



**Tourism Committee
Warren County Tourism Department
AGENDA
February 27, 2017**

Committee Members:

E. Merlino, Chairman
D. Dickinson
J. Strough
E. Frasier
C. Leggett
R. Vanselow
R. Seeber
R. Montessi
M. MacDonald
K. Geraghty
C. Hyde

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- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of January 24, 2017 Committee Meeting
 - III. Action Agenda/New Business

Resolution Requests

1. **Request** to authorize an advertising co-op agreement with Great Escape Theme Park, LP, in the amount of \$150,000.
Rationale: Six Flags Great Escape will create a marketing campaign to cooperatively promote the Warren County/The Lake George Area and the Great Escape.
Attachment #1
2. **Request** to authorize an agreement with New York's Best Experiences.
Rationale: New York's Best Experiences represents Warren County/The Lake George Area at numerous consumer shows and events throughout New York State; driver's side truck wrap featuring Lake George Area; 2-page spread in Vacation Guide, in the amount \$17,400.
Attachment #2
3. **Request** to establish Budget Code A.6417 480.06 for Enhanced Promotion, and to transfer \$400,000 from A.6417 481 into the new code.
Rationale: To track this amount of the 2017 Tourism Department budget which is specifically for enhanced 2017 promotions.
Attachment #3

4. **Request** to amend R72 of 2012 to increase the threshold for Department Head approval of Misc Contracts from \$2,000 to \$5,000.99

Rationale: County Purchasing policy allows for approval of up to \$5,000.99 on the acquisition of services, when sufficient appropriations are contained within the Department's current budget.

Attachment #4

5. **Request** to authorize continuation of an intermunicipal agreement with the Village of Lake George to provide funding for the Lake George Visitor Center, in the amount of \$25,000.

Rational: Funding to the Lake George Visitor Center supports operation, county-wide exposure, brochure distribution, etc.

Attachment #5

- IV. Tourism Department Update – Joanne Conley, Director
- a. Smith Trend rebroadcast fee
 - b. Advisory Group
 - c. Booking Engine
- V. Group Tour Update/Overview – Tanya Brand, Motorcoach Promoter
- VI. Lake George CVB Update - Kristen Hanifin, Special Events & Convention Sales Director
- VII. Privilege of the Floor to discuss any additional items to come before Committee
- VIII. Motion to adjourn

Pending Items:

- 1) Tourism staff to provide update on added cost to share Smith Trend Research reports with hoteliers and other members of the public requesting them. (01.24.17)
- 2) Tourism staff to present formal request to contract with Six Flags Great Escape on marketing initiative which will incur a cost of \$150,000 to Warren County. (01.24.17)

Attachments

- #1 Resolution Request - To authorize an Advertising Co-op agreement with Great Escape Theme Park, LP.
- #2 Resolution Request – To authorize an agreement with New York's Best Experiences.
- #3 Resolution Request – To to establish a budget code for Enhanced Promotion.
- #4 Resolution Request – To to amend R72 of 2012 to increase the threshold for Department Head approval of Misc Contracts.
- #5 Resolution Request – To authorize continuation of an intermunicipal agreement with the Village of Lake George to fund the Lake George Visitor Center.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 2/27/17

- (a) Is this a Result of a Bid or Request for Proposal? **NO**
- (b) Purpose of Contract: **To authorize an agreement with Great Escape Theme Park, LP for cooperative advertising to promote Warren County and the Great Escape**
- (c) Name of Contractor: **Great Escape Theme Park, LP**
- (d) Address of Contractor: **1172 State Route 9, Queensbury, NY 12804**
- (e) Contractor's Contact Person and Telephone Number:
Eric Gilbert 518-743-1575
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **upon execution**
- (h) Termination Date of Contract: **12/31/17**
- (i) Payment Provisions:
 - i) lump sum amount **\$150,000**
 - 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. **monthly**)
- (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 480.06, Enhanced Promotion**

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

*as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 2/27/17

- (a) Is this a Result of a Bid or Request for Proposal? **NO**
- (b) Purpose of Contract: **To authorize a multi-faceted agreement with New York Best Experiences, Inc. for promotion of Warren County**
- (c) Name of Contractor: **New York Welcomes You, Inc.**
- (d) Address of Contractor: **PO Box 547 Middletown, NY 10940**
- (e) Contractor's Contact Person and Telephone Number:
Josiah Brown (607) 547-9692
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **upon execution**
- (h) Termination Date of Contract: **12/31/17**
- (i) Payment Provisions:
 - i) lump sum amount **\$17,400**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$17,400**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Upon completion of services**
- (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 \$17,400**

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

*as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 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: 2/27/17

- (a) Purpose of Request: to establish a new budget code for Enhanced Promotion and authorize the transfer of \$400,000 from various accounts to this code

- (b) Details: An additional \$400,000 was approved for the 2017 budget for additional promotion; in order to track this money separately, the Tourism Department requests that a new code be set up and they be permitted to transfer funds to it, from existing accounts.

- (c) Previous Resolution Number: none

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: within various accounts to new account, A.6417 480.06, Enhanced Promotion

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: 2/27/17

- (a) Purpose of Request: to amend Res# 72 of 2012 to increase the threshold for Department Head approval of miscellaneous contracts from \$2,000 to \$5000.99.

- (b) Details: Warren County's Purchasing policy allows Department Heads to approve expenditures of up to \$5,000.99 for the acquisition of services when sufficient appropriations are contained within the Department's current budget.

- (c) Previous Resolution Number: Res# 72 of 2012

- (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

Warren County Board of Supervisors

RESOLUTION NO. 72 OF 2012

Resolution introduced by Supervisors Merlino, Kenny, Dickinson, Strainer, Conover, Wood and Vanselow

AUTHORIZING CHAIRMAN OF THE BOARD OF SUPERVISORS OR THE WARREN COUNTY TOURISM DIRECTOR TO ENTER INTO AND EXECUTE AGREEMENTS WITH VARIOUS VENDORS OR CONTRACTORS REGARDING SERVICES REQUIRED, FROM TIME TO TIME, BY THE WARREN COUNTY TOURISM OFFICE, SUBJECT TO CERTAIN CONDITIONS

WHEREAS, in the regular course of performing its customary and usual governmental functions or performing functions assigned to it by the Board of Supervisors, the Tourism Department utilizes minor routine and/or emergency services of a number of vendors or contractors for services such as, but not limited to, travel brochure distribution, and

WHEREAS, the Warren County Tourism Director budgets for these types of services which generally range in cost from a few hundred dollars to a few thousand dollars, and

WHEREAS, the Warren County Tourism Director is requesting that she be allowed to enter into and execute agreements with various vendors or contractors regarding services as set forth above, required from time to time by the Warren County Tourism Department, provided any one of the such agreements does not exceed Two Thousand Dollars (\$2,000), and

WHEREAS, the aforesaid services are not usually something that would be done in house by Tourism Department or Department of Public Works employees and approval of these agreements by the Board of Supervisors appears to be routine and ministerial due to the obvious need for the same, and

WHEREAS, the budget process provides an opportunity for adequate review and approval of these types of services and expenses associated with the same and the Board of Supervisors desires to avoid needless additional paperwork and resolutions concerning agreements for the aforesaid services, now, therefore, be it

RESOLVED, that, until such time as this resolution is repealed, the Chairman of the Board of

RESOLUTION NO. 72 OF 2012

PAGE 2 OF 2

Supervisors or the Warren County Tourism Director be, and hereby are, authorized, from time to time and without the need for additional separate resolutions, to enter into and execute agreements on behalf of Warren County with various vendors or contractors with regard to governmental work activities or services within the budget of the Warren County Tourism Department, subject to the following conditions:(1) any agreement may not individually exceed the aggregate amount of Two Thousand Dollars (\$2,000) in any fiscal year; (2) the services must have been budgeted for; there must be budgeted funds available to pay for the same, and purchase orders and/or computer data entries required by the County's accounting software must occur; (3) the established Purchasing Policy must still be followed (with the exception of the need to acquire resolutions); and (4) any required agreements must be approved by the Warren County Tourism Director and in a form approved by the County Attorney.

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: 2/27/17

- (a) Purpose of Request: to authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within The Lake Geroge Visitor Center, a New York State designated Tourist Information Center.

- (b) Details: as expiring

- (c) Previous Resolution Number: Res# 598 of 2015

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 480.05 - Tourism-Business Promotion \$25,000

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

* as listed in budget and LOGOS



February 2017 (updated 2/23/17)
CVB Report presented by Kristen Hanifin
Special Events & Convention Sales Director

Please find below, the Lake George CVB activities for the month of February 2017.

- On January 23, 2017, the Lake George CVB, along with the Long Island CVB, were invited give a presentation on sport tourism to the NYS Tourism Advocacy Council (TACS) in NYC. The presentation focused on the economic impact of sport tourism in each respective CVB's region, the current sporting event highlights, and the opportunities for future growth and collaboration. The presentation was well received by the TACS Committee and future discussions regarding the sports tourism market segment will continue over the coming months.
- On January 25, 2017, the CVB held a press conference at the Chamber Offices with EVP Volleyball Commissioner Ross Balling and Senator Betty Little to speak about the importance of sport tourism to the Lake George area and announce the July 14-16 event schedule for the new EVP *Queen of the Lakes* Pro Am volleyball tournament. Media advisories/press releases were distributed to all major media outlets in the North Country and the Capital Region, and the event was covered by reporters from *The Sun*, *The Adirondack Journal*, *The Post Star*, and *LookTV*.
- On January 27, 2017, the CVB met with the Strategic Director of the Adventure Travel Trade Association, Russell Walters, along with ESDC's Markly Wilson to discuss bringing an adventure travel conference in 2019 to the Lake George area and partnering with ESDC to host this event. The CVB submitted a 30-page proposal to ATTA in December 2016 to bid on the conference and has just received confirmation that the Lake George area has been selected for the 2019 conference. The site visit has been set for March 22-24, 2017.
- In follow up to the January meeting, the CVB met with several sports venues, local officials and sports stakeholders on January 22'd to discuss current sports tourism marketing initiatives, the formation of a regional sports commission. The meeting was very positive and the group will be moving forward to establish the regional sports advisory board/sports commission, as a subsidiary of the Lake George Chamber of Commerce/CVB. The organizational framework for this group has been outlined in a concept paper, along with a mission statement and the benefits of creating this group. The next meeting is set for April 6th.
- The CVB is currently working with Adrenaline Sports Management to set up their site visit for the running event organizer, Aaron Del Mar to bring the Santa Hustle to Lake George, December 3, 2017. Aaron is scheduled to arrive in mid-March and will meet with local officials, possible hotel partners, sign the contract and map out the course for the ½ marathon and 5K race.



- CVB is coordinating with Cedar Cancer Center in Montreal for the new cycling event, the Ride for Hope & Gratitude. This ride will begin at Battlefield Park on Sept. 23, ride 115km (72 miles) through Warrensburg, Thurman, Chestertown, Johnsbury, Potterville, and Bolton. On Sunday, the tour would then do a challenge ride up Prospect Mountain. The CVB is working with both the organizer and DEC to coordinate TRP permitting efforts, as well as with the towns & villages the ride will run through. The CVB sent out an email two weeks ago to the supervisors in the towns of Warrensburg, Thurman, Johnsbury, North Creek, Horicon, Bolton, and Lake George and respectfully requests a meeting with all supervisors involved sometime in the next two weeks to review the race course and discuss any permitting/insurance requirements for the event.
- The CVB is providing lodging support, marketing/PR, and troubleshooting parking concerns from the event organizers for the *Hemmings Concour D'Elegance*. CVB/Chamber has also created a downtown map for Hemmings for distribution to their attendees.
- The CVB recently spoke with the organizer of the Law Enforcement Officers Festival (May 19-21). They are currently facing some challenges on the marketing side, noting low visibility and registrations. The CVB and Chamber marketing manager will be providing additional marketing/pr support through social media, press outreach (closer to the event) and will be working with local law enforcement channels and the Mayor's office to create a grass-roots campaign to increase the visibility and registrations. The event is currently 13 weeks out and need to increase awareness for success. Amanda & Kristen will both attend the LEO meeting on 2/27.
- The CVB met with a new event organizer, Carl Ewald of ODDysey Half Marathon and John Carr of Adirondack Pub & Brewery to discuss the new 5K event, the ADK 5K coming to Lake George Sept. 16, 2017. This will be a brand-new event and is being sponsored by ADK Pub & Brewery. The CVB will be assisting with promotion and housing assistance. RFP to go within the next couple of weeks.
- The CVB is creating a MASTER calendar of events for the area that will be shared, and will identify where there are gaps to fill for new events throughout the year. We will continue to actively pursue and identify new event opportunities to extend out the seasons, expand demographic reaches, increase guest rooms, and bring new economic dollars to the region through the conventions, meetings, festivals and sports markets.
- Currently, the CVB is actively working with 34 active events/event planners bringing events to the Lake George area from 2017-2021.

BIDS PENDING:

- **Family Travel Association Conference 2018** – RFP just received on 2/8/17. Conference needs space for 250-300 attendees.



- **CSPA NYS – Oct. 14-16 or 21-23, 2018** – Bid still under review. Conference planner interested in site visit and will set up with CVB once final decisions have been made.

BIDS WON:

- **ATTA ELEVATE – Adventure Travel Conference 2019** – Lake George area has been selected for the 2019 conference. Final decisions on properties being decided and a site visit will be set up for March with their meeting planner and Strategic Director/planning committee. Final properties being considered are the Sagamore, Stony Creek Ranch and YMCA Silver Bay.
- **ADK 5K Running event – Sept. 16th.**
- **American Breweriana Conference 2018** – Currently under contract with the Ramada Inn.

ONGOING BUSINESS/FOLLOW UP

The CVB is in discussions with the following groups for potential RFP bids:

Meetings/Conventions

- Lay It Out Events – They organize the National Beard & Mustache Championships each year. Had their event in Brooklyn in 2015 – may consider 2018.
- Lionel Collectors Club of America – May have opportunity to host in 2020. Interested in SNCR trains.
- Hispanic Educational Technology Services – 2 annual meetings possible.
- Florida National Coalition on Black Civic Participation – looking at LG for a youth conference in 2018
- FAMU National Alumni Association – Conference in 2025 – considering options
- SUNY Buffalo – have 2 events being considered for college girls – 40-50ppl.
- Family Life – sent itinerary ideas for couples getaways
- Eloquet Events Enterprises – interested in women's event for the area. Sent information

Sports/Tournaments

- Laxapalooza Lacrosse, LLC – Currently have events in Mid-Atlantic & PA. Looking to expand to NY.
- We Build You Play Sports – May be interested in bringing grass & indoor youth tournaments to the area.
- American Bass Anglers – Considering Lake George possibly for 2018. Organizer is familiar with Lake George. In discussions.
- AAU (baseball, softball, lacrosse) – Considering Lake George for 2018 events. Like the fact that the area is very family friendly.
- Lax Bash Tournaments – Very interested in bringing a new tournament to Lake George in the next year. Currently have no NE presence and looking to expand.



- 3D Lacrosse – Currently have two programs in New York, however they are interested in looking at Golden Goal’s facilities. Have connected both for further conversations.