



Tourism Committee
Warren County Tourism Department
AGENDA
September 28, 2020

Committee Members: Supervisors Merlino, Dickinson, Frasier, Diamond, Driscoll, Hogan, Wild

- I. Committee meeting called to order by Chairman Merlino.
- II. Motion to approve minutes of June 9, 2020 Tourism Committee Meeting.
- III. Action Agenda/New Business Items:
 - a. Tourism Department Budget Review
Rationale: All departments are required to review budgets with their committee
- IV. Discussion Items:
 - a. Tourism Department Updates
- V. Referrals/Pending Items: None.
- VI. Privilege of the floor and public comment (please allow for 15-second delay on live stream meetings).
- VII. Motion to adjourn

Attachments : 2021 Tourism Department Budget
Budget code breakdown



To: Tourism Committee

From: Joanne Conley, Director

Re: 2021 Budget

The following is a summary of Tourism Department budget codes and explanations:

- Code .110 Salaries – Regular**
Increase of \$1,916 – due to mid-year step increases for Eric & Kacey.
- Code .120 Salaries - Overtime**
Decrease from \$5,250 to \$1000 as we anticipate that most industry shows will offer virtual participation. Travel and time out of the office should be minimal.
- Code .210 Office Furniture**
Furniture purchases will be eliminated.
- Code .220 Office Equipment**
Equipment purchases cut in half and only used if deemed necessary.
- Code .410 Office Supplies**
Decrease by \$1,200
- Code .423 Phones**
Slight increase because we under-budgeted in 2020.
- Code .424 Postage**
Postage has been cut considerably as we consistently spend less and less each year, sending fewer travel guides by mail, and in 2021, by producing a scaled-back summer guide that will cost less to send by mail. Matching Funds was earmarked for postage in 2020, but this amount was never received from New York State.
- Codes .426-.427 Subscriptions and Memberships**
Slight decreases in each category

Code .428 **IT Support**
Remains the same

Code .444 **Travel/Mileage**
We anticipate that industry shows will be in virtual format in 2021, which will save a considerable amount in travel dollars, cut 84%.

.470 Contracts

Contract	2021 request
Adk Regional Tourism Council (ARTC)*	\$10,000
Webmaster	\$60,000
Working Pictures	\$108,835
Smith Travel	\$5,760
New York Welcomes You	\$10,000
All the Rooms	\$3,465
Brochure Distribution	\$15,405
Content/photos/freelance	\$10,000
Social Media Influencers	\$10,000
Seasonal Guides	\$20,000
Total	\$253,465

\$10,000 in unmatched funds will be budgeted to ARTC in 2021; we will not anticipate a Matching Funds award.

.481 Promotion

Promotion	2021 request
Print	\$56,000
Media Buy (this is an "up to" amount)	\$1,000,000
In-house social advertising	\$152,000
Production/Images	\$2,000
Promotional Items (branded tote bags, masks, post cards)	\$13,000
M/C Shows/registration/furnish	\$6,700
Motorcoach Planner	\$2,000
Petty Cash	\$300
FAM Tours	\$3,500
Total	\$1,235,500

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

WARREN COUNTY BUDGET SUMMARY SHEET

PRIOR YEAR EXPENDITURES AND REQUEST FOR 2021 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	2019 EXPENDITURES	2020 ADOPTED	2020 AMENDED	2021 DEPARTMENT REQUESTS
100's PERSONAL SERVICES	\$389,681.37	\$408,605.00	\$408,605.00	\$410,521.00
200's EQUIPMENT	\$47,049.39	\$6,000.00	\$12,950.25	\$500.00
400's CONTRACTUAL	\$1,762,930.59	\$1,885,370.00	\$1,872,524.75	\$1,545,948.00
800's EMPLOYEE BENEFITS	\$169,476.67	\$179,098.00	\$179,098.00	\$173,656.00
TOTALS	\$2,369,138.02	\$2,479,073.00	\$2,473,178.00	\$2,130,625.00

2019 REVENUES	2020 ADOPTED REVENUES	2020 AMENDED REVENUES	2021 DEPARTMENT REQUESTS
\$2,468,324.73	\$2,487,479.00	\$2,487,479.00	\$2,130,625.00

SIGNED:

Janice Conley
DEPARTMENT HEAD

TITLE:

Director

DATE:

09.03.2020

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WARREN COUNTY BUDGET SUMMARY SHEET

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Tourism/Occupancy - Tourism

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(4250) OVERTIME
2,126,375

SIGNED:

DEPARTMENT HEAD

TITLE:

DATE:

Budget Worksheet Report

Budget Year 2021

Account	Account Description	2019 Actual Amount	2020 Adopted Budget	2020 Amended Budget	2020 Actual Amount	2021 Departmental Request
Fund A - General						
REVENUE						
	Department 6417 - Tourism/Occupancy					
	Sub Department 0001 - Tourism					
	Non-Property Tax Items					
1113	Tax - Hotel Room Occupancy	2,320,633.73	2,337,244.00	2,337,244.00	1,035,205.82	2,110,625.00
	<i>Non-Property Tax Items Totals</i>	<u>\$2,320,633.73</u>	<u>\$2,337,244.00</u>	<u>\$2,337,244.00</u>	<u>\$1,035,205.82</u>	<u>\$2,110,625.00</u>
	<i>Departmental Income</i>					
2089	Tourism	46,615.00	60,000.00	60,000.00	2,200.00	20,000.00
	<i>Departmental Income Totals</i>	<u>\$46,615.00</u>	<u>\$60,000.00</u>	<u>\$60,000.00</u>	<u>\$2,200.00</u>	<u>\$20,000.00</u>
	<i>State Aid</i>					
3715	Tourism Promotion	101,076.00	90,235.00	90,235.00	.00	.00
	<i>State Aid Totals</i>	<u>\$101,076.00</u>	<u>\$90,235.00</u>	<u>\$90,235.00</u>	<u>.00</u>	<u>.00</u>
	Sub Department 0001 - Tourism Totals	<u>\$2,468,324.73</u>	<u>\$2,487,479.00</u>	<u>\$2,487,479.00</u>	<u>\$1,037,405.82</u>	<u>\$2,130,625.00</u>
	Department 6417 - Tourism/Occupancy Totals	<u>\$2,468,324.73</u>	<u>\$2,487,479.00</u>	<u>\$2,487,479.00</u>	<u>\$1,037,405.82</u>	<u>\$2,130,625.00</u>
	REVENUE TOTALS	<u>\$2,468,324.73</u>	<u>\$2,487,479.00</u>	<u>\$2,487,479.00</u>	<u>\$1,037,405.82</u>	<u>\$2,130,625.00</u>

Budget Worksheet Report

Budget Year 2021

Account	Account Description	2019 Actual Amount	2020 Adopted Budget	2020 Amended Budget	2020 Actual Amount	2021 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0001 - Tourism						
Personal Services						
110	Salaries - Regular	369,549.95	387,285.00	387,285.00	242,712.27	389,201.00
120	Salaries - Overtime	3,954.84	5,250.00	5,250.00	34.35	5,250.00
130	Salaries - Part Time	16,176.58	16,070.00	16,070.00	9,785.95	16,070.00
<i>Personal Services Totals</i>		\$389,681.37	\$408,605.00	\$408,605.00	\$252,532.57	\$410,521.00
Equipment						
210	Furniture/Furnishings	5,696.80	5,000.00	11,950.25	6,950.26	.00
220	Office Equipment	41,352.59	1,000.00	1,000.00	549.99	500.00
<i>Equipment Totals</i>		\$47,049.39	\$6,000.00	\$12,950.25	\$7,500.25	\$500.00
Contractual Expense						
410	Supplies	2,153.28	3,000.00	3,000.00	1,328.00	1,800.00
423	Telephone	1,292.79	1,150.00	1,150.00	752.66	1,330.00
424	Postage	35,194.24	66,047.00	66,047.00	7,049.65	20,000.00
426	Subscriptions	6,352.31	7,650.00	7,650.00	5,363.31	6,400.00
427	Memberships & Dues	7,621.43	3,600.00	3,600.00	1,545.00	2,875.00
428	Data Processing & Internet Fees	22,600.68	22,482.00	22,482.00	5,500.00	22,578.00
444	Travel/Education/Conference	11,338.97	12,300.00	12,300.00	2,151.53	2,000.00
470	Contract	403,831.25	448,091.00	491,146.75	78,541.17	253,465.00
481	Tourism Promotion	1,272,545.64	1,321,050.00	1,265,149.00	354,933.48	1,235,500.00
<i>Contractual Expense Totals</i>		\$1,762,930.59	\$1,885,370.00	\$1,872,524.75	\$457,164.80	\$1,545,948.00
Employee Benefits						
810	Retirement	51,604.26	53,888.00	53,888.00	34,856.93	56,434.00
830	Social Security	22,925.14	25,334.00	25,334.00	14,861.39	25,453.00
831	Medicare Contribution	5,361.52	5,925.00	5,925.00	3,475.64	5,953.00
860	Hospitalization	70,700.26	75,591.00	75,591.00	44,291.97	68,523.00
865	Dental Insurance	1,158.64	1,224.00	1,224.00	690.88	1,056.00
<i>Employee Benefits Totals</i>		\$151,749.82	\$161,962.00	\$161,962.00	\$98,176.81	\$157,419.00
Other Benefits						
840	Workmen's Compensation	2,283.44	1,987.00	1,987.00	1,986.25	1,600.00

1000 (4250)

Budget Worksheet Report

Budget Year 2021

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Fund A - General						
	EXPENSE					
	Department 6417 - Tourism/Occupancy					
	Sub Department 0001 - Tourism					
	Other Benefits					
861	Retirees Hospitalization	15,332.66	14,949.00	14,949.00	8,666.26	13,137.00
862	Health Insurance Cost Reimbursement	110.75	200.00	200.00	80.79	1,500.00
	<i>Other Benefits Totals</i>	<u>\$17,726.85</u>	<u>\$17,136.00</u>	<u>\$17,136.00</u>	<u>\$10,733.30</u>	<u>\$16,237.00</u>
	Sub Department 0001 - Tourism Totals	<u>\$2,369,138.02</u>	<u>\$2,479,073.00</u>	<u>\$2,473,178.00</u>	<u>\$826,107.73</u>	<u>\$2,130,625.00</u>
	Department 6417 - Tourism/Occupancy Totals	<u>\$2,369,138.02</u>	<u>\$2,479,073.00</u>	<u>\$2,473,178.00</u>	<u>\$826,107.73</u>	<u>\$2,130,625.00</u>
	EXPENSE TOTALS	<u>\$2,369,138.02</u>	<u>\$2,479,073.00</u>	<u>\$2,473,178.00</u>	<u>\$826,107.73</u>	<u>\$2,130,625.00</u>
	Fund A - General Totals					
	REVENUE TOTALS	\$2,468,324.73	\$2,487,479.00	\$2,487,479.00	\$1,037,405.82	\$2,130,625.00
	EXPENSE TOTALS	\$2,369,138.02	\$2,479,073.00	\$2,473,178.00	\$826,107.73	\$2,130,625.00
	Fund A - General Totals	<u>\$99,186.71</u>	<u>\$8,406.00</u>	<u>\$14,301.00</u>	<u>\$211,298.09</u>	<u>\$0.00</u>
	Net Grand Totals					
	REVENUE GRAND TOTALS	<u>\$2,468,324.73</u>	<u>\$2,487,479.00</u>	<u>\$2,487,479.00</u>	<u>\$1,037,405.82</u>	<u>\$2,130,625.00</u>
	EXPENSE GRAND TOTALS	<u>\$2,369,138.02</u>	<u>\$2,479,073.00</u>	<u>\$2,473,178.00</u>	<u>\$826,107.73</u>	<u>\$2,130,625.00</u>
	Net Grand Totals	<u>\$99,186.71</u>	<u>\$8,406.00</u>	<u>\$14,301.00</u>	<u>\$211,298.09</u>	<u>\$0.00</u>

Tourism Contracts

	Amount	Currently Expires	
Lake Placid Advertisers Workshop - Broadcast Media/Social Media	1,000,000.00	12/31/20	will be rebid Fall 2020
Adirondack Regional Tourism Council - non Matching Funds contract	10,000.00		
Lake Placid Advertisers Workshop - web development	60,000.00	12/31/20	yearly contract
Working Pictures	108,835.00	4/30/21	will be rebid
Smith Travel Research	5,760.00	12/31/20	with option to renew for 3 additional years
New York Welcomes You	10,000.00	12/31/20	yearly contract
AllTheRooms	3,465.00	12/31/20	with option to renew for 1 additional year
Brochure Distribution contracts - miscellaneous locations*	15,405.00	12/31/20	yearly contract
Contents/Photos/Freelancers	10,000.00	12/31/20	yearly contracts
Social Media Influencers	10,000.00	12/31/20	yearly contracts
Seasonal guides	20,000.00	12/31/20	yearly contract
Total Contracts	253,465.00	12/31/20	yearly contract
Brochure Distribution contracts - miscellaneous locations* in 2019 (did not distribute at all locations in 2020 due to the pandemic)			
3127494 Canada Inc.	600.00		
1000 Islands - I 81 Southbound	65.00		
Chamber of Southern Saratoga - Exit 9	1,450.00		
Chautauqua Cty Visitor's Bureau	250.00	12/31/20	one year contract
CONY shows	1,800.00		
Getaways on Display	250.00		
Henry Hudson Tours (DONYS)	5,595.00	12/31/20	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>		

2021 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 11-17 / \$22.97	Group Tour/Convention PR 11-18 / \$22.97	\$47,786.00	Full Time	CSEA/FT	4/23/2003
11255	Cafaro, Magdalena 03-13 / \$17.17	Keyboard Specialist #1 03-14 / \$17.17	\$16,070.00	Less than Half	Less than P/T	2/13/2007
5808	Conley, Joanne N/A / \$41.14	Director of Tourism N/A / \$41.14	\$85,572.00	Full Time	Out of UnitFT	5/26/1981
11551	Girard, Peter N/A / \$38.65	Creative Director N/A / \$38.65	\$80,397.00	Full Time	Out of UnitFT	9/22/2008
9949	Grant, Leisa 10-21 / \$22.89	Principal Account Clerk 10-22 / \$22.89	\$47,615.00	Full Time	CSEA/FT	8/2/1999
13406	O'Brien, Kacey 09-01 / \$17.69	Communications Asst. - Tourism 09-02 / \$17.99	\$36,817.00	Full Time	CSEA/FT	12/11/2019
12975	Pfau, Eric 12-04 / \$19.94	Communications Specialist 12-05 / \$21.80	\$42,216.00	Full Time	CSEA/FT	10/17/2016
13187	Tackett, Paul N/A / \$23.46	Assistant Tourism Coordinator N/A / \$23.46	\$48,798.00	Full Time	Out of UnitFT	5/14/2018
	N/A / \$0.00	Tourism-Overtime N/A / \$0.00	\$5,250.00			
			9			
			\$410,521.00			