

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

Tourism Committee
Warren County Tourism Department
AGENDA
January 29, 2016

Committee Members:

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 Merlino
 - II. Motion to approve minutes of prior Committee meetings, Dec. 3, 2015 and Jan. 12, 2016
 - III. Action Agenda/New Business

Resolution Requests

1. Request for contract with Working Pictures, Inc for the creation and production of television commercials and photography assets.
Rationale: Working Pictures submitted the best value response at the lowest cost.
Attachment #1
2. Continue contractual relationship with Adirondack Regional Tourism Council, Inc. for Regional marketing services through the use of New York State Matching Funds.
Rational: ARTC provides marketing services for the region, which includes Warren County, through a Matching Funds contribution.
Attachment #2
3. Recognize the First Wilderness Heritage Corridor Program as equal in status to other local promotional agencies, such as Chambers of Commerce.
Rationale: To raise awareness of the First Wilderness Heritage Corridor program.
Attachment #3

- IV. Information for Discussion/Review
 - 1. Tourism Department Update – Joanne Conley
 - 2. Creative Update – Peter Girard
 - 3. Group Tour Update – Tanya Brand
 - 4. Sales/Special Event Update – Michael Consuelo and Christina Curley,
Lake George CVB
- V. Privilege of the Floor to discuss any additional items to come before Committee
- VI. Executive Session to discuss Tourism Consultant to Evaluate and Analyze Tourism Strategies of Warren County

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)
- VII. Motion to adjourn

Attachments

- #1 Resolution Request – Contract with Working Pictures, Inc for the creation and production of television commercials and photography assets.
- #2 Resolution Request – Continue contractual relationship with Adirondack Regional Tourism Council, Inc.
- #3 Resolution Request - Recognize the First Wilderness Heritage Corridor Program as equal in status to other local promotional agencies, such as Chambers of Commerce.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 1/12/16

- (a) Is this a Result of a Bid or Request for Proposal? **yes**
- (b) Purpose of Contract: **to authorize contract with Working Pictures, Inc. for the creation, production of television commercials and photography assets for the Tourism Department**
- (c) Name of Contractor: **Working Pictures, Inc.**
- (d) Address of Contractor: **436 New Karner Road Albany, NY 12205**
- (e) Contractor's Contact Person and Telephone Number:
Marty Bohunicky, President 518-869-0460
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **1/1/16**
- (h) Termination Date of Contract: **12/31/16**
- (i) Payment Provisions:
 - i) lump sum amount **61,740**
 - ii) hourly rate amount
 - iii) total amount not to exceed **61,740**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Upon completion of each project**)
- (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 \$61,740**

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

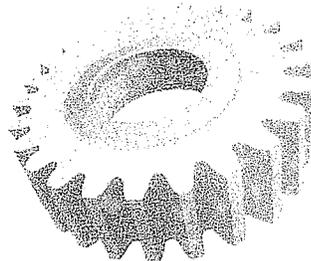
MELISSA NAPOLI
PRODUCER



**WORKING
PICTURES**

VIDEO EDITING · PRODUCTION · DIGITAL MEDIA

436 New Karner Road, Albany, NY 12205
Tel: 518.869.0460 Fax: 518.869.8400
melissa@workingpictures.com
www.workingpictures.com



**WORKING
PICTURES**

THE WARREN COUNTY TOURISM DEPARTMENT

WC 78-15 PROPOSAL FOR CREATION, PRODUCTION OF TELEVISION
COMMERCIALS AND PHOTOGRAPHY ASSETS FOR

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

December 9, 2015



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT

PROPOSAL WC 76-15

SCOPE

Working Pictures is proposing a creative partnership with the Warren County Tourism Department to assist in the production of high definition television commercials and tourism related videography/photography within Warren County, New York.

Working Pictures, Inc. has over 17 years of experience in producing high quality video production and on-target creative development. Working Pictures would like to create, produce and deliver a long-term integrated marketing and communications solution that will bring a spirit of creativity and innovation to all phases of the campaign including:

- Strengthening the County's brand messages through unique creative and consistency
- Succinctly position and promote the County to diverse audiences
- Production of high quality and creative TV, Web and print campaigns
- Increase website and social media traffic on VisitLakeGeorge.com
- Increase brand awareness and create recognition by building brand personality
- Broaden audiences through diversity
- Educate audiences on the positive attributes of Warren County
- Influencing consumers into action

Working Pictures has the experience and the people to collaborate with your team for a seamless and effective marketing campaign. All video and photography production are full turn-key at Working Pictures. Working Pictures has also had the pleasure of providing Warren County Tourism with video and post-production services for over the past decade.



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT

PROPOSAL WC 76-15

ABOUT WORKING PICTURES

Working Pictures is Creative • Professional • Full Service Video Production

In today's technology-saturated and media-savvy environment, we only have a small window of opportunity to win an audience — and if our goal is to persuade that audience to take action (buy a product or service, visit a store, contribute to a cause) that window is smaller than ever. For media to be considered successful, it must have impact.

Since 1997, the team at Working Pictures has been producing impactful video. Our team of editors and producers is led by Marty Bohunicky, President of Working Pictures and a director with more than 30 years of experience in video and audio production. From our facilities in Albany, New York we have produced creative, effective, award-winning work for a host of national and international clients.

Our expert team of tenured producers, editors and graphic designers love what we do, care deeply about our customers, obsess over details, and never miss an opportunity to laugh along the way.

Whether contracted directly or working in conjunction with an agency or marketing department, our goal is to be your creative partner. We are experts in our field and offer a higher level of service. We listen to your objectives and work with your vision to develop a concept and execution that will resonate with viewers. Working Pictures is more than facilities and machines. Above all else, we are storytellers.

Our Mission

Working Pictures, Inc. provides exceptional video production and post-production services for customers around the world from our state-of-the-art studios located in Albany, NY. We thrive at the intersection of the creative and the practical, finding the right style and concept to meet our customers' specific communication needs. Our mission is to deliver full service, professional, creative video production that is innovative, efficient and effective communication elevating our customers and their brand. Working Pictures is built on a philosophy that fuels all of our work and our customer partnerships:

- That it's our passion to tell our customers' stories as if they were our own, with the utmost care and consideration.
- That the best videos make audiences both understand and feel the core messages.
- That beautiful images, effective concepts, and flawless technical execution are only valuable when aligned with and in service to each customer's unique goals and needs.
- That quality must reside not only in the look of the final piece, but in every step of our process.

Our Facilities

436 New Karner Road Albany, New York. Located in the heart of Upstate New York's Capital Region, the WPHQ is an ideal home base for video and audio production and editing. With four editing suites, an audio suite, conference room, and kitchen, our goal is to provide our creative partners with a creative, collaborative space away from their own offices.

Multiple suites allow us to put the right creative talents together with the right technology and tools to work on different aspects of your project simultaneously. It's not at all uncommon for a single project to be edited in one suite, recorded and rendered in a second, and reviewed in a third. Our multiple suites also give us the bandwidth to give you a higher level of access. Long-term edit? Unexpected revisions? Last minute project? Four suites means we can work around your schedule to keep your project moving forward on time and on budget. We have four edit suites and one audio suite, putting your pixels to work!



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT
PROPOSAL WC 76-15
ABOUT WORKING PICTURES

Our Services

VIDEO PRODUCTION:

For a production to be successful, proper planning is everything. Our team of producers, directors, and editors have decades of award-winning corporate communications experience. Whether you have detailed scripts and storyboards, you've just been assigned to create your first corporate video, or anything in between, we will help you produce work that is creative, impactful, and effective.

We are fully experienced in shooting on-location, or in a studio; down the street, or on the other side of the globe. Our clients range from small independent startups to Fortune 500 companies. We know that when it comes to video production, one size does not fit all. Depending on your needs and budget, we design a concept that's right for you.

POST-PRODUCTION:

Our post-production is second to none in the Capital Region. Our editors are artists, storytellers, stylists, sometimes magicians, and the collaborator that brings the entire thing together. And our editors **always stick the landing**. Our post production house features 4 edit/motion graphic suites, as well as a Pro Tools audio suite allowing us exceptional agility, capacity, and technology for servicing customer needs quickly and expertly. We are very efficient in our editing, recording and trafficking processes.

MOTION GRAPHICS:

Often, there are concepts and details that might be best conveyed through the use of onscreen graphics. From the simplest of nameplates and identifiers, to completely animated pieces developed and executed without the aid of a single light or camera, motion graphics have become an indispensable part of video production. This is where animation meets information.



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

**THE WARREN COUNTY TOURISM DEPARTMENT
PROPOSAL WC 78-15
WORKING PICTURES RESUMES**

Marty Bohunicky

President, Director- Working Pictures, Inc.

Marty Bohunicky has been an award-winning video and film director/editor for the past 30 years. Projects include commercials, corporate programs, instructional programs and many others. In the recent years, projects have taken him to Europe, Russia, Asia, South America, and throughout the U.S.

In 1997 Marty formed Working Pictures, a full-service video production and post-production company offering a wide range of services, from full turn-key video and film production to director services, crews, casting, location scouting and nearly all phases of video post-production.

The leadership, creativity, and experience Marty brings to video campaigns as a Director has set the bar for excellence in this area. The commitment to quality of work that is produced at Working Pictures has garnered numerous local, regional, and national awards. Marty's achievements include "Top 100 Producer in America" ranking by AV Multimedia Producer Magazine, the 2009 Albany-Colonie Chamber Micro-Enterprise Award, multiple American Marketing Association award winning campaigns, over 30 NORI/ADDY awards including two Ad Club Betsy awards and more.

Marty's commitment to his craft and community has been steadfast throughout his career. Working Pictures proudly supports local non-profit organizations. He has provided fundraising videos for The Children's Hospital at Albany Medical Center, Make-a-Wish, The Special Olympics, and the American Red Cross. Marty also contributes his time and video production services to industry events such as The American Marketing Association Mark of Excellence Awards, The Albany-Colonie Chamber of Commerce Annual Dinner and The Ad Club.



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT

PROPOSAL WC 76-15

WORKING PICTURES RESUMES

Taylor Morrison **Freelance Director of Photography with RED camera Package. Over 15 years of work experience with Working Pictures Inc.**

EDUCATION: B.F.A. Carnegie-Mellon University Theater Design Pittsburgh, PA

EMPLOYMENT: 1993-present Cinematographer for commercials, Industrials, Documentaries, Independent features.

COMMERCIAL CINEMATOGRAPHY

NBC Sports Specialty and Promotional footage Triple Crown 2011-present
Warren County Dept. of Tourism Photographer Motion and Stills 2005-present
PGATour Entertainment Charity PSA's 2005-present
NYS Dept. of Health Multiple PSA's and spots 2005-2008
NYS Dept. of Transportation Safety PSA's Multiple Safety Spots 2003-2008
I Love NY Regional Advertising Campaign 2002-2005
MVP Healthcare Campaign 2000-2001 (Nori winner)

LONG FORM AND TELEVISION CINEMATOGRAPHY

NBC Sports "Training for Tahoe" 90 min. golf show with Brian Baumgartner 2010-2012
ABC "The British Open" Preview Shows for 2006-2002 "Open" UK
Sagamore Institute Long form informational video 2005 NY (Nori winner)
PGATOUR Productions "Science of Golf" 2006 Broadcast US
Home Depot "You can do it" Corporate long form program Various US
NYS D.E.C. and D.E.D. "Dry Cleaning Certification Video" NYS
ABC "Opening sequences" World Figure Skating Championships (National Emmy winner)
ABC Sports "Athlete profiles" Ukrainian Gymnastics Kiev, Ukraine
NBC "Athlete Profiles" Swimming/Diving Trials and Olympic Games Various US
General Electric "Six Sigma" Industrial long form program Schenectady, NY
General Electric "E-Business" Industrial long form program Schenectady, NY
NYS D.O.T. "Natural Corridor" 90 min. Documentary on history of NYS transport
Kodak Internal motivational program Rochester, NY
ABC "Opening Sequences" National Figure Skating Championships
NBC and PGA Tour Productions "on the brink" 90 min. documentary on Q-School
NYS D.O.T. "Natural Corridor" 90 min. Documentary on history of NYS transport



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT

PROPOSAL WC 76-15

WORKING PICTURES RESUMES

Melissa Napoli

With over 14 years of experience, Melissa handles all aspects of the project from beginning to end. From content, logistics, objectives and budgets to final deliverables, she manages the production team. She has produced numerous award winning campaigns all over the country. Melissa will be your main contact at Working Pictures.

EDUCATION:

B.A. in Fine Arts

The State University of New York at Oneonta

EMPLOYMENT

Producer at Working Pictures, Inc. since 2001

Stacey Nooney

Stacey brings over 15 years of experience to our Producer Director team. She executes and manages details of the production process. She facilitates production, and secures locations and talent negotiations.

EDUCATION:

B.S. in Communications

The College of Saint Rose

EMPLOYMENT

Producer at Working Pictures, Inc. since 2000

Aaron Duprey

Aaron has been an editor for WPI for over 11 years. He has edited numerous award winning television campaigns, corporate programs and documentaries. The editor director relationship is critical in delivering a message. Our team is a well-oiled machine. (Hence our gear logo...)

EDUCATION:

B.S. Communications

State University of New York at Cortland

EMPLOYMENT:

Video Editor at Working Pictures, Inc. since 2004

Brad Muschott

Brad brings over 5 years of experience to our edit suites. Brad is an editor and an animator who brings a fresh creative eye to our graphic design.

EDUCATION:

B.S. Electronic Media

Cedarville University

EMPLOYMENT:

Motion Graphics and Video Editor at Working Pictures, Inc. since 2014



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT PROPOSAL WC 76-15 WORKING PICTURES EXPERIENCE

Over the last decade working pictures has won numerous awards together as a team including:

American Advertising Federation "ADDY Awards" 2014 Best of Show
American Advertising Federation Silver and Gold Awards
American Marketing Association 2007 Mark of Excellence Award
Association of Professional Communicators "NORI" 2002 Best of Show Award
Association of Professional Communicators "NORI" Silver and Gold Awards
Association of Visual Communicators Telly Silver and Bronze Awards
Aurora Awards Gold Award of Excellence
Aurora Awards Platinum Best of Show Award
Ava Awards-Platinum Award of Excellence
Axiem Awards Copper and Bronze Awards of Excellence
CINE "Golden Eagle" Award
Communicator Crystal Award of Distinction
DV Awards Gold Award
International Film & Video Festival Certificate for Creative Excellence
The San Jose Film Festival Award of Excellence
U.S. Industrial Film & Video Festival Certificate of Creative Excellence

PARTIAL LIST OF CLIENTS within the last 2 years:

Warren County Tourism
Albany Medical Center
Bassett Hospital
Brooklyn Hospital
St. Mary's Amsterdam
St. Peter's Health Partners
Fidelis Care
Health Alliance Plan
Mass Mutual
MVP Healthcare
Capital Communications Federal Credit Union
First NY FCU
SEFCU
Bureau of Refugee & Immigrant Assistance
Posigen
SCA Americas
Verizon Wireless
CSEA Branding
SUNY Adirondack
WMHT
Empire Education Corporation
Siena College
Make a Wish
NYS Department of Health
NYS OASAS
Rifton
YWCA
Spalding



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT PROPOSAL WC 76-15 APPROACH

Working Pictures has the experience and the people to collaborate with your team for a seamless and effective marketing campaign. We will develop a brand will consistently remind the viewer of Warren County as a premier destination while providing information and a call to action.

All video and photography production are full turn-key at Working Pictures. Working Pictures would like to propose 2 HD RED shoot days for per 3 seasons, summer, fall and winter. All production will be prearranged by our full time Producers with approval by the Tourism Department.

Working Pictures will take weather into account when arranging for production so that a backup date in place within two weeks of the original shoot date at no extra cost to Warren County should inclement weather prevent a shoot day.

The following services are included as part of the contract:

01. CONCEPT

The grand idea. The 30,000-foot-level thinking. The big picture. When you're having some trouble getting the gears turning, let us be your mental clutch. We get to know more about your goals and objectives for this specific year with a kick off meeting.

02. WRITING

Having an idea is one thing. Turning that idea into a story is quite another. We can help you develop a proper working script to communicate your idea to your audience. Once a creative concept is approved we work that into each production for a cohesive brand.

03. CASTING

Need a modern family of four or highly polished, camera-ready spokesperson? Voice talent with prestige and authority? Let us assemble the perfect cast of characters to bring your concept to life

04. SCOUTING LOCATIONS

Whether you need a simple studio with green screen, acres of rolling scenery, or most anything in between, we can handle the logistics of finding and securing rights to shoot in any setting.

05. SOURCEING PROPS AND SETS

The authenticity of a story can come down to the smallest of details – the tools your characters need to be believable. If you need it, we'll find it. If we can't find it, we'll fake it. If we can't fake it, it doesn't exist.

06. WARDROBE

Giving your message the right tone often starts with giving your characters the right look. From crowns and scepters to gowns and scrubs – we costume everything from the fantastic to the mundane.

07. TIMELINE MANAGEMENT

All of this preparation is meaningless without someone to keep your project on-schedule and on-budget. You worry about the creative – let us handle the logistics. We seamlessly take care of all pre-production, scheduling and coordination for every aspect of the production.



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT PROPOSAL WC 76-15 APPROACH

08. DIRECTING

It's more than just yelling "action" and "cut." The director is the hub through which live performance, technical execution, and creative vision run – uniting all in service of your story.

09. SHOOTING

Lights, camera, action. We provide them all. Everything before is planning. Everything after is finishing. But this – this is where your story first comes to life. A shoot day is only as good as its producer and talent is only as good as their Director. We have both! Working Pictures has full time on staff Directors and Producers who have over 17 years of experience making talent and locations feel at ease on shoot day.

10. RECORD

Located in the heart of Upstate New York's Capital Region, the WPHQ is an ideal home base for video and audio production and editing. With four editing suites, an audio suite, conference room, and kitchen our goal is to provide our creative partners with a creative, collaborative space away from their own offices. Multiple suites allow us to put the right creative talents together with the right technology and tools to work on different aspects of your project simultaneously. It's not at all uncommon for a single project to be edited in one suite, recorded and rendered in a second, and reviewed in a third. Whether working remotely with voice talent on the other side of the world, or recording live in our onsite facilities, we can produce voiceovers and dubbing and (quite literally) give voice to your concept.

11. EDITING

This is where we bring it all together. Footage is reviewed, cut, moved, and spliced. Graphics, music, and voices are added. Levels are balanced, colors adjusted, and performances tweaked.

12. DELIVERY

So, the finished piece needs to be delivered to 8 media outlets in 12 different formats, plus you need one version to play on your website and another on disc for a presentation? No problem. We offer media delivery to outlets as requested as well as LTO media storage and backup.



WORKING PICTURES

FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT
PROPOSAL WC 78-15
FEE PROPOSAL

The following services shall be provided as part of the contract with Warren County Tourism for production services to create (1) 1:00 – 2:00 minute seasonal video (1) TV :60, (1) TV :30, (1) TV :15 and (1) Web video and photography including 2 shoot days per season. Seasons to include Fall, Winter and Summer. Quote also includes making updates to (2) existing TV ads.

PRE-PRODUCTION:

Pre-production consultation meetings
Development of conceptual ideas
Development of scripts
Development of storyboards
Location scouts
Casting sessions
Securing and arranging locations
Insuring locations for shoot day
5 days Producer services
5 days Director services
WORKING PICTURES BID PRICE:

\$7,950.00

PRODUCTION VIDEOS/PHOTOGRAPHY:

6 days Producer services
6 days Director services
6 days RED camera package including Director of Photography (photography captured simultaneously)
6 days location lighting packages
6 days props and wardrobe services
6 families (1 per shoot day) as talent as buyout
Negotiation and management of talent fees for TV, Print and Digital placement
All talent travel fees
Craft services
WORKING PICTURES BID PRICE:

\$35,880.00

POST-PRODUCTION VIDEOS/PHOTOGRAPHY:

2 day Producer services
2 day Director services
8 days post-production editing and motion graphics
Photography - stills edited from RED Camera 6K raw footage including color correction
Closed captioning services
Color correction
Music licenses
VO casting sessions
VO Narrator talent fees for all deliverables as a buyout for one year
VO Narrator recording studio fees
Audio mix
Master files provided on hard drive immediately following completion of each deliverable
Long-term back-up of all footage and project files to LTO tape
Collection of visual assets throughout the year
Native Red files, low resolution proxy quick time files and medium resolution quick time files
Finished delivered products to proper media channels

WORKING PICTURES BID PRICE:

\$17,910.00

WORKING PICTURES BID TOTAL:

\$61,740.00



WORKING PICTURES
FULL - SERVICE MEDIA PRODUCTION

THE WARREN COUNTY TOURISM DEPARTMENT
PROPOSAL WC 76-15
WORKING PICTURES INC 2016 RATE CARD

Director Rate Per Day	\$750.00
Producer Rate Per Day	\$450.00
Commercial/Industrial Editing Per Hour Includes both Avid or Final Cut platforms	\$175.00
Motion Graphics Per Hour	\$175.00
Compressions	
FTP	\$10.00 each
STATION Files	\$20.00 each
Closed Captioning (HD/SD)	\$200.00 per spot

WARREN COUNTY PURCHASING DEPARTMENT

HUMAN SERVICES BUILDING
1340 STATE ROUTE 9
LAKE GEORGE, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395

JULIE A. BUTLER
PURCHASING AGENT

JASON M. SHPUR
DEPUTY PURCHASING AGENT



NOTICE TO PROFESSIONALS

The undersigned is seeking to receive sealed proposals for the following:

WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY TOURISM DEPARTMENT

Proposals may be delivered to the undersigned at the Warren County Human Services Building, 3rd Floor, 1340 State Route 9, Lake George, New York, 12845 between the hours of 8:00 am and 4:00 pm. All proposals must be submitted on proper bid proposal forms. Any changes to the original RFP documents are grounds for immediate disqualification.

Proposals will be received at the Human Services Building, 3rd Floor, at the office of the Purchasing Agent up until **Thursday, December 10, 2015 at 3:00 p.m.** at which time they will be publicly opened and read.

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 bids.

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

**WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY
TOURISM DEPARTMENT**

DATE: DECEMBER 10, 2015

**TIME: 3:00 PM
BUILDING**

PLACE: HUMAN SERVICES

I. BACKGROUND INFORMATION:

Warren County is easily accessible, affordable, and offers diverse activities in all four seasons. In addition to nearly 10,000 lodging rooms, 300 restaurants, 145 attractions and more than 400,000 sq. ft. of indoor exhibition space and acres of outdoor space, Warren County is convenient to I-87, Amtrak, Albany International Airport and the Floyd Bennett Memorial Airport, Warren County, NY, making it a desirable alternative to larger city destinations.

The County of Warren continues to develop multi-media campaigns which are part of a long-term integrated marketing and communications strategy to strengthen the County's brand messages and succinctly position and promote the County to diverse audiences. As a component of the marketing strategy, Warren County seeks a Professional individual/agency to create, produce and deliver television commercials as requested by the Tourism Department.

The goals of this contract are as follows:

- A. Provide a full range of creative services from brainstorming to writing to producing quality work and then placing the finished product into the proper media channels;
- B. To bring a spirit of creativity and innovation to all phases of the services being requested;
- C. Increase website and social media traffic on VisitLakeGeorge.com;
- D. Increase brand awareness and create recognition;
- E. Educate audiences on the positive attributes of Warren County; and
- F. Influencing consumers into action.

II. SCOPE OF SERVICES REQUESTED:

The Warren County Tourism Department seeks proposals from creative professionals specializing in the production of high definition television commercials and tourism related videography/photography for shoots within Warren County, New York. Shoots will encompass all four seasons and various activities. Shoots shall be prearranged by the Professional, with approval by the Tourism Department, to include, but not be limited to, models, props, costumes, and scouting of locations. All shoots will be located within the confines of Warren County. Commercials shall be "turn key" upon delivery to the Tourism Department. The submission with the most comprehensive proposal will be awarded the contract based on the results of a "best value" evaluation.

Warren County will not be responsible for cancellation of planned shoots due to weather. The Professional must be flexible to reschedule at the earliest possible time.

The following services shall be provided as part of the contract:

- A. Development of scripts and conceptual ideas;
- B. Pre-production services, i.e. casting, locations, etc.;
- C. Production videos/photography including Director of Photography and all talent management and coordination (shot on RED Camera 4K or greater for compatibility with REDCINE-X Professional software). If advances in technology become available during the term of the contract, vendor shall advise the Tourism Department, and upon mutual agreement, shall utilize such advances in creation of the deliverables required herein;
- D. Post-production editing, i.e. audio, voice-overs, distribution to media outlets, motion graphics, music licenses, etc., to be compiled into deliverables of varying lengths from 15 seconds up to 60 seconds. Warren County reserves the right to exceed 60 seconds based upon the rates proposed by the Professional;

WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY
TOURISM DEPARTMENT

DATE: DECEMBER 10, 2015

TIME: 3:00 PM
BUILDING

PLACE: HUMAN SERVICES

- E. Collection of visual assets throughout the year. Photos and videos may be used in other County promotions and/or in a range of media including, but not limited to, internet streaming on the County website, television broadcasts and DVD/CD creation;
- F. Master files provided on hard drive must be supplied to Warren County immediately following completion of each deliverable as well as long term back-up of all footage and project files to LTO tape; and
- G. Must provide native Red files, low resolution proxy quick time files and medium resolution quick time files (for use in web videos).

Warren County shall retain complete ownership and copyrights of all video, photography and audio produced under this contract including any production material not used in the final products. Warren County retains the right to creative approval for all material and unlimited usage of all footage.

The Professional shall provide standard hourly rates for the services being requested. All out-of-pocket expenses shall be listed separately. Samples of recent work must be submitted with proposals, either on CD or DVD.

III. TIME FOR OR DURATION OF SERVICES:

The services shall commence upon execution of an agreement and shall terminate December 31, 2016. The agreement between the parties will be reviewed and may, at the County's option, be renewed for three (3) additional one year terms. At all times the County reserves the right to terminate the agreement upon sixty (60) days notice to the Professional.

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

- A. Proposals must be received no later than 3:00 pm on Thursday, December 10, 2015. 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 "Proposals for Television Commercial Production Services for the Warren County Tourism Department" and addressed and or delivered to:

Julie A. Butler, Purchasing Agent
Warren County Human Services Building
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 Human Services Building. Park in front of the building and enter the facility through the main entrance. You will be required to pass through Security, so please allow enough time. Proceed to the elevator or stairs and go to the third floor. At the top of the stairs or after coming off of the elevator, take two rights and Purchasing is the first Office on the left. Your RFP must be time/date stamped in the

WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY
TOURISM DEPARTMENT

DATE: DECEMBER 10, 2015

TIME: 3:00 PM
BUILDING

PLACE: HUMAN SERVICES

Purchasing Office no later than 3:00 P. M. on Thursday, December 10, 2015 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. Please note, supplying rate cards only will not be acceptable.*

- I) Your level of experience and familiarity in providing the type of productions services you propose to provide, including typical services you provide to clients with regard to such services;
- ii) A brief overview on how you propose to undertake providing the services;
- iii) **Please specify, in detail, your fee proposal as set forth in paragraph II. If fees must be specified for different types of services, please itemize the same.** Please specify and address all out of pocket expenses, including travel (be specific as to when/where travel expenses begin and end), copying documents, mailings, telephone cost, etc. to render said services.
- 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 services or projects and demonstrate depth, breadth and a recognized history or expertise in creating successful television commercials that meet the goals established;
- v) Please provide the proposed staffing or total number of persons you plan to have available to assist with regard to this contract and provide names and experience of said persons and demonstrate the successful completion of similar projects for organization similar to Warren County;
- 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.

V. **QUESTIONS:**

If there are any questions concerning this RFP or services to be rendered please contact Julie Butler, Purchasing Agent by faxing to (518) 761-6395, or e-mailing to butlerj@warrencountyny.gov. All questions must be received by Friday, November 27, 2015. Responses to any questions will be provided by written fax to all parties to whom this RFP has been sent.

VI. **RFP GENERAL TERMS AND CONDITIONS:**

- A. Selection of a Professional for the services shall be made using the following criteria and shall be based on a best value methodology. Evaluation Team members shall include, but are not limited to, the Tourism Coordinator, the Tourism Creative Director, the Chairman of the Tourism

**WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY**

TOURISM DEPARTMENT

DATE: DECEMBER 10, 2015

TIME: 3:00 PM

PLACE: HUMAN SERVICES

BUILDING

Committee and the Purchasing Agent.

- i. Understanding of the RFP, comprehensiveness and breadth of proposal and services offered by the proposer together with samples of similar projects/work product - 35 points;
- ii. Experience in providing the services set forth in these specifications - 35 points;
- iii. Cost - budget allocation will be a consideration in the final award - 20 points;
- iv. References - 10 points; and
- iv. may include such other qualifications as determined by the Warren County Board of Supervisors to be appropriate considerations.

Awarding of the contract to the successful Professional will be made at the earliest possible time, and upon acceptance of proposal, a written contract with Warren County will be provided.

B. The Professional 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 contract, a credit of the fee payable shall be provided in the event that services are terminated and/or deleted.
4. Insurance coverage satisfactory to the County Board of Supervisors.
5. A provision that requires all services performed under a contract awarded to the successful Professional shall conform to prevailing professional standards and to the requirements of the contract. Upon written notice of any defect from the County, the Professional will be expected to correct or re-perform any defective or nonconforming services at no cost to Warren County. If the Professional fails or refuses to correct or re-perform, the County shall be entitled to any remedy that may be provided for under the contract, and in any event, that may be authorized by law.
6. A provision requiring the Professional to defend, indemnify and hold harmless the County with regard to any negligent acts or omissions or malfeasance with regard to the services performed or to be performed.

In order to be considered for selection to provide the services requested by this RFP, the Professional submitting the proposal must agree to not limit professional, general or other liability to an amount less than the limits of the required insurance coverage.

7. A provision requiring the Professional to assume sole responsibility for completing services as requested and the Professional may not assign the work to be performed without the consent of the County, which consent shall rest in the sole discretion of the County.
8. A provision providing that the Professional shall not be deemed an agent of the County for any purpose whatsoever.

WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY
TOURISM DEPARTMENT

DATE: DECEMBER 10, 2015

TIME: 3:00 PM
BUILDING

PLACE: HUMAN SERVICES

9. Inclusion of such other terms and conditions that may be required pursuant to Federal or State Law, Regulation and/or by the County Attorney.
- C. Please note that retention of services by reason of this RFP is not certain. The right to reject any and all proposals, solicit new or additional proposals or perform some or all of the services in-house or by using services available from professionals currently under contract are retained at all times, even after proposals have been reviewed and considered. In the event the contract is awarded, there is no minimum or maximum guaranteed amount of work.
- D. Additional information, interviews and/or presentations may be required at the option of County. In no event shall the County or its 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 Professional'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 Tourism Coordinator and, if relevant, should cite the section and page number of the RFP document relating to the question raised by the Professional. Answers to all questions of a substantive nature will be given to all Professionals 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 Professional within the time frame acceptable to Warren County, Warren County may begin contract negotiations with another Professional 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, as affecting present or imminent contract awards, or other information allowed to be kept confidential pursuant to Section 87 of the Public Officer's Law of the State of New York. In order to designate information as confidential, the Professional 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 Professional 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 Professional prior to the release of the information to afford the service provider an opportunity to appeal the decision.

**WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY**

TOURISM DEPARTMENT

DATE: DECEMBER 10, 2015

**TIME: 3:00 PM
BUILDING**

PLACE: HUMAN SERVICES

- J. Warren County reserves the right to make any investigation deemed necessary to determine the Professional's qualifications and responsibility. The Professional 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 Professional a) warrants that the contents of its proposal are accurate and binding upon the Professional; 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 Professional further warrants that it has become sufficiently acquainted with the conditions, facts, and circumstances relating to providing the requested services. Failure or omission of the Professional to adequately acquaint itself with existing conditions, facts and circumstances shall not in any way relieve it of any obligations with respect to this RFP.
- L. To the extent required by Article 15 of the Executive Law (also known as the Human Rights Law) and all other State and Federal statutory and constitutional non-discrimination provisions, the Professional will not discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin, sexual orientation, age, disability, genetic predisposition or carrier status, or marital status. Furthermore, in accordance with Section 220-e of the Labor Law, if this is a contract for the construction, alteration or repair of any public building or public work or for the manufacture, sale or distribution of materials, equipment or supplies, and to the extent that this contract shall be performed within the State of New York, Professional agrees that neither it nor its subcontractors shall, by reason of race, creed, color, disability, sex, or national origin: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. If this is a building service contract as defined in Section 230 of the Labor Law, then, in accordance with Section 239 thereof, Contractor agrees that neither it nor its subcontractors shall by reason of race, creed, color, national origin, age, sex or disability: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. Contractor is subject to fines of \$50 per person per day for any violation of Section 220-e or Section 239 as well as possible termination of this contract and forfeiture of all moneys due hereunder for a second or subsequent violation.

WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY
TOURISM DEPARTMENT
DATE: DECEMBER 10, 2015 TIME: 3:00 PM PLACE: HUMAN SERVICES
BUILDING

PROPOSAL OF: _____
COMPANY NAME

TO: Julie A. Butler, 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 this contract for all professional services to be performed as outlined in the proposal in paragraph IV(C)(iii).

If applicable, please include a listing of any additional associated out-of-pocket expenses and/or other costs (including travel) that may result as part of this contract. There shall be no other amounts due and payable by the County regardless of costs or expenses of the Consultant 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 attach all other information requested in these specifications.

Date: _____ Federal ID#/SSN _____

Contractor Signature: _____

Contractor name (Printed): _____

Name of Firm: _____

Business Address: _____

Phone #() _____ Fax # _____

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 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY TOURISM DEPARTMENT

DATE: DECEMBER 10, 2015

TIME: 3:00 PM BUILDING

PLACE: HUMAN SERVICES

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

Corporation

By President

WC 76-15 - REQUEST FOR PROPOSALS FOR CREATION, PRODUCTION AND PLACEMENT OF
TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY
TOURISM DEPARTMENT
DATE: DECEMBER 10, 2015 TIME: 3:00 PM PLACE: HUMAN SERVICES
BUILDING

CORPORATE RESOLUTION

RESOLVED that _____
(Name of Corporation)

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

(Title of Project)

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

(SEAL OF CORPORATION)

SECRETARY
(Signature)

RESOLUTION REQUEST FORM NO. 4***Request for Extending, Rescinding or Amending Existing Contract*****DEPARTMENT NAME: Tourism****DATE: 1/29/16**

- (a) Purpose of Contract Change: to continue the 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, #589 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, 2016
- (g) Termination Date of Extension: December 31, 2016
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed \$150,000
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.

Warren County Board of Supervisors

RESOLUTION NO. 589 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. ⁵⁵⁹59 of 2014), 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 ^{FIFTY}Twenty-Eight ^{150,000}Thousand Dollars (~~\$128,000~~), for a term commencing January 1, 20¹⁶15, and terminating December 31, 20¹⁶15, 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.

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 recognize the First Wilderness Heritage Corridor Program as equal in status to other local promotional agencies such as Chambers of Commerce
- (b) Details:
The Planning Department wishes to raise awareness of the program and is asking for classification of the FWHC Program. The project represents 8 communities along the Upper Hudson River: Corinth and Hadley in Saratoga County and Chester, Johnsbury, Lake Luzerne, Stony Creek, Thurman, Warrensburg in Warren County.
- (c) Previous Resolution Number:
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
N/A

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

* as listed in budget and LOGOS

To: Joanne Conley, Warren County Tourism Department
Gene Merlino, Warren County Tourism Committee Chairman
From: Warren County Planning Department : Wayne LaMothe
Prepared by: Pam Morin, FWHC Tech Assistant
Re: First Wilderness Heritage Corridor's Promotional Status
Date: January 22, 2016

Dear Joanne, ,

As per our conversation on January 13, I am writing for a special request.

OVERVIEW:

To request consideration of establishing clarity by board resolution as to the recognition of the First Wilderness Heritage Corridor Program by the Warren County Tourism Department so that it may equal in status that of other local promotional agencies such as Chambers of Commerce.

MISSION:

Raise awareness and ask for classification of the FWHC Program. This concept remains at a little different level since the project itself represents 8 communities along the Upper Hudson River with 2 different maps as distribution collateral. The maps showcases this specific district including the Saratoga County Townships of Corinth, Hadley, and the Warren County Townships of Lake Luzerne, Stony Creek, Thurman, Warrensburg, Chester and Johnsburg.

*** There is already an existing Warren County Memorandum of Understanding with Corinth and Hadley

GOAL:

To qualify and be recognized as a promotional agency with equal status to that of our local Chambers of Commerce including the waiving of distribution and support partner fees.

To allow appropriate FWHC educational brochures to be accepted under the Warren County Tourism programs for distribution.

To allow 2 special events a year from the Towns of Corinth and Hadley to be listed on WC Tourism Calendars of Events as per the mom agreement for FWHC



EVALUATION OF PROPOSALS

RFP: CREATION, PRODUCTION & PLACEMENT OF TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS

	CAPABILITIES & SAMPLES	EXPERIENCE	COST	REFERENCES	TOTAL
WORKING PICTURES	Detailed proposal with good understanding of what the County is looking for. EXCELLENT SAMPLES! HIGH QUALITY: Video/Audio/Story. 35/35 POINTS	Multiple Awards High profile client list Years in industry Talented Staff 35/35 POINTS	Easily defined price structure and hourly rate \$61,740.00 20/20 POINTS	7/10 POINTS	 97 POINTS
STAGE SIX MEDIA	Detailed proposal with good understanding of what the County is looking for. Good samples. HIGH QUALITY: Video, but audio & story components were off. 31/35 POINTS	Diverse industry experience, some unrelated to scope. Talented Staff 32/35 POINTS	Easily defined price structure and hourly rate \$62,745.00 (/hr rate is high) 17/20 POINTS	10/10 POINTS	 90 POINTS
FINGER PAINT	Detailed proposal with good understanding of what the County is looking for. Good/decent samples. Good tech quality but lacked strong composition 29/35 POINTS	Award winning Talented Staff 33/35 POINTS	Unclear price structure. Based on hourly rate. *Hourly rate is high 13/20 POINTS	10/10 POINTS	 85 POINTS
RBH	Detailed proposal with good understanding of what the County is looking for. Good/decent samples. Good tech quality but lacked strong composition 29/35 POINTS	X	\$174,000.00  3/20 POINTS	X	
GRIBBINS FILMS	Proposal fell short of understanding what the County is looking for. No staff to facilitate the many roles of TV/Photo production  0/35 POINTS	X	X	X	

 = Critical component/issue that ends consideration

After thoroughly reviewing the 5 proposals and video samples, the Tourism Department CONFIDENTLY recommends Working Pictures as the winning bid. Capabilities, experience and price are the main factors and they are the clear favorites in all three aspects.



To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour Update
Date: December 2015/January 2016

New York Times Travel Show Pre-FAM Tour:

- Organized by I Love New York and its marketing firm Finn and Partners
- In conjunction with the New York Times Travel Show in NYC
- 7 Travel Agents and 1 Travel Writer
- 1 Day Itinerary with focus on outdoor adventure & culinary experiences
- Thank You to our Warren County Supplier Partners who offered tours & services
 - Gurney Lane Recreational Area
 - The Hyde Collection
 - Davidson Bros. Restaurant & Brewery Tour Experience
 - The Queensbury Hotel
 - Mean Max Brewery
 - Hoppy Trails Brew Bus
 - Adirondack Winery
 - Six Flags Great Escape Lodge
 - West Mountain
- Positive Feedback from ILNY, attendees & Warren County suppliers
- Cultivating Relationships is Key
- Interest in returning for Summer season: Looking forward to working with them again
- Joanne attended NYTTS with LGRCC & CVB

American Bus Association:

- Conducted 53, 7-minute appointments with Tour Operators
- Discussed what's new in the area
- Appointments were excellent with many requests for information to close bookings

- Hot Leads included:
 - Adventure Caravans: LG RV Park
 - Benedicts Bus: 6 Day Family Reunion at The Sagamore Resort
 - Burlington Trailways: September 24-28, Comfort Suites
 - Great Escapes Tours: October 23-24@Georgian
 - Christian Tours: Cruise and Prospect Mt. on the way to NE
 - Conway Tours: 2016 Balloon Fest, FWH, Prospect, Cruise
 - Fox Bus Lines: Preformed student group @ Holiday Inn & Cruise
 - Senior Community Tours: September @ Surfside: Rachael Ray
- WC Suppliers included:
 - Lake George Steamboat Co.
 - Surfside on the Lake
 - The Georgian Resort
 - Country Inn & Suites
 - Scotty's Lakeside Resort
- No I Love New York Booth
- No Adirondack Region Booth

2016 Destinations Group Travel Show Booth Co-op:

- FAM and Travel Show September 12-14, 2016 in Syracuse
- For the first time in many years offering WC Partner Co-op
- Triple Booth, Collateral, Displays, Networking functions
- 5 Suppliers to include The Sagamore, Lake George Steamboat & Holiday Inn Resort

Meeting Leads

- 30 Field Artillery Regiment Association 2017 Reunion:
- Living Proof Live Worship Event 2017: 5,000+ Attendees

TRAMPOLINE

ADVERTISING & DESIGN CO

518-798-9155

www.trampolinedesign.com

-  designtramp
-  @designtramp
-  designtramp
-  trampoline

Amanda Magee
amanda@designtramp.com



Cara Greenslade
cara@designtramp.com



Social Media Marketing

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

TRAMPOLINE
ADVERTISING & DESIGN CO



The Lake George Area Instagram Photo Contest was held in the fourth quarter with the following goals:

Boost presence across all platforms in the off-season

By promoting the Instagram Contest on Facebook and Twitter we let existing followers know about our presence on Instagram while boosting our audiences on Facebook and Twitter as well by boosting ads on both platforms.

Increase Lake George Area Instagram audience & followers

Not only did we drastically increase our audience during the contest promotion and run time but it continues to be the fastest growing platform.

Gather first-hand content from users who live in the area or vacation here to redistribute across all social platforms: website, print materials, etc.

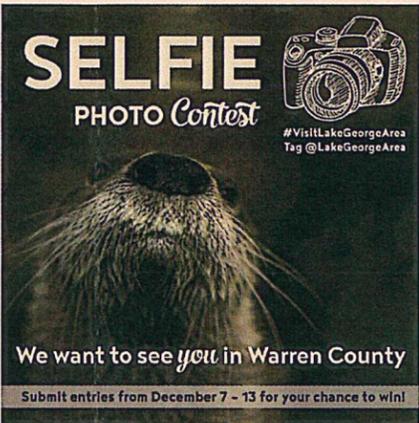
With different weekly themes we were able to use a variety of photos and by not establishing a time frame of when the photos had to be taken, we opened up the contest to people not in the area during the contest time and received photos of different seasons.

CONTEST ADVERTISING & PROMOTION











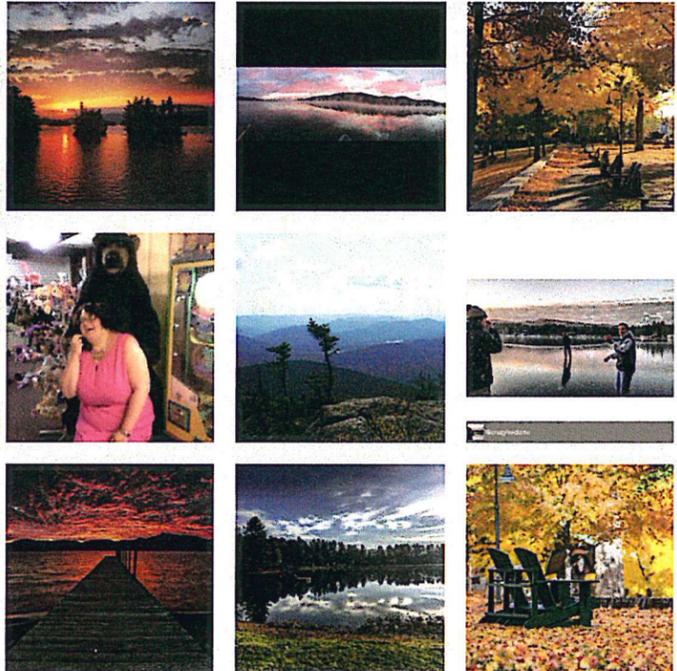
^ ON INSTAGRAM ^
^ ON TWITTER ^
^ ON FACEBOOK ^

Create interaction with users and fans

Not only have we initiated communication with people that love the Lake George Area but we have been able to identify key users who are generating beautiful content for the Lake George Area on their own.

#visitlakegeorgearea
308 posts

TOP POSTS



PROMOTED FACEBOOK POSTS:
 Selfie: 17,131 Facebook Impressions
 Places: 20,255 Facebook Impressions
 Flavors: 13,594 Facebook Impressions
 Landscapes: 11,913 Facebook Impressions

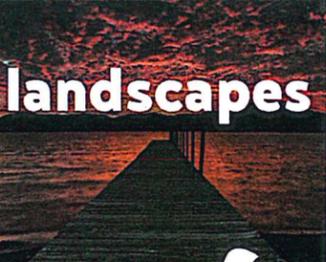
Total Impressions=62,893

TWITTER PROMOTED POST:
 Impressions: 16,977
 Link Clicks: 161
 Cost per link click: \$2.91

#visitlakegeorgearea hashtags
 as of January 21st: 308



places

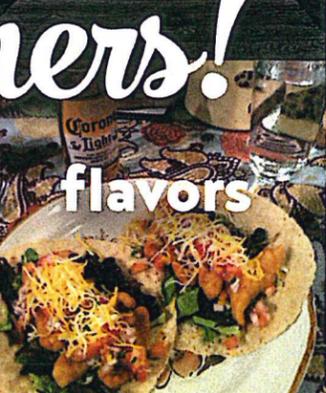


landscapes

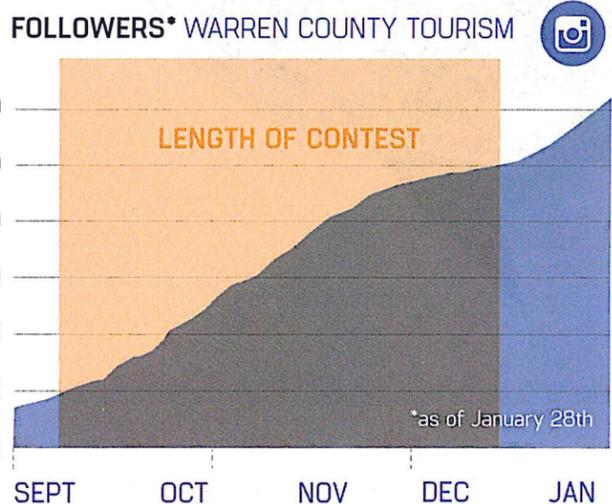
winners!



selfies



flavors



^ 253 PHOTO SUBMISSIONS ^



January 2016 Monthly Report
Christina Curley
Special Events & Convention Sales Director

- CVB monthly meeting held at the Lake George Regional Chamber & CVB office
 - Twelve (12) CVB partners attended
 - discussed CVBs trip to Diversity Marketplace conference
 - Lead status updates were given
- CVB recently attended the Diversity Marketplace in Atlanta, GA January 16 – 20, 2016.
 - 1st time attending the appointment based show (meeting and event planners representing multicultural & diverse markets including Native American, African America, LGBTQ, Asian American and Hispanic)
 - received 20 appointments w/groups such as National Funeral Directors and Morticians Association, Inc., African American Ministries Leadership Council, National Gay & Lesbian Chamber of Commerce of NY, National Assn of Black Military Women and National Asian American Pacific Islander Mental Health Assn.
 - will be following-up with all held appointments with & a few met during networking sessions
- CVB renewed yearly memberships with:
 - ESSAE (Empire State Society of Association Executives)
 - NYS DMO (CVB) Association
 - RCMA (Religious Conference Management Association)
- Spoke briefly with Sales representative of hotel management company for new Courtyard by Marriott prior to trip to Diversity Marketplace. Have not been able to connect since returning do schedules.
- CVB signed up to attend ESSAE Annual Awards Dinner February 11, 2016 at Renaissance Albany (new Albany hotel near new Convention Center location)
- CVB doing sponsorship for ESSAE Annual Awards Dinner
- Attended the Lake George Regional Chamber of Commerce & CVB BOD meeting
- Attended the Warren County Council of Chamber dinner
- Serviced Della Auto Group for January meeting in Bolton Landing delivering 50 “Welcome Bags” to group contact prior to meeting (they included additional items in bags)
 - CVB received thank you following the event saying materials were greatly appreciated by attendees & Auto Group will remember CVB for planning assistance in future, was a big help to them

- CVB providing information to SportsEvents Magazine for their site selection guide February issue on NYS
- Received a call for a family reunion July 2016, 60+/- people, total 50+/- room nights (maybe more people arriving early/staying later). Group will have family dinner gathering one night, family picnic need catered, family cruise, and other activities.
 - beginning stages of planning
 - sent hotel & attraction info
 - followed-up & would like RFP to go out to hotel
- Met with the new contact (and old) for the Ragnar Adirondacks to discuss how CVB has been involved in the past and how we can moving forward.
 - CVB will assist and work with new Ragnar Adirondack contact moving forward for 2016 race
- Received call from a Lawrence Woodmere Academy summer camp coordinator, bringing a group 50+/- teens to LG beginning August 2016.
 - has hotel arrangements & some activities planned (day at Great Escape) but seeking info for additional activities for additional days
 - info on area activities for teens sent to group contact
 - will assist as needed
- Received call from Arrowhead Conferences & Events, a national 3rd party meeting planning company that CVB has met with representatives of at Rejuvenate Marketplace in past years (but not anyone from this location - south)
 - meeting planner seeking location for a LifeWay Christian Resources “Living Proof Live 2017” event – 5000+/- person event, requiring an **arena** venue. Attendees mostly women 35 – 55 yrs old, travel 50 – 200 miles to attend events. 11 events being held around country during 2017
 - Glens Falls being considered in NYS as well as Albany, Binghamton and Rochester
 - potential of 1400+/- total room nights over 3 days. Hotels need to be within a 0-10 mile radius of venue.
 - meeting planner has send specs & requirements to be shared with GFCC – numerous dates options have been given throughout 2017 that group will consider
- Followed-up with the NEDC (National Executive Directors Council) for their June 2017 & 2018 meeting
 - 2017 has been lost to Milwaukee in 2017 (2016 Minneapolis)
 - still considering NYS for 2018 – will entertain proposal from new Courtyard if can have it to them prior to this year’s conference
- CVB continuing to work with the WIT (Winnebago International Travelers) NYS Club 2017 State Rally. (40 – 60 RVs for 8/23 - 27/2017 (preferred dates) or 9/13 - 17/2017)
 - CVB was asked to contact and additional campground & RFP was sent to them. Waiting on proposal
- CVB assisting Golden Goal to find rooms for National Lacrosse tournament July 29 -31, 2016.
 - RFP/group rate was sent out and received responses from 5 hotels in WC with rates ranging from \$115.00 - \$206.90 per night.
 - rates have been forwarded to GG contact

- Golden Goal has 3 dates in April (camps and tournaments) that wanted to have group rate at the Sagamore available for parents. Last year an East Coast soccer club worked with the Ocean Hospitality to offer a very discounted group rate with their Opal Collection hotels (of which the Sagamore is a part of) during the off-season (November – April). GG wanted to work with the Sagamore to offer a similar rate to parents coming to the area this April if they would be willing to do so
 - CVB reached out to Sagamore to see if willing to offer (very discounted) group rate for the 3 weekends. Sagamore agreed and is able to accommodate 2 of the 3 weekends
 - CVB let GG contact know and put in him touch with the Sagamore Sales contact
 - Sagamore sales contact has since confirmed arrangements have been made
- Received a lead from the Upstate NY Buick Club of America for their 2017 Buick Regional Meet.
 - 100 cars, 50 guest rooms per night, banquet facilities, meeting rooms & preferred dates are mid-May to mid-June or mid-August to mid-September
 - information sent to contact (local to area) on hotels able to accommodate 100 cars and some history on hotels that have hosted car/motor related events
 - followed up with contact learned he had reached out to local person who assisted with Cadillac & LaSalle Grand Nationals in 2014 and have since visited the FWH. Also learned that are looking at hotels closer to the Albany area as well.
 - will follow-up with group contact after their club meeting in early February where they are hoping to narrow their search down to a few potential sites
- Followed-up with the NEDC (National Executive Directors Council) for their June 2017 & 2018 meeting
 - 2017 has been lost to Milwaukee (2016 being held in Minneapolis)
 - still considering NYS for 2018 – will entertain proposal from new Courtyard if can have it to meeting planner prior to this year's conference in August
- Followed-up with mother of bride for a 200+/- person wedding in Fall 2016 or Spring 2017. Had send 6 proposals that have been
 - date has been chosen – Labor Day Weekend 2016 and will be on cruise boat (Shoreline)
 - want to hold block of rooms at new Courtyard – willing to wait for info
 - also interested in holding rehearsal dinner or Sunday brunch at Courtyard
 - CVB will continue to try to get info from hotel management company representative
- Made few attempts to follow-up on information sent to the 173 Airborne Platoon Fall Reunion
 - most recent attempt did speak with wife on contact who confirmed information had been received and they were on contacts desk for review
- Had received call from a wedding planner looking for rooms for a wedding on the Sunday of Americade. Group already has some rooms blocked but needs more for their destination wedding
 - couple wanted hotels in the village only since that is where their other block is - lead was sent to hotels & CVB received responses from 4 village hotels
 - responses were forwarded to wedding planner who was grateful for assistance & grateful to know CVB is available to assist in future
- Received lead through CVent for the 2018 Eastern Association of Student Financial Aid Administrators.
 - 275+/- attendees for 3 day conference, May 4 – 8, 2018. Total of 880 rooms nights (including staff rooms and early arrivals), food & beverage, meeting space.
 - Lead was forwarded to 3 larger properties in WC – only 1 able to accommodate group and has submitted proposal. Other hotels not able to accommodate space requirements/room set-ups

- Met with representative of the Wounded Warrior Project who is planning an event in Lake George for August 5 – 8, 2016.
 - contact had visited a two hotels on own during earlier that day and was planning on visiting one more next day.
 - 50 Warriors and their spouses/caregiver coming from NY, NJ & CT for 3 days, all expenses paid/arrive Friday for dinner/depart Monday after breakfast. They do have some education each morning and then go out for activities during day
 - looking for ideas of activities, group transportation to activities while here and any other potential hotels with meeting space in Lake George (village) should check
 - CVB will provide with information requested and will continue to assist as needed

Respectfully Submitted by:
Christina Curley
Special Events & Convention Sales Director