

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS

VisitLakeGeorge.com

Tourism Committee
Warren County Tourism Department

AGENDA

September 24, 2015

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 Merlino
 - II. Motion to approve minutes of prior Committee meeting, August 6, 2015
 - III. Action Agenda/New Business
 - Resolution Request**
 - 1. Request for printing Warren County Travel Guide
Attachment #1
Rationale: Low bid received from RR Donnelley
 - 2. Request for transfer of funds into Salaries - Overtime
Attachment #2
Rationale: To allow overtime for employees who are eligible, in lieu of comp time, in the amount of \$2,500.
 - 3. Request to temporarily appoint a Tourism Coordinator
Attachment #3
Rationale: To appoint a Tourism Coordinator for a period of six months to coordinate Tourism promotion/activities pending the filling of vacated Tourism Director position. Amount not to exceed \$3,000 in 2015, nor \$5,000 in 2016.
 - IV. Referral/Pending Items
 1. Director of Tourism position vacancy
 2. Committee authorized development of an RFP for consulting services to perform a study of tourism in Warren County with assistance from Warren County EDC. RFP to be brought back to Committee for review and approval when complete. (08.06.15)

- V. Information for Discussion/Review
 - 1. Budget Review
 - 2. Tourism Department Update – Joanne Conley
 - 3. Creative Update – Peter Girard
 - 4. Group Tour Update – Tanya Brand
 - 5. Sales/Special Event Update – Michael Consuelo and Christina Curley,
Lake George CVB

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

- VII. Motion to adjourn

Attachments

- #1 Resolution Request – Print Travel Guide, RR Donnelley
- #2 Resolution Request – Transfer of Funds into Salaries - Overtime
- #3 Resolution Request – Temporarily appoint Tourism Coordinator

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 9/24/15

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **to print 200,000 copies (76 pages + cover)
2016 Warren County Travel Guide**
- (c) Name of Contractor: **RR Donnelley**
- (d) Address of Contractor: **125 Wolf Road Albany, NY 12205**
- (e) Contractor's Contact Person and Telephone Number: **Bradley Bandura
518-438-2479**
- (f) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **11/23/15**
- (h) Termination Date of Contract: **12/18/15**
- (i) Payment Provisions:
 - i) lump sum amount **\$69,038**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$69,038**
 - 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; Contract; \$69,038****

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

*as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 10

Request for Transfer of Funds

TO: AMANDA ALLEN, CLERK, WARREN COUNTY BOARD OF SUPERVISORS

DEPARTMENT NAME: TOURISM

SIGNED:

DATE: 9/24/15

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A. 6417 110	SALARIES-REGULAR	A.6417 120	SALARIES-OVERTIME	\$2,500

Please state reason for transfers requested: EMPLOYEES REQUESTING OVERTIME IN LIEU OF COMP TIME

CONTINGENT FUND TRANSFER REQUESTS

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A.1990 469	Contingent Account- Other Payments/Contributions			

Please state reason for transfer request:

Please file original request with Clerk of the Board and retain copy for your records.

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: 9/24/15

(a) Purpose of Request:

To temporarily appoint Joanne Conley, Employee # 5808, as Tourism Coordinator for a period of six months, 10/19/15 through 4/19/16 pending decision by the Tourism Committee to fill the position of Tourism Director.

(b) Details:

Kate Johnson, previous Tourism Director retired effective 7/1/15. Joanne has taken a leadership role in the department to coordinate all tourism promotion/activities pending the filling of this position.

(c) Previous Resolution Number:

None

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:

Funds available in unused portion of Kate Johnson's salary, A.6417 110. This transfer will not exceed \$3,000 in 2015, nor \$5,000 in 2016.




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

* as listed in budget and LOGOS



2016 TOURISM DEPARTMENT BUDGET PROPOSAL SUMMARY

TOTAL BUDGET AT A GLANCE

ANTICIPATED OCCUPANCY TAX REVENUE:.....	\$ 4,139,167	
(BUDGETED ON A 3.5% INCREASE FOR 2016)		
ANTICIPATED OFFICE REVENUE:.....	\$ 75,000	
MATCHING FUNDS:.....	\$ 78,708	
■ TOTAL REVENUE:.....	\$ 4,292,875	
■ TOTAL EXPENSE:.....	\$ 4,382,875	
• PAYMENTS TO TOWNS:.....	\$ 1,223,702	
• SPECIAL EVENTS:.....	\$ 175,000	
• CONVENTION EVENT DEVELOPMENT FUND:.....	\$ 250,000	
• SPECIAL EVENT DISCRETIONARY FUND:.....	\$ 50,000	
• WARREN COUNTY PROJECTS:.....	\$ 100,000	
■ • INTERNAL TOURISM BUDGET:.....	\$ 2,584,173 ***	
DIFFERENCE:.....	\$ 90,000	
(NOTE: NEGATIVE BALANCE IS PART OF A SUPERVISOR DIRECTED INITIATIVE TO DRAW DOWN THE RESERVE BALANCE)		

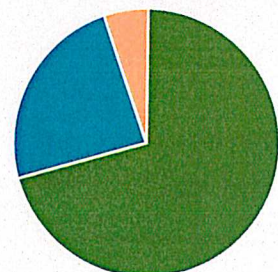
TOURISM BUDGET INCREASE AT A GLANCE




*** TOURISM REQUESTS \$115,913 INCREASE FROM PREVIOUS YEAR TO OFFSET THE FOLLOWING:

• SALARIES:.....	\$ 4,282
• EMPLOYEE BENEFITS:	\$ 11,759
(DUE TO KATE'S RETIREMENT - INCREASE IN RETIREE HOSPITALIZATION)	
• TREASURER'S FEE:.....	\$ 24,000
(BASED ON 3% OF 2014 COLLECTIONS OF \$3,814,804)	
• LG REGIONAL CHAMBER CVB:.....	\$ 65,000
(INITIALLY BUDGETED AT \$ 75,000 FOR 2015)	
• SOCIAL MEDIA CONTRACT:.....	\$ 47,000
• POSTAGE:.....	\$ 20,723
• EMAIL MARKETING CAMPAIGN SERVICES:.....	\$ 6,000
TOTAL INCREASES:.....	\$ 178,764
SAVINGS WITHIN INTERNAL BUDGET:.....	\$ 62,851
REALIZED THROUGH: • REDUCTION IN PRINTED COLLATERAL	
• COMBINING CONTRACTS FOR EFFICIENCY	
• ELIMINATION OF UNDER PERFORMING PROGRAMS	
REQUESTED DIFFERENCE:.....	\$ 115,913

QUICK VIEW:

TOURISM BUDGET BREAKDOWN:



71.22%  PROMOTION
 23.79%  STAFF
 4.99%  OTHER

2016 TOURISM DEPARTMENT BUDGET PROPOSAL

- Revenues: We have budgeted \$4,139,167 Occupancy Tax revenue + \$75,000 revenue generated inhouse + \$78,708 Matching Funds (based upon last year's MF.) = \$4,292,875 We anticipate Occupancy Tax revenue to be \$4,000,000 for 2015; We have budgeted a 3.5% increase for 2016, which is in line with previous amounts. (see pg 10)
- Tourism Budget includes Payments to the Towns(1,223,702), Special Events (175,000), Convention Event Development Fund(250,000),Special Event Discretionary Fund (50,000), Warren County Projects (100,000), as well as our internal Tourism budget (2,584,173) = 4,382,875 – the difference is (\$90,000) which will be appropriated from the Reserve following an initiative put in place earlier this year to draw down the Reserve.
- Our budget has increased because of the following:
 - Salaries \$4,282
 - Employee Benefits 11,759 (due to Kate's retirement-increase in retiree hospitalization)
 - Treasurer's fee 24,000 (3% of 2014 collections of \$3,814,804)
 - LG Regional Chamber CVB =140,000; a 65,000 increase over the amount initially budgeted in 2015 (2015 budgeted 75,000)
 - Postage - \$20,723
 - Trampoline – new contracts =47,000 (Social Media + boosting incentives)
 - Eblast provider - \$6,000 offset by reduction in IT expenseTotal increases = \$178,764
- We have taken a hard look at where we could save money inside our budget to offset the above. We reduced our internal budget \$62,851 by combining brochures, reducing printed materials and looking for ways to be more efficient.
- We are requesting an additional \$115,913 in our Tourism budget. (\$178,764-\$62,851)
- Note: We have included \$25,000 in our budget for the Village of Lake George Visitor Center. Support for the center has been in our budget since 2008.
- Note: We pay our own Fringe Benefits including Retiree benefits = 232,007
- 71.22% of 2015 Tourism Budget is directly related to promotion(\$1,840,575)
23.79% Payroll & Employee Benefits (\$614,711 total)
4.99% other (.220, .410, .418, .441,.442,.471)

Budget Worksheet Report

Account Number	Description	2014 Actual Amount	2015 Adopted Budget	2015 Amended Budget	2015 Actual Amount	2016 Departmental Request
Fund: A General						
Revenue						
Department: 6417	Tourism Occupancy					
<u>Non-Property Tax Items</u>						
1113	Tax - Hotel Room Occupancy	\$3,814,804.68	\$3,929,726.00	\$3,929,726.00	\$1,467,815.45	\$4,139,167.00
1190	Interest&Penalty Non-Propy Tax	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Total Non-Property Tax Items	\$3,814,804.68	\$3,929,726.00	\$3,929,726.00	\$1,467,815.45	\$4,139,167.00
<u>Departmental Income</u>						
2089	Tourism	\$70,525.00	\$75,000.00	\$75,000.00	\$9,075.00	\$70,000.00
2096	Motorcoach Promotion	\$4,500.00	\$8,250.00	\$8,250.00	\$3,775.00	\$5,000.00
	Total Departmental Income	\$75,025.00	\$83,250.00	\$83,250.00	\$12,850.00	\$75,000.00
<u>Miscellaneous & Local Source</u>						
2701	Refund of Prior Year Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
2701.03	Refund Prior Yr Exp-Occupancy Tx	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Total Miscellaneous & Local Source	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<u>State Aid</u>						
3715	Tourism Promotion	\$79,394.93	\$79,395.00	\$79,395.00	\$78,708.00	\$78,708.00
	Total State Aid	\$79,394.93	\$79,395.00	\$79,395.00	\$78,708.00	\$78,708.00
<u>Sale of Property And Compensation for Loss</u>						
2654	Minor Sales - Tourism	\$914.31	\$1,000.00	\$1,000.00	\$437.87	\$0.00
	Total Sale of Property And Compensation for Loss	\$914.31	\$1,000.00	\$1,000.00	\$437.87	\$0.00
Department Total: Tourism Occupancy		\$3,970,138.92	\$4,093,371.00	\$4,093,371.00	\$1,559,811.32	\$4,292,875.00
Revenue Totals		\$3,970,138.92	\$4,093,371.00	\$4,093,371.00	\$1,559,811.32	\$4,292,875.00
Expenses						
Department: 6417	Tourism Occupancy					
<u>Personal Services</u>						

WARREN COUNTY

Budget Worksheet Report

110	Salaries - Regular	\$347,474.86	\$351,057.00	\$240,465.23	\$354,966.00
120	Salaries - Overtime	\$5,381.80	\$5,250.00	\$3,768.95	\$5,250.00
130	Salaries - Part Time	\$21,264.04	\$22,115.00	\$13,083.62	\$22,488.00
140	Salaries - Sick Leave Incentive	\$0.00	\$0.00	\$0.00	\$0.00
	<u>Total Personal Services</u>	\$374,120.70	\$378,422.00	\$257,317.80	\$382,704.00

Equipment

210	Furniture/Furnishings	\$0.00	\$0.00	\$0.00	\$0.00
220	Office Equipment	\$1,921.67	\$1,000.00	\$551.25	\$1,000.00
230	Automotive Equipment	\$0.00	\$0.00	\$0.00	\$0.00
260	Other Equipment	\$0.00	\$0.00	\$0.00	\$0.00
	<u>Total Equipment</u>	\$1,921.67	\$1,000.00	\$551.25	\$1,000.00

Contractual Expense

Budget Worksheet Report

Account Number	Description	2014 Actual Amount	2015 Adopted Budget	2015 Amended Budget	2015 Actual Amount	2016 Departmental Request
Fund: A General						
Expenses						
Department: 6417 Tourism Occupancy						
410	Supplies	\$10,146.11	\$19,260.00	\$19,236.05	\$4,692.83	\$12,675.00
418	Ins-General Liability	\$170.71	\$180.00	\$206.96	\$206.96	\$212.00
421	Equipment Rental	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
422	Repair/Maint-Equipment	\$125.00	\$0.00	\$0.00	\$0.00	\$0.00
423	Telephone	\$2,007.73	\$1,900.00	\$1,815.67	\$789.17	\$1,950.00
424	Postage	\$178,750.93	\$162,019.00	\$127,019.00	\$89,980.74	\$182,792.00
426	Subscriptions	\$2,703.30	\$2,875.00	\$7,850.78	\$6,870.78	\$11,410.00
427	Memberships & Dues	\$5,235.00	\$5,600.00	\$5,600.00	\$5,491.60	\$4,000.00
428	Data Processing & Internet Fees	\$28,450.00	\$28,620.00	\$28,620.00	\$28,620.00	\$22,620.00
436	Advertising Fees	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
439	Misc Fees & Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
441	Auto-Supplies & Repair	\$34.13	\$500.00	\$500.00	\$82.90	\$500.00
442	Automotive - Gas & Oil	\$352.33	\$1,000.00	\$1,000.00	\$106.34	\$500.00
444	Travel/Education/Conference	\$9,113.16	\$13,900.00	\$13,900.00	\$9,967.44	\$10,375.00
445	Foods	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
469	Other Payments/Contributions	\$926,845.64	\$1,255,000.00	\$1,223,702.00	\$833,701.17	\$1,223,702.00 (31,243)
470	Contract	\$380,370.92	\$428,986.00	\$528,947.28	\$287,156.70	\$572,744.00
471	Administration	\$90,000.00	\$90,000.00	\$90,000.00	\$90,000.00	\$114,000.00
480	Tourism-Special Events	\$355,176.75	\$250,000.00	\$250,000.00	\$106,000.00	\$175,000.00 (75,000)
480.01	Bicentennial Citizens Advisory Committee	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
480.02	Tourism - Convention Event Development Fund	\$0.00	\$250,000.00	\$250,000.00	\$166,100.00	\$250,000.00
480.03	Tourism - Special Event Discretionary Fund	\$0.00	\$50,000.00	\$50,000.00	\$14,000.00	\$50,000.00
480.04	Tourism - Warren County Projects	\$0.00	\$0.00	\$100,000.00	\$25,000.00	\$100,000.00 (100,000)

2

Budget Worksheet Report

Account Number	Description	2014 Actual Amount	2015 Adopted Budget	2015 Amended Budget	2015 Actual Amount	2016 Departmental Request
Fund: A General						
Expenses						
Department: 6417 Tourism Occupancy						
481	Tourism Promotion	\$1,082,542.60	\$1,113,750.00	\$1,074,556.23	\$669,724.09	\$1,034,684.00
	<u>Total Contractual Expense</u>	\$3,072,024.31	\$3,673,590.00	\$3,772,953.97	\$2,338,490.72	\$3,767,164.00
Employee Benefits						
810	Retirement	\$69,591.88	\$67,626.00	\$67,626.00	\$43,280.76	\$68,289.00
830	Social Security	\$22,255.84	\$23,135.00	\$23,135.00	\$15,345.61	\$23,728.00
831	Medicare Contribution	\$5,204.97	\$5,411.00	\$5,411.00	\$3,588.90	\$5,549.00
860	Hospitalization	\$101,846.99	\$105,753.00	\$105,753.00	\$63,044.62	\$101,005.00
865	Dental Insurance	\$1,244.00	\$1,272.00	\$1,272.00	\$736.00	\$1,104.00
	<u>Total Employee Benefits</u>	\$200,143.68	\$203,197.00	\$203,197.00	\$125,995.89	\$199,675.00
Other Benefits						
840	Workmen's Compensation	\$2,089.58	\$3,486.00	\$3,486.00	\$3,485.37	\$3,386.00
850	Unemployment Insurance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
855	Disability	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
861	Retirees Hospitalization	\$11,643.60	\$13,565.00	\$13,565.00	\$11,218.10	\$28,946.00
862	EPO Co-Pay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	<u>Total Other Benefits</u>	\$13,733.18	\$17,051.00	\$17,051.00	\$14,703.47	\$32,332.00
Department Total: Tourism Occupancy						
	Revenue Totals:	\$3,661,943.54	\$4,273,260.00	\$4,372,623.97	\$2,737,059.13	\$4,382,875.00
	Expense Totals	\$3,970,138.92	\$4,093,371.00	\$4,093,371.00	\$1,559,811.32	\$4,292,875.00
	Fund Total: General	\$308,195.38	(\$179,889.00)	(\$279,252.97)	(\$1,177,247.81)	(\$90,000.00)
Revenue Grand Totals:						
		\$3,970,138.92	\$4,093,371.00	\$4,093,371.00	\$1,559,811.32	\$4,292,875.00
Expense Grand Totals:						
		\$3,661,943.54	\$4,273,260.00	\$4,372,623.97	\$2,737,059.13	\$4,382,875.00
Net Grand Totals:						
		\$308,195.38	(\$179,889.00)	(\$279,252.97)	(\$1,177,247.81)	(\$90,000.00)



Tourism Contracts

	Amount	Expires
Adirondack Factory Outlet Mall rent	15,000.00	12/31/15 yearly contract
Aeon Nexus	35,000.00	12/31/15 with option to renew for 3 additional years
Brochure Distribution contracts - miscellaneous *	12,345.00	12/31/15 yearly contracts
LG Reg. Chamber - Sales	140,000.00	12/31/15 may be renegotiated at end of 2015
Lake Placid Advertisers Workshop	800,000.00	12/31/15 with option to renew for 1 more year (included in .481 code)
Smith Travel Research	1,925.00	12/31/15 yearly contract
Sue Pierson Design (Keyboard Assistance)	4,500.00	12/31/15 with option to renew for 1 additional year
Trampoline - Social Media	40,000.00	5/31/16 with option to renew for 3 additional years
Trampoline - Boosting Incentives	7,000.00	12/31/15 contract not completed yet
Village of Lake George - Visitor's Center	<u>25,000.00</u>	12/31/15 yearly contract
	1,080,770.00	

Combine in one contract: Fingerprint Marketing
Production Equipment, Working Pictures

65,000.00 (previously \$25,500; see page 2)

Printers of the following:

Fishing/Boating Maps	5,000.00	short term
Whitewater Rafting Brochure	4,300.00	short term
Winter Events Brochure	8,000.00	short term (in excess of MIF)
Travel Guide	65,000.00	short term (in excess of MIF)
Group Travel Planner	<u>3,000.00</u>	short term
	85,300.00	

Matching Funds usage:

Adirondack Regional Tourism Council	126,214.00	12/31/14
Winter Brochure	7,730.00	short term
Travel Guide	<u>7,730.00</u>	short term
	141,674.00	

.426 contracts:

Eblast internet provider	6,000.00
Mail service provider	<u>3,500.00</u>

Total Contracts
less Lake Placid Advertisers Workshop in .481
less Contracts in .426
Contracts in .470

1,382,244.00
(800,000.00)
(9,500.00)
572,744.00

under .481

Brochure Distribution contracts - miscellaneous *
2015 locations to date

Henry Hudson Tours (DONYS)	5,595.00
Niagara Majestic	900.00
1000 Islands - Bridge location	180.00
1000 Islands - I 81 Southbound	65.00
Adirondack Sports & Fitness Show	250.00
Center State Corp. (Preble)	400.00
Chamber of Southern Saratoga - Exit 9	1,350.00
Chautauqua Cty Visitor's Bureau	250.00
FMWR Piscattiny Arsenal	60.00
NYSTIA - CONY shows	2,600.00
NYSTIA - New York State Fair	300.00
ROOST -Lake Placid Chamber of Commerce	300.00
Saratoga Springs Heritage Hall	95.00
	<u>12,345.00</u>

2015 Contract amounts for the following 3 contracts:

Fingerpaint Marketing (Sound Production)	6,000.00	12/31/15	with option to renew for 1 additional year
Production Equipment, Inc. (Videography)	12,000.00	12/31/15	with option to renew for 1 additional year
Working Pictures (Editing)	7,500.00	12/31/15	with option to renew for 1 additional year
	<u>25,500.00</u>		

2016 - Salary Schedule Showing Grade-Step

Empl #	Name	Position	Jan1 Salary	Step Salary	Annual Sal.	Type	Union	Hire Date
Tourism								
10556	Tanya Brand	Group Tour/Convention PR	\$13,573.40	\$29,995.53	\$43,568.93	Full Time	CSEA/FT	4/23/2003
11255	Magdalena Cafaro	Keyboard Specialist #1	\$1,626.30	\$12,013.65	\$13,639.95	Less than Half	Less than P/T	2/13/2007
5808	Joanne Conley	Assistant Tourism Coordinator	\$47,681.92	\$0.00	\$47,681.92	Full Time	Out of UnitFT	5/26/1981
11551	Peter Girard	Creative Director	\$71,410.14	\$0.00	\$71,410.14	Full Time	Out of UnitFT	9/22/2008
9949	Leisa Grant	Principal Account Clerk	\$25,402.12	\$18,048.87	\$43,450.99	Full Time	CSEA/FT	8/2/1999
10681	Ellen Himmelblau	Senior Tourism Specialist #3	\$36,729.10	\$141.81	\$36,870.91	Full Time	CSEA/FT	12/29/2003
8203	Catherine Johnson	Director of Tourism	\$75,111.71	\$0.00	\$75,111.71	Full Time	Out of UnitFT	9/24/1990
6825	Brenda Monroe	Clerk PT	\$8,848.33	\$0.00	\$8,848.33	Less than Half	Out of UnitPT	1/12/2013
10559	Susan Tucker	Senior Tourism Specialist #2	\$11,912.14	\$24,958.77	\$36,870.91	Full Time	CSEA/FT	4/28/2003
		Tourism-Overtime	\$5,250.00	\$0.00	\$5,250.00			
		Department Total:	\$297,545.16	\$85,158.63	\$382,703.79			
		Grand Total:	\$297,545.16	\$85,158.63	\$382,703.79			



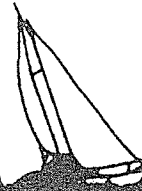


VILLAGE OF LAKE GEORGE, NEW YORK

P.O. BOX 791
12845

ROBERT M. BLAIS
Mayor

DARLENE V. GUNTHER
Clerk-Treasurer



TRUSTEES
John Earl
Ray Perry
John Root
Joseph Mastrodomenico, Jr.
ENFORCEMENT OFFICER:
Douglas Frost
518-668-5771
Fax: 518-668-3735
E-mail: lgville@nycap.rr.com

August 18, 2015

Gene Merlino, Supervisor
Warren County Tourism Committee
1340 State Route 9
Lake George, NY 12845

RE: 2016 budget

Dear Gene:

I am writing to request our annual support for the Lake George Visitor Center in the amount of \$25,000.

The funds are utilized to defray a portion of the costs associated with maintenance, utilities, restrooms and personnel to staff the center. The Visitor Center is open 10:00am-8:00pm daily June to October and weekends during the off-season.

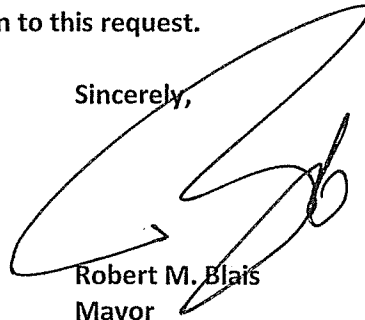
The entire center is dedicated to promote Warren County. Every town and the city has a display and brochure rack, recently upgraded. Last year over 750,000 brochures were distributed by the center, with 41,000 asking for specific person-to-person information.

We have also installed a continuous running DVD to showcase events throughout the county and are working on one with Normandin Marketing specific to the Festival Commons.

The State has also designated the Visitor Center "official" and installed signage on Interstate 87.

Thank you again for consideration to this request.

Sincerely,



Robert M. Blais
Mayor

RMB/das

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PLEASE NOTE: THIS FORM MUST BE ACCOMPANIED BY ALL DETAILED BUDGET SHEETS

WARREN COUNTY BUDGET SUMMARY SHEET

PRIOR YEAR EXPENDITURES AND REQUEST FOR 2016 APPROPRIATIONS

REQUEST SUBMISSION TO THE CLERK OF THE BOARD OF SUPERVISORS

NAME OF DEPARTMENT: Tourism Occupancy

BUDGET ACCOUNT CODE: A.6417

OBJECT CODES	2014 EXPENDITURES	2015 ADOPTED	2015 AMENDED	2016 DEPARTMENT REQUESTS
100's PERSONAL SERVICES	\$374,120.70	\$378,422.00	\$378,422.00	\$382,704.00
200's EQUIPMENT	\$1,921.67	\$1,000.00	\$1,000.00	\$1,000.00
400's CONTRACTUAL	\$3,072,024.31	\$3,673,590.00	\$3,772,953.97	\$3,767,164.00
800's EMPLOYEE BENEFITS	\$213,876.86	\$220,248.00	\$220,248.00	\$232,007.00
TOTALS	\$3,661,943.54	\$4,273,260.00	\$4,372,623.97	\$4,382,875.00

2014 REVENUES	2015 ADOPTED REVENUES	2015 ESTIMATED REVENUES	2016 DEPARTMENT REQUESTS
\$3,970,138.92	\$4,093,371.00	\$4,093,371.00	\$4,292,875.00

4382, 275
 - 175,000 .480
 - 250,000 180.02
 - 50,000 480.03
 - 100,000 480.04
 - 1223,702 .469

 2584,173

SIGNED: _____
 DEPARTMENT HEAD
 TITLE: _____
 DATE: _____

9

OCCUPANCY TAX REVENUE 2004 - 2015

<u>YEAR</u>	<u>REVENUE</u>	Increase over prev.yr.
2004	2,597,870.94	
2005	2,792,447.68	7.49%
2006	3,033,733.76	8.64%
2007	3,478,027.50	14.65%
2008	3,302,214.30	-5.10%
2009	2,947,320.39	-10.75%
2010	3,279,998.68	11.29%
2011	3,373,677.84	2.86%
2012	3,527,655.88	4.56%
2013	3,707,382.54	5.09%
2014	3,814,804.68	2.90%
2015	estimate <u>4,000,000.00</u>	4.85%
TOTAL	<u><u>39,855,134.19</u></u>	

Proposed Occupancy Tax Spending Plan

2015 Tourism and event budgeted appropriations to be examined by each budget period upon consideration of fund balance.

2015 Occupancy Tax Event Funding - Reduction proposal

2015 New Appropriations from Occupancy Tax

Expenses		
Warren County	\$100,000	Wood Park, Fair Grounds, Up Yonda, Invasives, as examples
Lake George	\$100,000	Combined Town and Village allocation
Bolton	\$40,000	
Queensbury	\$40,000	
Towns & City GF	\$90,000	\$10,000 for each of the eight remaining Towns & Glens Falls
County Tourist & Convention Event Development Fund	\$250,000	Maximum 3 year funding
County Special Event, Tradeshow, Activity Discretionary Fund	\$50,000	All municipalities eligible to apply for discretionary funding on a competitive basis
Total Expense	\$670,000	
Revenue		
County Event Funding Reduction 2015	\$100,000	Remaining County event funding for major regional activities only; Subsequent year reduction - \$175,000
Required Fund Balance 2015	\$570,000	Subsequent year required fund balance - \$495,000
Total Revenue 2015	\$670,000	

2015 and thereafter source of funding:

\$1,810,244.00 Change of accounting method equals available fund balance
(Retaining \$1 million in reserve for cash flow)

\$ 100,000.00 Anticipated Annual growth of Occupancy Tax Revenues

2015 and thereafter appropriation plan for new appropriation from Occupancy Tax

	Anticipated Growth	Appropriate from Fund Balance
2015		
2016	\$100,000	\$470,000
2017	\$200,000	\$295,000
2018	\$300,000	\$195,000
2019	\$400,000	\$95,000
2020	\$500,000	\$0
	\$600,000	\$0
Total appropriations used for plan		\$1,055,000

480.04

469 }
270,000

480.02

480.03

2,500
4,000
71,000
bal

480
250,000

Notes:

- 1) Anticipated growth in Occupancy Tax goes to the surplus fund balance.
- 2) Does not consider interest earned.
- 3) Does not consider a decline in revenues or increased expenses. If this occurred, all budgets and plan outlined above should be revised.
- 4) Revenue projections based on change of accounting starting with 2014 year to date revenue plus anticipated increase for 2014.
- 5) All expenditures must be for eligible activities.
- 6) Warren County Event Funding will be for large regional events.
- 7) All Expenditures must be annually reported.
- 8) Program funding and Allocation will be annually reviewed by the Board.
- 9) With regard to Tourist and Convention Development and/or event funding which involves significant funding, it is recommended that the County require a business plan.

For questions or further information, please contact County Administrator, Paul Dusek at (518) 761-6539.

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS

VisitLakeGeorge.com

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour Update
Date: August/September 2015

2016 Group Travel Planner Project:

- 42 Advertisers total
- Design completed with new pages to include:
 - Know Before You Go!
 - Group Friendly Events
 - Newly Designed and "Sell-able" Itineraries
- Delivery date: 3,000 copies on October 22, 2015

2015 Lake George & Saratoga Springs Familiarization Tour:

- 45 Domestic & International Tour Operators
- Thank you to the Warren County suppliers
- Highlights of Lake George & Saratoga Springs
- Outstanding comments from our 5 Group Leader companies
- Travel Show attendance & media coverage
- Follow up and survey/feedback form

Brand USA Mega FAM:

- Newly opened I love NY offices in Australia, China & Germany
- 14 German Travel Agents & I Love NY Germany Representative
- NYC and Upstate with October 3rd itinerary to include:
 - Saratoga & North Creek Railway to Hadley
 - Sacandaga Outdoor Center
 - Tour & Lunch at The Sagamore Resort
 - Adirondack Extreme Adventure Course
 - Lake George Steamboat Co. Cruise on The Minnie Ha Ha
 - Hosted by Comfort Suites
 - Outlet Shopping
 - Dinner Davidson Bros. Restaurant
 - Optional Hike to Summit of Prospect Mountain
- Outcome of Visit



August 2015 Monthly Report
Christina Curley
Special Events & Convention Sales Director

- CVB monthly meeting are on hiatus until September.
- Met with the new manager of Glens Falls Civic Center.
- CVB attended the Connect Sports Marketplace & Olympic Sports Link conference August 25 – 30, 2015 in Pittsburgh, PA. Appointments were chosen for ConnectSports Marketplace mid August and confirmations were received week prior to the show. This trip was two shows in one. The Olympic Sports Link was educational sessions, speakers such as Abby Wambach, Meb Keflezighi and from companies such as GE, BMW, Pittsburgh Penguins and the USOC. We were also give opportunities to have small networking sessions with the US sanctioned sports we may not have received appointments with. The ConnectSports Marketplace was a reverse trade show where I had 6 minute each of my pre-scheduled appointments. The LGRCVB received 34 pre-scheduled appointments and met with all but 2 who canceled their attendance at the show last minute. The CVB met with groups such as World Sports League (softball), USA Track & Field, Eastern Cheer & Dance, World Baton Twirling Federation, Keystone Region Volleyball Association, Executive Women's Golf Association, On Stage America (Dance Competitions), Federation of Gay Games, Amateur Athletic Union, American Youth Soccer Organization, AmeriCheer, Inc and American Volkssport Association (walking).
- CVB also met with groups that we are currently working with or that we are trying to build a relationship with because they have events that could work in our area. These are groups such as Ragnar Events, Trilogy Lacrosse, Glory Kickboxing (CenterLane Attractions – bringing the Royal Horses to the Glens Falls Civic Center), American Cornhole Organization, National Junior Prospects Hockey. Some of these group organizers/planners requested to meet with the CVB or we mutually requested each other.
- The CVB held a post race follow-up with the organizers of the **Roller Coaster Race** (5K/10K run in the morning or ride roller coasters for 5K ride throughout day) which was held at the **Great Escape on July 18, 2015**). There were 435 participants that came from NY and surrounding states VT, CT, NH and MA and Quebec and Ontario. There were participants from as far away as TX, IL, FL and CA. The interesting facts were that 12% of the participants came from Canada and 35% of the participants came from *outside* NYS. They do as of the registration forms how people hear about the race and they are working on getting that information now, will be interesting to learn. Volunteers worked out great, of course always wish there is more. They worked with Big Brother Big Sister of Southern Adirondacks who had just lost their Executive Director so they were dealing with a lot and were not able to provide as much help as they wanted to which the RCR completely understood.

- The **Roller Coaster Race** is working with the Great Escape on a date for **July 2016**, hoping it to be the same weekend but do not know yet. They will start promoting the race in January. They are very excited about coming back and want to work more closely with the CVB and Great Escape.
- The CVB had received an RFP for the **National Executive Director Association** for **July/August 2017 (and/or 2018)**. The event would be for 80+/- people, Sunday – Wednesday, 150+/- total room nights, 3 days of meetings and meals. The meeting planner has specific properties the group will consider; a property in Bolton Landing and a property in Lake George. (Courtyard by would have been acceptable as well, will consider for future). The RFP was forwarded to both properties and proposals were received from both. The proposals were forwarded to the meeting planner who was heading to this year's meeting in Williamsburg, VA. The meeting planner commented that rates were high and he was unsure how that the board would react to that. However, Saratoga Springs properties have also submitted proposals for this meeting and when the meeting was last held in our region in 2008 it was held in Saratoga.
- Assisted the Special Olympics NY with information requested for their Polar Plunge event in November. Will assist further as needed.
- CVB has signed up to exhibit/attend the Business Council of NYS Annual Meeting being held at the Sagamore September 17 – 19, 2015
- CVB will have a sponsored lawn sign at the Business Council of NYS Annual Meeting at the Sagamore September 17 – 19
- CVB has taken as ad out in the Shriner book for the Circus being held in Lake George and Glens Falls September 19 & 20, 2015.
- The CVB had received an RFP from the MPI NENY chapter for their 2015-2016 chapter events (education seminars, networking events, annual events, etc....). The Lake George region was not listed on the RFP as Albany, Troy, Schenectady, Saratoga Springs were so CVB contacted meeting planner. Meeting planner filled CVB in on why we received RFP and after LGRCVB posed the question on whether or not one of our properties would actually receive an event/program if they bid on it, the meeting planner brought the question to their Board of Directors who were having a board meeting in August. The CVB has learned that the BOD after some extensive discussion decided that they have to keep their monthly programs and events in the Capital District area (this does include Saratoga Springs). In the past they have seen a major decline in attendance numbers and they are not willing to take the chance holding events in other regions. When we originally spoke we did discuss that the RFP was not supposed to go outside Capital District (Albany, Schenectady, Troy) but Saratoga was then added then after some back and forth conversation the “north” country was added (which is why LGRCVB received it). At that time LGRCVB did make a point to mention that myself and a several CVB partners are MPI NENY members and we drive to locations in Albany to attend events/programs if they are of interest to us.
- **CanAm Spyder** group has contacted the CVB to confirm we are able to provide welcome bags for their group who will be at the Great Escape Lodge in the **September 9 – 12, 2015** for their **SpyderQuest 2015** event. This is the 3rd year of their event and this year they have booked it purposely during Adirondack Nationals as an added attraction for their attendees. They have 350 attendees this year, up from 264 last year.

- Received a request for information for a family reunion for 80 - 100 people 2016. Information was sent and will follow-up for questions in a few weeks.
- The CVB contacted **Redneck Trailer Supply** group contact regarding their upcoming Customer Appreciation Celebration event **September 19 - 20** (Adirondack Balloon Festival weekend) only to learn she is very sick and has been out an extend medical leave. Spoke with new contact who, in her absence, is handling too many jobs and was confused about several things. CVB was able to assist with a few questions, sent her the list of hotels providing discounts to the group and provided servicing by delivering 150 travel guides, coupon booklets and welcome bags (she has now noted in the file where they come from in case she is not handling event in future).
- Continued to assist the promoter of the **“Worlds Collide”** event being held at the Lake George Forum on **August 29th** as needed throughout month. Will follow-up with promoter after event to see how it went as it is going to be a first time event for the group bringing MMA and pro wrestling together and he is not aware if this type has ever been done before.
- Michael Consuelo received information about the **East Coast Breweiana Association** who may be looking for a location for a 2017 brewfest, the festival space was suggest. The CVB followed up on the information and spoke with the contact for the **East Coast Breweriana Association** in regards to using the festival grounds for a future brewfest. The event they are looking for a location for in 2017 in the association’s 2017 convention and they are in the early stages of planning so there is not a lot of details to share according to the contact. He said he is still gathering the information that he will need to run the event. What he could tell me is that they needed a hotel with a large room for their trade show and 100 rooms for attendees. They would also like to do a cruise on Lake George one night. He wanted to stay in touch with me and as he gathered information from his club let me know and see what we could do. I absolutely agreed to do that and said I would check in with him in a few months to see where is at, that I would be happy to meet with their club also.

Respectfully Submitted by:

Christina Curley

Special Events & Convention Sales Director