



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
May 25, 2021**

Committee Members: GERAGHTY, Merlino, Braymer, Wild, Hogan, Beaty, Strough

- I. Committee meeting called to order by Chairman Geraghty

- II. Motion to approve minutes of May 13, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.

- III. **Action Agenda/New Business Items:**
 1. **Resolution Request:** Request to authorize an agreement with BBG&G Advertising, Inc. for design, hosting and production services for the website Visitlakegeorge.com in an amount not to exceed \$80,655 annually.

Rationale: BBG&G submitted the best value response at the lowest cost.
Attachment #1

 2. **Resolution Request:** Request to amend the County Budget in the amount of \$300,000 to increase appropriations from the Occupancy Tax Reserve to the Occupancy Tax Budget.

Rationale: 2020 Occupancy Tax collections were higher than projected based on the Deficit Reduction Plan.
Attachment #2

 3. **Resolution Request:** Request to amend the County Budget to record the difference between revenue and expenditures from the 2021 Winterfest event. Awaiting clarification of amount from Winterfest organizer.

Rationale: As per the agreement with Winterfest, net proceeds from ticket sales were to be returned to Warren County.
Attachment #3

IV. Discussion Items:

- a. Report on revenues by Treasurer, Mike Swan
- b. Special Event Funding Applications accepted on a rolling basis
- c. 2021 Events that do not occur
- d. 25% Payments to Municipalities
- e. Draft - County-wide Special Event Funding Application Packet:
 - i. Application
 - ii. Scoring Guidelines
 - iii. Scoring Sheet
 - iv. Helpful Hints
 - v. Application Checklist
- f. Special Event/Municipal Funding requests reviewed on May 13
 - i. Act on approvals
 - ii. Back to committee for review
- g. June 3, 2021 Tourism and Occupancy Tax Committee Meeting
 - i. Approve Application Packet – send feedback to Kristen Hanifin
 - ii. Discussion of application and scoring for municipalities
- h. Market Data RFP – Update

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

Attachment #1: Resolution Request Form No. 3 to contract with BBG&G

Attachment #2: Resolution Request Form No. 7 to amend the County Budget

Attachment #3: Resolution Request Form No. 7 to amend the County Budget

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism & Occupancy Tax Coordination

DATE: May 25, 2021

- (a) Is this a Result of a Bid or Request for Proposal? **Yes (WC 30-21)**
- (b) Purpose of Contract: **to perform website re-design/website hosting/production services for the Warren County Tourism Department**
- (c) Name of Contractor: **BBG&G Advertising, Inc.**
- (d) Address of Contractor: **3020 Route 207, Suite 101, Campbell Hall, NY 10916**
- (e) Contractor's Contact Person and Telephone Number:
Deborah Garry (845) 615-9084; fax (845)615-9149
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **7/1/21**
- (h) Termination Date of Contract: **6/30/22 with option to renew for 3 add'l years**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$80,655**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of updates**)
- (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, \$80,655****

**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

RESOLUTION REQUEST FORM NO. 7

*Request to Amend County Budget**

**If this is the result of a grant award, also complete and submit Form No. 5 or 6*

DEPARTMENT NAME: Tourism & Occupancy Tax Coordination

DATE: 5/25/21

- (a) Purpose of Amendment: We did \$303,535 better than expected in the 2020 Deficit Reduction Plan, therefore this money should be appropriated from the Occupancy Tax Reserve to the 2021 Occupancy Tax budget.

- (b) Appropriation Code, Object Code, Full Title and Amount: A.6417.0002 469, Other Payments/Contributions \$184,610.00; A.6417.0002 480, Tourism-Special Events \$115,390.00

- (c) Revenue Code (with title), and Amount: appropriate from Reserve, 881.00 - Reserve- Occupancy Tax \$300,000; increase revenue code A.1113, Tax-Hotel Room Occupancy \$300,000

	2021 Adopted	2021 Amended	2021 Projected	
Advertising Budget	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000	\$ -
additional Tourism Dept expenses	\$ 1,127,268	\$ 1,144,217	\$ 1,148,763	\$ (1,545)
25% Municipal Distribution	\$ 875,000	\$ 875,000	\$ 1,059,610	\$ (184,610)
"Spending Plan" Municipal Distribution	\$ -	\$ -	TBD	TBD
Co. Treasurer Administrative Fee (3%)	\$ 146,000	\$ 146,000	\$ 145,930	\$ 70
County Special Event Awards	\$ 270,000	\$ 271,200	TBD	TBD
North Creek Shuttle (multiyear)	\$ 12,500	\$ 12,500	\$ 12,500	\$ -
Hague Fire Tower (multiyear)	\$ 2,500	\$ 2,500	\$ 2,500	\$ -
Lake George Chamber/CVB	\$ 480,000	\$ 480,000	\$ 480,000	\$ -
Lake George Visitor Center	\$ 25,000	\$ 25,000	\$ 25,000	\$ -
Cool Arena Operating	\$ 162,500	\$ 162,500	\$ 162,500	\$ -
Cool Arena Capital (multiyear)	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
Aquatic Invasive Species	\$ 125,000	\$ 125,000	\$ 125,000	\$ -
Wood Park Website	\$ 5,000	\$ 5,000	\$ 5,000	\$ -
Total Expenses	\$ 4,330,768	\$ 4,348,917	TBD	
2020 occ tax revenue	\$ 4,238,439			
2019 occ tax revenue	\$ 4,864,332			
2019 Year End Fund Balance	\$ 1,350,233			
2020 Year End Fund Balance	\$ 1,632,009			
2020 Surplus	\$ 281,776			
2021 Budgeted Revenue	\$ 4,330,768			

RESOLUTION REQUEST FORM NO. 7

*Request to Amend County Budget**

**If this is the result of a grant award, also complete and submit Form No. 5 or 6*

DEPARTMENT NAME: Tourism & Occupancy Tax Coordination

DATE: 5/25/21

- (a) Purpose of Amendment: to amend the Tourism budget to record the difference between the revenue and expenditures from the 2021 Winterfest event.

- (b) Appropriation Code, Object Code, Full Title and Amount: A.6417.0002 480,
Tourism- Special Events - ~~\$40,492.96~~ 40,744.02

- (c) Revenue Code (with title), and Amount: A.1113, Tax-Hotel Room Occupancy
- \$40,000.00



APPLICATION FOR OCCUPANCY TAX FUNDING

Please check those municipalities listed below you will be applying to or have already applied to for funding this event or tourism-related initiative (attach copy if applied for):

- Checkboxes for municipalities: Bolton, Chester, Hague, Horicon, Johnsburg, Town of Lake George, Village of Lake George, Joint Town/Village of Lake George, Lake Luzerne, Queensbury, Stony Creek, Thurman, Warrensburg, City of Glens Falls.

I. ORGANIZATION AND CONTACT INFORMATION

Applicant: _____

Legal name of entity: _____

Contact person: _____

Mailing Address: _____

Principal place of business: _____

Daytime phone number: _____ Cell phone number (optional): _____

Email address: _____

Is the above name the only name under which you conduct business or fundraising activities?

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

II. EVENT BACKGROUND INFORMATION

- 1. Type of Event: Not for Profit For Profit Individual
- 2. One time event: Yes No
- 3. Name of Event: _____
- 4. Location of Event: _____
- 5. Dates of Event: _____
- 6. How did you choose these dates? _____
- 7. General description of event: _____

(Include a list of activities during the event, if possible)

- 8. Amount of Occupancy Tax requested: _____
- 9. Anticipated cost of event (attach budget showing anticipated income and expenditures; indicate the items in your budget for which you are seeking funding): _____

10. Anticipated amount to be contributed by applicant toward cost of event: _____

11. Is this a new event? Yes No If not, please provide details.

A. Date started: _____

B. Number of years in existence: _____

C. Where located: _____

D. If multi-year event, new marketing or activity(ies) to be added this year: _____

12. Previously funded with Occupancy Tax? Yes No

A. If yes, by whom _____

B. Amount: _____

C. For how many years? _____

13. Will proceeds benefit any other organizations? Yes No

If yes, who? _____

14. A. Estimated number of attendees _____

B. How did you determine this number of attendees? _____

C. Percentage of day trippers: _____

D. How did you determine this percentage? _____

D. Percentage of overnight guests: _____

E. How did you determine this percentage? _____

15. A. Estimated number of rooms used for overnight accommodations _____

B. Length of stay per party _____

C. How did you determine this number of rooms? _____

III. MARKETING

1. Please attach your marketing plan showing how you intend to market your event, i.e. print, electronic, social media, television, radio, public relations or:

Other: _____

2. Anticipated reach of your marketing _____

(Specify local, regional, state, national)

3. What demographic or audience are you trying to reach? _____

SAFETY AND LAW ENFORCEMENT

1. Have you consulted with the appropriate agencies regarding the potential public safety impacts of your event (e.g. police, fire, EMS, Warren County DPW, Warren County Office of Emergency Services)?

Yes

No

2. Do you need assistance with this?

Yes

No

V. COMMUNITY AWARENESS

1. Are there any other major events that you are aware of on your selected dates? Yes No

List: _____

If awarded funding, we reserve the right to request a modification of the date should there be a conflict with other events that were scheduled prior to your event.

VI. AFFIRMATION

I have read the "Application Helpful Hints" and agree to abide by them.

NAME

SIGNATURE

TITLE

DATE

Funding application 2/16/21Ing



SCORING SYSTEM GUIDELINES – OCCUPANCY TAX

	<u>Points</u>
<u>Non Profit Event</u>	10

Room Nights – one room, one night

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

Economic Impact – based on \$100 per day for day-tripper and \$200 per day for overnight visitor Points

10 – 14 million	15
5 – 9 million	10
2 - 4 million	5
1 – 3 million	3
Under 1 million	2

Length of Event Points

Multi year	15
Multi month	10
Multi week	8
6 days - One week	6
4 – 5 days	4
2 - 3 days	2

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 Lake George Area
 IN NEW YORK'S ADIRONDACKS

<u>Month of Event</u>	<u>Points</u>
January, February, March, April, November, December	10
September and June	6
October and May	7
July and August	2

<u>New Event</u> - funding is to encourage new events	<u>Points</u>
New Event – First Year	8
Second and Third Year	6
Fourth Year +	2
Annual Event with demonstrated growth	5

Marketing

Demonstrated marketing/promotional reach beyond 75 miles	5 - 10
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Scoring

Up to 15 points	refer to local municipality
16 – 19 points	up to \$5,000
20 – 24 points	up to \$7,000
25 – 29 points	up to \$11,000
30 – 34 points	up to \$19,000
35 – 39 points	up to \$24,000
40 – 45 points	up to \$34,000
46+ points	up to \$50,000

Variables/Considerations

When evaluating each application, please consider the following variables in your scoring/decision-making process:

- 1) Overall economic impact to the local community (ie. \$300,000 to Stony Creek vs. \$300,000 to Lake George)
- 2) Size of event and fit within the town/village (ie: traffic flow, parking, etc.) and benefit to the community (if a sporting event, can it provide free clinics, or if a music event, a free concert to benefit a local charity in need?)
- 3) Potential for future growth of the event. If it's already an annual event, what has it

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

demonstrated to grow and increase its potential (has it changed its marketing and outreach? Is it looking to attract new demographics and how?)

- 4) Is the application COMPLETE? Has the applicant provided the following:
- A comprehensive marketing plan and timeline for its marketing effort launch? Have they indicated their attendee audience and how they will attract them? What mediums will they use?
 - A complete budget clearly identifying expenditures and revenue streams
 - Is the event a for profit or non profit event? What are the ticket sale costs and what is the anticipated revenue stream for this event?
 - Can the event's marketing efforts expand/or dovetail the reach of WC Tourism's current advertising/marketing efforts (ie. if X event markets in PA, RI, MA, NH, & ME, and WCT is not running in these markets currently, this would increase the reach and visibility of Warren County/Lake George area to new markets and audiences, creating value added marketing efforts in supporting this event.)
 - Does the event's reach expand beyond a 75-mile radius? If so, how?
 - Is the event unique to the Warren County area or are there comparable events across the state/nearby? (indicated competition in the market)

Notes/Recommendations:



OCCUPANCY TAX SCORING SHEET

Applicant: _____

Name of Event: _____

Date Application Received: _____

For Profit Non Profit Complete Application Y N

Points

Non Profit Event _____

Room Nights – one room, one night _____

Economic Impact _____

Length of Event _____

Month of Event _____

Year of Event _____

Marketing _____

TOTAL POINTS

Amount Requested by Applicant: _____

Amount Received in 2019 or 2020 _____

Reviewer's Recommendation _____

Committee Recommendation _____

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Lake George Area
IN NEW YORK'S ADIRONDACKS

Scoring

Up to 15 points

refer to local municipality

16 – 19 points	up to \$5,000
20 – 24 points	up to \$7,000
25 – 29 points	up to \$11,000
30 – 34 points	up to \$19,000
35 – 39 points	up to \$24,000
40 – 45 points	up to \$34,000
46+ points	up to \$50,000

Notes/Recommendations:

Helpful hints on filling out your Occupancy Tax Funding Application

What is Occupancy Tax?

Occupancy Tax is a 4% tax on room rentals of hotels, motels, bed & breakfasts, inns, housekeeping cottages with four or more units and tourism facilities (ie. campgrounds with onsite RV rentals) as well as vacation rentals. It is used to fund the Warren County Tourism Department as well as promoting the County and Towns “through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities” as stated in Local Law No. 6 of 2015. See Occupancy Tax Law under [Occupancy Tax Information and Forms](#) at <https://warrencountyny.gov/treasurer>.

A project which only incidentally furthers tourism and primarily benefits residents is not eligible for occupancy tax funding.

1. Who is eligible

An applicant can be an individual, a not-for-profit organization, or a for-profit business. An applicant may consist of a multi-day event or a tourism-related initiative. The applicant’s operations may also be performed outside of the County if there is a major impact on County revenue. The County seeks to sponsor new events/initiatives to attract new visitors to the area. Please note that awards are given on a reimbursement basis.

2. What to do

A. Complete the application, including your proposed budget and marketing plan. Include post-event documents if previously funded, including a history of hotel usage, broken down by property name and number of rooms attributed to your event. Send application to hanifink@warrencountyny.gov.

B. If awarded funding, provide us with a General Liability insurance certificate naming the County as an additional insured (90) days before the contract date. The wording on the certificate should read as follows:

Warren County, its Board, Officers and employees are named as additional insured on a primary, non-contributory basis.

The limit of liability should be at least \$1,000,000/\$2,000,000.

If applicable, provide us with a disability certificate (DB 120.1) and Workers Compensation certificate (C105.2) as well.

3. Preparing for your event

A. An active marketing campaign for events should begin more than 90 days before the event.

B. The County logo should appear on all printed materials and on all social media, online or television advertising. Tag us on Facebook @thelakegeorgearea and on Instagram and Twitter @lakegeorgearea when possible. Hyperlink your online advertising to the URL www.visitlakegeorge.com.

- C. Radio advertisements should mention the County's sponsorship.
- D. Provide us with one (1) full page of advertising in your primary program, directory, magazine or publication used during your event.
- E. Contact local hotels. Ask them to collect number of rooms attributable to your event, party size and where the attendees are coming from.

4. During the event

Endeavor to collect zip codes from the attendees along with party size.

5. After the event

- A. We will mail or email you a voucher and event questionnaires to complete.
- B. Analyze your zip code list to see where the attendees came from. Indicate by percentages those attending from the local area versus those coming from two hours away requiring accommodations. Include party size and indicate out-of-state travelers. Do not submit raw data.
- C. Analyze hotel information. See 3E above.
- D. Within 90 days submit paid receipts to the County along with copies of your bank statement or credit card statement showing payment for the items (Block your account number on the statements). In the case of an event you should include copies of print advertisements/items showing the County's logo, radio ads (send electronic copies) mentioning the County's sponsorship, a final income statement for the event as well as the zip code analysis. Complete the event questionnaires and explain your successes and challenges in putting on the event.

From time to time you may be asked to attend in person or virtually a Tourism and Occupancy Tax Coordination Meeting to present and/or report on your event. If this is necessary we will reach out to coordinate this with you.

New Applicant	Event	Event Dates	Profit/Not for Profit	Amount requested	Amount suggested
Cianciola, Tim (Craft Producers)	LG Arts & Craft Festival	7/30-8/1/21	Profit	10,000.00	3,000.00
Cianciola, Tim	LG BBQ Festival	8/13-8/15	Profit	10,000.00	4,000.00
Lake George Music Festival	Classical Music Festival	8/18 - 8/25/21	Nonprofit	15,000.00	15,000.00
LGD/50 Concert Series	Five different concerts	5/27-30; 6/11-12; 7/2 - 4; 7/8-10; 8/5 -6	Profit	50,000.00	25,000.00
				85,000.00	47,000.00
Reoccurring Signature Events					
Adirondack Cycling Advocates, Inc. (formerly WC Safe & Quality Bicycling)	5 initiatives incl. marketing, signage printing, etc.	2021	Nonprofit	20,000.00	20,000.00
Adirondack Hot Air Balloon Festival	Adirondack Hot Air Balloon Festival	9/23 - 9/26/21	Nonprofit	40,000.00	40,000.00
Adirondack Sports Complex	ADKSC Travel Team Softball Tournaments	28 tournaments - 1/1 - 12/20/21	Profit	40,000.00	40,000.00
Albany Rods & Kustoms, Inc.	Adirondack Nationals	9/9 - 9/12/21	Nonprofit	40,000.00	25,000.00
Alpha Win formerly Adk. Race Mgmt	Lake George Triathlon Festival	9/3 - 9/5/21	Profit	30,000.00	15,000.00
Americade Inc.	Americade	9/20 - 9/25/21	Profit	50,000.00	50,000.00
Hyde Collection	marketing for 4 exhibitions	5/1 - 10/31/21	Nonprofit	20,000.00	15,000.00
Improv Records Inc.	Adirondack Independence Music Festival	9/3 - 9/5/21	Profit	37,500.00	25,000.00
Lyme Adirondack Timberlands I LLC	access to Hague Fire Tower	ongoing		2,500.00	2,500.00
North Creek Business Alliance	last year - commitment for shuttle bus	2021	?	12,500.00	12,500.00
Prime Time Lacrosses	Lake George National Invitational	7/24 - 7/25/21	Profit	40,000.00	30,000.00
Warrensburg Bike Rally	21 st Bike Rally	hoping to move to September	Profit	40,700.00	awaiting info
Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/1 - 10/3/21	Nonprofit	28,000.00	28,000.00
				401,200.00	303,000.00
Previously funded by local municipality					
Empire State Towing & Recovery Assoc.	Truck & Equipment Show	6/4-6/6/21	Profit	7,500.00	refer to local gov't
Prospect Center	30th Annual Million Dollar Beach Volleyball Tournament	8/7 & 8/8/21	Nonprofit	5,000.00	refer to local gov't
				12,500.00	
GRAND TOTAL					
For Future Consideration					
Lake George Music Festival	Winter Concert Series	2/5 - 2/27/22	Nonprofit	9,000.00	
Lake George Winter Carnival	Winter Carnival	1/28; weekends in February	Nonprofit	45,000.00	
NY Ski Educational Foundation	sponsorship?? No specific ask	2021/2022 Ski/ Ride season	Nonprofit	15,000.00	
				69,000.00	

WARREN COUNTY TREASURER

MICHAEL R. SWAN
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

Warren County
Occupancy Tax
2021

2021 Revenues

Revenue Collected through 5/20/21	\$ 394,287.26
Revenue Collected through 5/20/20	\$ 331,051.62
Increase/(Decrease) from 2020	<u>\$ 63,235.64</u>
Increase/(Decrease) from 2020	16.04%

Warren County
Occupancy Tax
2020

2020 Revenues

Revenue Collected through 12/31/20 (Collections Thru 3-31-21) FINAL	\$ 4,238,439.27
Revenue Collected through 12/31/19 (Collections Thru 3-31-20) FINAL	\$ 4,864,331.73
Increase/(Decrease) from 2020	<u>\$ (625,892.46)</u>
Increase/(Decrease) from 2020	-14.77%