

**OCCUPANCY TAX COMMITTEE**

**DATE: May 29, 2015**

**AGENDA**

**Committee Supervisors:**

**William H. Kenny, Chairman**

**Eugene J. Merlino**

**Ronald F. Conover**

**Dennis L. Dickinson**

**Edna Frasier**

**Matthew J. Simpson**

**John F. Strough**

- I. Committee meeting called to order by Chairman.**
- II. Motion to approve minutes of meeting held on April 30, 2015.**
- III. Report on Revenues from the County Treasurer.**
- IV. Action Agenda:**
  - Report of activity from the Adirondack Civic Center Coalition, Inc.**
  - Request for \$1,800 for Facebook Marketing for 9 events at Festival Commons at Charles R. Wood Park and \$1200 for Newsletter Ads through Mannix Marketing for the same**
  - Announcement of 3 new events at Festival Commons at Charles R. Wood Park**
  - Discuss proposed local law concerning the collection of occupancy taxes from room remarketers**
- V. Old Business/Pending items: none**
- VI. New Business : if any**
- VII. Adjourn**

# OCCUPANCY TAX REPORT

## REVENUE

Revenue Collected Through 5/25/15	407,725
Revenue Collected Through 5/25/14	377,621
Increase/decrease	30,104
% Increase/Decrease	7.38%
Total Collections for 2014	3,814,804

## EXPENSES THROUGH 4/30/15

Payments to Towns	270,000
Events	92,500
Special Events	22,000
Civic Center (250,000 total)	166,100
Warren County Projects	
Upyonder Farm	4,000
Festial Space	25,000
Tourism Budget Spent to Date	759,835
Total 2015 Expenses to Date	1,339,435

DESIGNATED RESERVE 1,000,000

\*\* 6/1/2015 Payments to Towns 563,701

\*\*\* 68,702 will need to come from reserve to make this payment



**DATE:** March 23, 2015  
**BUSINESS NAME:** Festivals at Charles R Wood Park  
**MARKETING CONTACT:** Mayor Blais  
**SALES REP:** Valleri

**ADVERTISING PROGRAM**

**Festivals at Charles R. Wood Park Calendar:**

We will create a calendar page for all of the festivals at Charles R. Wood park. The page will have a custom header and a list of every event with a brief description of the event. There will also be a link to a custom event page on our events calendar for each individual event. This calendar will be housed on LakeGeorge.com and promoted one time on our Facebook page, Twitter and Google+ pages.  
Rate: \$2500 (no charge with advertising purchase)

**Facebook Marketing**

The LakeGeorge.com Facebook page has over 139,000 fans. Reach our fans and their friends with a custom, boosted Facebook promotion on our page. We are recommending one promo for each event to be ran two to four weeks prior to the event depending on the event type.  
Rate: \$200/promo (we recommend promoting all 18 events – which would total \$3600)

**Newsletter Ads:**

The LakeGeorge.com newsletter goes out to over 32,000 people. We recommend that you promote the calendar page in the next 4 newsletters. May, June, July and August.  
Rate: \$1600

**Design Fee for Posters:**

Mannix Marketing will design your poster promoting the events taking place at the Festival Space at Charles R Wood Park. The design will be similar to designs we have done for Shepherd's Park posters.  
Rate: \$750

*ALLIAGE APPROVED  
DONE!*

**INITIATING SERVICES / PAYMENT**

**Effective Date:**

The effective date to begin services is upon receipt of both the signed contract and payment.  
April 1

**Payment Terms:** TBD

**Quote expiration:**

We are pleased to provide you with this proposal for your business. This proposal will expire unless you send us a signed copy by April 15

## TERMS & CONDITIONS

To find all Mannix Marketing Terms and Conditions, please visit <http://www.mannixmarketing.com/terms/>.

## PROPOSAL ACCEPTANCE

Yes, we would like to hire **Mannix Marketing, Inc.** to provide the services as proposed and described in this contract. I understand and agree to the terms and billing practices in this agreement. I also understand and agree to the additional terms and legal information listed on the Mannix Marketing, Inc. web site (<http://www.mannixmarketing.com/terms.htm>).

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date