



Occupancy Tax Coordination Committee  
Warren County Tourism Department  
AGENDA  
June 4, 2019

Committee Members:

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

- 
- I. Committee meeting called to order by Chairman Dickinson.
  - II. Motion to approve minutes of April 23, 2019 Occupancy Tax Coordination Meeting.
  - III. Report on Revenues from the County Treasurer
  - IV. Action Agenda:
    - Mayor Blais, Village of Lake George to speak to committee – Waste Water Treatment
    - Ed Moore/Liz Mahoney – Civic Center request
    - Applications: Prime Time Lacrosse and The Hyde Collection
    - North Creek Business Alliance request for shuttle busses
  - VI. Privilege of the Floor to discuss any additional items to come before Committee.
  - VII. Motion to adjourn.

SCHEDULE "A"

SCORING SYSTEM GUIDELINES - OCCUPANCY TAX

<u>Bed Nights- one room, one night</u>	<u>Points</u>
20,000 +	30
15,000 - 19,999	25
10,000 - 14,999	20
5,000 - 9,999	10
3,000 - 4,999	8
1,000 - 2,999	6
1 - 999	3

<u>Economic Impact</u> (Based on \$100 per day for day-tripper and \$200 per day for overnight visitor)	<u>Points</u>
20 million +	20
15 - 19 million	16
10 - 14 million	12
5 - 9 million	8
2 - 4 million	5
1 - 3 million	3
Under 1 million	2

<u>Length of Event</u>	<u>Points</u>
6 + days	10
4 - 5 days	8
2 - 3 days	5

<u>Month of Event</u>	<u>Points</u>
January, February, March, April, November, December	10
September and June	6
October and May	6
July and August	2

<u>New Event</u>	<u>Points</u>
New Event - First Year	6-15
Second and Third Year	4
Fourth Year +	2

Funding is to Encourage New Events

For 2014 funding, event requests will be organized alphabetically and by Town where event is being held. Workshop applicants wishing to make a presentation will speak in alphabetical order by name of organization, starting with the letter A. For 2015, applicants wishing to make a presentation will speak in reverse alphabetical order starting with the letter Z.

Scoring

up to 15 points - \$500 max	
15 points	Minimum
16 - 19 points	\$1,000 - \$4,000 max
20 - 24 points	\$5,000 - \$7,000 max
25 - 29 points	\$8,000 - \$11,000 max
30 - 34 points	\$12,000 - \$19,000 max
35 - 39 points	\$20,000 - \$24,000 max
40 - 45 points	\$25,000 - \$34,000 max
46 + points	\$35,000 - \$50,000 max

\*\* Events scoring 40 or more points will be considered a 'super event' and will not be subjected to an incremental reduction.

Variables

Economic Impact to Individual Communities  
(ex. \$300,000 to Stony Creek versus \$300,000 to Lake George)

Potential for Future Growth of Event



4. Please set forth your organization's principal business address.

5A Michigan Drive, Natick, MA 01760

5. Please set forth your organization's contact person and that person's address, email address and telephone number (this should be the person County representatives may contact for contract information or if there is a need for presentations before County Committees or other questions).

Name Tyler Low

Address 70 Simpson Drive, Framingham, MA 01701

Email Tyler@PrimeTimeLacrosse.com Telephone 774-721-6091

## II. EVENT BACKGROUND INFORMATION

6. Please state the dates on which your event is planned to occur and for which you wish to contract with Warren County. *(Please note: Warren County generally does not fund one day events, and it is expected that one day events will be addressed at the local Town, City, or Village level - the Board of Supervisors will, however, consider exceptions to this rule in the instance of special circumstances.)*

Saturday, July 13<sup>th</sup> - Sunday, July 14<sup>th</sup>

7. Please set forth the planned location of your event.

Golden Goal Sports Park  
495 Goodman, Road, Fort Ann, NY 12827

8. Please provide a general description of your event i.e. the nature and type of event and why it is held. Include an agenda of activities during the event if possible.

Youth and high school lacrosse tournament  
with games over two days attracting  
teams from NJ, CT, MA, NY, VT, ME, RI,  
and Canada.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged to support the event.

Facility rental agreement, with Golden Goal, facility staff, event staff, college coaches, registration platform, additional port-a-johns, marketing materials (website, flyers etc.)

10. Please state whether this is a one-time event in Warren County or whether you plan future events.

Annual event since 2016

11. Please set forth the number of attendees projected to attend the event.

a. 20,218

- b. How did you determine this number of attendees?

calculated by number of teams x 18 players per team x 3.12 total family members attending x 3 days

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay anticipated.

No. Of Rooms anticipated 3,672 Length of Stay (per party) 3 days / 2 nights

How did you determine this number of rooms? See economic impact calculations

13. If your organization has previously received funding from the County, please attach the previous year's performance report and zip code list.

What was the estimated number of rooms that were utilized? \_\_\_\_\_

How did you determine this number? \_\_\_\_\_

\_\_\_\_\_  
If you expect this to change this year, please indicate your reasons below.  
\_\_\_\_\_  
\_\_\_\_\_

14. What funding did your organization receive last year, if any?  
None

15. How many years has Warren County funded this event? 0

16. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

The Tournament Marketing Initiative  
is in the attached presentation  
and budgets

### III. EVENT FINANCING INFORMATION

17. Please set forth the total cost anticipated to be borne by your organization as sponsor for the event.

see attached budget

18. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):

see attached budget

19. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.

see attached budget

20. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 18, you need only

to state this).

- 
- 
21. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available.

\$ 30,000

22. Please attach your proposed budget for the event, showing anticipated income and expenditures.
23. Please set forth a description of any end product that will be generated as a result of this funding, and whether it is intended that such end product, or copy thereof will be furnished to Warren County.

Economic benefit to Warren County = \$ 2,731,913  
(See economic impact calculations)

IV. WARREN COUNTY AGREEMENT INFORMATION

25. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo or if use is limited to certain promotional material, please describe where and when the logo will be used.

Yes, we agree to use the logo

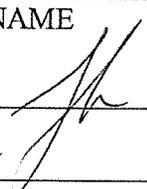
**Please note:** Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of advertising as shall be required by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

26. Please state whether you have read the standard form County Tourist and Development Agreement *which includes insurance requirements naming Warren County as additional insured ninety (90) days before the event takes place with the Sponsor as the named insured on the certificate*, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

Yes, we have read it and will execute the same.

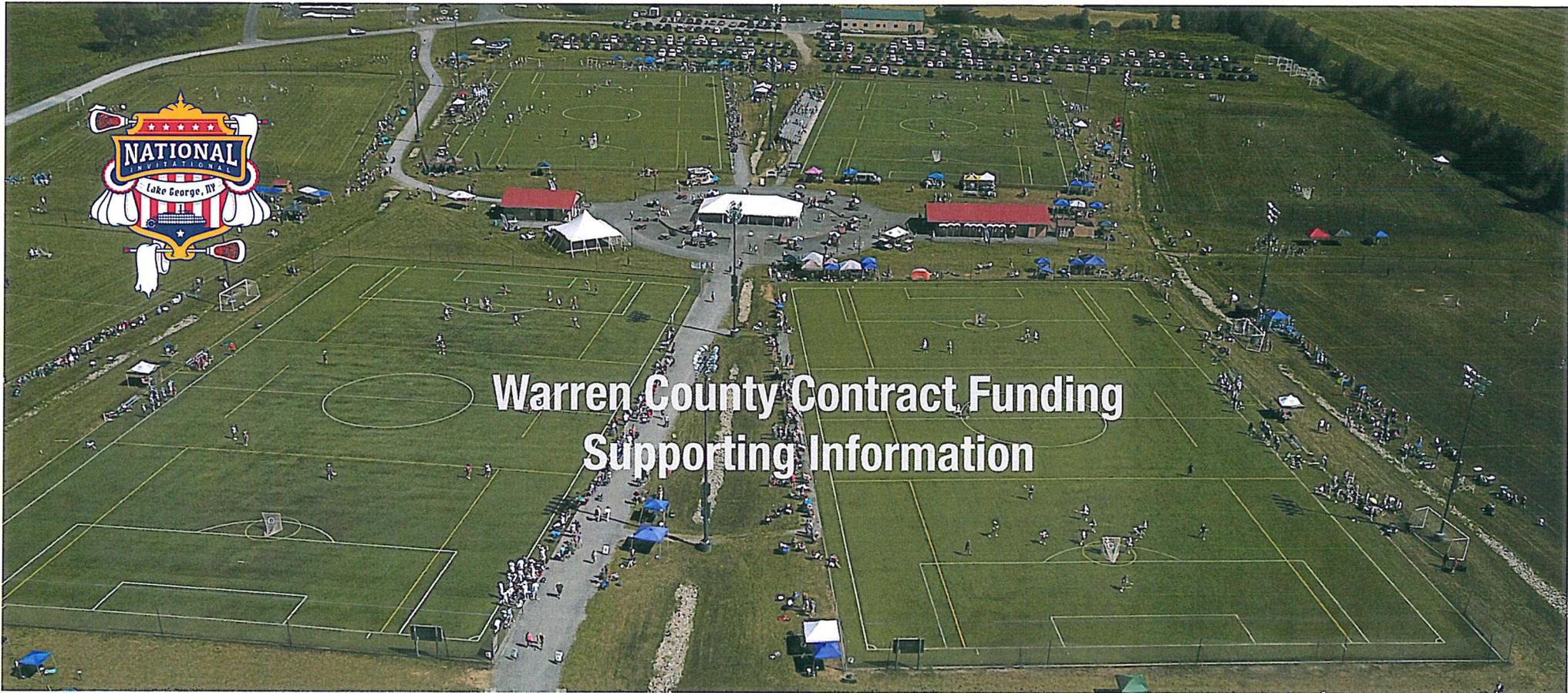
I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Tyler Low  
TYPE OR PRINT NAME

  
SIGNATURE

Co-owner  
TITLE

5/17/19  
DATE



# Warren County Contract Funding Supporting Information



LAKE GEORGE REGION - NY  
Saturday, July 13 - Sunday, July 14 - 2019



**Established in 2016 and operated by PrimeTime Lacrosse, the Lake George National Invitational lacrosse tournament has experienced significant annual growth and is anticipated to field approximately 120 teams in 2019.**

**Hosted at Golden Goal Sports Park, the tournament and its proximity to the attractions of Lake George has proven to be a winning destination for teams, athletes and families.**

**PrimeTime Lacrosse estimates that in the past three years the tournament has contributed \$3.7 million dollars in local economic impact.**





**“Communities have learned that visitor expenditure on room nights, restaurant meals and retailers are good for the economy...”**

**“...The fastest way to increase room nights through sports is to assist local tournaments in attracting more visiting teams. “**

**National Association of Sports Commissions/  
George Washington University Study 2014**



# A WORLD CLASS TOURNAMENT VENUE

- 4 Artificial turf fields with floodlights
- 4 Manicured grass fields
- Dining pavilion, cafe and BBQ pit
- Vendor area and fan zone
- Parking for 1,000+ cars





**PrimeTime Lacrosse is respectfully requesting \$30,000 in funding.**

**Our goal is to continue to achieve high customer satisfaction ratings, expand annually the number of teams until field capacity is reached and eventually offer two tournament weekends.**

**Our vision will subsequently benefit Lake George and the surrounding region, just as our tournament has done for the past three years.**





## **Why providing Contract Funding to PrimeTime Lacrosse is a smart investment:**

- **Our tournament attracts large volumes of visitors and is not dependent upon weather**
- **Our attendees are middle and upper class families that escort children to youth sporting events**
- **85% of attending teams require overnight accommodations**
- **The tourism infrastructure of Lake George has an abundance of activities that have great appeal to our visitors**
- **Our event has a proven history of generating millions of \$'s for Lake George and the surrounding regional economy**
- **The Tournament is growing annually at over 33% per year**



## 2019 TOURNAMENT PARTICIPATING CLUBS/TEAM

Club	City	State	Zip
3D Upstate	Pittsford	NY	14534
802 Lax	Burlington	VT	5401
ADK Black Bears	Glens Falls	NY	12801
ADK Mountaimen	Saratoga Springs	NY	12020
Arsenal	Westfield	MA	1085
Aruba Whiptails	Cohoes	NY	12047
Blackhawks	Weymouth	MA	02043
Buffalo Storm	Buffalo	NY	14201
Clams	Acton	MA	1720
Cold Brook	Cold Brook	NY	13324
Connecticut Valley	Suffield	CT	06078
Edge	Mississauga	ON	L5W 1L9
Flyers	Rochester	NY	14602
HGR	North Andover	MA	1845
LI Empire	Melville	NY	117474

Club	City	State	Zip
Long Beach LAX	Long Beach	NY	11561
Mountaineers	Wachussets	MA	01541
Necks	Acton	MA	01720
Penquins	Natick	MA	01760
Rhino Syracuse	Syracuse	NY	13201
RI Bulldogs	Smithfield	RI	02814
Shen	Clifton Park	NY	12019
Sniper School	Marcellus	NY	13108
Spartans	Brookfield	CT	6804
Team Grand Island	Grand Island	NY	14072
Tribal SJ	Marlton	NJ	8053
Twenty4	Hicksville	NY	11801
Unity Lax	Adams	NY	13605
WM Machine	West Springfield	MA	1089

# TOURNAMENT TEAM MAP

The red icons indicate the home geographic location of teams that will be attending the Lake George National Invitational tournament in 2019.

85% of the participating teams elected to reside overnight for the duration of the event either in local hotels or AIRB&B accommodations.

Additionally, our visitors frequented local restaurants, booked attractions, filled up vehicles with gas and bought souvenirs in Lake George and the surrounding area, bringing millions of dollars to the Town/Village of Lake George economy.





## 2018 ECONOMIC IMPACT

Day Trippers -	2,022
Overnight Visitors -	11,457

Room Nights -	2,448
---------------	-------

\$ Day Trippers -	\$ 202,682
-------------------	------------

\$ Overnight Visitors -	\$1,618,594
-------------------------	-------------

**Total Economic Benefit - \$1,821,276**

*.Economic Impact figures based on Tourism Economics, an Oxford Economics Company  
"The Economic Impact of Tourism in New York, 2011 Calendar Year, Adirondack Focus",  
which uses an Average. Spending per Person per of : Day Trip: \$100.25 Overnight: \$141.28*



## 2019 ECONOMIC IMPACT

Day Trippers -	3,033
Overnight Visitors -	17,185
Room Nights -	3,672
\$ Day Trippers -	\$ 304,022
\$ Overnight Visitors -	\$2,427,891
<b>Total Economic Benefit -</b>	<b>\$2,731,913</b>

*Economic Impact figures based on Tourism Economics, an Oxford Economics Company  
"The Economic Impact of Tourism in New York, 2011 Calendar Year, Adirondack Focus",  
which uses an Average. Spending per Person per of : Day Trip: \$100.25 Overnight: \$141.28*





### **PrimeTime is seeking to utilize Contract funding to:**

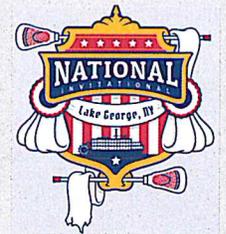
- **Contribute to the high facility and staffing fee charged by Golden Goal for hosting the Event**
- **Assist with costs associated with the operations of the event such as porta John rental, golf cart rentals, radio rental...etc**
- **Expand our successful professional sales and marketing campaign to attract more teams**
- **Ensure a best in class on going electronic marketing and social media campaign to amplify the Lake George National Invitational brand**





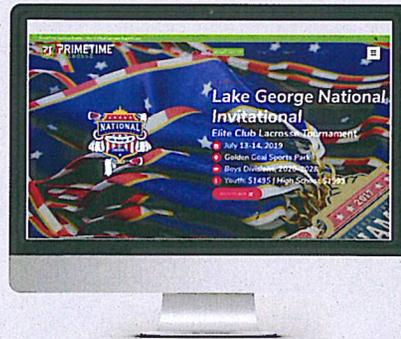
**Our performance campaign is focused on electronic marketing, social media and traditional media.**

Website	Google AdWords
Sports Conventions	Promotional Videos
Facebook	Traditional Media
Email Marketing	Direct Contact
PR	Online Ads





The basic premise is ensuring a qualified digital presence for PrimeTime Lacrosse to generate a **large volume of visits to the website** and above all ensure that all data can be measured and reviewed **always focusing on the conversation of Leads/ New Business.**



# CONTACT INFORMATION

- TYLER LOW
- Owner/CSO
- [PRIMETIMELACROSSE.COM](http://PRIMETIMELACROSSE.COM)
- Email: [tyler@primetimelacrosse.com](mailto:tyler@primetimelacrosse.com)
- Voice: (774) 721-6091
- 5A Michigan Drive, Natick MA 01760



**PRIMETIME LACROSSE LLC**  
**LAKE GEORGE NATIONAL INVITATIONAL EVENT BUDGET**  
**JULY 13 - 14, 2019**

**General Expenses**

<b>Category</b>	<b>Description</b>	<b>Amount</b>
FT Staff	Portioned Annual FT Staff Salaries	\$50,000
General Administrative	Portion of office, insurance, payroll company, vehicles...etc	\$30,000
Event Operations & Support Staff	Setting up facility for Event, overseeing event day operations and clean up	\$5,000
Medical Personnel	Hosting the Golden Goal website: Goldengoalpark.com	\$2,000
Referees	Game fees, housing and meals	\$20,000
Game Filming	Contracted Professional Video Company	\$21,000
College Coach Recruitment Fees	Camp Instructional sessions and lectures, sideline presence, housing & meals	\$12,000
Facility Rental	Tournament and Residential Camp	\$45,000
Sports Equipment	Lacrosse Balls & Safety Nets	\$1,500
Tournament Software	Tournament Registration, Credit card processing, scheduling and results	\$350
Infrastructure Upgrades	Additional Porta Johns	\$2,500
On-site Operations	Golf carts, Radios..etc	\$4,000
Travel	Camp Bus, U-Haul, staff mileage expense	\$7,000
Tournament Retail COGS	Apparel purchases, embroidery and screen printing	\$8,000
	<b>Total</b>	<b>\$208,350</b>

**Event Revenue**

<b>Category</b>	<b>Description</b>	<b>Amount</b>
Team Registration Fees	Participating Teams	\$150,000
Concessions	Golden Goal retains 100%	\$0
Tournament T-Shirts & Apparel	Athletes and Visitors	\$15,000
Game Filming	Athletes	\$30,000
Hotel Rebate	Hotel Booking Partner	\$12,000
Pre-Event Camp	Mandated as Part of Facility Rental	\$36,000
	<b>Total</b>	<b>\$243,000</b>

<b>Expenses</b>	
<b>Marketing Campaign</b>	<b>\$20,150</b>
<b>Tournament (Exc. Marketing)</b>	<b>\$208,350</b>
<b>Total Expenses</b>	<b>\$228,500</b>
<b>Profit/Loss</b>	<b>\$14,500</b>

**PRIME TIME LACROSSE**  
**Occupancy Tax Grant - Allocation of Funds for Marketing Campaign**

<b>Category</b>	<b>Descriptions</b>	<b>Notes</b>	<b>Amount</b>
Digital Design Consultant	Responsible for the creative process and for producing all aspects of marketing campaign including all electronic, social and traditional media.	Portion of salary allocated to Event	\$7,000
Exhibition Booth & Standing Banner	Ensuring a professional impactful appearance at trade shows	4 Over 4	\$1,100
Website Design & Hosting	Hosting the Golden Goal website: Primetimelacrosse.com	Portion of annual amount allocated to tournament	\$1,500
Event Video	Filming , Editing of Specific Event Video	Shot on location	\$2,500
Email Marketing	Distributing professionally designed content to our targeted database via email	Portion of annual amount allocated to tournament	\$250
Facility Signs & Posters	Providing visitors with directions, rules and other helpful information to enhance their stay	Specific and general event signs	\$1,200
Search Engine Optimizations	Purchasing specific keyword tags such as "Lacrosse Tournaments NY" to be placed high on Google Search Engines	Google	\$600
Banner Ads	Electronic banner ads with hyperlinks to landing pages on GG website placed with digital media publications	Digital Sports Media Publications	\$4,000
Social Media	Geotargeting specific sport target markets and boosting posts to reach those members	Portion of annual amount allocated to tournament	\$2,000
<b>Total</b>			<b>\$20,150</b>

**PrimeTime Lacrosse**  
**2019 Lake George National Invitational Economic Impact Figures**

Year	Event	Competition Dates	Visitor Dates	Duration (days)	Number of Teams	Day Tripper Teams	Overnight Teams	Day Trippers	Overnight Visitors	Combined Visitors	Room Nights	Economic Benefit - Day Trippers	Economic Benefit - Overnight Visitors	Total Economic Benefit
2019	Lake George Lacrosse National Invitational	Saturday, July 13 - Sunday, July 14	Friday, July 12 - Sunday, July 14	3	120	18	102	3,033	17,185	20,218	3,672	\$ 304,022	\$ 2,427,891	\$ 2,731,913
2018	Lake George Lacrosse National Invitational	Saturday, July 7 - Sunday, July 8	Friday, July 7 - Sunday, July 9	3	80	12	68	2,022	11,457	13,478	2,448	\$ 202,681	\$ 1,618,594	\$ 1,821,275
2017	Lake George Lacrosse National Invitational	Friday, July 7 - Sunday, July 9	Friday, July 7 - Sunday, July 10	3	63	14	49	2,359	8,256	10,614	1,764	\$ 236,462	\$ 1,166,340	\$ 1,402,802
2016	Lake George Lacrosse National Invitational	Friday, July 29 - Sunday, July 31	Friday, July 29 - Sunday, July 32	3	21	5	16	842	2,696	3,538	576	\$ 84,451	\$ 380,846	\$ 465,296
								5,054	28,642	33,696	6,120	\$ 506,704	\$ 4,046,485	\$ 6,421,286

# of Players in Lacrosse Team = 18

Economic Benefit - Day Tripper = \$ 100.25

# of Family Members attending with each player = 3.12

Economic Benefit - Overnight Visitor = \$ 141.28

Room Night Overnight Guests 3.12

*Economic impact figures based upon tourism economics, an Oxford economics company "The Economic Impact of Tourism in New York, 2011 calendar year, Adirondack Focus", which uses an average spending per person of: Day trips - \$100.25; Overnight - \$141.28.*



## Lake George Regional Convention & Visitors Bureau

December 20, 2018

To whom it may concern:

At the Lake George Regional Convention & Visitors Bureau, we recognize the intrinsic value that sport tourism has on a region and have worked diligently with many of our venue partners, including Golden Goal, to increase sporting events and sport tourism to the region.

Golden Goal is by far, one of the finest field facilities in the Northeast, able to accommodate everything from large-scale soccer, lacrosse and field hockey tournaments, to high level residential camps for both domestic and international athletes. Their professionalism and attention to detail have created a 98% satisfaction rating and they are by far, one of the leading sports venue stars in our area. One of the contributing sporting events has been the Prime Time Invitational.

2019 will be the 4th year of the event which is operated at Golden Goal Sports Park. In 2018, the Prime Time Invitational hosted 80 teams and attracted 13,479 visitors. The event generated approximately 2,448 room nights and had an estimated economic benefit of \$1,821,276. Since the event's inception in 2016, it has contributed \$3,689,373 in economic impact to the local economy. The event continues to experience rapid grow and this year's event has moved a week later in the calendar to cater to additional clubs that wish to participate

Over the last 3 years, Golden Goal and the Lake George Regional Convention & Visitors Bureau have worked cooperatively and aggressively to enhance, and further develop the sports market and sport tourism for the area through joint marketing and recruitment efforts. We are thrilled to have this great facility in our area and look forward to continued cooperative efforts working with them and with Prime Time Lacrosse.

Please feel free to contact me with any questions you may have.

Sincerely,

*Kristen Hanifin*

Kristen Hanifin  
Director, Special Event & Convention Sales - LGRCVB

**A Division of the Lake George Regional Chamber of Commerce**  
**P.O. Box 272 | 2176 State Rt. 9 | Lake George, NY 12845**  
**[WWW.VISITLAKEGEORGE.COM/MEETINGS](http://WWW.VISITLAKEGEORGE.COM/MEETINGS) | 518-668-5755 | FAX 518-668-4286**



## THE HYDE COLLECTION

April 29, 2019

Warren County  
Attention: Leisa Grant  
Warren County Municipal Center  
1340 State Route 9  
Lake George, NY 12845

Dear Ms. Grant:

The Hyde Collection is a magnificent place with a remarkable history, a legacy of giving, and a steadfast commitment to sharing our world-class collection with the community (and, frankly, the world).

Since I arrived in December, I've witnessed first-hand the important role The Hyde Collection plays in the region's cultural and economic growth. I'm deeply appreciative of your past support, and I look forward to meeting with you to discuss how we can best work together to raise The Hyde's profile and increase its impact on the region.

Warren County has long supported The Hyde's marketing efforts, helping us reach audiences from further away through advertising in trade publications, newspapers, magazines, online, in television, and on radio. For 2019, to continue the incredible momentum building at the Museum over the past few years, we respectfully request \$25,000.

In 2018, general attendance at The Hyde increased by 23 percent. With a rigorous exhibition schedule that includes works from a promising regional artist; a glimpse into turn-of-the-century New York City from John Sloan and his contemporaries; the ground-breaking work of female Modernists; a celebration of a century of the Bauhaus; masterworks from Picasso, Braque, and Leger; and a showcase of the area's creative high school students, The Hyde has incredible plans and big ambitions for this year.

As attendance climbs, so does recognition of the region as a place to live, work, and visit. Your support will help The Hyde continue to attract visitors and, in turn, offer dynamic exhibitions, meaningful programs for all ages, and unique opportunities to learn, create, and be inspired.

Thank you for your time and consideration.

Sincerely,

Norman E. Dascher Jr.  
Chief Executive Officer

**APPLICATION FOR CONTRACT FUNDING WITH WARREN COUNTY  
UNDER THE TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

Please check those Towns/City/Village listed below that your organization will be applying for funding for this event:

Bolton     Chester     Hague     Horicon     Johnsburg     Thurman  
 Lake George     Village of Lake George     Lake Luzerne     Queensbury  
 Stony Creek     Warrensburg     City of Glens Falls

**I. ORGANIZATION AND CONTACT INFORMATION**

1. A. Please set forth your complete corporate, association or group name.

The Hyde Collection Art Museum and Historic House

---

B. Please set forth the name of the event for which you wish to contract with

Warren County.

Marketing and publications

---

C. Please set forth the contract amount you propose to be paid by the County toward the event.

\$25,000

---

2. Is the above name the only name you conduct business or fund raising under?

Yes  No. If No, please provide all other names you use for business and fund raising purposes.

N/A

---

3. If your organization is incorporated, please provide the state of incorporation and the complete corporate name, if different than set forth above.

N/A

---

4. Please set forth your organization's principal business address.

161 Warren Street, Glens Falls, NY 12801

---

---

5. Please set forth your organization's contact person and that person's address, email address and telephone number (this should be the person County representatives may contact for contract information or if there is a need for presentations before County Committees or other questions).

Name Norman E. Dascher Jr., chief executive officer

Address 161 Warren Street, Glens Falls, NY 12801

Email norm@hydecollection.org Telephone 518-792-1761, ext. 319

## II. EVENT BACKGROUND INFORMATION

6. Please state the dates on which your event is planned to occur and for which you wish to contract with Warren County. *(Please note: Warren County generally does not fund one day events, and it is expected that one day events will be addressed at the local Town, City, or Village level - the Board of Supervisors will, however, consider exceptions to this rule in the instance of special circumstances.)*

January 1 to December 31, 2019

---

7. Please set forth the planned location of your event.

The Hyde Collection

---

8. Please provide a general description of your event i.e. the nature and type of event and why it is held. Include an agenda of activities during the event if possible.

Please see attached.

---

---

---

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged to support the event.

N/A

---

---

10. Please state whether this is a one-time event in Warren County or whether you plan future events.

The Hyde Collection is a year-round arts attraction.

---

11. Please set forth the number of attendees projected to attend the event.

a. 27,000

- b. How did you determine this number of attendees?

Extrapolated from attendance growth over the past few years

---

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay anticipated .

No. Of Rooms anticipated 6,061 Length of Stay (per party) at least one night

How did you determine this number of rooms? Just less than 45 percent of Hyde visitors travel from outside the region, state, or country. Considering double-occupancy rooms, those 12,123 people would need just more than 6,000 rooms.

13. If your organization has previously received funding from the County, please attach the previous year's performance report and zip code list.

What was the estimated number of rooms that were utilized? 5,922

How did you determine this number? Of the nearly 20,000 visitors to The Hyde (admission was below average that year because a construction project closed Wood Gallery), approximately 6,000 were visitors from outside a three-hour driving area.

If you expect this to change this year, please indicate your reasons below.

This will increase because admission is steadily rising with new marketing efforts, increased programming (The Hyde offered more than 230 in 2018), greater collaboration with area organizations and businesses, including Queensbury Hotel, and exciting new exhibitions.

---

14. What funding did your organization receive last year, if any?  
The Museum has not received funding since 2017.

---

15. How many years has Warren County funded this event? Six

16. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

The Hyde promotes the Museum and its events through numerous advertising outlets, including  
trade publications, magazines, digital sources, television, newspapers, brochures, and more.

The Hyde extends marketing efforts throughout the Capital District, into Massachusetts, Vermont, New Hampshire, toward New York City, Syracuse, Buffalo, and the Adirondacks, as well as in

national specialty art and museum publications.

### III. EVENT FINANCING INFORMATION

17. Please set forth the total cost anticipated to be borne by your organization as sponsor for the event.

\$85,028.50

18. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):

The Hyde has requested \$12,000 and \$3,500 from Queensbury and Glens Falls, respectively; and a \$5,000 matching grant from the Times Union for marketing. All other requests have been for programming or general operations.

19. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.

Admission: \$88,000

20. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 18, you need only

to state this).

Please see 18; also, general operations funding from NYSCA; Charles Wood Foundation; Leo Cox Beach; Waldo T. and Ruth S. Ross Charitable Trust; and JM McDonald Foundation.

21. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available.  
\$ \$69,580 After a deficit in 2018, the Museum might have to cut back marketing and advertising efforts without increased support.
22. Please attach your proposed budget for the event, showing anticipated income and expenditures.
23. Please set forth a description of any end product that will be generated as a result of this funding, and whether it is intended that such end product, or copy thereof will be furnished to Warren County.  
Being able to promote The Hyde Collection with a strong presence in markets outside the Glens Falls and Capital District region will result in a greater number of visitors to the region. National studies show that cultural tourists spend 60 percent more than other leisure travelers, so Hyde visitors are more likely to buy regional souvenirs, eat at restaurants, stay at hotels, and support the local economy.

#### IV. WARREN COUNTY AGREEMENT INFORMATION

25. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo or if use is limited to certain promotional material, please describe where and when the logo will be used.  
~~The Hyde will proudly display the county tourism logo in advertisements, brochures, press releases, e-blasts, newsletters, on our website, on exhibition banners, and all other publications.~~  
**Please note:** Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of advertising as shall be required by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

26. Please state whether you have read the standard form County Tourist and Development Agreement *which includes insurance requirements naming Warren County as additional insured ninety (90) days before the event takes place with the Sponsor as the named insured on the certificate*, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

We have read, understand, and agree to the County Tourist and Development Agreement.

I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Norman E. Dascher Jr.

TYPE OR PRINT NAME

SIGNATURE

Chief Executive Officer

TITLE

4/26/19

DATE

The Hyde Collection continues to be the region's premier cultural institution, attracting visitors from around the state, Northeast, United States, and world throughout the year. With a collection that spans more than six centuries of art, the Museum is increasingly becoming a hub for cultural tourists — an anchor for the region's burgeoning art economy.

Each year, the Museum spends more than \$480,000 on exhibitions and education programs associated with those exhibitions. The Hyde's audience is expanding, and participation in its programs is steadily climbing. In 2018, the Museum attracted 23 percent more visitors than in 2017. Of the 25,000 people who visited The Hyde Collection, 25.91 percent traveled from out of state and 2 percent from out of the country. An additional 17 percent of visitors came from within New York state, but outside the three-hour "day trip" range. (More than 27 percent of visitors are from the greater Capital Region area, so they are eating at local restaurants, buying gas and snacks locally, and shopping in local stores.)

The Hyde continues to attract year-round tourists with an ambitious exhibition schedule. In 2019, the Museum offers:

- *A Magical World: The Art of Jacob Houston* highlights the career of rising local artist Jacob Houston. The Greenwich (Washington County) native has charmed audiences throughout the Northeast with his idyllic land- and cityscapes and detailed glimpses into everyday life. In eighteen brightly colored and enamel-like scenes, Houston romanticizes the places he travels, re-creating the world as he sees it — full of joy, wonder, and beauty. (April 6 to June 23)
- *Albert E. Flanagan: The Towering City* displays eighteen works of art by Albert E. Flanagan, for whom New York's skyscrapers were a source of artistic inspiration. Soaring heavenward at heights unimagined by even the most ambitious medieval master mason, these towers to commerce, capitalism, and modernism introduced a new dynamism to the cityscape and the panorama of its skyline. In addition, the exhibition will include several prints and published illustrated books by John Taylor Arms, a contemporary of Flanagan. (April 6 to June 23)
- *Women Modernists* examines how Modernism breaks from traditions of the past to embrace abstraction and experimentation. Through willingness and flexibility to move between figuration and abstraction, artists such as Dorothy Dehner and Grace Hartigan communicate new ways of seeing and understanding the world around us. With influences as diverse as nature, the constructivist movement, and jazz, see how women of the twentieth century looked to the future. Selections from the permanent collection and Nova Southeastern University Art Museum, Fort Lauderdale, are displayed in Feibes & Schmitt Gallery through May.
- The Hyde's annual *High School Juried Show*, celebrating its twenty-eighth year, has developed prestige and become a pinnacle of high school achievement for many young artists. This year, The Hyde again invites students in grades 9 to 12 from the surrounding counties of Warren, Washington, Saratoga, Hamilton, and Essex counties to apply. Works will be selected as finalists for the exhibition at the Museum from more than 600 entries. (May 4 to June 2)

- The Ashcan School painter John Sloan (1871–1951) was preoccupied with the New York City rooftop perhaps more than any other American artist in the first half of the twentieth century. This setting factors in some of his most iconic and celebrated works, many of which focus on immigrant and working-class subjects. *From the Rooftops: John Sloan and the Art of a New Urban Space* offers an in-depth examination of Sloan's decades-long fascination with the life of the urban rooftop with nearly thirty of his paintings, prints, and drawings. The exhibition expands on the visual culture of "the city above the city" by featuring thirty additional works from more than a dozen notable contemporaries of Sloan, including William Glackens, Charles Hoffbauer, Martin Lewis, Walter Roseblum, Weegee, and George Ault, among others. *From the Rooftops* is organized by the Palmer Museum of Art at The Pennsylvania State University. Sponsored by Steven and Stephanie Wasser, and David C. Howson. (June 15 to September 15)
- Andrea della Robbia's *Virgin Mary* dates to ca. 1480 and, throughout the years, the Madonna has undergone treatment to repair cracks in the glazed surface, patch its cloak, shoulder, and the back of the figure's head. More than a year ago, Virgin Mary was carefully removed from Hyde House, packed, and shipped to Williamstown Art Conservation Center in Williamstown, Massachusetts. There, the statue was painstakingly conserved. *Masterpieces Under the Microscope: Andrea della Robbia and James Brade Sward* unveils the statue for the first time since its restoration and examines the Museum's commitment to preserving the della Robbia family's legacy. The Hyde Collection is proud to be one of just five museums in the United States with sculptures by all three generations of the famous della Robbia family. (June 29 to September 15)
- *Picasso, Braque, and Léger: Twentieth Century Modern Masters* examines the careers and influence of three of Modern art's most influential figures, Pablo Picasso (1881–1973), Georges Braque (1882–1963), and Fernand Léger (1881–1955). Each of their art began when Post-Impressionism was en vogue, but they — inspired by Paul Cézanne (1839–1906) — forged their own way, founding Cubism and forever changing the face of Modern art. Cubism marks the start of the evolution of Modern art. Through it, Picasso, Braque, and Léger left extensive legacies, which are observed in this well-balanced selection of important prints that include some of the best-known examples by each artist. Organized by Contemporary and Modern Print Exhibitions. (October 6, 2019, to January 5, 2020)
- The Hyde Collection presents *Artists of the Mohawk Hudson Region*, an annual exhibition drawn from the works of artists living within a 100-mile radius of Glens Falls and the Capital Region. Juried by prominent regional resident, artist, and educator Victoria Palermo, the exhibition provides a leading benchmark for contemporary art in the Upper Hudson Valley. The Hyde hosts *Artists of the Mohawk Hudson Region* triennially, partnering with the Albany Institute of History & Art and University at Albany's University Art Museum. (October 11 to December 4)

The Hyde takes seriously its mission-driven role to inspire, educate, and build community and the economy through art. Marketing funding from Warren County would help the Museum continue its world-class exhibitions and innovative programs.

**The Hyde Collection**  
**Profit & Loss Budget Overview**  
 January through December 2019

	<u>Jan - Dec 19</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4010 · Contributions/Donations	195,000.00
4110 · Gifts-In-Kind Income	40,272.50
4210 · Business Support	20,000.00
4230 · Foundation Support	265,000.00
4500 · Government Support	35,000.00
5100 · Admission	88,000.00
5150 · Curatorial Revenue	7,500.00
5180 · Educational Programs Revenue	21,300.00
5200 · Membership	175,000.00
5310 · Investment Income - Unrestrict	200.00
5440 · Gross Sales	30,000.00
5490 · Miscellaneous Income	500.00
5500 · Rentals	5,200.00
5800 · Fundraising Income	534,000.00
<b>Total Income</b>	<u>1,416,972.50</u>
<b>Cost of Goods Sold</b>	
50000 · Cost of Goods Sold	11,000.00
<b>Total COGS</b>	<u>11,000.00</u>
<b>Gross Profit</b>	1,405,972.50
<b>Expense</b>	
7200 · Compensation	1,039,019.60
7500 · Contract & Professional Fees	354,451.96
8104 · Curatorial/Permanent Collection	7,954.40
8105 · Curatorial/Exhibition Expense	118,313.85
8106 · Fundraising Event Expenses	42,750.00
8107 · Educational Program Expenses	7,844.00
8110 · Office Expense	20,100.00
8115 · Catering & Hospitality - NF	12,998.00
8116 · Art Conservation Expense	13,000.00
8130 · Telephone & Internet	8,150.00
8150 · Advertising	40,773.50
8170 · Print & Pubs	44,255.00
8200 · Facilities	13,600.00
8220 · Utilities	100,000.00
8300 · Travel Expenses (non-program)	3,044.00
8320 · Conference/Seminar/Prof Develop	1,250.00
8490 · Miscellaneous Expense	500.00
8510 · Interest Expense	26,540.00
8520 · Insurance	80,000.00
8530 · Dues/Subscriptions/Fees	12,550.00
8610 · Bank/Merchant Fees	4,550.00

The Hyde Collection  
**Profit & Loss Budget Overview**  
January through December 2019

---

	<u>Jan - Dec 19</u>
Total Expense	<u>1,951,644.31</u>
Net Ordinary Income	(545,671.81)
Other Income/Expense	
Other Income	
7140.01 · Net Investment Revenue	<u>795,000.00</u>
Total Other Income	<u>795,000.00</u>
Net Other Income	<u>795,000.00</u>
Net Income	<u><u>249,328.19</u></u>

ZIP code data, 2017

Row Labels	Sum of #		
Australia	2	IL	50
Australia	4	IN	22
Austria	2	KS	3
Brazil	6	KY	11
CA	9	LA	6
CANADA	124	MA	341
Canada	12	MD	114
CHINA	13	ME	23
Denmark	2	MI	34
England	10	MN	11
EU	1	MO	8
Europe	1	MS	6
France	14	MT	5
Germany	5	NC	49
India	2	ND	3
Isreal	4	NE	2
Isreal	4	NH	53
Italy	2	NJ	362
Japan	4	NM	14
Mexico	7	NV	11
Netherland	2	NY	13190
Netherlands	2	OH	42
Russia	4	OK	4
Spain	2	OR	12
Turkey	4	PA	229
UK	11	PR	1
UK	2	RI	30
US	16655	SC	19
AE	4	SD	5
AK	1	TN	9
AL	2	TX	68
AP	2	UT	10
AR	7	VA	92
AZ	28	VT	381
CA	140	WA	29
CO	31	WI	22
CT	238	WV	5
DC	42	#N/A	132
DE	4	#REF!	12
FL	188	(blank)	510
GA	28	#N/A	165
HI	4	(blank)	12
IA	4	Grand Total	17087
ID	2		

North Creek Business Alliance  
P.O. Box 280  
North Creek NY 12853

May 28, 2019

Warren County Occupancy Tax Committee  
Request for Funding

Thank you for hearing the North Creek Business Alliance's request for funding of our shuttle buses that will promote tourism in our community.

Per your suggestions, we have assembled a specific request of what is needed.

We had two options: purchase or lease.

Based on the committees feedback, we are pursuing the lease option and a multi-year commitment to be partially funded by occupancy tax funds.

Behind this cover letter are evidence of our due diligence in 2 quotes. A third request could not be printed, and the fourth request was not answered.

Based on the lowest of these 3 quotes, the Alliance needs funding of \$12,500 per year for a 3 year lease. The Alliance is able to cover the other costs of maintenance, upkeep, operating expenses and a second used vehicle (for backup and added capacity during peak demand periods).

It is important to note that the Alliance is only asking for that portion not able to be covered by our ongoing fund raising (grants, donations, advertising, etc.) and the already generous support from the Town of Johnsburg annually.

The Alliance is requesting a 3 year commitment from the County in order to execute this lease agreement.

We look forward to your decision in order to be ready to fulfill our mission of adding to the tourism economy for the Gore Mountain Region in 2019.

Respectfully submitted,

Joel Beaudin, Vice President, North Creek Business Alliance  
Michael Bowers, President, North Creek Business Alliance

For questions, please contact Joel Beaudin. 518.251.2240

Grant, Leisa

---

**From:** Jennifer Miller <jmiller@buscrazy.net>  
**Sent:** Tuesday, May 21, 2019 4:09 PM  
**To:** jnbeaudin@frontiernet.net  
**Cc:** Steven Van Heusen  
**Subject:** Financing for North Creek

**Good Afternoon Joel,**

**This is what your payments would look like for the bus you discussed with Steve.**

**Walkaway Lease**

**Vehicle Cost - \$55,445.00**

**3 years @ 12,390 / yr**

**Mileage allowance is 12,000 miles per year, mileage charge thereafter is 55 cents per mile. One-time inception cost doc fee of \$250, tax not included.**

**Let me know if this works for you or if you have any questions.**

**Thank you,**

*Jennifer Miller*

Finance Manager

800.272.0842

518.705.4301

518.762.5448 - Fax

jmiller@buscrazy.net



5/21/2019 9:49:10 AM

Brent Graham p 419.720.7436

brent@tescobus.com f 419.836.8460

**North Creek Business Alliance**

PO Box 280

Joel Baudin

North Creek NY 12853

518-251-2240

jnbeaudin@frontiernet.net

6401 Seaman Rd.

www.tescobus.com

P.O. Box 167230

419.836.2835

Oregon OH 43616-7230

**Lease Quote for 2019 Elkhart Coach ECII**

with a 2019 Ford E350 DRW  
14 passenger & driver

TESCO Quote #: NQ47464

TESCO Stock #: EC10655

Valid For: 15 Days

VIN: 1FDDE3F55KDC06584

**Option 1**

Sale Price	\$56,719.00
Term (months)	36 Months
Down Payment	0.00
<b>Monthly Payment</b>	<b>\$997.42</b>
Due in Advance	\$250.00

*12 = 11,969.04 fg*

**Please Initial Accepted Option:** \_\_\_\_\_

The above monthly figures are subject to credit approval and market interest rate fluctuations. Pricing does not include any applicable sales tax. Lease allows for 8,000 miles per year with a \$0.45 per excess mileage fee. Advance payment to include Down Payment, \$250.00 vehicle document fee, plus sales tax. When vehicle is returned at the end of lease, it is required to be in the same condition as when received, normal wear excluded. Rates are subject to change until a contract has been signed. Stock vehicles are subject to sale.

Please initial your desired lease option above and acknowledge by signing below

*Brent Graham*

Sales Rep.

Purchaser

Date

**Proposal for Financing**

**Date:** May 23, 2019  
**Customer:** North Creek Business Alliance, Inc.

The following is a proposal for financing for North Creek Business Alliance, Inc. (the Customer) regarding the equipment described herein (the Equipment) by De Lage Landen Financial Services, for discussion purposes only.

*Notwithstanding anything to the contrary, including, without limit, acceptance by Customer, this Letter is an indication of interest regarding a possible financing transaction on the general terms and conditions outlined herein and should not be construed as a commitment to finance.*

**Equipment:** 2019 Micro Bird Ford CT Series Bus  
**Vendor:** New York Bus Sales

**Summary of Financing**

<b>Number of Units:</b>	<b>1</b>	<b>1</b>
<b>Purchase Price:</b>	<b>\$58,175.00</b>	<b>\$58,175.00</b>
<b>Amount Financed:</b>	<b>\$58,175.00</b>	<b>\$58,175.00</b>
<b>Term:</b>	<b>3 Year</b>	<b>3 Year</b>
<b>Payment Frequency:</b>	<b>Annual</b>	<b>Annual</b>
<b>Number of Payments:</b>	<b>3</b>	<b>3</b>
<b>Payment:</b>	<b>\$14,055.90*</b>	<b>\$14,640.03*</b>
<b>Rate:</b>	<b>N/A</b>	<b>5.91%*</b>
<b>FPPO Residual:</b>	<b>N/A</b>	<b>\$19,792.00</b>
<b>Purchase Option:</b>	<b>FMV</b>	<b>FPPO</b>

**INTEREST RATE LOCK\*:** The interest rate and payment factor noted above are provided as indications only and may need to be revised prior to closing. In the event that market interest rates increase prior to the closing date (which causes an increase in the Lender's cost of funds), the interest rate shall be indexed as per the paragraph below.

**FINANCING RATE INDEX\*:** The financing rate used to determine the payment amounts will be indexed to the Libor Swap Rate for the relevant financing term. The final rate and resulting payments will be set upon the closing of the financing.

**General Terms and Conditions**

- The interest rate is subject to indexation and adjustment.

- Any proceeds used to payoff an existing lease or lease purchase agreement must be done via direct payment to the existing leasing company or finance company and based upon a written buyout quote.
- Payment quoted does not include taxes.
- Either DLL or Customer may terminate discussions at any time in its sole discretion.
- Failure to consummate this transaction once credit approval is granted and the financing documents are drafted and delivered to Customer may result in a documentation fee being assessed.
- If made, an approval by DLL would be in a separate writing and would be subject to legal and business due diligence and credit review, with results satisfactory to DLL, in its sole discretion.
- Customer acknowledges that the terms of the financing (if approved) may change before the parties execute final documentation.
- No financing terms will be binding on either party until Customer and DLL sign definitive documentation.
- This Letter is not a statement of all terms and conditions of the financing, which terms and conditions would be contained fully in final documentation and would supersede the terms of this Letter.
- This Letter is intended for the use of the Customer only, and no other party may rely upon or derive any legal rights from this Letter.
- This Letter is valid for acceptance within 60 days and thereafter shall automatically be deemed to be null and void.

Thank you for the opportunity to present this proposal and for your thoughtful consideration.

**De Lage Landen Financial Services**

Cathy Reardon  
Regional Sales Representative  
800-366-1538 ext. 1595

North Creek Business Alliance  
P.O. Box 280  
North Creek NY 12853

May 28, 2019

Warren County Occupancy Tax Committee  
Request for Funding

Thank you for hearing the North Creek Business Alliance's request for funding of our shuttle buses that will promote tourism in our community.

Per your suggestions, we have assembled a specific request of what is needed.

We had two options: purchase or lease.

Based on the committees feedback, we are pursuing the lease option and a multi-year commitment to be partially funded by occupancy tax funds.

Behind this cover letter are evidence of our due diligence in 2 quotes. A third request could not be printed, and the fourth request was not answered.

Based on the lowest of these 3 quotes, the Alliance needs funding of \$12,500 per year for a 3 year lease. The Alliance is able to cover the other costs of maintenance, upkeep, operating expenses and a second used vehicle (for backup and added capacity during peak demand periods).

It is important to note that the Alliance is only asking for that portion not able to be covered by our ongoing fund raising (grants, donations, advertising, etc.) and the already generous support from the Town of Johnsburg annually.

The Alliance is requesting a 3 year commitment from the County in order to execute this lease agreement.

We look forward to your decision in order to be ready to fulfill our mission of adding to the tourism economy for the Gore Mountain Region in 2019.

Respectfully submitted,

Joel Beaudin, Vice President, North Creek Business Alliance  
Michael Bowers, President, North Creek Business Alliance

For questions, please contact Joel Beaudin. 518.251.2240

Grant, Leisa

---

**From:** Jennifer Miller <jmiller@buscrazy.net>  
**Sent:** Tuesday, May 21, 2019 4:09 PM  
**To:** jnbeaudin@frontiernet.net  
**Cc:** Steven Van Heusen  
**Subject:** Financing for North Creek

**Good Afternoon Joel,**

**This is what your payments would look like for the bus you discussed with Steve.**

**Walkaway Lease**

**Vehicle Cost - \$55,445.00**

**3 years @ 12,390 / yr**

**Mileage allowance is 12,000 miles per year, mileage charge thereafter is 55 cents per mile. One-time inception cost doc fee of \$250, tax not included.**

**Let me know if this works for you or if you have any questions.**

**Thank you,**

*Jennifer Miller*

Finance Manager

800.272.0842

518.705.4301

518.762.5448 - Fax

jmiller@buscrazy.net



5/21/2019 9:49:10 AM

Brent Graham p 419.720.7436  
brent@tescobus.com f 419.836.8460

**North Creek Business Alliance**

PO Box 280 Joel Baudin  
North Creek NY 12853 518-251-2240  
jnbeaudin@frontiernet.net

6401 Seaman Rd. www.tescobus.com  
P.O. Box 167230 419.836.2835  
Oregon OH 43616-7230

**Lease Quote for 2019 Elkhart Coach ECII**

**with a 2019 Ford E350 DRW  
14 passenger & driver**

TESCO Quote #: NQ47464 TESCO Stock #: EC10655  
Valid For: 15 Days VIN: 1FDEE3F55KDC06584

**Option 1**

Sale Price	\$56,719.00
Term (months)	36 Months
Down Payment	0.00
<b>Monthly Payment</b>	<b>\$997.42</b>
Due in Advance	\$250.00

*12 = 11,969.04 fg*

**Please Initial Accepted Option: \_\_\_\_\_**

The above monthly figures are subject to credit approval and market interest rate fluctuations. Pricing does not include any applicable sales tax. Lease allows for 8,000 miles per year with a \$.45 per excess mileage fee. Advance payment to include Down Payment, \$250.00 vehicle document fee, plus sales tax. When vehicle is returned at the end of lease, it is required to be in the same condition as when received, normal wear excluded. Rates are subject to change until a contract has been signed. Stock vehicles are subject to sale.

Please initial your desired lease option above and acknowledge by signing below

*Brent Graham*

Sales Rep.

Purchaser

Date

**Proposal for Financing**

**Date:** May 23, 2019  
**Customer:** North Creek Business Alliance, Inc.

The following is a proposal for financing for North Creek Business Alliance, Inc. (the Customer) regarding the equipment described herein (the Equipment) by De Lage Landen Financial Services, for discussion purposes only.

*Notwithstanding anything to the contrary, including, without limit, acceptance by Customer, this Letter is an indication of interest regarding a possible financing transaction on the general terms and conditions outlined herein and should not be construed as a commitment to finance.*

**Equipment:** 2019 Micro Bird Ford CT Series Bus  
**Vendor:** New York Bus Sales

**Summary of Financing**

<b>Number of Units:</b>	<b>1</b>	<b>1</b>
<b>Purchase Price:</b>	<b>\$58,175.00</b>	<b>\$58,175.00</b>
<b>Amount Financed:</b>	<b>\$58,175.00</b>	<b>\$58,175.00</b>
<b>Term:</b>	<b>3 Year</b>	<b>3 Year</b>
<b>Payment Frequency:</b>	<b>Annual</b>	<b>Annual</b>
<b>Number of Payments:</b>	<b>3</b>	<b>3</b>
<b>Payment:</b>	<b>\$14,055.90*</b>	<b>\$14,640.03*</b>
<b>Rate:</b>	<b>N/A</b>	<b>5.91%*</b>
<b>FPPO Residual:</b>	<b>N/A</b>	<b>\$19,792.00</b>
<b>Purchase Option:</b>	<b>FMV</b>	<b>FPPO</b>

**INTEREST RATE LOCK\*:** The interest rate and payment factor noted above are provided as indications only and may need to be revised prior to closing. In the event that market interest rates increase prior to the closing date (which causes an increase in the Lender's cost of funds), the interest rate shall be indexed as per the paragraph below.

**FINANCING RATE INDEX\*:** The financing rate used to determine the payment amounts will be indexed to the Libor Swap Rate for the relevant financing term. The final rate and resulting payments will be set upon the closing of the financing.

**General Terms and Conditions**

- The interest rate is subject to indexation and adjustment.

- Any proceeds used to payoff an existing lease or lease purchase agreement must be done via direct payment to the existing leasing company or finance company and based upon a written buyout quote.
- Payment quoted does not include taxes.
- Either DLL or Customer may terminate discussions at any time in its sole discretion.
- Failure to consummate this transaction once credit approval is granted and the financing documents are drafted and delivered to Customer may result in a documentation fee being assessed.
- If made, an approval by DLL would be in a separate writing and would be subject to legal and business due diligence and credit review, with results satisfactory to DLL, in its sole discretion.
- Customer acknowledges that the terms of the financing (if approved) may change before the parties execute final documentation.
- No financing terms will be binding on either party until Customer and DLL sign definitive documentation.
- This Letter is not a statement of all terms and conditions of the financing, which terms and conditions would be contained fully in final documentation and would supersede the terms of this Letter.
- This Letter is intended for the use of the Customer only, and no other party may rely upon or derive any legal rights from this Letter.
- This Letter is valid for acceptance within 60 days and thereafter shall automatically be deemed to be null and void.

Thank you for the opportunity to present this proposal and for your thoughtful consideration.

**De Lage Landen Financial Services**

Cathy Reardon  
Regional Sales Representative  
800-366-1538 ext. 1595

# ***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 (Occupancy Tax)**

**DATE: 6/6/19**

- (a) Purpose of Request: to award additional funding for three requests as follows:  
North Creek Business Alliance - \$12,500 each for 2019, 2020 & 2021; PrimeTime  
Lacrosse Inc. - \$20,000 and The Hyde Collection \$15,000
  
- (b) Details: as per written request for shuttle bus and Occupancy Tax applications for  
other two
  
- (c) Previous Resolution Number: Res# 500 of 2018
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and  
Amount: A.6417.0002 480 - Tourism - Special Events \$47,500 for 2019 only

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

\* as listed in budget and LOGOS