

**Occupancy Tax Coordination Committee  
Warren County Tourism Department  
AGENDA  
October 22, 2019**

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 Dickinson.
  - II. Motion to approve minutes of October 1, 2019 Occupancy Tax Coordination Meeting.
  - III. Report on Revenues from the County Treasurer
  - IV. Action Agenda:
    - Review Adirondack Folk School application for Adirondack Christkindlmarkt funding
    - Mayor Blais – request for assistance in paying for Wastewater Treatment Plant - \$100,000 per year for the next five years
    - Appropriate \$15,000 from Occupancy Tax Reserve to code A.6417.0001 469, Other Payments/Contributions. (town share)
  - VI. Privilege of the Floor to discuss any additional items to come before Committee.
  - VII. Motion to adjourn.

# ***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:**

**DATE:**

(a) Purpose of Request:

(b) Details:

(c) Previous Resolution Number:

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

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

\* as listed in budget and LOGOS

**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     Johnsbury     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.

Adirondack Christkindlmarkt Committee /ADK Falls School

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

2019 Adirondack Christkindlmarkt

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

\$10,000.00

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.

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

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged to support the event.  
Contract w/ local tent company - Rain + Shine tent. Vendor permits to sell on Festival Commons w/ Village of LG (permit fees will be paid \$50 per)
10. Please state whether this is a one-time event in Warren County or whether you plan future events.  
2<sup>d</sup> year of this event (5,000 ppl in 2018) Will be annual event
11. Please set forth the number of attendees projected to attend the event.  
 a. 7,000 in 2019 (5,000 ppl in 2018)  
 b. How did you determine this number of attendees?  
We used "people counts"
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 100 Length of Stay (per party) 2-3 days  
 How did you determine this number of rooms? Some will be vendor rooms staying for the weekend & if we get tour groups, this can be higher
13. If your organization has previously received funding from the County, please attach the previous year's performance report and zip code list (not possible)  
 What was the estimated number of rooms that were utilized? 20  
 How did you determine this number? # of vendors who stayed over
- If you expect this to change this year, please indicate your reasons below.  
More vendors & more people anticipated

to state this).

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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.  
\$ \_\_\_\_\_
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.

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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.

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***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.

<b>2019 Christkindlmarkt Projected Budget</b>	<b>Oct. 2019</b>
<b>REVENUE -</b>	
Starting balance remaining from 2018	\$9,206.10
Occupancy Tax - Joint town/village of Lake George	\$18,500.00
Vendor fees	\$10,744.00
Sponsorship - (anticipated)	\$20,550.00
<i>Warren County Occ Tax Grant (projected)</i>	<i>\$10,000.00</i>
<b>Total</b>	<b>\$69,000.10</b>
<b>EXPENSES</b>	
<i><b>EVENT FACILITY</b></i>	
Festival Commons Space Rental	\$5,200.00
Insurance (liability, event, tent)	\$4,000.00
Trash Dumpster x 3 days	\$321.00
Security	\$644.00
<i><b>RAIN &amp; SHINE TENT COMPANY</b></i>	
Tent rental, tables, chairs, electrical, basic lighting (without heat)	\$45,575.38
<i><b>SOUND SYSTEM/ENTERTAINMENT</b></i>	
Sound System & Stage	\$3,900.00
Entertainment acts (multiple)	\$6,000.00
DJ DuBray	\$500.00
<i><b>EVENT MARKETING</b></i>	
Rack card & poster printing (65,000 rack cards, 400 posters)	\$3,436.30
30,000 rack card distribution through LG Steamboat Company (IN KIND DONATED)	\$0.00
On site event activation & listing on video boards at Aviation & Crossgates Mall in Oct/Nov (IN KIND DONATED)	\$0.00
Ongoing social media (Facebook/Instagram postings) weekly	\$0.00
On Air radio ads through LGRCCVB March-Dec	\$0.00
LOOK TV interview and on-site videography	\$0.00
Banners (2) at end of Exit 21 and onsite at Festival Commons	\$0.00
Eblast to ABA/tour bus operators through Warren County Tourism	\$0.00
Email blast to Fort Drum & West Point MWR groups	\$0.00
Distribution of rack cards at Drink Albany event (10/5, Montreal International Travel Show 10/25-27)	\$0.00
Distribution of rack cards and posters throughout Warren County businesses & hotel properties	\$0.00
Outreach to hotels to produce packages & group rates for event weekend	\$0.00
LGRCC distribution of rack cards at travel shows	0
<b>Total</b>	<b>\$70,476.68</b>

SPONSORSHIPS COMMITTED TO DATE & ANTICIPATED OCT-NOV	
<i>SPONSORSHIP</i>	
<i>(Committed to date)</i>	
CVB	\$5,000.00
CDPHP	\$1,000.00
Dunhams Bay Resort (music)	\$500.00
Pioneer Bank	\$150.00
Surfside Resort (music)	\$300.00
Berkshire Hathaway (music)	\$300.00
Leaf Filter	\$250.00
<i>PENDING COMMITMENTS</i>	
Nemer Auto Motors	\$2,500.00
King Neptunes	\$500.00
Duffys	\$500.00
Hudson Headwaters	\$1,000.00
Price Chopper	\$1,500.00
AARC	\$500.00
Lake George Beach Club	\$500.00
LG Outlets	\$5,000.00
Glens Falls National Bank & Trust & Upstate Insurance	\$2,500.00
Courtyard Marriott	\$1,500.00
Inn at Erlowest	\$1,000.00
SUNY ADK Community College	\$1,000.00
Fort William Henry	\$900.00
AWS	\$500.00
Lake George Mirror	\$250.00
Town of Lake Luzerne	\$500.00
42 Degreees	\$200.00
Hampton Inn	\$200.00
<b>Total Projected if sponsorship levels same as last year</b>	<b>\$20,550.00</b>

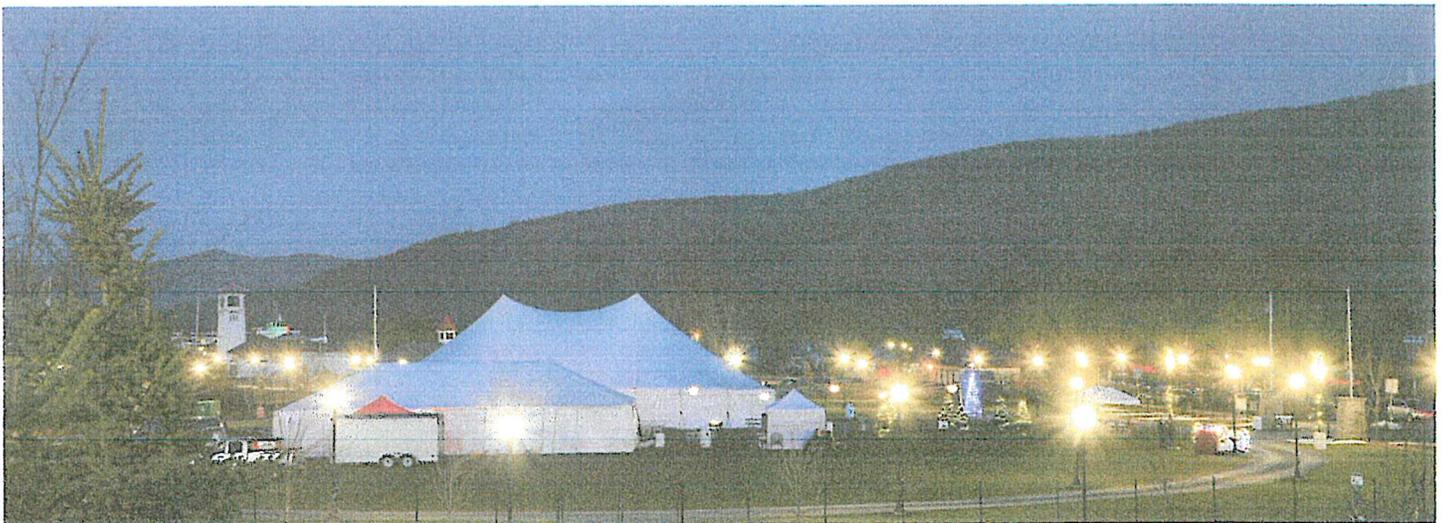


## Proposal Requesting Support for– Lake George Christkindlmarkt 2019

The Adirondack Christkindlmarkt Committee respectfully requests funding in 2019 to support the development, marketing, expansion and execution of the 2019 Adirondack Christkindlmarkt event.

### **FUNDING REQUESTS**

The Adirondack Christkindlmarkt Committee is currently seeking **\$10,000** in support of the development and marketing of this event. Given the success of the first year, the committee seeks additional funding, to be able to increase the marketing, expand the tent sizes to accommodate more vendors and to help offset the operational costs of the event. At this time, the committee has successfully booked over 40 vendors (and anticipates 50 for 2019), 16 entertainment acts, and has approximately \$23,500 in sponsorship commitments to date. The largest expenditure that the committee seeks to support is the tents and heating.



### **At a glance numbers and stats for 2018:**

**Total number of attendees: over 4,866**

**Visitors came from: VT, NH, MA, CT, RI, NYC, Montreal, Long Island, Capital Region, North Country**

**Total number of people reached through event Facebook page since May 14, 2018: 271.1K**

**Total value of in-kind community support/marketing/services donated: \$33,896.28**

**Total amount of private, community sponsorship dollars raised (excluding Occ. Tax funding): \$20,991.00**

**Total number of vendors: 34**

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Adirondack  
Christkindlmarkt  
LAKE GEORGE, NY

Total number of entertainment acts: 16

Total pounds of German potato salad sold: 400 lbs.

Total liters of Gluhwein sold: 114 liters

**The 2018 event schedule:**

FRIDAY, Dec. 7, 2018           Market open 1pm til 8:30pm.

SATURDAY, Dec. 8, 2018       Market open 11am til 6pm.

SUNDAY Dec. 9, 2018          Market opens 10am til 5pm.

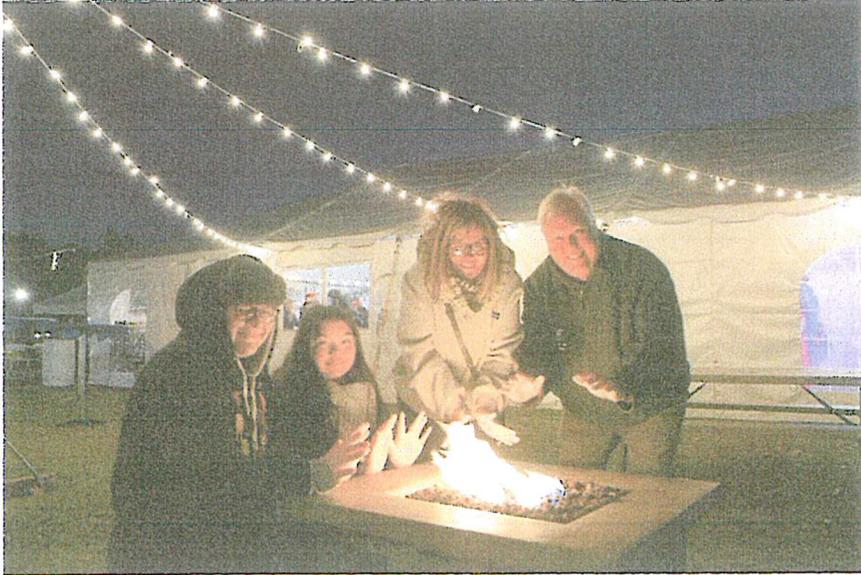
The first annual Adirondack Christkindlmarkt took place December 7-9, 2018 at Charles R. Wood Park- Festival Commons. The Adirondack Christkindlmarkt was the first-ever winter festival/event to be hosted in the Festival Commons space since it opened in 2015 and over the three days, the festival saw a record number of attendees, vendors sold out of products and Sacred Heart Church reported that it sold over \$1,000 worth of merchandise.

The idea was conceived by Kristen Hanifin and Scott Hayden, as a means to create a tourism economic conduit to drive new winter business and room nights to the region, and to increase visibility for the region as a winter tourism destination.

The event began on Friday December 7 at 3pm with an official ribbon cutting to open and kick off the event. VIPs, the planning committee and guests cheered as the ribbon was cut and there were already visitors on-site and, in the tents, shopping and enjoying the food/entertainment.



Adirondack  
Christkindlmarkt  
LAKE GEORGE, NY



The event included firepits to warm up with friends...



Horse-drawn carriage rides from Rick Vance Farms...

Adirondack  
Christkindlmarkt  
LAKE GEORGE, NY



And a beautiful sleigh for memorable family photos, generously lent by Lake George Escape RV Park...

#### MARKETING EFFORTS

Marketing for the Adirondack Christkindlmarkt included a combination of traditional advertising, social media and public relations. Over the course of 12 months, the event was marketing through the following channels:

- Facebook, Instagram posts – over 271K reached. Currently the Facebook page has over 1,000 followers in 2019
- Press releases/public relations
- LOOK TV interview - <http://www.looktvonline.com/adirondack-christkindlmarkt-interview/>
- Trade show materials distribution at Montreal Travel show, Albany Ski & Beer show, Albany Auto Show – over 13,000 rack cards distributed to consumers
- Radio interview with Kevin & Sue of Travel Planners radio on Dec. 3. Interview aired on over 30 stations in U.S. AFC.fm Netherlands, GAB1 -Global American Broadcasting Satellite
- Rack cards/posters distributed to Lake George area businesses, hotels & restaurants
- Presentations to Council of Chambers, CVB meetings, and county meetings.
- ½ page advertisement (donated free -over \$700 value) in the Thanksgiving issue of the Lake George Mirror

# Adirondack Christkindlmarkt

LAKE GEORGE, NY

- On air radio ads ran on Adirondack Broadcasting on 7 stations, from August-December as part of Lake George Regional Chamber of Commerce monthly announcements.
- Advertisements at all check-out counters in 5 Lake George area and 35 Capital Region Price Chopper/Market 32 stores. Donated in-kind as part of sponsorship (\$2,500 value)
- Announcements in Lake George Regional Chamber of Commerce e-newsletters for 8 months
- Listing on the Warren County Tourism events website, Lake George Regional Chamber of Commerce events website, and LakeGeorge.com events website.
- 2 banners produced by Kingsbury Printing (donated in-kind) and hung at the end of Exit 21 and at the LG Chamber offices



### 2019 Christkindlmarkt

In 2019, the Adirondack Christkindlmarkt committee anticipates expanding from 32 vendors in 2018 to 44-50 vendors, currently has 16 entertainment acts booked, 3-4 food vendors, kid-friendly activities, horse-drawn carriage rides and fire pits. In response to vendor and attendee requests, based upon the post event survey, the committee will be expanding both the artisan/vendor and the food/entertainment tents. The request for additional funding is to help support the expansion of tents, heating and additional marketing/advertising efforts. While last year's event drew close to 5,000 people, it is anticipated that in year 2, the event will be able to draw close to 6,500.

### In 2019, marketing efforts will include the following:

- Distribution of 30,000 rack cards through the Lake George Steamboat company's brochure distribution network.
- Distribution of rack cards at the International Tourism and Travel show in Montreal.
- Social media – Facebook, Instagram postings
- LOOK TV coverage pre-event
- PR outreach (press releases) throughout October, November and early December with local media.
- Poster/rack card distribution throughout Warren County
- Cross-promotion with Aviation Mall – activation at "Malloween" event at the end of October, advertising on digital boards in Aviation and Crossgates Mall in Nov.
- On air radio ads ran on Adirondack Broadcasting on 7 stations, from April-December as part of Lake George Regional Chamber of Commerce monthly announcements.
- 2 banners produced by Kingsbury Printing (donated in-kind) and hung at the end of Exit 21 and at the LG Chamber offices
- Submitted event information to Warren County tourism and to group tour for distribution to potential tour operators and overnight room bookings.
- Outreach to MWR groups in Fort Drum and West Point.

### The 2019 event schedule:

FRIDAY, Dec. 6, 2019	Market open 3pm to 9pm
SATURDAY, Dec. 7, 2019	Market open 11am til 9pm
SUNDAY Dec. 8, 2019	Market opens 10am til 4pm

The event in 2019 is also looking to add some NEW activities to the 2019 roster and will be announcing these in October which will be fun, family friendly and intended to drive mass volume to the region. We are also working with the local hotels to create special rates and packages for the event vendors and to promote on through social media.

The committee greatly appreciated the help and consideration of the county.

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# ***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 Coordination)**

**DATE: October 22. 2019**

(a) Purpose of Request:

**To appropriate \$15,000 from A.881.00 Reserve, Occupancy Tax to  
A.6417.0002 469, Other Payments/Contributions (town share.)**

(b) Details:

**By Local Law, the towns receive 25% of collections. Because revenue performed  
better than expected, the appropriation needs to be increased. The town  
distribution budget was calculated off a smaller revenue than was received.**

(c) Previous Resolution Number:

**None**

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

**A,881.00 Reserve, Occupancy Tax, \$15,000.**

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

\* as listed in budget and LOGOS