



**Tourism Committee
Warren County Tourism Department
AGENDA
October 1, 2019**

Committee Members:

- E. Merlino, Chairman
- D. Dickinson
- J. Strough
- E. Frasier
- M. Wild
- K. Geraghty
- J. Diamond
- A. Hogan
- B. Driscoll

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- I. Committee meeting called to order by Chairman Merlino.
 - II. Motion to approve minutes of August 28, 2019 Tourism Committee Meeting.
 - III. Action Items
 - a. Request to authorize an agreement with Working Pictures, Inc. for creation and production of television commercials and photography assets.
Rationale: Working Pictures submitted the only bid, although the department currently contracts with them and is pleased with their work.
Attachment #1
 - IV. Items for Discussion/Review
 - a. Tourism Department Budget Review
 - b. Tourism Department Updates
 - IV. Privilege of the Floor to discuss any additional items to come before Committee.
 - V. Motion to adjourn

Attachments

#1 Resolution Request - Authorize an agreement with Working Pictures, Inc. for creation and production of television commercials and photography assets.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 10/1/19

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **contract for creation, production of television commercials and photography assets**
- (c) Name of Contractor: **Working Pictures, Inc.**
- (d) Address of Contractor: **436 New Karner Road Albany, NY 12205**
- (e) Contractor's Contact Person and Telephone Number:
Martin Bohunicky 518-869-0460
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **1/01/20**
- (h) Termination Date of Contract: **12/31/20 with option to renew 3 additional yrs**
- (i) Payment Provisions:
 - i) lump sum amount **up to \$108,835.00**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$108,835.00**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of project**
- (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.6417.0001 470, Contract \$108,835.00****

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

*as listed in budget and LOGOS

WARREN COUNTY BID TABULATION SHEET

BID NO: WC 55-19 ITEM(S): RFP FOR CREATION, PRODUCTION AND PLACEMENT OF TELEVISION COMMERCIALS AND PHOTOGRAPHY ASSETS FOR THE WARREN COUNTY TOURISM DEPARTMENT DATE: SEPTEMBER 5, 2019 TIME: 3:00 PM.	NAME & ADDRESS OF BIDDER Working Pictures, Inc. Attn: Martin Bohunicky 436 New Karner Road Albany, NY 12205 Ph: 518-869-0460 Fax: 518-869-8400
DESCRIPTION OF ITEM	BID PRICE/HOURLY RATE
Director Rate:	\$750.00 Per Day
Producer Rate:	\$450.00 Per Day
Commercial/Industrial Editing Per Hour (Includes both Avid or Final cut platforms):	\$175.00
Motion Graphics:	\$175.00
Compressions (FTP):	\$10.00 Each
Compressions (Station Files):	\$20.00 Each
Closed Captioning:	\$200.00 Per Spot
Full turnkey production including (3) HD RED shoot days plus filming of (4) additional seasonal events:	
PRE-PRODUCTION:	\$16,260.00
FULL TURNKEY PRODUCTION:	\$76,695.00
POST-PRODUCTION VIDEOS/PHOTOGRAPHY:	\$15,880.00
BID AWARDED TO:	RESOLUTION NO: xx OF 2019
✓ JULIE A. BUTLER, PURCHASING AGENT	TERM: JANUARY 1, 2020 THROUGH DECEMBER 31, 2020

PLEASE NOTE: THIS FORM MUST BE ACCOMPANIED BY ALL DETAILED BUDGET SHEETS

WARREN COUNTY BUDGET SUMMARY SHEET

PRIOR YEAR EXPENDITURES AND REQUEST FOR 2020 APPROPRIATIONS

REQUEST SUBMISSION TO THE CLERK OF THE BOARD OF SUPERVISORS

NAME OF DEPARTMENT: Tourism/Occupancy - Tourism
BUDGET ACCOUNT CODE: A.6417 0001

OBJECT CODES	2018 EXPENDITURES	2019 ADOPTED	2019 AMENDED	2020 DEPARTMENT REQUESTS
100's PERSONAL SERVICES	\$372,887.66	\$411,178.00	\$411,178.00	\$412,159.00
200's EQUIPMENT	\$1,579.14	\$3,000.00	\$46,130.00	\$6,000.00
400's CONTRACTUAL	\$1,622,111.25	\$1,870,140.00	\$1,839,034.00	\$1,885,370.00
800's EMPLOYEE BENEFITS	\$168,543.35	\$182,575.00	\$182,575.00	\$183,950.00
TOTALS	\$2,165,121.40	\$2,466,893.00	\$2,478,917.00	\$2,487,479.00

2018 REVENUES	2019 ADOPTED REVENUES	2019 AMENDED REVENUES	2020 DEPARTMENT REQUESTS
\$2,812,181.31	\$2,460,000.00	\$2,460,000.00	\$2,487,479.00

SIGNED: _____
DEPARTMENT HEAD

TITLE: _____

DATE: _____

2020 Budget Request - Tourism Department

Budget Year 2020

Account	Account Description	2018 Actual Amount	2019 Adopted Budget	2019 Amended Budget	2019 Actual Amount	2020 Departmental Request
Fund	A - General					
	REVENUE					
	Department 6417 - Tourism/Occupancy					
	Sub Department 0001 - Tourism					
	<i>Non-Property Tax Items</i>					
1113	Tax - Hotel Room Occupancy	2,663,292.31	2,300,127.00	2,300,127.00	2,657,460.38	2,337,244.00
	<i>Non-Property Tax Items Totals</i>	<u>\$2,663,292.31</u>	<u>\$2,300,127.00</u>	<u>\$2,300,127.00</u>	<u>\$2,657,460.38</u>	<u>\$2,337,244.00</u>
	<i>Departmental Income</i>					
2089	Tourism	56,275.00	60,000.00	60,000.00	22,300.00	60,000.00
2096	Motorcoach Promotion	200.00	1,000.00	1,000.00	.00	.00
	<i>Departmental Income Totals</i>	<u>\$56,475.00</u>	<u>\$61,000.00</u>	<u>\$61,000.00</u>	<u>\$22,300.00</u>	<u>\$60,000.00</u>
	<i>State Aid</i>					
3715	Tourism Promotion	92,414.00	98,873.00	98,873.00	101,076.00	90,235.00
	<i>State Aid Totals</i>	<u>\$92,414.00</u>	<u>\$98,873.00</u>	<u>\$98,873.00</u>	<u>\$101,076.00</u>	<u>\$90,235.00</u>
	Sub Department 0001 - Tourism Totals	<u>\$2,812,181.31</u>	<u>\$2,460,000.00</u>	<u>\$2,460,000.00</u>	<u>\$2,780,836.38</u>	<u>\$2,487,479.00</u>
	Department 6417 - Tourism/Occupancy Totals	<u>\$2,812,181.31</u>	<u>\$2,460,000.00</u>	<u>\$2,460,000.00</u>	<u>\$2,780,836.38</u>	<u>\$2,487,479.00</u>
	REVENUE TOTALS	<u>\$2,812,181.31</u>	<u>\$2,460,000.00</u>	<u>\$2,460,000.00</u>	<u>\$2,780,836.38</u>	<u>\$2,487,479.00</u>

2020 Budget Request - Tourism Department

Budget Year 2020

Account	Account Description	2018 Actual Amount	2019 Adopted Budget	2019 Amended Budget	2019 Actual Amount	2020 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
<i>Personal Services</i>						
110	Salaries - Regular	353,150.43	380,498.00	380,498.00	268,679.09	381,479.00
120	Salaries - Overtime	3,969.41	5,250.00	5,250.00	3,207.04	5,250.00
130	Salaries - Part Time	15,767.82	25,430.00	25,430.00	11,332.88	25,430.00
<i>Personal Services Totals</i>		\$372,887.66	\$411,178.00	\$411,178.00	\$283,219.01	\$412,159.00
<i>Equipment</i>						
210	Furniture/Furnishings	733.52	2,000.00	4,130.00	4,128.05	5,000.00
220	Office Equipment	845.62	1,000.00	42,000.00	41,352.59	1,000.00
<i>Equipment Totals</i>		\$1,579.14	\$3,000.00	\$46,130.00	\$45,480.64	\$6,000.00
<i>Contractual Expense</i>						
410	Supplies	2,502.15	2,825.00	2,825.00	1,457.14	3,000.00
423	Telephone	1,142.28	1,150.00	1,150.00	831.00	1,150.00
424	Postage	81,949.25	101,775.00	62,555.00	32,566.74	66,047.00
426	Subscriptions	6,170.23	6,915.00	6,915.00	5,948.31	7,650.00
427	Memberships & Dues	5,690.56	3,551.00	8,141.00	7,321.43	3,600.00
428	Data Processing & Internet Fees	22,528.00	22,536.00	22,536.00	11,528.00	22,482.00
444	Travel/Education/Conference	12,477.83	14,325.00	14,325.00	6,665.90	12,300.00
470	Contract	435,494.50	446,013.00	447,972.00	222,340.79	448,091.00
481	Tourism Promotion	1,054,142.08	1,271,050.00	1,272,615.00	776,155.47	1,321,050.00
<i>Contractual Expense Totals</i>		\$1,622,096.88	\$1,870,140.00	\$1,839,034.00	\$1,064,814.78	\$1,885,370.00
<i>Employee Benefits</i>						
810	Retirement	48,844.13	56,479.00	56,479.00	39,768.08	57,619.00
830	Social Security	21,989.99	25,493.00	25,493.00	16,641.91	25,554.00
831	Medicare Contribution	5,142.79	5,962.00	5,962.00	3,892.05	5,976.00
860	Hospitalization	65,896.30	74,912.00	74,912.00	54,178.69	76,785.00
865	Dental Insurance	1,144.71	1,224.00	1,224.00	887.12	1,224.00
<i>Employee Benefits Totals</i>		\$143,017.92	\$164,070.00	\$164,070.00	\$115,367.85	\$167,158.00
<i>Other Benefits</i>						
840	Workmen's Compensation	1,905.58	2,284.00	2,284.00	2,283.44	1,987.00

2020 Budget Request - Tourism Department

Budget Year 2020

Account	Account Description	2018 Actual Amount	2019 Adopted Budget	2019 Amended Budget	2019 Actual Amount	2020 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
<i>Other Benefits</i>						
855	Disability	101.63	.00	.00	.00	.00
861	Retirees Hospitalization	23,499.00	16,221.00	16,221.00	9,804.20	14,605.00
862	Health Insurance Cost Reimbursement	19.22	.00	.00	110.75	200.00
<i>Other Benefits Totals</i>		\$25,525.43	\$18,505.00	\$18,505.00	\$12,198.39	\$16,792.00
Sub Department 0001 - Tourism Totals		\$2,165,107.03	\$2,466,893.00	\$2,478,917.00	\$1,521,080.67	\$2,487,479.00
Department 6417 - Tourism/Occupancy Totals		\$2,165,107.03	\$2,466,893.00	\$2,478,917.00	\$1,521,080.67	\$2,487,479.00
EXPENSE TOTALS		\$2,165,107.03	\$2,466,893.00	\$2,478,917.00	\$1,521,080.67	\$2,487,479.00
Fund A - General Totals						
REVENUE TOTALS		\$2,812,181.31	\$2,460,000.00	\$2,460,000.00	\$2,780,836.38	\$2,487,479.00
EXPENSE TOTALS		\$2,165,107.03	\$2,466,893.00	\$2,478,917.00	\$1,521,080.67	\$2,487,479.00
Fund A - General Totals		\$647,074.28	(\$6,893.00)	(\$18,917.00)	\$1,259,755.71	\$0.00
Net Grand Totals						
REVENUE GRAND TOTALS		\$2,812,181.31	\$2,460,000.00	\$2,460,000.00	\$2,780,836.38	\$2,487,479.00
EXPENSE GRAND TOTALS		\$2,165,107.03	\$2,466,893.00	\$2,478,917.00	\$1,521,080.67	\$2,487,479.00
Net Grand Totals		\$647,074.28	(\$6,893.00)	(\$18,917.00)	\$1,259,755.71	\$0.00

Tourism Contracts

	Amount	Currently Expires	
Lake Placid Advertisers Workshop - Broadcast Media/Social Media	1,000,000.00	12/31/19	with option to renew for 1 additional year
	under .481 Promotion		
Adirondack Regional Tourism Council	144,842.00	12/31/19	yearly contract
Lake Placid Advertisers Workshop - web development	60,000.00	8/21/20	will need to be rebid
Working Pictures	75,000.00	12/31/19	will need to be rebid
Smith Travel Research	4,703.00	12/31/19	yearly contract
New York Welcomes You	18,600.00	12/31/19	with option to renew for 2 additional years
AllTheRooms	4,960.00	2/15/20	yearly contract
Brochure Distribution contracts - miscellaneous *	15,405.00	12/31/19	yearly contracts
Contents/Photos/Freelancers	20,000.00	12/31/19	yearly contracts
Social Media Influencers	20,000.00	new line item	yearly contract
Printer - Travel Guide	82,581.00		yearly contract
Chinese Translation	2,000.00		yearly contract
Total Contracts	448,091.00		

**Brochure Distribution contracts - miscellaneous *
2019 locations**

3127494 Canada Inc.	600.00		
1000 Islands - I 81 Southbound	65.00		
Chamber of Southern Saratoga - Exit 9	1,450.00	12/31/19	one year contract
Chautauqua Cty Visitor's Bureau	250.00		
CONY shows	1,800.00		
Getaways on Display	250.00		
Henry Hudson Tours (DONYS)	5,595.00	12/31/19	one year contract
Niagara Majestic	795.00		
NJ Armed Forces Leisure & Travel Expo	50.00		
NYSTIA shows	3,100.00		
Pennsylvania on Display	600.00		
Preble - (Center State Corp.)	400.00		
ROOST -Lake Placid Chamber of Commerce	300.00		
Saratoga Convention & Tourism	150.00		
	<u>15,405.00</u>		

2020 Salary Schedule (Position Budgeting)
Tourism

Empl. #	Name	Position	Annual Earnings	Empl. Type	Benefit Group	Hire Date
	Jan1 Grade & Rate	Ann. Grade & Rate				
10556	Brand, Tanya	Group Tour/Convention PR	\$47,786.00	Full Time	CSEA/FT	4/23/2003
	11-16 / \$22.97	11-17 / \$22.97				
11255	Cafaro, Magdalena	Keyboard Specialist #1	\$16,070.00	Less than Half	Less than P/T	2/13/2007
	03-12 / \$17.17	03-13 / \$17.17				
5808	Conley, Joanne	Director of Tourism	\$80,609.00	Full Time	Out of UnitFT	5/26/1981
	N/A / \$38.75	N/A / \$38.75				
11551	Girard, Peter	Creative Director	\$78,821.00	Full Time	Out of UnitFT	9/22/2008
	N/A / \$37.89	N/A / \$37.89				
9949	Grant, Leisa	Principal Account Clerk	\$47,615.00	Full Time	CSEA/FT	8/2/1999
	10-20 / \$22.89	10-21 / \$22.89				
10681	Himmelblau, Ellen	Senior Tourism Specialist #3	\$40,517.00	Full Time	CSEA/FT	12/29/2003
	06-16 / \$19.48	06-17 / \$19.48				
12975	Pfau, Eric	Communications Specialist	\$40,903.00	Full Time	CSEA/FT	10/17/2016
	12-03 / \$19.60	12-04 / \$19.94				
13187	Tackett, Paul	Assistant Tourism Coordinator	\$45,228.00	Full Time	Out of UnitFT	5/14/2018
	N/A / \$21.74	N/A / \$21.74				
		Clerk PT	\$9,360.00			
	02-00 / \$13.19	N/A / \$13.19				
		Tourism-Overtime	\$5,250.00			
	N/A / \$0.00	N/A / \$0.00				
		10	\$412,159.00			