

**OCCUPANCY TAX COORDINATION, TOURISM, WOOD PARK**  
**Occupancy Tax segment**

**DATE: January 29, 2016**

**AGENDA**

**Committee Supervisors:**

**E. Merlino, Chairman**  
**D. Beaty**  
**R. Conover**  
**D. Dickinson**  
**E. Frasier**  
**C. Leggett**  
**R. Seeber**  
**M. Simpson**  
**J. Strough**  
**R. Vanselow**  
**E. Wood**

- I. Committee meeting called to order by Chairman.**
- II. Motion to approve minutes of meeting held on December 3, 2015.**
- III. Report on Revenues from the County Treasurer.**
- IV. Action Agenda:**
  - Report of activity from the Adirondack Civic Center Coalition, Inc.; authorize first quarter payment.  
Rationale: continue to support the efforts of the Adirondack Civic Center Coalition**
  - Continuation of and increase to Occupancy Tax Spending Plan; both 2015 and 2016 plans attached.  
Rationale: Additional money to be used for further promotion in Warren County  
Attachments #1, #2, #3**
  - Carryover 2015 funding decision which authorized agreements and the allocation of funds to provide Warren County's share of a traffic study**

**for the Route 9 Corridor - \$25,000 from Warren County Projects, A.6417 480.04. See Res#419 of 2015 attached.**

**Rationale: Continue efforts commenced in 2015 to pull funding sources together to complete study**

**Attachments #4, #5**

- **Appropriate \$58,500 from A.881, Reserve- Occupancy Tax to fund additional events approved at the 12/3/15 Occupancy Tax Workshop. See Res# 618 of 2015 attached.  
Rationale: \$175,000 budgeted based upon 2015 Occupancy Tax Spending Plan  
Attachment #6, #7**
- **Budget amendment to reduce Warren County Project code A.6417 480.04 by \$7440 for additional funds taken from Reserve in December 2015 for the Charles R. Wood Park Festival Space Perimeter Fence. See Res# 635 of 2015 attached.  
Rationale: to reimburse A.881 Occupancy Tax Reserve out of current year's funds  
Attachment #8, #9**
- **Roger Phinney, Great Upstate Boat Show, to address Committee**
- **Mayor Blais to address Committee**

**V. Old Business/Pending items: none**

**VI. Adjourn.**

Copy of Final Occupancy Tax Spending Plan  
Plan #3 (2)

ATT #1

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

480.04	Warren County	\$100,000	(Wood Park, Fair Grounds, Up Yonda, Invasives, as examples)
480.02 270.00 480.02	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 nine remaining Towns & Glens Falls)
480.02	County Tourist & Convention Event Development Fund	\$250,000	Maximum 3 year funding
480.03	County Special Event, Tradeshow, Activity Discretionary Fund	\$50,000	(All municipalities eligible to apply for discretionary funding on a competitive basis)
	<b>Total Expense</b>	<b>\$670,000</b>	
<b>Revenue</b>			
	County Event Funding Reduction 2015	\$100,000	(Remaining County event funding for major regional activities only)
480	County Event Funding Reduction subsequent yrs.	\$175,000	
	Required Fund Balance 2015	\$570,000	
	Required Fund Balance subsequent yrs.	\$495,000	
	<b>Total Revenue 2015</b>	<b>\$670,000</b>	
	<b>Total Revenue subsequent yrs</b>	<b>\$670,000</b>	

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 Anticipated Annual growth of Occupancy Tax Revenues

Copy of Final Occupancy Tax Spending Plan  
Plan #3 (2)

2015 and thereafter appropriation plan for new appropriation from Occupancy Tax

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

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 Activity 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.

Copy of 2016 Occupancy Tax Spending Plan

ATI #2

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

2016 Occupancy Tax Event Funding - Reduction proposal

2016 Revised Appropriations from Occupancy Tax

	2016	
480.04 Warren County	\$150,000	(Wood Park, Fair Grounds, Up Yonda, Invasives, as examples) Warren County 2016 allocation will be reduced by \$33,287 to cover festival space fence cost paid in 2015.
Lake George	\$150,000	(Combined Town and Village allocation)
Bolton	\$60,000	
Queensbury	\$60,000	
Towns & City GF	\$135,000	(\$15,000 for each of the nine remaining Towns & Glens Falls)
480.02 County Tourist & Convention Event Development Fund	\$250,000	Maximum 3 year funding
480.03 County Special Event, Tradeshow, Activity Discretionary Fund	\$75,000	(All municipalities eligible to apply for discretionary funding on a competitive basis)
<b>Total Expense</b>	<b>\$880,000</b>	
<b>Revenue</b>		
480 County Event Funding Reduction 2016	\$175,000	(Remaining County event funding for major regional activities only)
Required Fund Balance 2016	\$705,000	
<b>Total Revenue 2016</b>	<b>\$880,000</b>	

2016 and thereafter source of funding:

- \$1,919,963.00 2015 Estimated Fund Balance (Estimated balance with \$318,474 already budgeted for enhanced program)
- Change of accounting method equals available fund balance (retaining \$1 million in reserve for cash flow)
- \$100,000 Anticipated Annual growth of Occupancy Tax Revenues

2016 and thereafter appropriation plan for new appropriation from Occupancy Tax

Copy of 2016 Occupancy Tax Spending Plan

	Anticipated Growth	Appropriate from Fund Balance
2016	\$100,000	\$605,000
2017	\$200,000	\$505,000
2018	\$300,000	\$155,000
2019	\$400,000	\$55,000
2020	\$500,000	\$0
Total appropriations used for plan		\$1,320,000

Notes:

- 1) Funding program based on estimated 2015 closeout fund balance
- 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.
- 5) All expenditures must be for eligible activities.
- 6) Warren County Activity 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.

**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: 1/29/16**

(a) Purpose of Request:

**to appropriate additional funds from A.881, Reserve to the following codes based upon the proposed 2016 Occupancy Tax Spending Plan:**

**-WCProjects A.6417 480.04 \$50,000; WC Discretionary Fund- 480.03 \$50,000**

**-Other Payments/Contributions, A.6417 469 \$135,000 (pmts to towns, city, village)**

(b) Details:

**The amounts approved for 2015 are included in the 2016 budget, so only the additional amounts need to be appropriated.**

(c) Previous Resolution Number:

**Res# 17 of 2015**

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

**A.881.00 Reserve, Occupancy Tax, \$210,000**

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

\* as listed in budget and LOGOS

**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:** 1/29/16

(a) Purpose of Request:

**To carryover funding decision to allocate \$25,000 from Warren County Projects, A. 6417 480.04 for Warren County's share of a traffic study of the State Route 9 corridor from the vicinity of Six Flags to just north of State Route 149.**

(b) Details:

**The traffic study is being pursued/recommended by EDC based on changed circumstances and other developments since the last study.**

(c) Previous Resolution Number:

**Res# 419 of 2015**

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

**Warren County Projects A.6417 480.04 \$25,000**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 419 OF 2015

Resolution introduced by Supervisors Kenny, Merlino, Conover, Dickinson, Frasier, Simpson and Strough

**AUTHORIZING AGREEMENTS AND THE ALLOCATION OF FUNDS TO PROVIDE WARREN COUNTY'S SHARE OF A TRAFFIC STUDY FOR THE ROUTE 9 CORRIDOR, AND WAIVING THE RULES OF THE BOARD REQUIRING PRIOR APPROVAL OF THE FINANCE COMMITTEE**

WHEREAS, the Warren County Economic Development Corporation is pursuing a traffic study for the Route 9 corridor (from Round Pond Road to State Route 149) based on changed circumstances and other developments since the last study was performed for the area, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorize the Chairman of the Board to execute any and all agreements necessary with the Warren County Economic Development Corporation, the Town of Queensbury, the Greater Glens Falls Transit Authority and any other involved or related third-parties for the allocation of Twenty-Five Thousand Dollars (\$25,000) in funding from Budget Code A.6417 480.04 - Tourism Occupancy, Tourism - Warren County Projects to provide Warren County's financial share of the traffic study for the Route 9 Corridor (from Round Pond Road to State Route 149), in a form approved by the County Attorney, and be it further

RESOLVED, that the Rules of the Board requiring prior approval from the Finance Committee be waived.

**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: 1/29/16**

- (a) Purpose of Request:  
**to appropriate \$58,500 from the Occupancy Tax Reserve to A.6417 480, Tourism-Special Events to fund additional events approved at the 12/3/15 Occupancy Tax Workshop.**
  
- (b) Details:  
**\$175,000 originally budgeted for Occupancy Tax sponsored events in 2016**
  
- (c) Previous Resolution Number:  
**Res# 618 of 2015**
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount:  
**A.881, Reserve- Occupancy Tax \$58,500**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 618 OF 2015

Resolution introduced by Supervisors Kenny, Merlino, Conover, Dickinson, Frasier, Simpson and Strough

### AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2015 OCCUPANCY TAX REVENUES

RESOLVED, that Warren County enter into the standard form Warren County Tourist and Convention Development Agreement with certain applicants as listed on the attached "Schedule A" with each agreement to be in a form approved by the County Attorney, and be it further

RESOLVED, that the Chairman of the Warren County Board of Supervisors be, and hereby is, authorized and directed to execute the agreements identified herein and that the funds will be expended from Code A.6417 480 Tourism Occupancy, Tourism - Special Events \$233,500; A.6417 480.03 Tourism Occupancy, Tourism - Special Event Discretionary Fund \$20,000; and A.6417 480.04 Tourism Occupancy, Tourism-Warren County Projects \$6,000.

RESOLUTION NO. 618 OF 2015

PAGE 2 OF 2

Schedule "A"

APPLICANT	EVENT	FUNDING GRANTED
Adirondack Festivals, LLC	Adirondack Wine & Food Festival	8,500
Adirondack Hot Air Balloon Festival, Inc.	Balloon Festival	23,000
Adirondack Sports Complex	Youth Travel Team Softball Tournaments	20,000
Adirondack Theatre Festival, Inc. & Charles R. Wood Theatre	50 Different Shows/300 Live Performances	7,500
Albany Rods & Kustoms	Adk. Nationals Car Show	28,000
Americade, Inc.	2016 Americade	50,000
Fall Hospitality, LLC	Lake George Harvest Festival	15,000
Great Escape Theme Park LP	Oktoberfest	4,000
Hudson Valley Vol. Firemen's Assoc.	127 <sup>th</sup> Annual Convention, Trade Show & Parade	10,000
Hyde Collection	4 Major Exhibitions	17,500
Lake George Winter Carnival, Inc.*	Lake George Winter Carnival	10,000
New York State Public HS Athletic Assoc., Inc.	Boys Basketball State Tournament	23,000
Warrensburg Chamber of Commerce	World's Largest Garage Sale	17,000
<b>TOTAL Budget Code A.6417 480</b>	<b>Special Events</b>	<b>\$233,500</b>
* Special Event Discretionary Fund		
Improv Records	"The Chill" Music & Arts Festival	15,000
Warrensburg Bike Rally	2016 Warrensburg Bike Rally	5,000
<b>TOTAL Budget Code A.6417 480.03</b>	<b>Special Event Discretionary Fund</b>	<b>\$20,000</b>
Up Yonda Farm Environmental Education Center	2016 Summer Nature Program Series	3,000
Warren County Safe & Quality Bicycling Organization	Theme Rides, Brochure Reprinting, Expos, etc.	3,000
<b>TOTAL Budget Code. A.6417 480.04</b>	<b>Warren County Projects</b>	<b>\$6,000</b>

**RESOLUTION REQUEST FORM NO. 7**

***Request to Amend County Budget\****

*\*If this is the result of a grant award, also complete and submit Form No. 5 or 6*

**DEPARTMENT NAME: Tourism/Occupancy Tax**

**DATE: 1/29/16**

- (a) Purpose of Amendment: **to reduce Warren County Project code A.6417 480.04 by \$7,440 for additional funds taken out of A.881 Reserve-Occupancy Tax in December 2015 for the Charles R. Wood Park Festival Space Perimeter Fence**
  
- (b) Appropriation Code, Object Code, Full Title and Amount:  
**A.881 Reserve-Occupancy Tax \$7440**
  
- (c) Revenue Code (with title), and Amount: **A.6417 1113- Hotel Room Occupancy \$7440**

# Warren County Board of Supervisors

## RESOLUTION NO. 635 OF 2015

Resolution introduced by Supervisors Conover, Taylor, Sokol, Monroe, Wood, Kenny, Merlino, Frasier and Dickinson

### AMENDING RESOLUTION NO. 575 OF 2015 - INCREASING THE AMOUNT OF APPROPRIATION OF FUNDS

WHEREAS, Resolution No. 575 of 2015 appropriated funds in an amount not to exceed Twenty-Five Thousand Eight Hundred Forty-Seven Dollars (\$25,847) from the Occupancy Tax Reserve (A.881.00) to Budget Code A.9950 910 Transfers - Capital Projects Interfund Transfers to pay for the Charles R. Wood Park Festival Space Perimeter Fence, and

WHEREAS, the Superintendent of the Department of Public Works is requesting to increase the amount of appropriated funds to Thirty-Three Thousand Two Hundred Eighty-Seven Dollars (\$33,287) to account for the County's portion of an unencumbered invoice in the amount of Twelve Thousand Dollars (\$12,000) for the Charles R. Wood Park Festival Space Perimeter Fence, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby sets aside the rules previously established by the Board concerning the use of occupancy tax funds, and appropriates funds in an amount not to exceed Thirty-Three Thousand Two Hundred Eighty-Seven Dollars (\$33,287) from the Occupancy Tax Reserve (A.881.00) to Budget Code A.9950 910 Transfers - Capital Projects Interfund Transfers to pay for the County's portion of an unencumbered invoice in the amount of Twelve Thousand Dollars (\$12,000) for the Charles R. Wood Park Festival Space Perimeter Fence, and be it further

RESOLVED, that the Warren County Budget for 2015 be, and hereby is, amended accordingly.

## Mayor Robert Blais

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**From:** Jere Tatich <JTatich@elanpd.com>  
**Sent:** Thursday, January 28, 2016 10:55 AM  
**To:** Mayor Robert Blais  
**Cc:** Bill Lamy (blamy@ClarkPatterson.com); Lisa Nagle  
**Subject:** FW: LGV Charles R. Wood Park Update

Hello Mayor Blais,

Listed below is an update for various items related to the development of the Charles R. Wood Park as requested. I am expected to receive the concept level construction estimate for the Festival Space Stage this afternoon and will forward that to you upon receipt.

### Gateway Signage:

- Construction documents complete; County is completing final review
- Anticipated public bid week of February 8th (pending complete review by all parties)
- Anticipated date of sign installation: May 2016

### Water Feature:

- Construction documents in process
- Will be completed once match has been identified

### Metal Work (Handrail at West Brook crossing and Environmental Story Panel stanchions):

- Construction documents complete; County is completing final review
- Anticipated public bid week of March 1st (pending complete review by all parties)
- Anticipated date of installation: June 2016

### Environmental Interpretive Story Panels:

- Construction documents complete
- County purchasing to determine method of bidding for acquisition of product only (i.e., no onsite work)
- Anticipated public bid week of March 1st
- Anticipated date of sign installation: June 2016

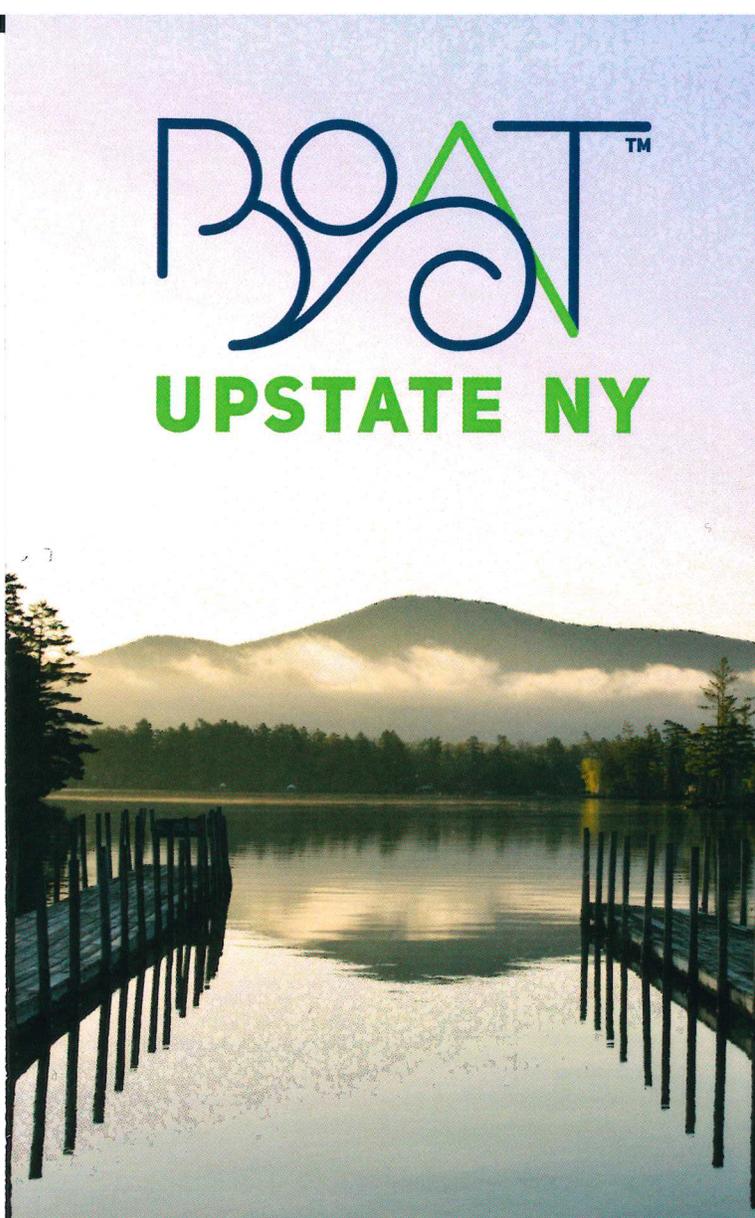
### Performance Stage:

- Concept design report completed
- Cost estimator to provide anticipated construction cost on 1/28/2016. Will forward upon receipt from estimator
- Grant Proposal – Elan submitted to Mayor Blais via email on 1/27/2016

If you have any questions or comments please feel free to contact me.

Sincerely,

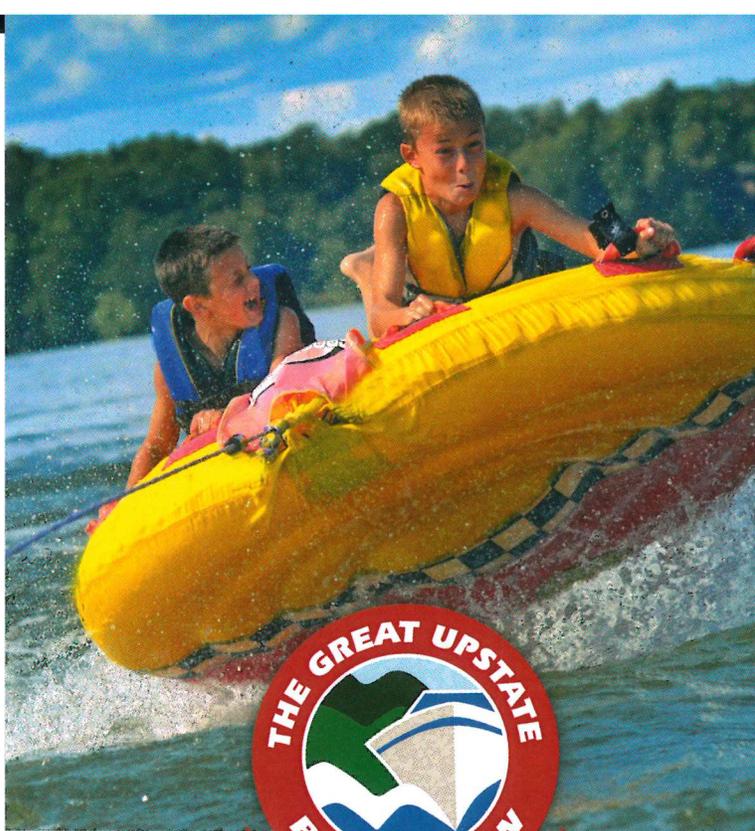
*Jere Tatich*  
Principal



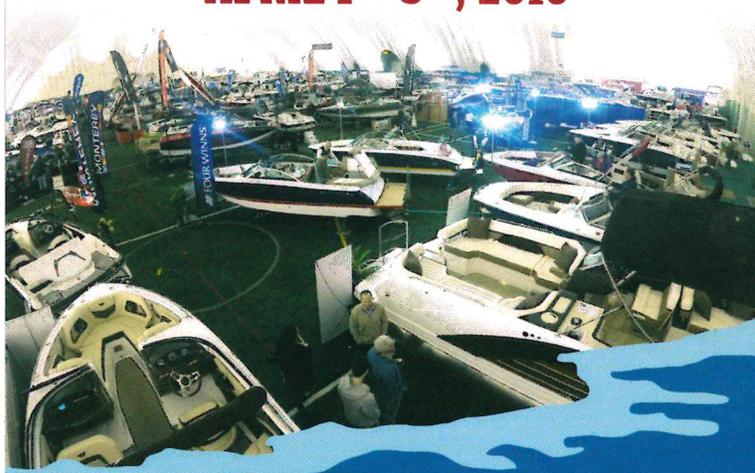
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NY boating information.



**SAVE THE DATE!**  
**APRIL 1<sup>ST</sup>-3<sup>RD</sup>, 2016**



Adirondack Sports Complex | 326 Sherman Ave. | Queensbury, NY 12804 | (518) 791-0070

**GREATUPSTATEBOATSHOW.COM**



**BOAT**  
**UPSTATE NY**

**EXECUTIVE BRIEF**



## EXECUTIVE SUMMARY

The primary objective of this new initiative is to make Boat Upstate NY the year-round source for all boating related information throughout the Lake George region and beyond. If anyone coming to upstate New York is looking online for information regarding anything boating related, the Boat Upstate NY brand, mobile-responsive website, and various published multi-media tools will be the source for that information. The new mobile-friendly website includes comprehensive information on where to purchase, store, dock, launch, repair, and find parts and accessories. Additionally, it will be the source of information for guests coming into the Lake George region for invasive species detection and spread prevention compliance sites, boater's safety and courses, legislative issues that affect boaters, career opportunities, and the various leading boating events that take place throughout our region.

## WARREN COUNTY TOURISM & SALES TAX REVENUES OPPORTUNITY

### Current Impact of Recreational Boating in the U.S.:

- 12 Million registered recreational vessels in U.S.
- 87.3 Million adults participated in recreational boating
- \$36.7 Billion retail volume of recreational boating in US (includes fuel, finance payments, accessories, maintenance, repairs, and upgrades)
- Percentage of people spending over \$2,000 per on boating = **35.7%**

### Current Impact of Recreational Boating in New York & New England:

- New York ranks as the 5th top boating state in the U.S. in terms of total economic value
- New York ranks 9th in boat registrations in the U.S. = **451,862 / 3.8% of Total**
- Boats registered in NY, NJ, VT, MA, CT = **868,020 / 7.4% of Total**

### If we attract more boaters from across NY and New England to vacation for a weekend or a week in our region, we could attract additional tourism revenues per the facts below:

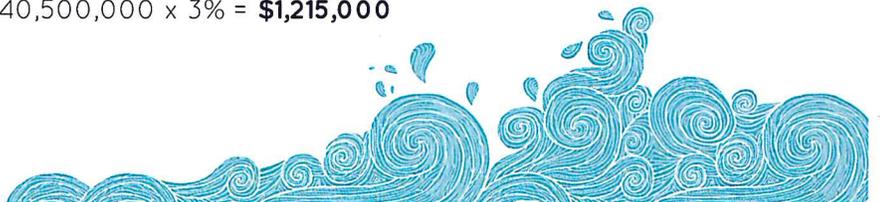
- 868,020 registered boats in 5 state regions
- Average number of visitors = 3 people per boat
- Average expenditure per boat group = \$650/weekend or \$1500 per week.

Additional boats	@ \$650 weekend	@ \$1500 week
¼% or 2,170	\$1,411,000	\$3,255,000
½% or 4,340	\$2,821,000	\$6,510,000
1% or 8,680	\$5,642,000	\$13,020,000

### Additionally, attracting more boaters to purchase, store, repair or accessorize their boats in our region, could have the following potential 3% sales tax impact:

(\$36.7 billion) x (7.4% regional boaters) x (% attracted) x 3% = additional revenue:

$$\begin{aligned} \$36.7 \times 7.4\% &= \$ 2.7 \text{ billion} \times \frac{1}{2}\% = \$13,500,000 \times 3\% = \mathbf{\$405,000} \\ &\times 1\% = \$27,000,000 \times 3\% = \mathbf{\$810,000} \\ &\times 1.5\% = \$40,500,000 \times 3\% = \mathbf{\$1,215,000} \end{aligned}$$





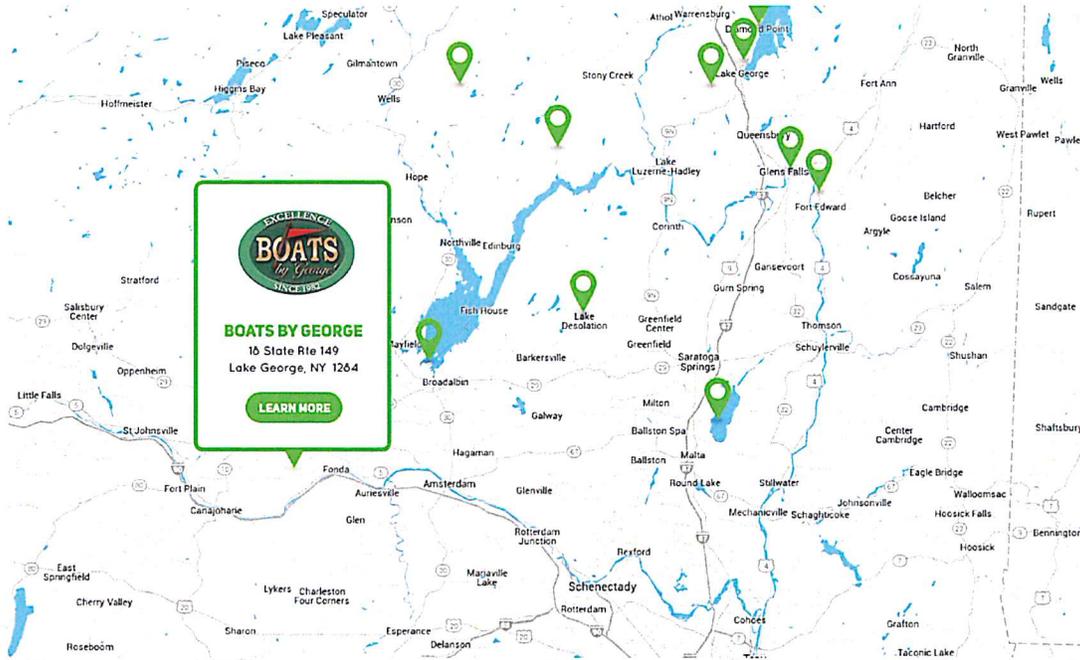


## BOATING RESOURCES • REGIONS & WATERWAYS

LOCATION

UPDATE ↻

- Waterways
  Dealers
  Marinas
  Launch
  Invasive Species



SEARCH

What can we help you find today?

GO

f FACEBOOK

Instagram INSTAGRAM



## **ONGOING MARKETING/PROMOTIONAL SUPPORT .**

- **Social Media:** Daily content creation, sharing relevant regional boating news & info
- **Digital:** Online and mobile ads on various partner's websites throughout NY & New England
- **Email:** Two (2) e-blasts graphics per month out to all contacts and partnering lists
- **Radio & TV:** PSA's on as many stations as we can get on throughout New York & New England
- **Video:** Online video series on boating destinations, the upstate boating life, and where to stay
- **Press:** One big regional story per month out to over 3,000 regional press contacts
- **Print:** PSA's in partnering newspapers and on dealer advertisements

## **PROJECTED LAUNCH EXPENSES IN 2016 (APPROX.)**

- Website Design & Development: \$15,000
- Banners & Printed Materials for Launch: \$2,000
- Spring & Summer Region Video Series & PSA Spot Production: \$3,000
- Online/Inbound Marketing Program to drive boaters the Lake George region: \$15,000

**Total: \$35,000**

## **CONCLUSION**

On behalf of the Eastern New York Marine Trades Association, (organizers of the The Great Upstate Boat Show & Boat Upstate NY), as well as its dealer members and partners throughout Warren County, we hope that you find value in the potential return of annual tourism and sales tax revenues propelled by this exciting, new initiative. We further hope that you find value in the time, money, and resources our organization can alleviate from yours with regards to promoting, publishing, and managing such comprehensive boating related information; ultimately relevant to both our region's economic and environmental success on key issues such as, helping boaters locate invasive species inspection locations to comply with joint efforts to preserve our waterways. We greatly appreciate your time and consideration for support at any level you see fit at this time.

**Prepared by: Roger Phinney, Executive Director,**  
Eastern New York Marine Trades Association

RogerPhinney@gmail.com | (518) 791-0070  
P.O.Box 4604 | Queensbury, New York 12804

