



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
June 3, 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 25, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.
 - III. **Action Agenda/New Business Items:** None
 - IV. **Discussion Items:**
 - a. Special Event Funding Scoring Sheet discussion and approval
 - b. Municipal Event Funding application discussion
 - c. Year-round calendar of events
 - 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
-



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 _____



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:



SCORING SYSTEM GUIDELINES – OCCUPANCY TAX

Points

Non Profit Event 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



<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



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. 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?
 - b. A complete budget clearly identifying expenditures and revenue streams
 - c. 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?
 - d. 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.)
 - e. Does the event's reach expand beyond a 75-mile radius? If so, how?
 - f. 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:



TOWN OF JOHNSBURG

219 Main Street, North Creek, NY 12853
Phone: (518) 251-2421 ~Fax: (518) 251-9991

Bakers Mills
Johnsburg
North Creek
North River
Riparius
Wevertown

Town Supervisor
Andrea Hogan
(518) 251-2421x4

Town Council
Gene Arsenault
Arnold Stevens
Justin Gonyo
Laurie Arnheiter

Highway Superintendent
Fred Comstock
(518) 251-2113

Town Clerk
Kate Lorah
(518) 251-2421x3

Town Assessor
Letitia Williams
(518) 251-2421x6

Zoning Enforcement
Danae Tucker
518-251-2421x5

April 22, 2021

Warren County Occupancy Tax Committee
1340 US 9
Lake George, NY 12845

Dear Colleagues of the Occupancy Tax Committee –

Attached please find an occupancy tax funding application for the Town of Johnsburg Website and Marketing initiative.

In 2018, the Town Board convened a marketing committee consisting of local business and advertising professionals. This group advised the Board on the development of a marketing plan and subsequently oversaw the hiring of a website developer. The Town created a visual asset inventory, and launched a new marketing-focused website, VisitGoreRegion.com.

In the 3 years since the launch of the website, Johnsburg has had a measurable increase in economic activity. 3 local hotels have been purchased and refurbished, 2 new restaurants have opened, and the town attracted national attention as a sought after resort town. <https://www.prnewswire.com/news-releases/is-the-beach-so-last-year-301209131.html>

The website was maintained for the first year by a marketing professional. Unfortunately, in 2020, the funds were not available to maintain the site, and it has been only minimally maintained by volunteers. For 2021, the attached RFP has been issued with a receipt deadline of May 14, 2021.

The Town Board is requesting occupancy tax funding to assist with these marketing efforts. An award of \$15,000 each year for the next 5 years will be matched by funds from the Town's budget. The Town will use the money to promote all of the businesses within the town as well as events, and provide information for prospective business and residents – all of which will increase room nights in local and regional hotels and short term rentals as well as help to promote tourism throughout the county year-round.

On behalf of the Johnsburg Town Board, and the Johnsburg Marketing committee, we thank you for your consideration of this request.

Sincerely,

Andrea Hogan
Supervisor, Town of Johnsburg



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):

- | | |
|--|--|
| <input type="checkbox"/> Bolton | <input type="checkbox"/> Lake Luzerne |
| <input type="checkbox"/> Chester | <input type="checkbox"/> Queensbury |
| <input type="checkbox"/> Hague | <input type="checkbox"/> Stony Creek |
| <input type="checkbox"/> Horicon | <input type="checkbox"/> Thurman |
| <input checked="" type="checkbox"/> Johnsbury | <input type="checkbox"/> Warrensburg |
| <input type="checkbox"/> Town of Lake George | <input type="checkbox"/> City of Glens Falls |
| <input type="checkbox"/> Village of Lake George | |
| <input type="checkbox"/> Joint Town/Village of Lake George | |

I. ORGANIZATION AND CONTACT INFORMATION

Town of Johnsbury

Applicant: _____
above

Legal name of entity: _____
Andrea Hogan

Contact person: _____
219 Main St. North Creek, NY 12853

Mailing Address: _____
Warren County

Principal place of business: _____
518-251-2421

Daytime phone number: _____ Cell phone number (optional): _____
supervisor@johnsburgny.com

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
Town of Johnsburg Website Maintenance
3. Name of Event: _____
N/A
4. Location of Event: _____
ongoing
5. Dates of Event: _____
N/A
6. How did you choose these dates? _____
Marketing and website maintenance for the Town of
7. General description of event: _____
Johnsburg events and businesses- see attached RFP
-
- (Include a list of activities during the event, if possible)
\$15,000 per year for 5 years
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): _____
Request for proposals is still out, but anticipated annual cost will be \$35,000 or more
-
- \$20,000 or more
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.
2018
- A. Date started: _____
3
- B. Number of years in existence: _____
N/A
- C. Where located: _____
- D. If multi-year event, new marketing or activity(ies) to be added this year: _____
See attached RFP
-
12. Previously funded with Occupancy Tax? Yes No
Town of Johnsburg
- A. If yes, by whom _____
- B. Amount: \$16,000
- C. For how many years? 3

13. Will proceeds benefit any other organizations? Yes No
All businesses and events in Town of Johnsburg

If yes, who? _____
unspecified, ongoing

14. A. Estimated number of attendees _____
N/A

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

C. Percentage of day trippers: _____
N/A

D. How did you determine this percentage? _____
N/A

D. Percentage of overnight guests: _____
N/A

E. How did you determine this percentage? _____
N/A

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

B. Length of stay per party _____
N/A

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

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:

See attached

Other: _____
local, regional, state

2. Anticipated reach of your marketing _____
(Specify local, regional, state, national)

Travelers, prospective businesses and

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

IV. 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

N/A

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.
Andrea Hogan

NAME

SIGNATURE
Supervisor

TITLE
04/22/21

DATE

Funding application 2/16/21Ing



Gore Mountain Region
Purely Adirondack™

Request for Proposal

Project Name: Tourism Marketing Digital Specialist

Proposal Submission Deadline: 5/14/21

Project Start Date: TBD

Project Timeframe: 1 year; Optional renewal annually

Point Persons: Deb Morris, Chair Town of Johnsburg Marketing Committee & Andrea Hogan, Town of Johnsburg Supervisor

Award Requirements: All or partial award may be granted.

Contact Information:

Deb Morris: dmorris@barkeaterchocolates.com 518-369-2078

Andrea Hogan: Supervisor@johnsburgny.com 518-251-2421

About the Town of Johnsborg & the Gore Mountain Region

About

Scope of Services Requested

Overview

The Town of Johnsborg has a tourism website (www.visitgoreregion.com) and a Marketing Plan developed in 2018 by Website Development Shop.

The Town of Johnsborg Marketing Committee meets regularly to discuss tourism and promotion with the town. In addition, the town has the beginnings of an asset inventory described in the Marketing Plan, which currently contains primarily summer and autumn video and images of local businesses. It should be noted that the Warren County Planning Department has already created an inventory of any trails and other recreational resources for the Town of Johnsborg and the First Wilderness Heritage Corridor, which can be found here: www.warrencountyny.gov/recmapper.

This intent of this project is to promote the Town of Johnsborg as a tourist destination, generate social media and website content for one year (increasing reach and engagement), to design and implement an events calendar on the website and help to build a list for email marketing. Working with the Town of Johnsborg Marketing Committee, the consultant(s) will complete the following:

1. Develop Social Media Content for One Year

The Town of Johnsborg currently maintains an Instagram presence here: <https://www.instagram.com/p/B9R6ZmAJPHS/> and a Facebook page here: <https://www.facebook.com/visitgoreregion/>.

The goal is to rapidly grow social media (Facebook and Instagram) reach and engagement using various strategies including contests and promoted content.

During **Month 1**, the consultant should meet with the Town of Johnsborg Marketing Committee to gain an understanding of the Town's guidelines and make sure that the Town's unique tourism goals are understood.

During **Months 2-12**, the consultant should create between 4 and 8 Facebook and Instagram posts per month, based on monthly editorial guidelines provided by the Marketing Committee. Content should focus on recreation, culture, history, shopping, events, things to do with families, etc, and should be seasonally appropriate. Posts should focus on experiences unique to the Town of Johnsbury, and tie in to broader regional marketing and awareness campaigns such as the relationship to the First Wilderness Heritage Corridor. Existing photos from the Asset Inventory or supplied by the Marketing Committee may be used, but the consultant will be responsible for creating new content as well.

Deliverables: A brief plan outlining the social media strategy and an editorial calendar for the year. Between 4 and 8 Facebook posts and between 4 and 8 Instagram posts per month for 11 months. Produce and coordinate two contests per year to encourage likes and sign ups for email newsletters. Marketing Committee will procure prizes for contests. Provide monthly reports showing the reach and engagement on social media platforms.

2. Maintain and Update visitgoreregion.com For One Year

The consultant will be responsible for updating content on the Visit Gore Region website. Updates will include adding and/or deleting assets and changing photos seasonally. Updates will be supplied by the Marketing Committee.

Deliverables: Monthly updates to visitgoreregion.com for one year.

3. Develop Bi-weekly Blog Posts on visitgoreregion.com for One Year

The Town of Johnsbury has a blog feature on its tourism website. The consultant will be responsible for developing bi-weekly blog posts for one year, based on monthly editorial guidelines provided by the Marketing Committee. Blog posts will focus on recreation, culture, history, local businesses, events, etc. The consultant may use photos contained in the Asset Inventory or supplied by the Marketing Committee, but will also be responsible for supplying additional media as necessary.

Deliverables: 26 bi-weekly blog posts on visitgoreregion.com to be approved by the Chair of the Marketing Committee or their designee.

4. Design, Embed and Manage an Events Calendar on visitgoreregion.com

The consultant will develop and embed an online events calendar on the website. The calendar must be attractive and user-friendly for both prospective visitors and representatives of local businesses and organizations. It must include a method for event submission and approval. The

consultant will approve events submitted based on guidelines provided by the Marketing Committee.

During **Month 1**, the consultant should meet with the Town of Johnsburg Marketing Committee to understand the functional goals of the calendar and the guidelines. The consultant will provide detailed instructions for the submission of events to the Marketing Committee (to be shared with businesses and organizations located within the Town of Johnsburg).

During **Months 2-12**, the consultant will update the calendar's functionality as necessary. The consultant will approve events submitted and request additional information as needed.

Deliverables: Design and embed an events calendar on visitgoreregion.com. Provide detailed instructions to submit events. Manage and approve submitted events for 11 months. Coordinate with area businesses and organizations to compile list of events.

5. Create a Form on visitgoreregion.com to Grow List for Email Marketing

The consultant will design and embed a form to collect email addresses of those who visit visitgoreregion.com and want to receive news and updates.

Deliverables: Design and embed a form on visitgoreregion.com to collect email addresses.

6. Design and Add a "Contact Us" Form to the visitgoreregion.com Website

The consultant will be responsible for designing and embedding a user-friendly and secure form on the website that allows individuals to request more information about visiting the Gore Region.

Deliverables: Create a secure "Contact Us" form on visitgoreregion.com.

7. Design and Execute monthly email blasts to email subscribers

The consultant will be responsible for designing a monthly email newsletter that features that month's blog post(s) and events. This email will be sent to email subscribers.

Deliverables: Design and sent out monthly email newsletter.

Schedule for Completion

Those interested in submitting proposals will be expected to complete the project within twelve (12) months from execution of the contract.

Submission Instructions

Please email submissions to: Supervisor@johnsburgny.com or mail to:
Andrea Hogan, Supervisor
Town of Johnsbury
219 Main Street
North Creek, NY 12853

Questions

If there are any questions concerning this RFP, please contact Andrea Hogan or Deb Morris

General Terms and Conditions

The Town of Johnsbury reserves the right to terminate the contract early in the event of unsatisfactory performance.

Proposal

Proposal must include

1. Background information on the person, group or company submitting the proposal. Specifically a resume or sell-sheet.
2. Please use the form to submit bids in each of the 7 blocks and subsets. A partial award may be possible; it is important to quote each item accordingly.
3. References, including past employers, customers or clients.
4. Cover letter.
5. Samples of work.

Task	Deliverable	Expected delivery from start of project	Cost
	Project Initiation Meeting		\$
1	Develop Social Media Content for One Year		
	Brief report outlining the social media strategy and an editorial calendar for the year.		\$
	Social media content (Facebook and Instagram) for one year.		\$
	Provide monthly reports showing the reach and engagement on social media platforms.		\$
2	Maintain and Update visitgoreregion.com For One Year		
	Monthly updates to visitgoreregion.com for one year.		\$
3	Develop Bi-weekly Blog Posts on visitgoreregion.com for One Year		
	26 bi-weekly blog posts on the website.		\$
4	Design, Embed and Manage an Events Calendar on visitgoreregion.com		
	Design and embed an events calendar on visitgoreregion.com . Provide instructions.		\$
	Manage and approve submitted events for 11 months.		\$
5	Create a Form on visitgoreregion.com to Grow List for Email Marketing		
	Design and embed a form on the website to collect email addresses.		\$
6	Design and Add a "Contact Us" Form to the visitgoreregion.com Website		
	Create a secure "Contact Us" form on visitgoreregion.com .		\$
7	Design and Execute a Monthly Email to subscribers		
	Design and Execute a Monthly Email to subscribers		\$

