



Occupancy Tax Coordination Committee  
Warren County Tourism Department  
AGENDA  
March 29, 2018

Committee Members:

- D. Dickinson, Chairman
- E. Merlino
- M. Simpson
- J. Strough
- D. Beaty
- E. Frasier
- C. Leggett
- K. Geraghty
- B. Driscoll

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- I. Committee meeting called to order by Chairman Merlino.
  - II. Motion to approve minutes of February 27, 2018 Occupancy Tax Coordination Meeting.
  - III. Report on Revenues from the County Treasurer
  - IV. Action Agenda:
    - Resolution to approve Black Dog Designs for website creation/hosting, brochure creation, social media/web content management for Festival Commons at Charles R. Wood Park.
  - VI. Privilege of the Floor to discuss any additional items to come before Committee.
  - VII. Motion to adjourn.
  - VIII. Pending item:  
Chairman working on setting up a presentation by representatives of Airbnb to take place at a future committee meeting. (02.02.17)

**Attachment #1** – Resolution to approve Black Dog Designs for services above.

**Attachment #2** – Written/Fax Proposal Summary

**Attachment #3** – 2018 Warren County Marketing Collateral

# ***RESOLUTION REQUEST FORM NO. 3***

## ***Request for New Contract***

**DEPARTMENT NAME: Tourism**

**DATE: 3/29/18**

- (a) Is this a Result of a Bid or Request for Proposal? **yes**
- (b) Purpose of Contract: **to create/host a website, create a brochure, and provide social media services/web content management for Festival Commons at Charles R. Wood Park**
- (c) Name of Contractor: **Black Dog Design**
- (d) Address of Contractor: **206 Glen Street, #35A Glens Falls, NY 12801**
- (e) Contractor's Contact Person and Telephone Number:  
**Jesse Tyree 518-792-0500**
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **once approved**
- (h) Termination Date of Contract: **one year expiration**
- (i) Payment Provisions:
  - i) lump sum amount **see attached**
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$12,000**
  - 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: Tourism - Warren County Projects A.6417.0002 480.04, Contract \$12,000**

**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

**WARREN COUNTY PURCHASING**

**WRITTEN/FAX PROPOSAL SUMMARY**

**PLEASE SUMMARIZE ACQUIRED WRITTEN PROPOSALS *ON THIS FORM***

(Purchasing Department MAY request back-up at any time.)

**PUBLIC WORKS \$2,001.00 - \$7,000.00**

**PUBLIC WORKS \$7,001.00 - \$13,000.00**

<b>Department</b>	Tourism	<b>Date</b>	3/9/18
<b>Item:</b>	2018 Warren County Marketing Collateral		
<p>Please print or type and submit with Purchase Order.  <b>Public Works: Remember to include <i>prevailing wage rates</i> wherever applicable.</b></p>			
Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price held? References? Available when?	Price? Any Other Costs? Equipment? Warranty?	
<b>Vendor # 1</b> Black Dog Designs 206 Glen Street, #35A Glens Falls, NY 12801 (518) 792-0500	Hourly rate: \$100 per hour	Website Development - \$5700 Website Hosting - \$200/year SSL Certificate - \$159.99/year Brochure Creation - \$750	
<b>Vendor #2</b> Mannix Marketing 11 Broad Street Glens Falls, NY 12801	No quote submitted		
<b>Vendor #3</b> Normandin Marketing 18 Exchange Street Glens Falls, NY 12801	Submitted late		
<b>Vendor #4</b> Trampoline Design 11 South Street, Suite 201 Glens Falls, NY 12801	No quote submitted		
<b>Vendor #5</b> Web Instinct/Sidekick Creative 444 Broadway, Suite 301 Saratoga Springs, NY 12866	Hourly rates: Design \$100/hr Development \$120/hr Social Media \$75/hr	Website Development - \$7500 Website Hosting w/SSL - \$45/month Brochure Creation - \$2000	

## 2018 WARREN COUNTY MARKETING COLLATERAL

### REQUEST FOR QUOTATION

#### DETAILED SPECIFICATIONS

The Warren County Tourism Department is seeking quotations for the following work for the Festival Commons facility through the end of 2018:

**1) WEBSITE:** <http://www.festivalcommons.com> Creation/modification and hosting of a website that adequately showcases the Festival Commons venue: displaying upcoming events, contact information, and park specs within a CMS, accessible by the Warren County Tourism Department and Village of Lake George to make content changes as needed. Website will be of similar size and scope of current URL.

**2) BROCHURE CREATION:** Marketing collateral to be used at trade shows and with promoters detailing facility attributes and other relevant content. Printing cost of brochure will be handled separately after completion.

**3) SOCIAL MEDIA/ WEB CONTENT MANAGEMENT:** Hourly rate at which social media and website content updates will be made.

**4) HOURLY RATE:** Hourly rate for other related tasks as needed.

#### PRICING:

1) \$ \_\_\_\_\_/annually

2) \$ \_\_\_\_\_/project

3) \$ \_\_\_\_\_/hr

4) \$ \_\_\_\_\_/hr

\*Must provide proof of Professional Liability Ins.

Send Quotations by March 9, 2018 to: Warren County Tourism Department, Attn: Festival Commons RFQ, 1340 State Route 9, Lake George NY 12845 or [girardp@warrencountyny.gov](mailto:girardp@warrencountyny.gov).

Questions: 518-761-6517 or [girardp@warrencountyny.gov](mailto:girardp@warrencountyny.gov)

Signature \_\_\_\_\_

Date \_\_\_\_\_