

OCCUPANCY TAX COORDINATION

DATE: January 24, 2017

AGENDA

Committee Supervisors:

D. Dickinson, Chairman
E. Merlino
M. Simpson
J. Strough
D. Beaty
E. Frasier
E. Wood
C. Leggett
R. Montesi
M. MacDonald
K. Geraghty

- I. Committee meeting called to order by Chairman.
- II. Motion to approve minutes of meeting held on December 15, 2016.
- III. Report on Revenues from the County Treasurer
- IV. Action Agenda:
 - Report of activities/request for 1st Quarter funding from Adirondack Civic Center Coalition - \$75,000
 - Appropriate \$110,000 from Occupancy Tax Reserve, A.881 to A.6417 480-Tourism - Special Events
Rationale: \$175,000 budgeted in September 2016 for 2017; a total of \$285,000 was granted to various events at the December 15, 2016 Occupancy Tax Workshop
 - Reallocate funds for the water feature at the Festival Commons - \$150,000 – to be completed in 2017
Rationale: Appropriated in 2016; not completed in 2016
 - Appropriate \$9,287 for butterfly exhibit at Up Yonda Farm from Occupancy Tax Reserve, A.881 to Tourism-Warren County Projects, A.6417 480.04

- **Chairman to open discussion re: changes to criteria for/allocation of Occupancy Tax funds/other thoughts**

V. Old Business/Pending items: none

VI. Adjourn.

ADIRONDACK CIVIC CENTER COALITION, INC.
WARREN COUNTY TOURIST AND DEVELOPMENT PROGRAM
UPCOMING EVENTS
January 1, 2017- March 31, 2017

EVENT	OTHER GOV. FUNDING GROUPS	ALL FUNDING	ATTEND-ANCE	NO. OF OVER-NIGHT ACCOMM.	MARKETING AND AD AREAS	TOTAL COSTS	FUNDS NEEDED
Harlem Globetrotters 2/9/17			1500			\$20,000	\$20,000
Brantley Gilbert 2/16/17			SOLD OUT 4500			\$95,000	\$35,000
Casting Crowns 2/17/17			1800			\$70,000	\$20,000

TOTAL COSTS FROM ABOVE \$185,000

TOTAL REQUEST \$75,000

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: 1/24/17

- (a) Purpose of Request:
To appropriate \$110,000 from A.881, Reserve-Occupancy Tax to A.6417 480, Tourism-Special Events for the additional funding awarded at the December 15, 2016 Occupancy Tax Workshop

- (b) Details:
as above

- (c) Previous Resolution Number:
none Res 555 of 2016

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.881, Reserve-Occupancy Tax \$110,000

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

*** as listed in budget and LOGOS**

Warren County Board of Supervisors

RESOLUTION NO. 555 OF 2016

Resolution introduced by Supervisors Merlino, Dickinson, Conover, Seeber, Simpson, Strough, Wood, Beaty, Frasier, Vanselow and Leggett

AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2017 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 \$285,000.

RESOLUTION NO. 555 OF 2016

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Schedule "A"

APPLICANT	EVENT	FUNDING GRANTED
398 Group	American Music Festival for the Lake	\$2,000
Adirondack Festivals, LLC	Adirondack Wine & Food Festival	10,000
Adirondack Hot Air Balloon Festival, Inc.	Balloon Festival	25,000
Adirondack Marathon, Inc.	Adirondack Marathon Distance Festival	4,000
Adirondack Sports Complex	ADKSC Softball Tournaments	40,000
Adirondack Theatre Festival	2017 Summer Season & Adk. Film Festival	10,000
Albany Rods & Kustoms	Adk. Nationals Car Show	25,000
Americade, Inc.	2017 Americade	45,000
Calgary Flames ECHL Inc. dba Adirondack Thunder	2017 CCM/ECL All-Star Classic	5,000
Friends of East Field Ltd.	USCAA Small College World Series/games	5,000
Greater Glens Falls Amateur Athletic Championships Assoc.	High School Basketball Championships	20,000
Hudson Valley Vol. Firemen's Assoc.	128 th Annual Convention, Trade Show & Parade	10,000
Hyde Collection	2017 Exhibitions	10,000
Improv Records, Inc.	Adirondack Independence Music Festival	5,000
Lake George Music Festival Inc.	Lake George Music Festival	3,000
Lake George Steamboat	200 th Anniversary - 4 events	15,000
Lake George Winter Carnival, Inc.	2017 Lake George Winter Carnival	4,000
LEOW Committee	Law Enforcement Officers Weekend	10,000
Warrensburg Bike Rally (Ed Zibro dba)	Warrensburg Bike Rally	4,000
Warrensburg Chamber of Commerce	38 th World's Largest Garage Sale	20,000
West Mountain Ski Area	USAA U14 State Championship Races	13,000
TOTAL Budget Code A.6417 480	Special Events	\$285,000

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: 1/24/17

- (a) Purpose of Request:
To reappropriate \$150,000 from A.881, Reserve-Occupancy Tax to A.6417 480.04, Tourism-Warren County Projects for a water feature at Festival Commons at Charles R. Wood Park

- (b) Details:
This funding was appropriated in 2016. Changes were made to the original plan for the water feature. Construction to be completed in 2017.

- (c) Previous Resolution Number:
Res #82 of 2016

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.881, Reserve-Occupancy Tax \$150.000

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 82 OF 2016

Resolution introduced by Supervisors Conover, Seeber, Sokol, Simpson, Merlino, Dickinson, Girard, Frasier, Beaty, McDevitt and Braymer

**AUTHORIZING THE APPROPRIATION OF FUNDS FROM
THE OCCUPANCY TAX RESERVE TO THE TOURISM BUDGET
TO PROVIDE FUNDING FOR A WATER FEATURE AT THE CHARLES R. WOOD PARK;
AMENDING 2016 WARREN COUNTY BUDGET**

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 One Hundred Fifty Thousand Dollars (\$150,000) from the Occupancy Tax Reserve (A.881.00) to Budget Code A.6417 480.04, Tourism Occupancy, Tourism-Warren County Projects, and be it further

RESOLVED, that the Warren County Budget for 2016 be, and hereby is, amended accordingly.

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: 1/24/17

(a) Purpose of Request:

**To appropriate \$9,287 from A.881, Reserve-Occupancy Tax to A.6417 480.04,
Tourism-Warren County Projects for a butterfly house at Up Yonda Farm
Environmental Education Center.**

(b) Details:

**\$62,306 allocated Occupancy funds not used in 2016; reallocate \$9,287 to above for
2017**

(c) Previous Resolution Number:

none

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

A.881, Reserve-Occupancy Tax \$9,287

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

* as listed in budget and LOGOS

**Budget for Proposed Butterfly Exhibit at
Up Yonda Farm 2017**

Lumber	\$	885
Roofing	\$	3,768
Siding	\$	1,282
Hardware	\$	899
Doors	\$	803
Concrete	\$	330
Water/Power	\$	1,320
Requested Total	\$	9,287

Reina

Butterfly Exhibit

Request for Project Funding



Submitted to Warren County

By

Up Yonda Farm Environmental Education Center
Bolton Landing, NY

Warren County Parks, Recreation & Railroad

November 1st, 2016

Proposed Butterfly Exhibit at Up Yonda Farm - Request Summary:

For nearly 20 years Up Yonda Farm has been educating local school children and the public about the amazing life and migration of the monarch butterfly by rearing and exhibiting them in a geographically unique butterfly enclosure. This featured exhibit is now in need of a major redesign and upgrade.

How Funds Will Be Used:

In 1998 Warren County staff constructed a butterfly exhibit at Up Yonda that was a 40'x60' netted enclosure with garden beds, benches and a small pond. For over 15 years, this served as one of the biggest attractions to Up Yonda and a great educational tool. Unfortunately over the years this space became increasingly difficult to manage, with the two biggest issues being rodent damage and the inability to capture or raise enough butterflies to keep the exhibit looking good from June through September. In 2014, the tough decision was made to remove the existing exhibit. However, visitors still wanted to see butterflies and monarchs were needed for educational programs. A 10'x20' carport with a screen kit was purchased, raised beds were built, and this temporary exhibit was placed near the Up Yonda entrance, where it would be the first thing visitors saw as they arrived.

Although this current set up does draw a lot of attention and has allowed us to continue raising monarchs over the last two years, we have seen major problems in attempting to use a temporary structure for a permanent application. The vinyl roof of the carport has begun to rip, and again our staff is dealing with rodent problems. Mice and woodchucks are easily able to chew through the flimsy mesh netting, not only eating plants, but creating holes that butterflies can escape through. This temporary exhibit has drastically reduced the amount of space available for growing milkweed, the main host plant of the monarch. Another downside to this temporary set up is the fact that only 5-6 people can enter the exhibit at once to get a close up view of the butterflies and caterpillars.

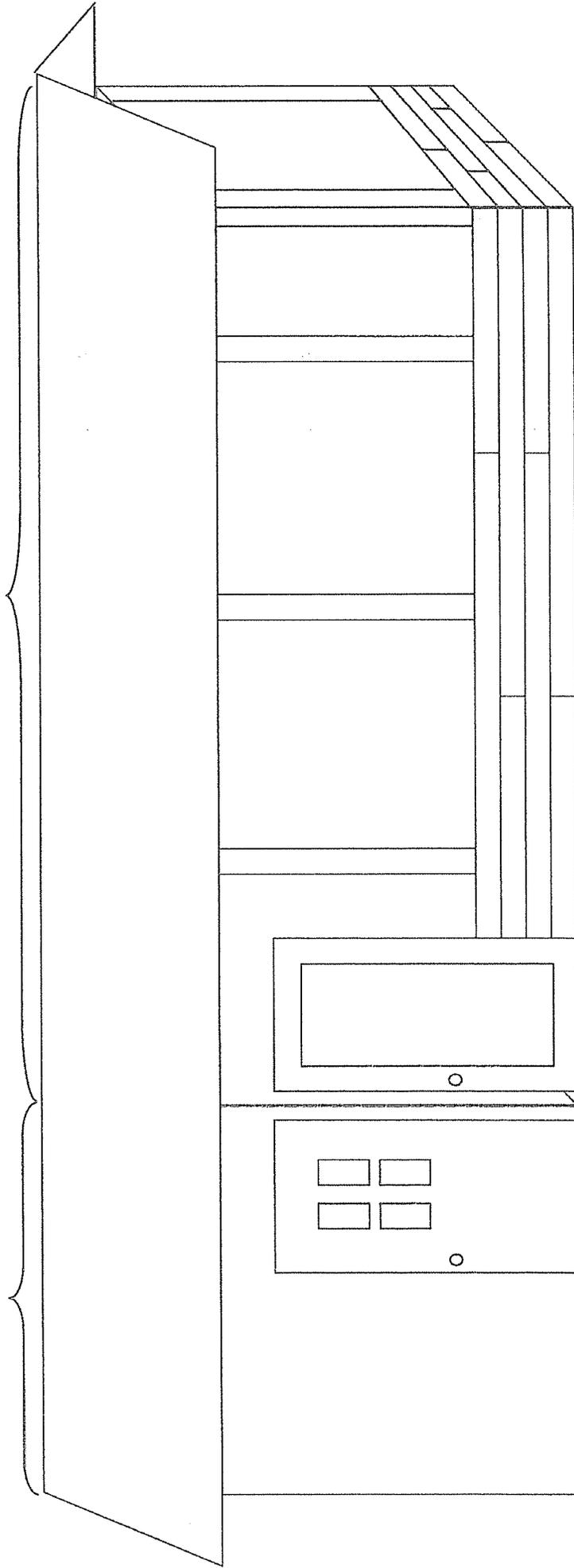
The funds requested would be used to purchase the materials necessary to construct a larger, permanent butterfly exhibit at the location of the temporary exhibit. The new display would have a 16'x10' greenhouse at one end to be used for starting and overwintering milkweed, then offer a 16'x20' section with raised flower beds for butterfly exhibition and propagation. The entire structure would have a clear, solid roof. The walls of the non-greenhouse portion of the exhibit would be constructed with partial wooden walls on the bottom for preventing the entry of large rodents, while the top half of the walls would be made of a 30% shade netting to allow both air flow and butterfly viewing from the outside. It is our goal to have this new structure built and open to the public by the end of June 2017, so that it can be featured during a 20 year anniversary celebration for Up Yonda.

16'Wx 10'L Greenhouse

Roof and walls made of clear polycarbonate panels

16'Wx 20'L Fly House for Butterfly Propagation & Exhibition

Clear Roof, partial cedar walls (bottom) with green shade cloth on upper half for ventilation & visibility



*Proposed Butterfly Exhibit
Up Yonda Farm, Bolton Landing, NY*



**Original structure opened July 2014 (above)
Rodent damage on the lower edge, September 2016 (below)**





**Adult Monarch Butterfly (above)
Current Structure (below)**





**The butterfly exhibit at Up Yonda Farm
is very popular with visitors**

