, software bugs and issues, testing, playback on multiple platforms, etc. The Optimization / Testing stage is also the stage during which the product is tested against the functional requirements that were identified during Discovery. Validation includes integration test, systems test and user acceptance testing in the development server environments.

Usability Testing for the new web site may include some or all of the following:

- **Operational Testing** ensures that requirements for data capture, data processing, data distribution and data archiving are met. This includes testing the system “at load” to ensure that load and performance aspects of transactions are handled.
- **Functional Testing** ensures that all business functions are performed as per the business rules.

- **Interface Testing** ensures that all business systems linked to the software system being tested pass and receive data or control as defined in the requirements specification.
 - **Usability Testing** ensures that the user is able to understand what to do on each screen, finds the operations flow smoothly, does not get confused etc. Also, reviews usability to the W3C standards.
 - **Accessibility** testing ensures operation to 508, WC/3 or NYS OFT accessibility standards.
6. The **Deployment** stage transitions the solution from development to production pilot (or beta) to full deployment. During Deployment, the users will be trained, the project team will complete any final configuration and tuning based on feedback provided during the pilot and production deployment, and the system will be transitioned to operations.

Time Management/Communications

L&P Media uses several communications tools in order to assure a smooth running project. The project timeline is the organizational backbone — it is a dynamic document, which includes milestones for informational exchanges between L&P Media and Warren County Tourism. L&P Media has operated as a national business for nearly 37 years.

The L&P Media experienced project management team provides project updates, and openly communicates with the development team as well as the Warren County Tourism development team, thus ensuring there are no missed steps.

DRUPAL CLIENTS & SAMPLES OF WORK

L&P Media has extensive work experience with NYS tourism agencies, municipalities, and State and county level governments having been the web designer / developer and hosting provider for the following public sector customers:

- Albany-Colonie Regional Chamber of Commerce www.acchamber.org
- Albany Convention Center Authority www.accany.com
- Albany County www.albanycounty.com
- Albany County District Attorney's Office www.albanycountyda.com
- Broome County, Susquehanna Heritage Area www.sha-ny.com (DRUPAL)
- Catskill Region www.thecatskillregion.com
- City of Albany www.albanyny.org
- City of Rensselaer www.rensselaerny.gov
- City of Troy www.troyny.gov
- Colleges of Nanoscale, Science & Engineering www.sunycnse.com
- Hudson River Valley Greenway www.hudsongreenway.state.ny.us
- Hudson River Valley National Heritage Area www.hudsonrivervalley.com
- Hudson River Valley Ramble www.hudsonrivervalleyramble.com
- Lake George Chamber of Commerce www.lakegeorgechamber.com
- NYS Tourism Promotional Agency Council www.getawaynewyork.com
- Rensselaer County Economic Development Agency www.discoverrensselaer.com
- Rensselaer County Tourism www.rensselaercountytourism.com
- Schenectady County www.schenectadycounty.com (DRUPAL) (*under development*)
- Warren County Tourism www.visitlakegeorge.com (DRUPAL)

Private sector DRUPAL customer:

- Barrett Industries www.barrettindustriescorp.com (DRUPAL)

PROJECT MANAGER

Michelle Bissonette – Sr. Project Manager

Michelle would be the primary project manager and administrator for this website project. Michelle would be your primary contact regarding project status, status of deliverables, meetings, reports, scope changing and financial, administrative and technical issues and any other concerns.

Michelle has more than 25 years' experience in marketing agency project management. Michelle has created and implemented L&P Media's current custom-designed project-tracking system, which provides our clients with prompt budget updates at various phases of production.

Currently, Michelle is the project manager for the following current DRUPAL web solutions: Schenectady County and Warren County Tourism.

PROJECT STAFFING

The following are the design and development staff of who are involved with our current Drupal web design and development projects, and more:

Brian Senesac – Senior Graphic Designer

Brian brings 5 years of experience and a "wow factor" to our creative team. Just when you thought it couldn't get any better, Brian's designs are so cutting edge, jaws drop. Brian is expert at Microsoft Office (Word, Excel, Power Point, Publisher and Access), Adobe CS4/CS5 (Dreamweaver, Photoshop, Premier, Flash, Encore, and Illustrator), Apple (Final Cut, Sound Booth & Motion, MobileMe, iLife & iWork) Basic Java, Advanced HTML, PHP, WordPress CMS, Drupal CMS, Comic Life and Second Life. PC/Mac design, upgrades and repair. Network cabling, connectivity troubleshooting, hard drive recoveries and software implementation.

Brian earned his Bachelor of Science, Digital Arts/Communications & Mass Media from Clarkson University.

Currently, Brian is working on designing new logos and websites for the Visiting Nurse Association in Albany, NY and a new website for Oak Park Apartments in Chicago, IL.

Kelly Marchetti – Art/Creative Director, Graphic Designer, Writer

Kelly is dedicated to visual excellence that solicits an emotional response. She is driven by her pursuit of relating people to brands, products and services by visually stimulating left-brain activity that triggers a personal and emotional connection. Brand identity as a form of expression is the basis from which Kelly undergoes a process of analysis and understanding, and it is only upon completion of that stage that she can begin fashioning the visual communication that will best inspire and motivate the intended audience to action. Specializing in creative development – from concept through design – Kelly has spent the last ten years art directing campaigns in the pharmaceutical, mutual funds and service industries.

Some key notable projects of Kelly's include: Hudson River Valley National Heritage Area, Hudson River Valley Ramble, NYS Department of State – Division of Coastal Resources, collateral materials for Heart Card of America, Point-of-Purchase and marketing collateral for NYS Energy Research & Development Authority General Awareness Campaign, marketing collateral for Healthix, and more.

Nicholas VonStetina – Programmer

Nicholas has 4 years of experience programming websites and building applications. Nicholas' technical skills in software design and development include: Languages: C++, Java, PHP, Visual .NET; Software Development Technologies include: Visual Studio 2005 – 2010, Eclipse, and Netbeans; Database technologies include: Microsoft SQL Server Management Studio [2005 – 2008];

Nicholas' technical skills in web development include: XHTML and CSS (introductory knowledge); Web Development technologies: Wordpress, Joomla, Drupal 6 thru 7, Sitefinity, Notepad ++ (introductory knowledge), Dreamweaver (introductory knowledge), and Visual Studio 2005 – 2010; Web Design: Adobe Photoshop (introductory knowledge);

Operating Systems: Windows versions 98 through Windows 7, Ubuntu and Fedora Linux (introductory knowledge); Virtual Machine technologies: VMware Player and Oracle VM Virtual Box (introductory knowledge); Microsoft Office Suite 2007, Project, and Visio.

Nicholas earned his Associate Degree in Software Applications Programming from ITT Technical Institute.

Nick recently completed the creation of a new Trespass Affidavit Program application for the Albany County District Attorney's Office website, and he is the lead programmer for the Dormitory Authority of NYS website redevelopment project.

Graham Brewer – Programmer, Database Administrator

Graham has 9 years' experience as a programmer and database administrator.

Graham's technical skills in web development include: HTML with Javascript and AJAX; Notepad ++, Web Developer Express, Expressions Studio, Dreamweaver, and Visual Studio 2003 – 2010 Beta 2; Languages: Languages Include: PHP, ASP, ASP.NET (1.1 – 3.5) (both C# and VB.NET), Perl, ColdFusion (limited) and XML/XSL/XSLT.

Database technologies include: MySQL, Access, and Microsoft SQL Server (using Enterprise Manager [2000] and Management Studio [2005 – 2008]); Web Frameworks: SharePoint 2007 (introductory knowledge), Dynamics CRM (introductory knowledge), Joomla, Drupal 6 thru 8, Wordpress, Sitefinity, CMS Made Simple, ASP.NET Ajax Toolkit, sharpPDF.

Web Design: Adobe Photoshop experience, Macromedia Flash experience with slight knowledge of Action Scripting; Operating Systems: Windows versions 3.1 through Windows 10, Windows Server 2000 – 2008 (basic administration), Linux versions 4, and 7-9, and Red Hat Fedora Core 5.

Software Applications: C/C++, Visual Basic .NET.

Graham earned his Associate Degree in computer Science from Adirondack Community College and a Bachelor's of Science Degree in Technical Management from DeVry University Online. Graham also earned an Associate Degree in Occupational Studies – Web Development from ITT Technical Institute.

In his spare time, Graham teaches 2 courses in Web Programming at ITT Technical Institute.

Joseph J. Halleck, Jr. –Software Developer, Network Engineer

Joe will provide his expertise in support of this project. Joe's extensive expertise offers our clients many value added services. His background includes: Managing and maintaining an internal NT/AS400 network with WAN frame-relay links to multiple locations, Lucent Phone switches, and public and internal WEB and DNS servers; investigating new emerging technologies and implementing them into network infrastructures; and developing and programming a corporate presence on the Internet and an Intranet using HTML, PHP, JavaScript, Microsoft ASP, and Allaire Cold Fusion Web technologies.

PROPOSAL FORM (NARRATIVE OF FEES)

Please reference the next page.

WC 63-14 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: OCTOBER 30, 2014

TIME: 3:00 PM

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

PROPOSAL OF: LIGHT & POWER COMMUNICATIONS, LTD. (L+P MEDIA) COMPANY NAME

TO: Julie A. Pacyna, Purchasing Agent Warren County Human Services Building 1340 State Route 9 Lake George, NY 12845

The undersigned, having carefully examined the specifications and having to their satisfaction ascertained all the facts concerning these specifications, herewith submits the following attached Proposal.

- A. Website Creation/Set-up Fee: \$ 21,900.00
B. Integration of SQL Database into Drupal website: \$ 4,600.00
C. Website Hosting - Set-up Fee: \$ 0
- Annual Fee: \$ 480.00
D. Reporting Expenses as set forth in item "M": \$ 2,800.00
E. Hourly rate (for web additions, consulting, etc.): \$ 95.00 Designer, \$ 120.00 Programmer

Please attach all other information requested in these specifications.

Date: 10/28/14 Federal ID# 14-1587441

Contractor Signature: John Daniels, President

Contractor name (Printed): JOHN DANIELS, PRESIDENT

Name of Firm: LIGHT & POWER COMMUNICATIONS, LTD. (L+P MEDIA)

Business Address: 255 RIVER STREET, TROY, NEW YORK 12180

Phone # (518) 880-0300 x320 Fax # 518-880-0390 OR x350

NOTE: The Following Certification and Corporate Resolution, if applicable, must accompany this proposal. Financial statement, if desired, will be requested at a later date. D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

NON-COLLUSION CERTIFICATE & CORPORATE RESOLUTION WITH SEAL

Please reference the next two pages.

WC 63-14 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: OCTOBER 30, 2014

TIME: 3:00 PM

PLACE: HUMAN SERVICES BUILDING

CERTIFICATION

Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 675 of the Laws of 196, and further amended by Chapter 56 of the Laws of 2010, effective June 22, 2010.

- (a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies, as to its own organization, under penalty of perjury, that to the best of knowledge and belief:
 - (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;
 - (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
 - (3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.
- (a-1) Notwithstanding the foregoing, the statement of non-collusion may be submitted electronically in accordance with the provisions of subdivision one of section one hundred three of the General Municipal Law.
- (b) A bid shall not be considered for award nor shall any award be made where (a) (1) (2) and (3) above have not been complied with; provided however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth, in detail, the reasons therefor. Where (a) (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.
- (c) The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing on its behalf;
- (d) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, on behalf of the corporate bidder.

Individual Bidder

Co-Partnership

By _____
Partner

LIGHT & POWER COMMUNICATIONS, LTD.
Corporation

By John David, President
President

WC 63-14 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: OCTOBER 30, 2014

TIME: 3:00 PM

PLACE: HUMAN SERVICES BUILDING

CORPORATE RESOLUTION

RESOLVED that LIGHT & POWER COMMUNICATIONS, LTD.
(Name of Corporation)

be authorized to sign and submit the Bid, or Proposal, of this Corporation for the following project:

DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR WARREN COUNTY
(Title of Project) TOURISM DEPARTMENT

and to include in such Bid Proposal the Certificate as to non-collusion required by Section 103-d of the General Municipal Law as the act and deed of such corporation, and for any inaccuracies of misstatements in such certifies this Corporate Bidder shall be liable under the penalties of perjury.

The foregoing is a true and correct copy of the Resolution adopted by LIGHT & POWER COMMUNICATIONS, LTD.

_____ Corporation at a meeting of its Board of Directors held on the 3rd Day of OCTOBER, 20 14, and is still in force and effective on this 27 Day of OCTOBER, 20 14.

Michelle Bronetto, Secretary
SECRETARY
(Signature)

(SEAL OF CORPORATION)

RFP ADDENDUMS 1 & 2

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WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Pacyna, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Danielle M. Parker, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie A. Pacyna, Purchasing Agent
DATE: October 8, 2014
SUBJECT: ADDENDUM #1: WC 63-14 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

Please sign and return the following to our office with your proposal:

I, JOHN DANIELS, PRESIDENT, of
LIGHT & POWER COMMUNICATIONS, LTD. (Company) have received the following addendum and will include it with the above quote.

Addendum:

The following questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1. Whether companies from outside USA can apply for this? (From India or Canada)**
- A. Companies outside of the United States may submit proposals, however, they must be registered to do business in New York State. It is preferred that there's a nearby account manager to work with as necessary - please also see the answer to Q2 below.
- Q2. Whether we need to come over there for meetings?**
- A. As noted in letter "M" on page 2 of the specifications, the quarterly meetings are presentations for the Supervisors of the Tourism Committee in which the developer will discuss details of the workings of the site/content management system and answer any questions pertaining to the development of the site. This will require on-site visits.
- Q3. Can we perform the tasks (related to RFP) outside USA? (From India or Canada)**
- A. See Q1 & Q2 above.

Q14. What are the top 3 priorities for the new site?

A. Priorities have not been defined to date, but may include the items listed in the answer to Q13 above.

Q15. Section D of the scope of work provides a list of possible enhancements to the site. Can you provide more direction on what is desired for the launch of the new site? It's difficult to estimate a wish list without understanding the priorities.

A. See the answer to Q14 above.

Q16. Do you intend to edit significant content as part of this, or are we mostly re-theming the site around the existing content?

A. Yes, the County does intend to edit significant content, however, there may also be re-theming involved.

Q17. Can you tell us how many nodes, views, and content types exist in the current Drupal site?

A. There are currently 500 nodes, 4 views and 7 content types.

Q18. What is the budget or expected range for this project? Building a web site is a lot like building a house. A builder won't quote you a price on building a house without blueprints. We develop the site blueprint as part of the discovery process, yet we owe you a price now. So we need some guidance on your expectations.

A. See Q6 above.

Q19. Are the property listings discussed in Section II F the Lodging pages (<http://www.visitlakegeorge.com/lodging>)? Can you provide details about how these listings are currently provided (third party, xml feed, separate database)? Are you open to a solution that would incorporate the data into a single database so that listings can be integrated with and managed from within Drupal?

A. Listings are provided by a SQL export from the County. The database shall remain separate.

Q20. Is there any thought being given to integrating social media strategy with this web design project?

A. The scope of this contract is limited to website construction. No social media integration/strategy is needed beyond simple addition/inclusion into the website.

Q21. Can you share your average monthly page views and current disk space usage so we can properly estimate the necessary hosting package size? Will e-mail services for the domain be required?

A. The monthly page views range from 50,000-500,000 in peak months. We are unsure of the current disk space. No e-mail services will be required.

All other terms and conditions of the bid shall remain the same.

If you have any questions, please contact me at (518) 761-6538.

Signature: _____

John Daniel, President

Date: _____

10/10/14

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Pacyna, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Danielle M. Parker, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie A. Pacyna, Purchasing Agent
DATE: October 21, 2014
SUBJECT: ADDENDUM #2: WC 63-14 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

Please sign and return the following to our office with your proposal:

I, JOHN DANIELS, PRESIDENT, of
LIGHT & POWER COMMUNICATIONS LTD. (Company) have received the following addendum and will include it with the above quote.

Addendum:

The following questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1.** In Section B, the vendor is asked to maintain/create a Drupal site. Do you have a maintenance term in mind or is this maintenance provided on an "as needed" basis in support of in-house staff?
- A.** Maintenance shall be provided "as needed" (updates, module upgrades, fixes, etc). Please note, the term of the contract, as stated in the specifications on page 3, is for calendar year 2015. The County and Contractor may opt for three additional one year terms for a total of 4 years. The Contractor will be responsible for "as needed" maintenance for the entire term of the contract.
- Q2.** In Section F.1., will the integration of the Warren County on-site SQL database be a one-time integration or a more regular integration of the information?
- A.** This will be a one-time major integration and then include updates as needed.
- Q3.** In Section F.2., will the newly created database be a stand-alone database without a user data entry component? Will the Drupal database be the source database for this information?
- A.** The database is already built on the County side. An export of all the data is created. This export (updated each night) will populate the web pages.

WC 95-10 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: NOVEMBER 23, 2010

TIME: 3:00 PM

PLACE: MUNICIPAL CENTER

I. BACKGROUND INFORMATION:

A. Generally

Warren County is seeking a Contractor to provide professional Drupal web re-design/website hosting/production services and to oversee various aspects of the Warren County Tourism Department website and its domain (visitlakegeorge.com).

II. SCOPE OF SERVICES REQUESTED:

DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES:

The Contractor must possess a working knowledge of Warren County and its tourism related attributes and shall:

- A. review and become familiar with the current Warren County site architecture and functionality of visitlakegeorge.com;
- B. create a fully functional 'Drupal' website under the supervision and creative direction/design collaboration of the Tourism Department using Drupal v6 (v7) and appropriate modules;
- C. provide direction and updates on current web trends and policies for implementation into site re-design;
- D. add new features ('Drupal' modules) as needed/per the request of the Tourism Department (i.e. search bars, video, calendars, photo gallery, event listings, etc.);
- E. be able to:
 - 1. integrate current SQL database, hosted onsite at Warren County server, into the new Drupal format website for searchable listings currently displayed on visitlakegeorge.com;
 - 2. create and integrate a custom built SQL database to incorporate businesses and properties currently listed on visitlakegeorge.com.
- F. evaluate and test completed site;
- G. implement search engine optimization strategies to maintain/boost the current high ranking of visitlakegeorge.com (currently top 5 search result);
- H. provide access to Drupal content management system for updates to be made by the Tourism Department staff;
- I. assist in training users on new site features and functionality;
- J. host the website;
- K. create a mobile site;
- L. be available for reporting/presenting to the Warren County Tourism Committee as requested by the Warren County Tourism Department on a quarterly basis; and
- M. complete the project within a deadline of approximately 10-12 weeks, or sooner, from execution of a contract.

WC 95-10 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE
HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: NOVEMBER 23, 2010

TIME: 3:00 PM

PLACE: MUNICIPAL CENTER

III. TIME FOR OR DURATION OF SERVICES:

The services shall commence on January 1, 2011 and shall terminate December 31, 2011. Upon agreement between the Contractor and the County, the agreement(s) may be extended for three (3) additional one (1) year terms. At all times the County reserves the right to terminate the agreement(s) upon sixty (60) days notice to the Contractor.

IV. RESPONSES TO THIS REQUEST FOR PROPOSALS - SUBMISSION INSTRUCTIONS:

- A. Proposals must be received no later than 3:00 pm on Tuesday, November 23, 2010. All parties interested in responding, must deliver or arrange for the County Purchasing Agent to receive an original proposal (so noted) and two (2) copies.

The Warren County Board of Supervisors may reject proposals which are materially incomplete and/or which do not conform to the proposal content or submission requirements. The Warren County Board of Supervisors reserves the right, to the extent permitted by law, to waive any irregularity, variance or informality in a proposal in keeping with the best interests of Warren County.

- B. Proposals are to be enclosed in a sealed envelope, plainly marked as "WC 95-10 - Proposals for Drupal Web Re-Design/Website Hosting/Production Services" and addressed and or delivered to:

Julie A. Pacyna, Purchasing Agent
Warren County Municipal Center
1340 State Route 9
Lake George, NY 12845
Telephone No. (518) 761-6538

Location- Warren County Purchasing is located off I 87, Exit 20 on Route 9 in the Municipal Center Complex. Park in front of the building and enter the facility under the County Seal (the Head of Joseph Warren). Proceed to the elevator or stairs and go to the second floor. Follow signs to Purchasing (to the left as you leave the elevator) or ask office staff at any office on the second floor. Your RFP must be time/date stamped in the Purchasing Office no later than 3:00 P. M. on Tuesday, November 23, 2010 to be considered. No Exceptions.

- C. When responding to this request, please send a letter together with other appropriate information, such as resumes, description of your company and experience which must include the following information:

- i) Your level of experience and familiarity in providing the type of website hosting/production services you propose to provide. The following minimum qualifications are required:
- at least 3 years of PHP experience and the ability to write secure, custom code;
 - at least 1 year of experience with the Drupal content management system, 2 years preferred;

WC 95-10 - REQUEST FOR PROPOSALS FOR DRUPAL WEB RE-DESIGN/WEBSITE HOSTING/PRODUCTION SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: NOVEMBER 23, 2010

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PLACE: MUNICIPAL CENTER

- experience upgrading from Drupal 6 to 7 strongly preferred;
 - experience developing and modifying Drupal modules strongly preferred; and
 - experience with AJAX preferred.
- ii) A brief overview on how you propose to undertake providing the services;
- iii) Provide websites of a minimum of three (3) clients with Drupal sites which have been created by you/your company;
- iv) If a particular person or persons will be assigned to handle the County account, please provide in detail the qualifications and experience of that person with regard to similar facilities or projects;
- v) Please provide the proposed staffing or total number of persons you plan to have available to assist with regard to this project and provide names and experience of said persons;
- vi) Proposals shall be submitted with an ink signature on the attached proposal forms in a sealed envelope. Warren County reserves the right to reject any and all proposals received after the date and time indicated for submission. Warren County reserves the right to not accept any proposal which is not delivered directly to Purchasing by the time indicated on the time stamp in the Purchasing Office; and
- vii) Each proposal must be accompanied by a completed non-collusion certificate, (form attached) signed in ink and, if appropriate, Corporate Resolution with seal. Faxes are not acceptable.
- D) **When responding to this request, please specify, in detail, your fee proposal as an itemized fee for Drupal web re-design/website hosting/production services as more fully outlined on the proposal page. If fees must be specified for different types of services (other than those requested in this RFP), please itemize the same.** Please specify and address all out of pocket expenses, including travel, copying documents, duplication of images, tapes, etc., mailings, telephone cost, etc. to render said services.

****Please note, with regard to contract renewals, the County may utilize the Contractor for all or only some of the services requested herein. There is no minimum amount of work guaranteed under the renewal contracts**.**

V. QUESTIONS:

If there are any questions concerning this RFP or services to be rendered please contact Julie Pacyna, Purchasing Agent at (518) 761-6538, fax (518) 761-6395, or email pacynaj@co.warren.ny.us. Responses to any questions will be provided by written fax to all parties to whom this RFP has been sent. All questions must be received no later than Friday, November 12, 2010 in order to be considered for response.

#2

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 12/4/14

- (a) Is this a Result of a Bid or Request for Proposal? Yes
- (b) Purpose of Contract: to contract with the Lake George Regional Chamber of Commerce & CVB to increase year-round convention/conference/special event business in Warren County; we reserve the right to renegotiate the contract amount effective 1/1/16.
- (c) Name of Contractor: Lake George Regional Chamber of Commerce & CVB
- (d) Address of Contractor: 276 State Route 9 Lake George, NY 12845
- (e) Contractor's Contact Person and Telephone Number:
Michael Consuelo 518-668-5755
- (f) Has or will the Contract be provided, if so, please attach: No
- (g) Commencement Date of Contract: 1/1/15
- (h) Termination Date of Contract: 12/31/15
- (i) Payment Provisions:
 - i) lump sum amount \$140,000
 - ii) hourly rate amount
 - iii) total amount not to exceed \$140,000
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.

* Payment will be made on a reimbursement basis.

- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: OR Capital Project OR Capital Reserve Project Number, Title, and



Lake George Chamber We Know Tourism!

October 23, 2014

Julie Pacyna, Purchasing Agent
Warren County Human Services Building
1340 State Route 9
Lake George, New York 12845

Dear Ms. Pacyna:

Enclosed please find our submission in response to a Request for Proposal from Warren County for the contract titled:

WC 62-14 SALES/SPECIAL EVENT/CONVENTION AGENCY/ASSOCIATION

We believe we have submitted all of necessary documents for consideration and fulfillment of said position.

We would like to additionally note, that our proposal once again includes our willingness to bring a wide range of tourism promotional sources, event management experience and office support resources from within the Lake George Regional Chamber of Commerce & CVB, Inc. on a pro bono basis, to assist in the optimum success of the proposed position.

Please do not hesitate to contact us should you have any questions or need for additional information. With regards, I remain,

Yours in Hospitality

A handwritten signature in cursive script that reads "Michael Consuelo".

Michael Consuelo
Executive Director

P.O. Box 272
2176 State Rt. 9
Lake George, NY 12845

www.LakeGeorgeChamber.com
Serving Visitors and our Communities since 1957

PH: 518-668-5755
FX: 518-668-4286
Toll Free: 1-800-705-0059
info@lakegeorgechamber.com

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Pacyna, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Danielle M. Parker, Purchasing Assistant

NOTICE TO PROFESSIONALS

The undersigned shall receive sealed proposals for provision of services to the County of Warren as follows:

WC 62-14 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL EVENT/ CONVENTION AGENCY/ASSOCIATION

You may obtain these Specifications either on-line or through the Purchasing Office. If you have any interest in these Specifications on-line, follow the instructions to register on the Empire State Bid System site, either for a free or paid subscription. Warren County distributes bid documents only through the Purchasing Department or on-line. Go to <http://warrencountyny.gov> and choose BIDS AND PROPOSALS to access the Empire State Bid System OR go directly to <http://www.EmpireStateBidSystem.com> **If you choose a free subscription, please note that you must visit the site up until the response deadline for any addenda. All further information pertaining to this bid will be available on this site. Bids which are not directly obtained from either source will be refused.**

Proposals may be delivered to the undersigned at the Warren County Human Services Building, Warren County Purchasing Department, 3rd Floor, 1340 State Route 9, Lake George, New York between the hours of 8:00 am and 4:00 pm. Proposals will be received up until **Thursday, October 23, 2014 at 3:00 p.m.** at which time they will be publicly opened and read. All proposals must be submitted on proper bid proposal forms. Any changes to the original RFP documents are grounds for immediate disqualification.

Late proposals by mail, courier or in person will be refused. Warren County will not accept any proposal which is not delivered to Purchasing by the time indicated above, on the time stamp in the Purchasing Department Office.

The right is reserved to reject any or all proposals.

Julie A. Pacyna, Purchasing Agent
Warren County Human Services Building
Tel. (518)761-6538

Published: September 13, 2014

WC 62-14 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL
EVENT/CONVENTION AGENCY/ASSOCIATION

DATE: OCTOBER 23, 2014

TIME: 3:00 PM

PLACE: HUMAN SERVICES
BUILDING

- * Acting as the primary point of contact between Warren County and various community and event host groups. The SSECA will be expected to follow through with new events with respect to convention logistics and shall coordinate with the Mayor of the Village of Lake George regarding events at the Charles R. Wood Park and festival space (unless otherwise specified);
- * Solicitation, follow-up and the provision of ongoing communication with all incoming RFP's and leads relative to targeted markets;
- * Identifying specific needs of the client, i.e. hospitality assistance, marketing materials, dining coordination, transportation, itineraries, etc.;
- * Analysis of each secured and prospective event on a custom formatted document (primarily for tracking purposes) to be provided by the vendor, to be submitted to the Tourism Department, Occupancy Tax Committee and/or other appropriate committees on a monthly basis;
- * Organizing and leading familiarization tours;
- * Establishing a database of sales/special event/convention agency contacts and include the Tourism Director, Group Tour Promoter and Tourism and Occupancy Tax Committee Chairmen on any correspondences sent to said contacts;
- * Generating reports and plans in an organized manner;
- * Attracting and supporting conventions through coordination of marketing and logistics with local tourism organizations and businesses;
- * Representing the County of Warren, who works in conjunction with all Tourism related businesses and facilities located in Warren County;
- * Report to appropriate committees as meetings are scheduled;
- * Meet with the Warren County Tourism Director and/or Group Tour Promoter bi-weekly for reporting purposes which will include details specific to Warren County and will exclude efforts not applicable to the contract with Warren County. The reporting shall focus on special events, meetings and conventions in the region and include where the lead was generated; and
- * Contribution of text/photos regarding conventions/special events to be included in the Tourism Department Quarterly Newsletter).

Warren County Tourism may provide as part of this contract:

- * Access to a database of County Tourism related businesses, on a limited basis;
- * Will promptly respond to incoming meeting leads as appropriate with suitable printed collateral and communication stating follow-up will take place by SSECA;
- * Access to all incoming RFP's, leads and contacts as they pertain to meetings, special events and conventions. To be provided to SSECA within five (5) business days of receipt by the Tourism Department and following response by the Tourism Department;
- * Solicitation, design and publication of Annual Meeting Planners Guide to be available for, and utilized by, SSECA;
- * Provide appropriate collateral marketing materials produced by the Tourism Department;
- * Maintain "Meetings & Conventions" sub landing page on VisitLakeGeorge.com;
- * Provide liaison between County departments and committees (DPW, Parks & Recreation, Sheriff, Park Operations & Management, Occupancy Tax, etc.) for logistics;
- * Listing of SSECA as appropriate, in County produced materials and website;
- * Supply occupancy data; and
- * Provide assistance with regard to prior leads obtained by the Group Tour Promoter from Warren County Departments, i.e. association conferences/events.

Minimum experience requirements include 4+ years of sales experience and marketing, event planning and hospitality experience. Part of your proposal should include examples of proven sales success. The SSECA must also be familiar with the Warren County convention industry and available resources.

WC 62-14 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL
EVENT/CONVENTION AGENCY/ASSOCIATION

DATE: OCTOBER 23, 2014

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BUILDING

- iii) Please specify in detail, your annual budget as an actual cost to the County, for all services to be rendered pursuant to this agreement. A Budget must be included for the initial term as well as projected budgets for the subsequent contract renewals.
- vi) If a particular person or persons will be assigned to handle the County account, please provide in detail the qualifications and experience of that person with regard to similar facilities or projects;
- v) Please provide the proposed staffing or total number of persons you plan to have available to assist with regard to this project and provide names and experience of said persons;
- vi) Proposals shall be submitted with an ink signature on the attached proposal forms in a sealed envelope. Warren County reserves the right to reject any and all proposals received after the date and time indicated for submission. Warren County reserves the right to not accept any proposal which is not delivered directly to Purchasing by the time indicated on the time stamp in the Purchasing Office; and
- vii) Each proposal must be accompanied by a completed non-collusion certificate, (form attached) signed in ink and, if appropriate, Corporate Resolution with seal. Faxes are not acceptable.

VI. QUESTIONS:

If there are any questions concerning this RFP or services to be rendered please contact Julie Pacyna, Purchasing Agent, by faxing to (518) 761-6395, or emailing to pacynaj@warrencountyny.gov. Responses to any questions will be provided by written fax to all parties to whom this RFP has been sent. Warren County will not be bound by any verbal responses. All questions must be submitted no later than Monday, October 13, 2014 in order to be considered for response.

VII. RFP GENERAL TERMS AND CONDITIONS:

A. Selection of a Contractor to provide the services required shall be made using a variety of criteria including experience, fees, ability to provide the work product within the time requested, and as a result of the consideration of such other matters set forth herein or determined by the Warren County Board of Supervisors to be appropriate considerations. Awarding of the contract to the successful Contractor(s) will be made at the earliest possible time, and upon acceptance of proposal, shall bind itself or themselves to enter into the written contract with Warren County.

B. The Contractor selected shall be required to furnish an engagement letter and/or execute an agreement. The terms of such engagement letter or agreement is subject to discussion and agreement but is anticipated to include the following:

1. Inclusion of a scope of services similar to that set forth in this Request for Proposals unless modified upon agreement by the County.
2. A provision shall be included, which allows Warren County to terminate services at any time upon sixty (60) days notice.
3. To the extent allowed under law or not prohibited by the contract, a credit of the fee payable shall be provided in the event that services are terminated and/or deleted.

WC 62-14 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL
EVENT/CONVENTION AGENCY/ASSOCIATION

DATE: OCTOBER 23, 2014

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PLACE: HUMAN SERVICES
BUILDING

- D. Additional information, interviews and/or presentations may be required at the option of County. In no event shall the County or it's Boards, Officers and employees be liable for any costs incurred for the preparation of and participation in the submission of responses to this request or subsequent interviews of persons or companies.
- E. It is the Contractor's sole responsibility to be familiar with and understand all terms and conditions regarding the RFP before the opening. Any questions should be submitted in writing to the contact person listed above and, if relevant, should cite the section and page number of the RFP document relating to the question raised by the provider. Answers to all questions of a substantive nature will be given to all Contractors as a formal addendum which will be annexed to and become part of the RFP. Please be advised that Warren County shall not be bound by any verbal response by any County Official or employee which is not confirmed in writing or which does not result in an addendum issued by the Purchasing Department.
- F. Warren County reserves the right to waive or modify minor irregularities in proposals received, utilize any and all ideas submitted in the proposals unless those ideas are covered by legal patent or proprietary rights and generally adapt any or all of the company's proposal in developing contract language. With regard to legal patent or proprietary rights, it shall be incumbent upon the party furnishing the proposal to notify the County of such.
- G. Nothing contained herein shall be deemed an offer by the County or be interpreted as making a representation or giving any assurances that a contract may be entered into or that Warren County is in some fashion obligated. Should Warren County be unsuccessful in negotiating a contract with the Contractor within the time frame acceptable to Warren County, Warren County may begin contract negotiations with another Contractor responding to the RFP, reject all RFPs, re-advertise, or take such other action as may be deemed appropriate.
- H. Proposals will not be returned once submitted, and the County may dispose of the same in any manner allowed under law.
- I. Submission of the proposal to Warren County shall be deemed consent for the proposals to be publicly identified, and information contained therein shall be deemed a matter of public record unless such information is designated by the party submitting the proposal as trade secrets or other information allowed to be kept confidential pursuant to the Public Officer's Law of the State of New York. In order to designate information as confidential, the Contractor submitting the proposal must highlight the information and inform the County of its desire to keep that information confidential in a letter transmitting the proposal. Whether the information designated by the service provider is allowed to be kept confidential pursuant to New York State Laws shall be determined by the Warren County Purchasing Agent upon consultation with the County Attorney and notice of such determination shall be made to the Contractor prior to the release of the information to afford the service provider an opportunity to appeal the decision.
- J. Warren County reserves the right to make any investigation deemed necessary to determine Contractor qualifications and responsibility. The Contractor shall furnish to the County, upon request, all data pertinent thereto.
- K. Submission of a proposal constitutes agreement to all terms and conditions set forth herein. By submitting a signed proposal, the Contractor a) warrants that the contents of its proposal are accurate and binding upon the Contractor; b) represents that its staff is knowledgeable about the services to be provided as identified in this RFP; and c) warrants that it will use reasonable and appropriate efforts to provide such services in a professional and timely manner. In addition, the

WC 62-14 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL
EVENT/CONVENTION AGENCY/ASSOCIATION

DATE: OCTOBER 23, 2014

TIME: 3:00 PM

PLACE: HUMAN SERVICES
BUILDING

PROPOSAL

PROPOSAL OF: Lake George Regional Chamber of Commerce, Inc
COMPANY/INDIVIDUAL NAME

TO: Julie A. Pacyna, Purchasing Agent
Warren County Human Services Building
1340 State Route 9
Lake George, NY 12845

The undersigned having carefully examined the specifications and having to their satisfaction ascertained all the facts concerning these specifications, herewith submits the following attached proposal.

Cost to perform all Services as per the requirements of the attached specifications for any and all costs associated with the professional services to be performed as outlined in the proposal during the term of the Agreement to be entered into between the parties on a LUMP SUM ANNUAL basis. There shall be no other amounts due and payable by the County regardless of costs or expenses of the Contractor except for additional services requested by the County which are beyond the Scope of Services or those services customarily performed as part of the scope of services. **Please include a Budget and detailed Marketing Plan for the initial term as well as projected Budgets and proposed detailed Marketing Plans for the contract renewal terms, as separate attachments within your proposal.**

2015 LUMP SUM ANNUAL COST \$ 165,000

2016 LUMP SUM ANNUAL COST \$ 180,000

2017 LUMP SUM ANNUAL COST \$ 195,000

2018 LUMP SUM ANNUAL COST \$ 210,000

Please attach all other information requested in these specifications.

Date: October 2014 Federal ID# 14-1071672

Contractor Signature: Madeline Corbett

Contractor name (Printed): Madeline Corbett, Executive Director

Name of Firm: Lake George Regional Chamber of Commerce, Inc

Business Address: 272 State Route 9 Lake George NY 12845

Phone #(cell) 611-3131 Fax # 518-611-4310

NOTE: The Following Certification and Corporate Resolution, if applicable, must accompany this proposal. Financial statement, if desired, will be requested at a later date. D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

WC 62-14 - REQUEST FOR PROPOSALS TO CONTRACT WITH A SALES/SPECIAL
EVENT/CONVENTION AGENCY/ASSOCIATION

DATE: OCTOBER 23, 2014

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PLACE: HUMAN SERVICES
BUILDING

CERTIFICATION

Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 675 of the Laws of 196, and further amended by Chapter 56 of the Laws of 2010, effective June 22, 2010.

- (a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies, as to its own organization, under penalty of perjury, that to the best of knowledge and belief:
- (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;
 - (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
 - (3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.
- (a-1) Notwithstanding the foregoing, the statement of non-collusion may be submitted electronically in accordance with the provisions of subdivision one of section one hundred three of the General Municipal Law.
- (b) A bid shall not be considered for award nor shall any award be made where (a) (1) (2) and (3) above have not been complied with; provided however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth, in detail, the reasons therefor. Where (a) (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.
- (c) The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing on its behalf;
- (d) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, on behalf of the corporate bidder.

Individual Bidder

Co-Partnership

By _____
Partner

Atty. Gen. Corp. Resolution
Authorizing the execution of this bid

Corporation

By *F. J. ...* 10/14

President

economic impact of more than \$3.6 million dollars. Actual bookings for the period of May 2012 – September 2014 have realized nearly 9500 confirmed room nights with an economic impact of \$1.3 million dollars (see attached).

With the addition of the newly constructed **Festival Space** at the **Charles R. Wood Park**, it is the belief of this organization that special event sales and bookings will see a dramatic increase in the next couple of years of the selling and booking cycle. It should be noted that such space, while it has had some usage is still months away from completion. It should also be noted that while there has been some pre-opening sales efforts to-date, the need for an immediate sales and marketing plan has to be substantial in the coming year. To-date, we have been involved with the creation of a pre-opening sales brochure. While the brochure has served its purpose in bringing an awareness of the grounds, the Festival Space is now in need of a more comprehensive sales brochure that can be presented to the increased list of trade shows that are being planned for attendance in 2015. The LGRCVB has been working with the Mayor of the Village of Lake George in securing events for 2015 and realizes that at some point, this responsibility will be turned over to this organization as the primary sales contact for any future bookings.

Once again, it is the feeling of the Chamber, the CVB and local government officials that the Festival Space will become a much sought after event venue and it is further believed that an identifiable source to market and sell such a venue is very much needed. We believe this should be the role of the SSECA and as such request for the necessary funds to accomplish this goal in the coming years.

BRIEF OVERVIEW TO UNDERTAKE THE POSITION OF SSECA:

If awarded the contract and continue to provide services; The Lake George Regional Chamber of Commerce & CVB will retain an experienced full time CVB Sales & Special Events Director. The Chamber would plan to retain the services of Christina Curley, whose resume is attached. We have had the pleasure of having Ms. Curley in this role for the last two years and wish to continue to allow her to serve in this role to bring to fruition many of the outstanding leads and contract possibilities that both she and Michael Consuelo has cultivated over these years and to continue to propagate new convention and special event business for Warren County. As mentioned above, with the addition of the Festival Space at the Charles R. Wood Park, combined with attractive venues such as the Adirondack Sports Dome, The Lake George Forum, The Glens Falls Civic Center, the Warren County Fairgrounds and the multi-faceted hotels within the region, the sales opportunities are endless...but not without the need of increased funding to perform this function effectively and on a competitive nature.

It should be noted that the Lake George CVB is a paid member of the New York State Destination Marketing Organization (formerly the NYS Association of CVB's).

Based on a 2012 Survey (see attached), the Lake George CVB competes for convention and special event business amongst 14 other CVB organizations throughout the state. Of particular note is the funding amongst these CVB's as it pertains to Occupancy Tax. Of the twelve CVB's that rely on such a tax, Lake George is the lowest amount. The next lowest is 1000 Islands which receives \$325,000 of collected Occupancy Tax to support its budget. After that, the amounts rise from \$712K – Corning, to \$1.6M – Lake Placid, to \$2.7M – Rochester. The Saratoga CVB, receives \$832K or roughly 85% of its annual budget, from Occupancy Tax. While one can argue that it is difficult to compare – vis-à-vis features - these destinations with Lake George, the fact is Lake George is in a competitive set with these locations and falls woefully short in the funding stream.

We would anticipate the scope of work conducted by the Sales Director would encompass the following on an average weekly basis:

- **20% of time** directly assisting identified / designated communities and special event groups around the County with event development and marketing of their unique community and business resources.



**Lake George Regional CVB
Leads Generated
May 2012 – September 2014**

Total Leads Sent	79
Total Est. Attendance	44,337+/-
Total Est. Room Nights	26,729+/-
Total Est. Economic Impact	\$3,679,346.00

Leads CONFIRMED	34
Total Est. Confirmed Attendance	33,348+/-
Total Est. Confirmed Room Nights	9,322+/-
Total Est. Confirmed Economic Impact	\$1,296,008

Leads LOST	45
Total Est. Lost Attendance	10,989+/-
Total Est. Lost Room Nights	17,407+/-
Total Est. Lost Economic Impact	\$2,383,338.00

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christina@lakegeorgechamber.com

ESSAE Membership Event	4/3-4/2014	50+/-	20+/-	\$2,680.00	10/9/2013	Direct	Holiday Inn Resort Lake George
NYSHTA	4/19-21/2015	200+/-	150+/-	\$20,100.00	5/21/2013	Direct	Sagamore Resort
Hudson Valley Volunteer Firemens Assn	6/16 - 21/2015	8,000+/-	2500+/-	\$335,000.00	1/1/2014	Direct	FWH - HQ hotel
Hudson Valley Volunteer Firemens Assn	6/16 - 21/2016	8,000+/-	2500+/-	\$335,000.00	1/1/2014	Direct	FWH - HQ hotel
Special Olympics NY - Fall Games	10/17-18/2014	1200+/-	600+/-	\$80,400.00		Direct/ TEAMS '13	Queensbury - HQ hotel/multiple overflow
September Golf Outing	9/3 - 6 2014	40+/-	50+/-	\$6,700.00		Direct	Clarion
Baldwinsville Band	7/18-20/2014	60+/-	25+/-	\$3,350.00		Direct	Multiple motels
Redneck Trailer Supplies	9/19-20/2014	300+/-	75+/-	\$10,050.00		Direct	Multiple hotels
NYS Assn of Land surveyors	10/7/2014	100+/-		\$11,000.00		Direct	Queensbury
Newmar Kountry Klub	9/4-7/2014	40	36+/-	\$4,824.00		Direct	Lake George Escape
Woodworth Family Reunion	6/7 - 11/2015	75+/-	50+/-	\$6,700.00		Direct	Wingate by Wyndham
Cruiser Club USA	6/1/2015	90+/-	50+/-	\$6,700.00		Direct	Ramada
TOTAL # EVENTS	34						
TOTAL		33,348	9,322	\$1,296,008.00			

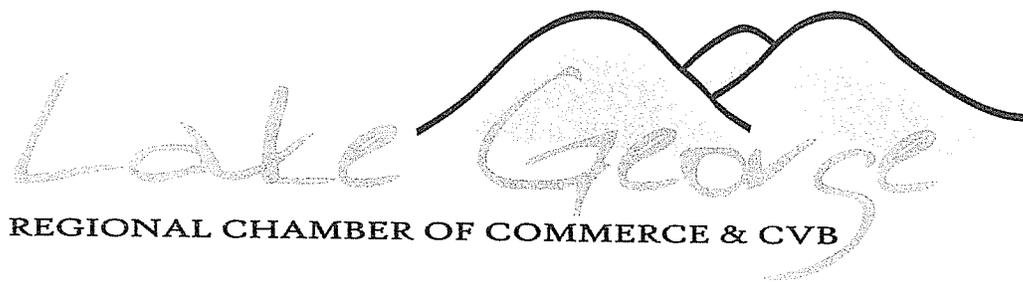
USA Cycling - 2013 Road & Mountain Bike Race Directors Summit	11/6/9/2013	130+/-	150+/-	\$20,100.00	3/14/2013	Direct (TEAMS '12)	LOST - lower rates in other states & few CVB's gave incentives to grp
Cyclewise - Ducati Unveiling Party	June or July 2013	250+/-	0	\$27,500.00	4/1/2013	Direct	LOST - not enough time to plan event for this year - staying in same location
SUNY Student Assembly	11/1-2/2013	250	200+/-	\$26,800.00	4/29/2013	Direct	LOST - to Radisson Rochester, NY
Niskayuna Rowing	8/25-31/2013	80+/-	100+/-	\$13,400.00	5/1/2013	Direct	LOST - couldn't work dates
NYSERDA 2014	10/26-28/2014	200+/-	150+/-	\$20,100.00	5/10/2013	Direct	LOST - Hiton Garden Inn Troy - better rates
SUNY CUAD - Annual Summer Board Mtg	7/29-30 or 8/5-6/2013	20	20	\$2,680.00	5/17/2013	Direct	LOST - Carey Conference Center Rensselaer, NY
Wayne-Finger Lakes BOCES - Administrators Mtg	10/1-2/2013	30	30	\$4,020.00	7/24/2013	Direct	LOST - Ithaca, NY
American Forest Foundation - Project Learning Tree Conference	4 day mtg in 5 or 6/2015	125+/-	425+/-	\$56,950.00	8/7/2013	Direct	LOST - WC not in final selection Saratoga hotels offering better rates
MPI NENY Chapter (9 Events)	Various 2014 events	35+/-	12	\$1,608.00	8/7/2013	Direct	LOST - No proposals from WC chosen
Shoreline Bridge Club - Retirees Trip	10/11-14/2013	25+/-	30+/-	\$4,020.00	8/13/2013	Direct	LOST-cost for out of country health ins too expensive
United Church of God	10/8-16/2014	400+/-	1600+/-	\$214,400.00	1/8/2013	Rejuvenate	LOST - Grp to stay in Ocean City, MD
United Church of God	9/27 - 10/5/2015	400+/-	1600+/-	\$214,400.00	1/8/2013	Direct	LOST - NO hotel avail to accommodate all mtg space
Feast Keepers Church of God	10/8-17/2014	50+/-	100+/-	\$13,400.00	9/4/2013	Direct	LOST - NO hotel avail to accommodate all mtg space
Pu Family Reunion	7/3-6/2014	50	60+/-	\$8,040.00	10/24/2013	Direct	LOST - Saratoga - better rate
Northeast Conference of Seventh-day Adventist - 2015 Youth Summit	12/12-15/2014	800+/-	300+/-	\$40,200.00	12/4/2013	Rejuvenate	LOST - Unable to accommodate grps space requirements
Northeast Conference of Seventh-day Adventist - 2016 Youth Summit	1/14 - 17/2016	800+/-	300+/-	\$40,200.00	12/4/2013	Rejuvenate	LOST - Unable to accommodate grps space requirements
Philadelphia Church of God - Feast of the Tabernacles	9/25-10/6/2015	250+/-	2000+/-	\$268,000.00	12/4/2013	Rejuvenate	LOST - better rates elsewhere
Philadelphia Church of God - Feast of the Tabernacles	10/16-24/2016	250+/-	2000+/-	\$268,000.00	12/4/2013	Rejuvenate	LOST - better rates elsewhere
Living Church of God - Feast of the Tabernacles	9/27 10/6/2015	350+/-	1350+/-	\$180,900.00	12/10/2013	Rejuvenate	LOST - NO hotel avail to accommodate all mtg space
HRG Worldwide	6/16-21/2014	100+/-	100+/-	\$13,400.00	4/29/2014	Direct	LOST - going to Spain
Teleflex	7/28-30/2014	14	24+/-	\$3,216.00	6/4/2014	Direct	LOST - too expensive
Outdoors Writers Association	7/9/1905	300+/-	175+/-	\$23,450.00		Direct	LOST - not enough exhibit/mtg space
MPI NENY	2015 various events	35 - 75		\$6,050.00	6/10/2014	Direct	LOST - feel region is too far to travel for 2-3 hour event
Muay Thai	9/1/2015	400+/-	150+/-	\$20,100.00	7/24/2014	Direct	LOST - rental too expensive
Animal Health International	9/1/2014	30+/-	30	\$4,020.00	7/29/2014	Direct	LOST/Postponed for now

2012 NYS DMO MEMBER SURVEY

COMMUNITY INFORMATION	1000 Islands	Albany	Binghamton	Buffalo	Corning	Lake George	Lake Placid	Long Island: Nassau / Suffolk	NYC & Company	Niagara Falls	Ulster/Rome CVB	Rochester	Saratoga	Syracuse
Community Sales Tax %	7.75%	8.00%	8.00%	8.75%	8.00%	7.00%	3.75%	8.5%	8.875%	8.00%	4.75%	8.00%	7.25%	8.00%
Convention Ctr. Useable Sq. Ft.		40,000	30,000	110,000		30,000	90,000		8,875%	116,000	100,000	100,000	32,000	86,000
Breakout Rooms		7	2	25		4	12			shared	24	20	8	10
Sales & Mtg. handled by CVB?		No	No	Yes		Shared	Yes			No	No	Yes	Jointly	Jointly
When was the Center Built		1968	1973	1979		2002	1932-1978-2011			2004	2003	1985	1984	1992
Cost of the Center		still priceless	\$7,000,000	\$25,000,000		\$3m	2010 \$17M			\$18.5 million	\$30,000,000	\$75,000,000	\$5,800,000	\$75,000,000
Funding Source		NYS	County	County Bonds		Private	NYS			NYS	Onesida Nation	NYS Grant	Private/City	County/State
Secondary Exhibit Center		TU Center	Binghamton University Events Center	Agri-Center	Re	N/A				Ulster Aud		Dome Center	Hilton Hotel	Empire Expo Center
Useable Square Feet		37,000	156,000	65,000	10,000					38,000	21,185	25,000	300,000	300,000
Uses/Services		arena	Multi-use	Tradeshow						Local Shows	All Types	Meetings		
Total # of Hotel Rooms	2,849	6,800	2,400	9,115	1,567	4,956	2,100	17,000		3,799	2,826	7,068	2,539	6,777
Commitable Convention Rooms		4,500	2,000	4,500	300	1,500	1,600			1,500	1,500	4,500	2,500	4,000
Commitable Rooms walking distance		800	600	1,646	150	550	1,000			900	375	1,200	1,300	0

BAUREAU INFORMATION	1000 Islands	Albany	Binghamton	Buffalo	Corning	Lake George	Lake Placid	Long Island: Nassau / Suffolk	NYC & Company	Niagara Falls	Ulster/Rome CVB	Rochester	Saratoga	Syracuse
Total CVB Budget (inc. Mtg/F)	\$986,309	\$1,551,619	\$418,583	\$3,662,600	\$795,582	\$60,000	\$2,037,095	\$2,742,275	\$34,577,000	\$937,733	\$3,008,537	\$967,150	\$1,737,450	\$1,000,000
Income Sources														
Occupancy Tax		\$900,025			\$712,550	\$55,000	\$1,683,000	\$2,468,930	\$1,355,000	\$858,750	\$2,795,000	\$632,644	\$1,472,500	\$750,000
Membership		\$51,500			\$43,432	\$5,000	\$45,445	\$130,500	\$225,000	\$0	\$153,815	\$118,000	\$40,000	\$30,000
I LOVE NY Matching Funds		\$55,309		\$50,000			\$68,000	\$20,000	\$198,750	\$30,000	\$43,222	\$55,000	\$42,000	\$40,000
Publications		\$10,000		\$140,000			\$118,000	\$5,500	\$2,352,000	\$10,000	\$11,000	\$5,000	\$95,000	\$130,000
Advertising/Interactive		\$85,000		\$87,050	\$38,000	\$1,000	\$5,000	\$21,095	\$1,640,000	\$104,000	\$600	\$127,950		
Co-op Marketing		\$14,000					\$35,000	\$2,000		\$600				
Commissions		\$3,000		\$2,500			\$68,500	\$2,000	\$16,920,000	\$14,000	\$12,000	\$5,500		
Investment Income		\$13,500		\$283,051			\$13,150	\$250	\$4,517,000	\$170,241	\$1,000			
Contractual Agreements		\$368,000												
Other		\$8,000												
Expenses														
Salaries/Benefits		31%	42%	48%	17%	\$350	44%	33.5%	48%	40%	27%	45%	44%	54%
Overhead		5%	2%	10%	8%	15%	4%	7.0%	13%	13%	11%	7%	41%	10%
Programs & Marketing (TOTAL)		64%	46%	42%	75%	\$11k	51%	59.5%	28%	45%	54%	41%	80%	39%
Convention		1%	22%	40%	71%	\$9k	20%	9%	13%	3%	2%	28%	0%	14%
Leisure		40%	40%	50%	79%		70%	65%	11%	3%	93%	28%	10%	12%
Group Tour		2%	12%	4%	12%		10%	5%	0%	4%	0%	10%	10%	10%
Sports Development			10%	6%	0%	\$2k	10%	3%	1%	1%	0%	0%	0%	6%
Other		2%	10%		8%				13%		Grant Program	24%	9%	8%

STAFFING & BENEFITS	1000 Islands	Albany	Binghamton	Buffalo	Corning	Lake George	Lake Placid	Long Island: Nassau / Suffolk	NYC & Company	Niagara Falls	Ulster/Rome CVB	Rochester	Saratoga	Syracuse
Full-time Staff / Part-time / Seasonal	5/0/5	13/26/0	4 / 1 / 0	25/3/0	5/1/0	1/0/0	15/0/2	14/2/6	14/1/9	11/2/2	4-1-2	22/1/2	7 / 0 / 0	13/1/2
What type of medical insurance do you provide for your staff?	Excelsior BC/BS PPO	choice of provider	Excelsior BC/BS PPO	High deductible Plan	major medical/dental	N/A	Ext. staff family all other single	Med & Dental	PPO	BCBS PPO	Major medical, dental, vision, short term etc	High Deductible	W/P	Individual
How much of the premiums does the CVB pay?	80%	90% single	85%	50%	90% of single premium	N/A	99%	80%	60%	0.97	70%	All	100% for single	67% avg
Do you expect this benefit to change in 2012?	no	slightly higher	yes - CVB 80% - Staff	no	no	no	?	no	no	no	No	Yes	Y	no



Lake George Regional CVB

2015 Proposed Budget

Membership	\$5,930.00
Membership Travel & Related Expenses	\$3,150.00
Membership Total	\$9,080.00
Sponsorship	\$11,500.00
Advertising	\$31,450.00
Trade Shows	\$26,870.00
Trade Show Travel & Related Expenses	\$13,100.00
Trade Show Total	\$39,970.00
Local Travel & Related Expenses	\$10,000.00
CVB Collateral, Website & Booth Display Creation	\$15,000.00
Salary	<u>To Be Reviewed</u>
2015 Lump Sum Annual Costs	\$165,000.00

Future Year Lump Sums
 2016 - \$180,000.00
 2017 - \$195,000.00
 2018 - \$210,000.00

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Lake George Regional CVB

2015 Membership Fees & Related Expenses

<u>Organization</u>	<u>Market</u>	<u>2015 Membership Fees</u>	<u>Travel & Related Expenses</u>	<u>Total Estimated Cost</u>
ESSAE	NYS Assn	\$180.00	\$650.00	\$830.00
MPI NENY	All	\$450.00	\$250.00	\$700.00
NASC	Sports	\$800.00		\$800.00
RCMA	Religious	\$100.00		\$100.00
NYSAE	Assn	\$400.00		\$400.00
NYS Assn of CVB's		\$300.00	\$2,000.00	\$2,300.00
Small Market Meetings	All	\$400.00		\$400.00
Reunion Friendly Network	Military	\$300.00		\$300.00
Upstate NY/NJ Women in Lodging	All	\$1,500.00	\$250.00	\$1,750.00
YATSA (Youth Amateur Travel Sports Assn)	Sports	\$1,500.00		\$1,500.00
Estimated Total		\$5,930.00	\$3,150.00	\$9,080.00

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Lake George Regional CVB

2015 Advertising

<u>Organization</u>	<u>Market</u>	<u>Print & Web Advertising</u>	<u>Total Estimated Cost</u>
CVENT	All	\$0.00	\$0.00
NYS DMO (CVB's)		\$1,250.00	\$1,250.00
ESSAE	Assn	\$3,600.00*	\$3,600.00
MPI	All	\$2,400.00*	\$2,400.00
Festival Space Advertising		\$7,500.00**	\$7,500.00
Small Market Meetings		\$8,000.00*	\$8,000.00
Premier Travel Media – Sports Planning Guide	Sports	\$2,200.00*	\$2,200.00
Business Review	All	\$3,000.00*	\$3,000.00
Additional Advertising opportunities that come up throughout year		\$3,500.00*	\$3,500.00
Estimated Total		\$31,450.00	\$31,450.00

*Currently evaluating print and website advertising opportunities
(i.e. ESSAE or MPI banner ads on websites, advertising Small Market Meetings, Business Review publications, etc...)

**Includes creation of “Festival Space at Charles R Wood Park” website

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Lake George Regional CVB

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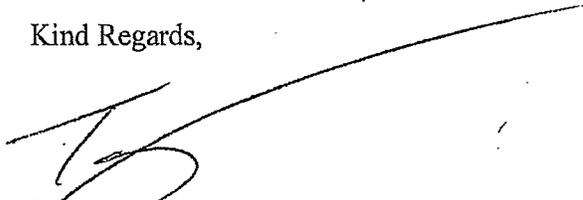
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christina@lakegeorgechamber.com

We feel it is important for the LGARCVB to continue as a viable organization that provides a sales effort that no other organization in our community can provide. To the south of us we have the Saratoga Springs CVB and to the north we have the Lake Placid CVB, two very successful non profit organizations that provide the utmost in promotion for their destinations. We want the LGARCVB to be a contender in our industry and feel with the right direction and contribution from the Warren County Occupancy Tax Fund, we can make Lake George and the surrounding area a viable destination for future corporate and association meetings and events.

Thank you for your time and consideration. We look forward to many more successful events and showing the world how special our region is!

Kind Regards,



Tom Guay
General Manager
The Sagamore Resort
518-743-6150



Lori K. Rehm
Director of Sales
The Sagamore Resort
518-743-6208



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906 State Route 9
Queensbury, NY 12804
(518) 955-3000
an.ny055@choicehotels.com
www.sleepinnlakegeorge.com

BY CHOICE HOTELS

October 16, 2014

Supervisor William Kenny
Chairman of the Warren County Occupancy Tax Committee

Special Events & Convention Sales Director Position

Dear Supervisor William Kenny,

I am writing in regards to the continuation of the Special Events & Convention Sales Director Position for the Lake George Regional Chamber of Commerce. As General Manager of the Sleep Inn & Suites of Queensbury, I work very closely with the Lake George Chamber & CVB and specifically, with Christina Curley, who currently holds this position. We work with Christina and the Chamber to bring new business to the region by developing relationships, getting information traded quickly, ensuring that potential business gets what they need, tracking, and bringing back return business. I find her assistance and resourcefulness of the utmost importance in maintaining this relationship. The bridge we have built between this department and the local businesses is a strong factor in ensuring that we continue to have a solid tourism effort. I believe that this position is vital in the continuation to grow the region's special event and convention business and am writing to show my support.

Yours In Hospitality,

Kristen Collura

General Manager
Sleep Inn & Suites of Queensbury

The Lodges at Cresthaven
3210 Lake Shore Drive
Lake George, NY 12845

William Kenny
Chairman of Warren County Occupancy Tax Committee
Warren County Municipal Center
Queensbury, NY 12804

Dear Mr. Kenny,

This letter is in reference to the continuation for funding of the Special Events & Convention Sales Director position at The Lake George Regional Chamber of Commerce. Christina Curley is very helpful in bringing leads to our business. We feel that she in conjunction with the Lake George Regional Chamber of Commerce is an asset to our business in bringing new leads to our area. Christina attends several conventions throughout the country to increase exposure of our area to bring events and conventions here. Representatives from our company attend the monthly CVB meetings and they allow us to stay aware of the groups looking to visit our area. We appreciate the efforts of the CVB and the Lake George Chamber of Commerce and support the continuation of funding.

Sincerely,

Jayne Moskal

Michael Consuelo

From: Matthew Taormino [matthewtaormino@gmail.com]
Sent: Thursday, October 16, 2014 9:14 PM
To: Christina Curley; mconsuelo; FJ and BC Hilary
Subject: CVB

To Whom It May Concern,

As the renewal of the CVB contract comes up I wanted to take some time to share some thoughts. As General Manager of a Hotel/Resort that is in business 12 months of the year here in the Lake George area the importance of the Lake George CVB goes far beyond just its name. Christina works diligently trying to have Lake George keep up with the "Jones". And if anyone has been paying attention The "Jones", Lake Placid and Saratoga definitely need to be kept up with. If not for Christina and her one person office/machine we might not be a player at all. Christina is constantly in motion working by all means possible trying to keep our hotel rooms full and restaurants busy. She has a true understanding of what the town is able to offer within reason and is constantly pushing the envelope of what the future of Lake George tourism could be when dealing with groups, conferences and events. We need to keep moving forward with the CVB as it takes shape and helps the Lake George area grow in the minds of not only our vacation visitor but the groups, conferences and events that will build a strong economy during the shoulder seasons and into the off season. I am willing to make this plea in person, by email or phone. All my information is included below.

Regards,

Matthew Taormino HGM, GM
Dunham's Bay Resort
2999 State Route 9L
Lake George, NY 12845
518-656-9242
631-764-3788



October 22, 2014

Dear Supervisors of Warren County,

The Queensbury Hotel would like to take this opportunity to reaffirm the immense impact that the Lake George Convention & Visitor's Bureau (LGCVB) has on our community. The LGCVB does an outstanding job representing the entire Adirondack Region by attending trade shows, researching, answering inquiries and bringing forward requests for proposals from all market segments (i.e., Associations, Fraternal, Sports Teams, Military Groups, etc.). Group Tour Planners, Meeting and Retreat Coordinators and Association Presidents all count on local CVBs to provide them with "one-stop" information when planning their event. The CVB has a significant influence in the tourism industry by both providing information and helping to create excitement for visiting our area.

We hope you all truly understand the importance of continuing to support the LGCVB in any way you can.

Yours in Tourism,

Kim Levy

Director of Sales and Marketing

Kim Saheim

Sales Manager



Lake George ChamberWe Know Tourism!

MISSION STATEMENT

The Mission of the Lake George CVB is to support the economic growth and development of the Lake George Region through the promotion of “special events”, meetings and conventions by showing support toward private and public organization’s ongoing efforts to encourage such happenings in the Lake George Region.

We will strive to increase year-round visitations by promoting our region as a First Class Destination Resort Community boasting of unique venues, entertainment complexes, convention type hotels, world class recreation and amenities, all while preserving the character of the region.

2015 Projected CVB Budget

Membership	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ESSAE (Empire State Society of Assn Executives)				\$350.00								\$350.00
MPI NENY (Meeting Professionals International Northeast New York)								\$550.00				\$550.00
NASC (National Assn of Sports Commissions)				\$800.00								\$800.00
RCMA (Religious Conference Management Assn)	\$100.00											\$100.00
NYSAE (NY Society of Assn Executives)			\$400.00									\$400.00
NYS Assn of DMO (Destination Marketing Organization)	\$300.00											\$300.00
Small Market Meetings		\$400.00										\$400.00
Reunion Friendly Network		\$300.00										\$300.00
YATSA (Youth Amateur Travel Sports Assn)	\$1,500.00											\$1,500.00
MEMBERSHIP GRAND TOTAL												\$4,700.00

Sponsorship	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
ESSAE - Annual Luncheon					\$3,500.00							\$3,500.00
MPI NENY - Annual Reception						\$2,500.00						\$2,500.00
SPONSORSHIP GRAND TOTAL												\$6,000.00

2015 Projected CVB Budget

Trade Shows cont...	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Small Market Meetings (Little Rock, AK)									\$2,900.00			\$2,900.00	
Rejuvenate (Dallas, TX)										\$5,150.00		\$5,150.00	
TEAMS '15 (Las Vegas, NV)											\$4,500.00	\$4,500.00	
Reunion Friendly Network (DC)							\$1,900.00					\$1,900.00	
Meetings Quest (Providence, RI)												\$3,400.00	
NYS DMO Quarterly Meetings (NYS)			\$600.00			\$600.00			\$600.00			\$800.00	
TRADE SHOWS GRAND TOTAL													\$41,270.00

Other Expenses	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Local Mileage & Entertainment	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	
Office Rental & Equipment	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	
Salaries													
CVB Director	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	
Admin Assistant	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	\$240.00	
Trade Show Booth Design & Production/CVB Page (Chamber Website) Enhancement	\$7,500.00											\$7,500.00	
OTHER Exp GRAND TOTAL	\$20,753.00	\$5,590.00	\$10,190.00	\$11,173.00	\$11,590.00	\$14,740.00	\$9,603.00	\$13,440.00	\$11,590.00	\$12,853.00	\$9,390.00	\$9,090.00	
PROPOSED BUDGET GRAND TOTAL													\$140,002.00

#3

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: 12/4/14

- (a) Purpose of Request: to authorize continuation of the lease agreement with the Adirondack Factory Outlet Center, Inc. for space to be used as a Satellite Tourism Office/Visitor's Information Center.

- (b) Details: as expiring

- (c) Previous Resolution Number: Res# 652 of 2013

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 470 Tourism-Contract \$15,000

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. ~~652 OF 2013~~

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Strainer, Conover, Wood and Vanselow

CONTINUING LEASE AGREEMENT WITH ADIRONDACK FACTORY OUTLET CENTER, INC. RELATIVE TO OFFICE SPACE FOR A SATELLITE TOURISM OFFICE

RESOLVED, that Warren County continue its Lease Agreement with Adirondack Factory Outlet Center, Inc., 1454 State Route 9, Lake George, New York 12845, for Tourism office space to be used for a satellite Tourism Office for a term of one (1) year, from January 1, ²⁰¹⁵~~2014~~ through December 31, ²⁰¹⁵~~2014~~, for a total cost not to exceed Fifteen Thousand Dollars (\$15,000), and be it further

RESOLVED, that the Chairman of the Board of Supervisors is hereby authorized to execute the Lease Agreement in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this Lease Agreement shall be expended from Budget Code A.6417 470 - Tourism Occupancy, Contract.

#9

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: 12/4/14

- (a) Purpose of Request: to authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for the Lake George Visitor's Center.

- (b) Details: as expiring

- (c) Previous Resolution Number: Res# 544 of 2013

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 470 Tourism-Contract \$25,000

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. ~~544 OF 2013~~

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Strainer, Conover, Wood and Vanselow

AUTHORIZING CONTINUATION OF INTERMUNICIPAL AGREEMENT WITH THE VILLAGE OF LAKE GEORGE TO PROVIDE FUNDING FOR PROMOTION SPACE WITHIN THE LAKE GEORGE VISITOR CENTER FOR THE TOURISM DEPARTMENT

WHEREAS, Resolution No. ~~700 of 2012~~ ^{544 of 2013} authorized an intermunicipal agreement with the Village of Lake George for promotional space within the Lake George Visitor Center, for a term commencing January 1, ~~2013~~ ²⁰¹⁴ and terminating December 31, ~~2013~~ ²⁰¹⁴, for an amount not to exceed Twenty-Five Thousand Dollars (\$25,000), and

WHEREAS, the Tourism Committee is requesting to continue this agreement for a term commencing January 1, ~~2014~~ ²⁰¹⁵ and terminating December 31, ~~2014~~ ²⁰¹⁵, now, therefore be it

RESOLVED, that the Chairman of the Board of Supervisors be, and hereby is, authorized to execute an agreement consistent with the terms and provisions of this resolution and in the form approved by the County Attorney, and be it further

RESOLVED, that the funding for the agreement authorized herein shall be paid from Budget Code A.6417 470 - Tourism Occupancy, Contract, upon receipt of a verified voucher in the amount authorized above.

#5

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: 12/4/14

- (a) Purpose of Request: continue to authorize attendance at 2015 in-state, out-of-state, and Canadian consumer shows and conferences by Tourism Department personnel and County Supervisors.

- (b) Details: as expiring

- (c) Previous Resolution Number: 644 of 2013

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 444 Travel/Education/Conference \$4,500

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 644 OF 2013

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Strainer, Conover, Wood and Vanselow

²⁰¹⁵
AUTHORIZING ATTENDANCE AT 2014 IN-STATE, OUT-OF-STATE AND
CANADIAN CONSUMER SHOWS BY TOURISM DEPARTMENT PERSONNEL AND
COUNTY SUPERVISORS

WHEREAS, the Tourism Department has presented the calendar of Consumer Shows to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ²⁰¹⁵ 2014 Tourism budget, and

WHEREAS, the Tourism Department encourages County Supervisors to attend and take part in such Consumer Shows whenever possible, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any of the employees within the Tourism Department designated by the Tourism Director and those Supervisors having an interest in such Consumer Shows be, and hereby are, authorized to attend the In-State, Out-of-State and Canadian ²⁰¹⁵ 2014 Consumer Shows as set forth in Schedule "A", attached hereto, with the understanding that if a County Supervisor attends a show and vouchers expenses, a report on his/her attendance will be made at the next Tourism Committee meeting, and be it further

RESOLVED, that if any changes are made in the attached Schedule "A", those changes shall be approved contingent upon the availability of funds in the ²⁰¹⁵ 2014 budget, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof, and the funding to be provided for from Budget Code A.6417 444 Tourism Occupancy, Travel/Education/Conference.

RESOLUTION NO. 644 OF 2013

PAGE 2 OF 2

SCHEDULE "A"

TOURISM DEPARTMENT

2014 CONSUMER SHOW/CONFERENCE SCHEDULE

<u>PLACE</u>	<u>TYPE</u>	<u>DATE</u>
✓ Edison, NJ	Sport/Outdoor	Jan. 9-12 ⁸⁻¹¹ , 2014 ⁵
✓ Edison, NJ	Camp	Jan. 17-19 , 2014 ^{Jan 16-18, 2015}
✓ Suffern, NY	Sport/Outdoor	Feb. 27-Mar. 2, 2014 ^{March 5-8, 2015}
Hempstead, NY	AAA Travel Marketplace	March 15, 2014
✓ Hartford, CT	Women's Expo	Sept. 6-7 , 2014 ^{12-13, 2015}
Albany, NY	Snow Expo	Nov. 2014 ⁵
Syracuse, NY	Empire State Tourism Conf.	TBA ^{4/27 - 4/29 15}
Albany, NY	Tourism Summit	May 5-7-14 (5/6-5/8)

NOTE: Above Dates are Exclusive of Travel To and From Shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- Tourism Director
- Assistant Tourism Coordinator
- Senior Tourism Specialist
- Group Tour/Convention Promoter
- Creative Director
- County Supervisors

#5

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: 12/4/14

- (a) Purpose of Request: continue to authorize attendance at 2015 in-state, out-of-state, and Canadian consumer shows and conferences by Tourism Department personnel and County Supervisors.
- (b) Details: as expiring
- (c) Previous Resolution Number: 644 of 2013
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 444 Travel/Education/Conference \$4,500

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 644 OF 2013

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Strainer, Conover, Wood and Vanselow

²⁰¹⁵
AUTHORIZING ATTENDANCE AT 2014 IN-STATE, OUT-OF-STATE AND
CANADIAN CONSUMER SHOWS BY TOURISM DEPARTMENT PERSONNEL AND
COUNTY SUPERVISORS

WHEREAS, the Tourism Department has presented the calendar of Consumer Shows to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ²⁰¹⁵ 2014 Tourism budget, and

WHEREAS, the Tourism Department encourages County Supervisors to attend and take part in such Consumer Shows whenever possible, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any of the employees within the Tourism Department designated by the Tourism Director and those Supervisors having an interest in such Consumer Shows be, and hereby are, authorized to attend the In-State, Out-of-State and Canadian ²⁰¹⁵ 2014 Consumer Shows as set forth in Schedule "A", attached hereto, with the understanding that if a County Supervisor attends a show and vouchers expenses, a report on his/her attendance will be made at the next Tourism Committee meeting, and be it further

RESOLVED, that if any changes are made in the attached Schedule "A", those changes shall be approved contingent upon the availability of funds in the ²⁰¹⁵ 2014 budget, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof, and the funding to be provided for from Budget Code A.6417 444 Tourism Occupancy, Travel/Education/Conference.

RESOLUTION NO. 644 OF 2013

PAGE 2 OF 2

SCHEDULE "A"

TOURISM DEPARTMENT

2014 CONSUMER SHOW/CONFERENCE SCHEDULE

<u>PLACE</u>	<u>TYPE</u>	<u>DATE</u>
✓ Edison, NJ	Sport/Outdoor	Jan. 9-12 ⁸⁻¹¹ , 2014 ⁵
✓ Edison, NJ	Camp	Jan. 17-19 , 2014 ^{Jan 16-18, 2015}
✓ Suffern, NY	Sport/Outdoor	Feb. 27-Mar. 2, 2014 ^{March 5-8, 2015}
Hempstead, NY	AAA Travel Marketplace	March 15, 2014
✓ Hartford, CT	Women's Expo	Sept. 6-7 , 2014 ^{12-13, 2015}
Albany, NY	Snow Expo	Nov. 2014 ⁵
Syracuse, NY	Empire State Tourism Conf.	TBA ^{4/27 - 4/29 15}
Albany, NY	Tourism Summit	May 5-7-14 (5/6-5/8)

NOTE: Above Dates are Exclusive of Travel To and From Shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- Tourism Director
- Assistant Tourism Coordinator
- Senior Tourism Specialist
- Group Tour/Convention Promoter
- Creative Director
- County Supervisors

RESOLUTION REQUEST FORM NO. 20

#4

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: 12/4/14

- (a) Purpose of Request: continue to authorize attendance at 2015 in-state, out-of-state, and Canadian Motorcoach trade shows/sales blitzes/marketplaces/conferences by Tourism Department personnel and County Supervisors.

- (b) Details: as expiring

- (c) Previous Resolution Number: 645 of 2013

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 444 Travel/Education/Conference \$8,500

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. ~~645~~ OF 2013

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Strainer, Conover, Wood and Vanselow

AUTHORIZING ATTENDANCE AT ²⁰¹⁵ ~~2014~~ IN-STATE AND OUT-OF-STATE AND CANADIAN MOTORCOACH TRADE SHOWS/SALES BLITZ/MARKETPLACES BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS

WHEREAS, the Tourism Department has presented the calendar of Motorcoach Trade Shows/Sales Blitz/Marketplaces to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ²⁰¹⁵ ~~2014~~ Tourism budget, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any employee within the Tourism Department designated by the Tourism Director and those Warren County Supervisors having an interest in attending the In-State, Out-of-State and Canadian ²⁰¹⁵ ~~2014~~ Motorcoach Trade Shows/Sales Blitz/Marketplaces be, and hereby are, authorized to attend the In-State, Out-of-State and Canadian ²⁰¹⁵ ~~2014~~ Motorcoach Trade Shows/Sales Blitz/Marketplaces as set forth in Schedule "A", attached hereto, and be it further

RESOLVED, that if any changes are made in the attached Schedule "A", those changes shall be ²⁰¹⁵ ~~2014~~ approved contingent upon the availability of funds in the ~~2014~~ budget, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and Warren County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof, with funding to be provided for from Budget Code A.6417 444 Tourism Occupancy, Travel/Education/Conference.

LAKE GEORGE AREA

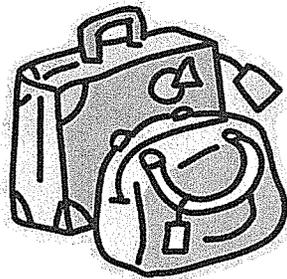
IN NEW YORK'S ADIRONDACKS

VisitLakeGeorge.com

2015 Group Tour Trade Show Schedule

<u>LOCATION</u>	<u>ASSOCIATION</u>	<u>DATES</u>
St. Louis, MO	American Bus Association	Jan 10-13
New Orleans, LA	National Tour Association	Jan 18-22
Nashville, TN	Select Traveler Conference	Feb 8-10
Albany, NY	*Brown Coach	Feb 17
Loudonville, NY	*Yankee Trails	April 2
New York, NY	NAJ Summit East	May 6-7
New York, NY	Amtrak's NY By Rail Day	May TBD
Laurel Springs, PA	PBA Annual Meeting	June 23-26
New York, NY	DONYS LI/Queens Sales Mission	Aug 11-13
Columbia, SC	MASC/NCMA/VMA	Aug 20-23
Connecticut	*Transbridge Marketplace	August TBD
New York, NY	Buffalo/Niagara NYC Sales Exchange	Sept TBD
Saratoga Springs, NY	*Destinations Travel Show	Sept 14-16
Sherbrooke, CANADA	BienVenue Quebec	Nov 2-4
Atlantic City, NJ	*GNJMCA	Nov TBD

*Indicates Partner Brochure Distribution Available



#7

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: 12/4/14

- (a) Purpose of Contract Change: to extend the existing contract for 2015 to continue contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services. Warren County supports the Region's marketing efforts through the use of NYS Matching Funds. This includes Regional Marketing for fishing, snowmobiling, group tours, camping etc.
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: Res# 359 of 2010, #787 of 2010, #690 of 2011, #699 of 2012, #59 of 2014
- (c) Name of Contractor: Adirondack Regional Tourism Council, Inc.
- (d) Address of Contractor: Crestview Plaza, 1992 Saranac Ave. Suite 3, Lake Placid, New York 12946
- (e) Contractor's Contact Person and Telephone Number:
Ronald Ofner 518-597-3588 (home)
518-846-8016 (office)
- (f) Commencement Date of Extension: January 1, 2015
- (g) Termination Date of Extension: December 31, 2015
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed \$126,000
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.

Warren County Board of Supervisors

RESOLUTION NO. 59 OF 2014

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Conover, Wood, Vanselow and Frasier

AUTHORIZING AGREEMENT WITH ADIRONDACK REGIONAL TOURISM COUNCIL, INC. FOR REGIONAL MARKETING SERVICES

RESOLVED, that Warren County continue the contractual relationship, (the previous contract being authorized by Resolution No. ^{59 of 2014} ~~699 of 2012~~), with Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave. Suite 3, Lake Placid, New York 12946, for regional marketing services, for an amount not to exceed One Hundred Twenty-^{Six} ~~Eight~~ Thousand ^{126,000} Dollars (\$12~~8~~,000), for a term commencing ²⁰¹⁵ January 1, ~~2014~~, and terminating December 31, ²⁰¹⁵ ~~2014~~, and the Chairman of the Board of Supervisors be, and hereby is, authorized to execute an agreement in the form approved by the County Attorney with funding to come from Budget Code A.6417 470 Tourism Occupancy, Contract.

#8

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: 12/4/14

- (a) Purpose of Request: to authorize agreement with Henry Hudson Tours, Inc. dba Travel Plaza Information Centers for Brochure Distribution

- (b) Details: See attached; delete The Lake Placid Chamber of Commerce, Inc. and The Chamber of Southern Saratoga County, Inc.

- (c) Previous Resolution Number: 646 of 2013

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 470, Contract, \$5,495

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 646 OF 2013

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Strainer, Conover, Wood and Vanselow

AUTHORIZING AGREEMENTS WITH VARIOUS COMPANIES/AGENCIES FOR BROCHURE DISTRIBUTION - TOURISM DEPARTMENT

RESOLVED, that Warren County continue the contractual relationship, (the previous contracts being authorized by Resolution No. 792 of 2010), with the following ^{Henry Hudson Tours Inc. d/b/a Travel Plaza Information Center} companies/agencies for brochure distribution, for a term commencing January 1, ²⁰¹⁵~~2014~~, and terminating December 31, ²⁰¹⁵~~2014~~, for the amounts set forth ^{5,495.00} below, in the form approved by the County Attorney:

COMPANIES/ AGENCIES	ADDRESS	DESCRIPTION	AMOUNT
The Lake Placid Chamber of Commerce, Inc. (James McKenna, CEO)	Lake Placid-Essex Co. Visitors Bureau 49 Parkside Dr. Lake Placid, NY 12946	Crown Point & 2 High Peaks Rest Areas Brochure Distribution	\$ 400.00
Henry Hudson Tours, Inc. d/b/a Travel Plaza Information Centers	PO Box 10 Saugerties, NY 12477	Brochure Distribution- Thruway Info Ctrs.	\$ 5,495.00
The Chamber of Southern Saratoga County, Inc.	15 Park Ave., Suite 7 Clifton Park, NY 12065	Exit 9 Clifton Park Information Center	\$ 1,350.00

CODE A.6417 470
TOTAL \$7,245.00

and be it further

RESOLVED, that unless there should be a material change in contract terms, a change in rates/costs ^{or} ~~or a change or addition of a new contractor/agency,~~ a further Board resolution will not be necessary for the Chairman of the Board of Supervisors to execute new contracts and continue the contracts in future years for one year terms, provided appropriations for such contracts are made in the Tourism budget and the Tourism Director recommends continuation of the contracts, and be it further

RESOLVED, that the Board may, at any time upon the adoption of further resolutions, rescind and/or