



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
August 24, 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 July 20, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.
- III. Action Agenda/New Business Items:
 - a. **Resolution request:** To authorize an agreement with Walsworth Publishing Company, Inc. to print 125,000 copies of the 2022 Lake George Area (Warren County) Travel Guide.

Rationale: Project awarded to the lowest responsible bidder.
Attachment #1
 - b. **Resolution request:** To approve out-of-state travel to attend the 2022 American Bus Association (ABA) Marketplace January 8-11, 2022.

Rationale: The Tourism Department represents and promotes Warren County and its stakeholders at Motorcoach Travel Trade shows and ABA is the industry's premier trade show.
Attachment #2
 - c. **Resolution Request:** To authorize an agreement with Granicus to provide a short-term rental address identification platform.

Rationale: This software will assist the Treasurer in indentifying short-term rental properties in Warren County.
Attachment # 3
- IV. Discussion Items:
 - a. Treasurer's Report
 - b. Review Special Event Funding Application - Special Olympics
 - c. Review Municipal Supplemental Funding:
 - i. **Evaluation Strategy, Grading Criteria and Scoring Sheet**
 - ii. **Application**

V. Referrals/Pending Items:

- 1) Discussion to continue regarding the Municipal County-wide funding application, evaluation criteria, after action reports/follow-up and best practices guidelines (06.03.21)
- 2) County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee for review. (06.22.21)
- 3) Granicus Short-Term Rental Compliance to be discussed at a future Committee meeting to allow the County Treasurer to provide in out on the subject. (07.29.21)
- 4) The Committee decided to review the event funding agreement, as well as the contract for use of the Charles R. Wood Park by Ice Castle, LLC at the next Committee meeting with regard to the request to consider the allowance of a multiyear agreement. (07.29.21)

VI. Privilege of the floor and public comment

VII. Motion to adjourn

Attachment # 1: Resolution Request Form No. 3 to authorize a new contract with Walsworth Publishing Company, Inc. to print the 2022 Lake George Area Travel Guide.

Attachment # 2: Resolution Request Form No. 20 to approve out-of-state travel to attend 2022 American Bus Association Marketplace.

Attachment # 3: Resolution Request Form No. 3 to authorize a new contract with Granicus to provide a short-term rental address identification platform.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 8/24/21

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **to print 125,000 copies (104 Pages + cover) of 2022 Warren County Travel Guide**
- (c) Name of Contractor: **Walsworth Publishing Company, Inc.**
- (d) Address of Contractor: **306 N. Kansas Avenue Marceline, MO 64658**
- (e) Contractor's Contact Person and Telephone Number:
Bryan Atterbury 660-456-4241
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **9/20/21**
- (h) Termination Date of Contract: **12/31/21**
- (i) Payment Provisions:
 - i) lump sum amount **\$78,375.00**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$78,375.00**
 - 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 \$78,375.00**

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

*as listed in budget and LOGOS

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 Committee

DATE: August 24, 2021

- (a) Purpose of Request:
Approve out of state travel for Tanya Brand to attend the 2022 American Bus Association Marketplace in Grapevine, Texas 1/8 - 1/11/22

- (b) Details:
ABA Marketplace is the premier Motorcoach show for Motorcoach promoters.

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
Estimate \$3,000: will be in 2022 budget under code A.6417.0001 444 - Travel/Education/Conference

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

* as listed in budget and LOGOS

SCHEDULE "A"
AUTHORIZATION TO ATTEND MEETING OR CONVENTION

Check one:

- ☐ In-State (Must be approved by Department Head, County Administrator & Committee Chair)
☒ Out-of-State (Requires Board resolution)

The Tourism & Occupancy Tax Committee hereby authorizes Tanya Brand
(Supervisory Committee) (Employee Name)

to attend 2022 American Bus Association Marketplace
(Name of meeting or organization)

at Grapevine, Texas on 1/8 - 1/11/22
(Address) (Dates)

Meeting/Convention Cost: 1,695.00 Mode of transportation to be used: Mass Transportation
(County Vehicle or Mass Transportation)

If the mode of transportation is not a county vehicle or mass transportation, please explain:

Proper documentation must be attached when submitting for approval.

(Please check documents attached)

☐ Notice of meeting or convention including cost. Total Cost of Travel \$3,000 w/parking at
(travel and meeting/convention cost) airport

For Overnight Travel

☐ Room rate \$ _____ GSA* Rate \$ 147

Funding in Budget? ☐ Y ☐ N

☐ Meal costs - GSA* per diem rate \$ 64 Budget Code: _____
* www.gsa.gov

Date: _____

Department Head Signature

Date: _____

County Administrator Signature

Date: _____

Committee Chairman Signature

Please refer to the Warren County Travel Policy and County Vehicle Use Regulations for general policy guidelines.

Please check to request a fleet vehicle.

☐ REQUEST FOR USE OF FLEET VEHICLE

Filing Instructions:

1. Original with voucher to Auditor.
2. Copy to Buildings & Grounds if fleet vehicle is needed.
3. Copy to Clerk of the Board with Resolution Request form if out-of-State travel.
4. Copy to Purchasing with Purchase Order, if required.
5. Copy to Clerk of the Board if credit card will be used.
6. Copy of executed form needs to be included in next agenda for reporting to oversight Committee.

ABA'S MARKETPLACE REGISTRATION FORM | January 8-11, 2022 | Grapevine, Texas

COMPLETE ONE FORM PER DELEGATE



DELEGATE PERSONAL INFORMATION	First Name		Last Name	
	Title		Company	
	Mailing Address			
	City	State/Province	Zip/Postal Code	Country
	Phone		Fax	
	Email			
	Special Needs/Special Badge/Dietary Request (Diabetic, Kosher, No Gluten, No Nuts, No Shellfish, Vegetarian Only)			
	☐ Please mark here if this is your first-time attending ABA's Marketplace.			
	☐ I am agreeing to the terms and conditions available at www.buses.org .			

	Registration Role	Prescheduled Appointments	Number Allowed per Company	Early-Bird Rate Until Sept. 8	Regular Rate Starts Sept. 9
OPERATOR REGISTRATION OPTIONS	☐ Buyer Appointment-Taker Delegate (Bus/Tour Oprs)	Yes	Unlimited Must meet Buyer qualifications on Terms & Conditions	\$0	\$0
	☐ Buyer Rotation Delegate (Bus/Tour Oprs)	No	One per Buyer Appt-Taker	\$0	\$0
	☐ Bus Operator Representative (Bus Oprs Only)	No	Unlimited	\$0	\$0

SEALER REGISTRATION OPTIONS	☐ Seller Appointment-Taker Delegate Mark Your Segment ☐ DMO ☐ Hotelier ☐ Attraction ☐ Receptive Op. ☐ Charter Op. ☐ Associate ☐ Allied Assn.	Yes	One per Company (Additional Appt-Takers are earned based on MKPL 20 Buyer Requests)	\$1595	\$1695
	☐ Seller Business Floor Delegate Mark Your Segment ☐ DMO ☐ Hotelier ☐ Attraction ☐ Receptive Op. ☐ Charter Op. ☐ Associate ☐ Allied Assn.	No	Unlimited	\$1595	\$1695

SPECIAL REGISTRATION OPTIONS	☐ Allied Association Representative	\$0
	☐ Associate Representative/Exhibitor	\$895
	☐ Government Representative	\$0
	☐ Guest (No Member Company Employees)	\$700 (No single event/day)
	☐ Media Representative (Approved by ABA)	\$0
	☐ Travel Executive Day Pass (GM, Pres., COO Only)	\$0 First Day/\$250 per Add'l Day

SUBMISSION	Online: www.buses.org/marketplace
	Email: meetingsdept@buses.org
	Fax: 202-842-0850
	Mail: ABA's Marketplace 111 K St. NE, 9th Fl. Washington, DC 20002
	Phone: 800-283-2877

NETWORKING FLOOR EXHIBITS	☐ Associate Full Week 10'x10' Exhibit Booth	\$2000
	☐ Coach Exhibit	\$3500
	☐ Travel Industry Sponsor Exhibit Booth	Starting at \$3500
	Travel Industry members cannot purchase exhibit space. However, exhibit space is one of the sponsorship benefits for the following levels: Principal, Champion, Contributor.	
Exhibitors and Sponsors are responsible for their own furnishings and carpeting. Delegate registrations are not included.		

OPTIONAL ACTIVITIES	Visit www.buses.org/marketplace for up-to-date schedule of meetings & activities.	
	ABA Board of Directors Events	
	☐ New Member Orientation (By Invitation) Fri., Jan. 7 3:00 – 4:00 PM	\$0
	☐ Executive Committee (By Invitation) Fri., Jan. 7 4:00 – 5:00 PM	
	☐ Board Meeting (By Invitation) Sat., Jan. 8 9:00 AM – 12:00 PM	
	☐ Board Dinner (By Invitation) Sat., Jan. 8 7:00 PM	
	☐ ABAA Afterglow Mon., Jan. 10 9:00 PM – 12:00 AM	\$50
	☐ ABA's State/Regional Association Roundtable Sat., Jan. 8 1:30 – 3:30 PM	\$0
	☐ Bus Industry Safety Council Meeting & Education	\$0
	☐ Orientation Sun., Jan. 9 4:00 – 6:00 PM	
	☐ Meeting Mon., Jan. 10 9:30 AM – 5:30 PM	
	☐ Meeting Tues., Jan. 11 9:30 AM – 5:30 PM	
	☐ Bus Maintenance & Repair Council Meeting & Education	\$0
	☐ Offsite Sun., Jan. 9 9:00 AM – 3:00 PM	
	☐ Meeting Mon., Jan. 10 9:30 AM – 5:30 PM	
☐ Busworld North America Summit	\$0	
☐ Sessions Sun., Jan. 9 9:00 AM – 5:30 PM		
☐ Sessions Mon., Jan. 10 9:00 AM – 5:30 PM		
☐ Hispanic Motorcoach Council Meeting Sat., Jan. 8 12:00 – 1:00 PM	\$0	
☐ National Bus Traffic Association	\$0	
☐ Meeting Thurs., Jan. 6 9:00 AM – 5:00 PM		
☐ Meeting Fri., Jan. 7 9:00 AM – 12:00 PM		
☐ Transcor Data Services Users Group Meeting Fri., Jan. 7 1:30 PM – 5:00 PM (Invitation Only)		
☐ School Bus Association Meeting Sat., Jan. 8 9:00 – 10:00 AM	\$0	
☐ Women in Buses Council Meeting Fri., Jan. 7 1:00 PM – 6:00 PM	\$0	

Registration Fee (US Dollars)	\$
Optional Activities Fee	\$
Exhibit Fee	\$
TOTAL FEE (US Dollars)	\$

PAYMENT	☐ Credit Card (Visa, MC, AMEX)
	☐ Invoice
	☐ Check
	☐ No Payment Required
	Card Number
Expiration Date	
Name on Card	

Your search for Grapevine, Texas

Using rates for Tarrant County / City of Grapevine including Arlington / Fort Worth / Grapevine:

Daily Per Diem Rates:

January Lodging: \$167

January M&IE: \$64

Estimated Per Diem Total:

\$1187

Breakdown:

Date	Max. Lodging	M&IE	Total
First Day (01/07/22)	\$167	\$48*	\$215
January Rate	\$167	\$64	\$231 $\times 4 = 924$
Last Day (01/12/22)	-	\$48*	\$48

*The first and last calendar dates of M&IE are calculated at 75%

Additional Terms and Conditions:

undefined

$\begin{array}{r} 1187 \\ 1695 \\ \hline 2882 \end{array}$
+ parking
at airport

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Treasurer

DATE: 8/17/2021

- (a) Is this a Result of a Bid or Request for Proposal? No
- (b) Purpose of Contract: To find all Short Term Rentals in Warren County
- (c) Name of Contractor: Granicus
- (d) Address of Contractor: 408 St Peter St, Suite 600
Saint Paul MN 55102
- (e) Contractor's Contact Person and Telephone Number: Bruce McCaskill
415 707 0568
- (f) Has or will the Contract be provided, if so, please attach: No
- (g) Commencement Date of Contract: September 20, 2021
- (h) Termination Date of Contract: September 20, 2022
- (i) Payment Provisions: i) lump sum amount Not to exceed \$ 35,000
ii) hourly rate amount
iii) total amount not to exceed
iv) how will payments be made (i.e. monthly, quarterly,
upon completion of the project, etc.
- (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: **Occupancy Tax Reserve**

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

SHORT TERM RENTALS

Internet Search Vendor Recommendation

I am requesting to enter into an agreement with Granicus, a vendor that complies information on Short Term Rentals for municipalities nationwide.

SCOPE:

- 1) For a period of one year Granicus will provide the Treasurers Office with monthly reports detailing short term rentals within Warren County.
- 2) Information will contain address, owner and assessment information on each rental found
- 3) The information will be shared with each municipality within Warren County
- 4) The price for services is based on a per rental found, therefore I am asking for a not to exceed amount of \$ 35,000 to be funded from the Occupancy Tax Reserve.

ANALYSIS:

I looked at three companies. Hamari, Granicus and LodgingRevs. All three provide a number of services to municipalities. These include data collection, enforcement/compliance registration and tax collections.

All three provide the data collection I am looking for; however, Granicus links the data they find with local assessment information, which the other two do not. This is a very important information to make sure we know what town/city the short term rental is located in.

COST:

All three have similar pricing. However, Granicus is approved by NCPA which is a national contract similar to State Contract pricing. The cost is based on an estimated 1520 STRs for a total of \$ 34,200

Per our purchasing department we do not need to do an RFP, or get bids in order to enter an agreement with Granicus because they are part of NCPA.

This will need to move to the Finance Committee for approval of the funding.



408 Saint Peter Street, Suite 600
Saint Paul, MN 55102
United States

THIS IS NOT AN INVOICE

Order Form
Prepared for
Warren County NY

Procurement Vehicle: NCPA (01-115) In Support of: Warren County NY

ORDER DETAILS

Prepared By: Bruce McCaskill
Phone: (415) 707-0568
Email: bruce.mccaskill@granicus.com
Order #: Q-143699
Prepared On: 08/17/2021
Expires On: 08/31/2021

ORDER TERMS

Currency: USD
Payment Terms: Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)
Period of Performance: The term of the Agreement will commence on the date this document is signed and will continue for 12 months.

PRICING SUMMARY

The pricing and terms within this Proposal are specific to the products and volumes contained within this Proposal.

One-Time Fees			
Solution	Billing Frequency	Quantity/Unit	One-Time Fee
Address Identification - Setup and Configuration	Up Front	1 Each	\$0.00
Address Identification - Online Training	Up Front	1 Each	\$0.00
SUBTOTAL:			\$0.00

New Subscription Fees			
Solution	Billing Frequency	Quantity/Unit	Annual Fee
Address Identification	Annual	1520 Rental Listings	\$34,200.00
SUBTOTAL:			\$34,200.00

PRODUCT DESCRIPTIONS

Solution	Description
Address Identification	Ongoing monitoring of 60+ Short Term Rental websites including major platforms Airbnb, VRBO, HomeAway, Booking.com, FlipKey, & Expedia. Our machine learning will deduplicate all known Listings into unique Rental Units, where our identification team will provide owner contact information for further enforcement. This product includes:- Ongoing monitoring of all listings in your jurisdiction - Updating listing activity and details every 3-5 days - Screenshot activity of every listing - Deduplication of listings into unique Rental Units - Activity dashboard and map to monitor trends and breakdown of compliance
Address Identification - Setup and Configuration	Setup and configuration of the platform to facilitate the systematic identification of the addresses and owner's contact information for short-term rentals located in a specific local government's jurisdiction. <i>Note: The implementation timeline for Client is dependent on Granicus' receipt of all data from Client required to complete the services, including assessor data and registration files, in the format agreed upon by the parties prior to project kick-off. Any fees associated with the collection or receipt of required data will be borne by Client.</i>
Address Identification - Online Training	Virtual training session with a Granicus professional services trainer.

TERMS & CONDITIONS

- The terms and Conditions of the Agreement 01-115 effective December 8th 2020 between Granicus and NCPA govern this Quote and are incorporated herein by reference, including the Master Agreement and all exhibits thereto.
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Warren County NY to provide applicable exemption certificate(s).
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- Notwithstanding anything to the contrary, Granicus reserves the right to adjust pricing at any renewal in which the volume has changed from the prior term without regard to the prior term's per-unit pricing.

BILLING INFORMATION

Billing Contact:		Purchase Order Required?	☐ - No ☐ - Yes
Billing Address:		PO Number: If PO required	
Billing Email:		Billing Phone:	

If submitting a Purchase Order, please include the following language:

The pricing, terms, and conditions of quote Q-143699 dated 08/17/2021 are incorporated into this Purchase Order by reference and shall take precedence over any terms and conditions included in this Purchase Order.

AGREEMENT AND ACCEPTANCE

By signing this document, the undersigned certifies they have authority to enter the agreement. The undersigned also understands the services and terms.

NCPA (01-115)	
Signature:	
Name:	
Title:	
Date:	

WARREN COUNTY TREASURER

MICHAEL R. SWAN
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

OCCUPANCY TAX REPORT

Monday February 22, 2021

Revenue Collected Through 8/13/2021	\$ 1,392,158.53
Revenue Collected Through 8/13/2020	<u>\$ 722,614.12</u>
Increase/Decrease	\$ 669,544.41
Percent Change	48.09%
Revenue Collected Through 8/13/2021	\$ 1,392,158.53
Revenue Collected Through 8/13/2019	<u>\$ 1,464,201.00</u>
Increase/Decrease	(72,042.47)
Percent Change	-5.17%

OCCUPANCY TAX REQUEST SUMMARY – SPECIAL OLYMPICS NY FALL GAMES

2021

REQUEST AMOUNT: \$50,000

REASON: Requesting funding in support of the Special Olympics NY Fall Games in Glens Falls. This first year is part of a 3-year commitment by Special Olympics NY to bring the Games to Warren County through 2024.

Special Olympics is a non-profit organization and part of a larger global movement that through its programming in sports, health, education and community building, changes the lives of people with intellectual disabilities by working to reduce global injustice, isolation, intolerance and inactivity.

The Special Olympics NY Fall Games will take place at multiple venues throughout Warren County, October 22-24, 2021. Nearly 1,000 athletes and coaches will come together from across the state to showcase their skills in 7 Olympic-style sports. The Fall Games will also feature a grand opening ceremony for the athletes and the community, an Olympic village, Healthy Athletes area with free health screening for the athletes and closing ceremonies. Hundreds of community volunteers, sponsors, families, spectators will also be on hand to help the athletes celebrate their victories.

Historically, the Fall Games came to Glens Falls for four consecutive years, from 2012 through 2015 and have a successful track record of community engagement, support and events. It should be noted that the 2021 event will also involve cross-county supportive partnerships between Warren, Washington and Saratoga Counties, including significant volunteer support from their law enforcement departments, as well as community-wide support and leadership from the Adirondack Regional Chamber of Commerce and various Warren County departments including Tourism, EMS and Health.

LOCAL IMPACT:

Local hotels being contracted for rooms for the event include the Queensbury Hotel, the Fairfield Inn and Suites, Six Flags Great Escape Lodge, Home2 Suites, Sleep Inn, Holiday Inn Lake George, Clarion Inn & Suites, and the Holiday Inn Express Queensbury, with an anticipated room night projection of 850 room nights.

Projected economic impact for this event is estimated around \$348,931.00. This does not include the "value in-kind" donations from the community supporters and sponsors.

Previously at the 2012-2015 Fall Games, there were 1500-2000-day visitors over the three-day period, 1,229 athletes and coaches, 400 volunteers and 700 spectators.

In 2021, due to COVID19, estimated numbers have been reduced and organizers anticipate 900 athletes, 400-500 volunteers, 54 staff and 700 spectators.

The event will be throughout the county at the following venues:

- Opening Ceremonies – Cool Insuring Arena
- Golf – TBD
- Cycling – SUNY Adirondack
- Cross Country – Cole Woods
- Bocce – Morse Fields

- Soccer – Morse Fields
- Softball – ADK Sports Complex Dome
- Equestrian – Skidmore College

The Special Olympics NY Games Committee and staff are coordinating with Warren County Tourism, EMS Services, and the Sheriff's office in support of these Games.

MARKETING: State Fall Games main objective is to generate public awareness for the Games to encourage volunteerism, event attendance and athlete/coach recruitment while sharing the celebration with the community.

STRATEGY: The State Games will be implementing a combination of strong PR (press event on 8/2), a dedicated event web page, event/mobi Mobile app for all attendees, distributing local flyers to businesses, creating a program for the event, creating promotional videos, window decals for supporting local businesses, event signage, social media (#BeAFan volunteer promotion), partnerships with Warren County Tourism, Warren, Saratoga and Washington County Sheriff's Departments and Adirondack Regional Chamber of Commerce, as well as other local businesses.



Warren County Municipal Tourism Supplemental Funding Request

Evaluation Strategy, Grading Criteria and Scoring Sheet

For use by Tourism and Occupancy Tax Coordination Committee and Tourism Department Staff

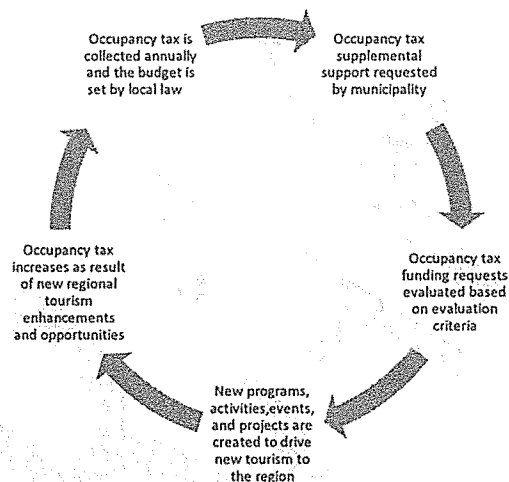


What is Occupancy Tax?

Occupancy tax is a 4% tax collected on all Warren County room rentals of hotels, motels, bed & breakfasts, inns, housekeeping cottages of 4 or more units, tourism facilities (i.e. campgrounds with onsite RV rentals), as well as Short Term Rentals (STR R367 of 2018, Section 1).

A portion of the Occupancy tax collected in Warren County is appropriated for a grant program to support the region's activities, tourism assets, events and projects "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 <http://warrencountyny.gov/treasurer>).

Grant allocations and funding decisions shall be viewed as "*investments*" which will pro-actively regenerate future occupancy tax collections, increasing revenue year after year to create a self-funding mechanism, consistently re-investing in itself and creating ROI "return on investment." Programs, activities and events that can clearly demonstrate their value and benefit to the area shall be prioritized and supported at the county and municipal levels, where appropriate.



WARREN COUNTY MUNICIPAL TOURISM SUPPLEMENTAL FUNDING REQUEST

1.1 GENERAL GUIDELINES

Generally, uses of occupancy tax revenues provided to Municipalities by the County must be expended for the promotion of tourist activities, conventions, sports, trade shows, special events, projects and other directly related and supported tourism activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be "related" to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.

Expenditures may be also be made and considered for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department. Funding of capital projects that predominantly benefit residents and only incidentally promote tourism should be avoided.



1.2 APPLICATION EVALUATION CRITERIA

This application applies to municipal, county-wide funding requests that are above and beyond annual municipal allocations. Applications will be accepted on a rolling basis, are based upon municipal financial need and should not be considered substitutions for municipal budget shortfalls.

All application requests will be evaluated and awarded based upon availability of Warren County Occupancy Tax funds, demonstrated financial need, alignment with county-wide and municipal tourism development strategy, soundness and fiscal stability of the tourism-related project, event, or activities, and overall benefit to the municipality's tourism economy. The following evaluation criteria shall apply:

- The application is completely filled out, signed by the town supervisor or mayor and includes a 1-2-page summary and budget.
- The supplemental funding request clearly demonstrates how it will be used to enhance the general tourism economy of Warren County municipalities through the promotion of tourist activities, conventions, trade shows, special events, special projects and other directly related and supported tourist activities
- (If applicable for a capital project) the supplemental funding request supports capital projects which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attractions.
- The request supports a unique tourism opportunity, project, event or activity which will further enhance visitation to the region and increase tourism.

1.3 SCORING (please see detail above)

Please review criteria and apply scoring points to applicable criteria & points. Do not add points if the application criteria does not apply. Use max points if meets/exceeds expectations. Use lower points than max if less than meets criteria. The final total score will be collectively decided by the Tourism Occupancy Tax Coordination Committee, with final approval by the full Board of Supervisors.

Please add each of the 2 sections and final total at the end.

MAX TOTAL POINTS: 50 POINTS

1. SOUNDNESS OF THE REQUEST – 30 points MAX

- a) Does the supplemental funding request follow and meet the *General Guidelines*? **10 points**
- b) Does the request clearly explain how the funds will be used and do they directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region?
10 points
- c) Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction? **10 points**
OR
- d) Does the request support a unique tourism opportunity which will further enhance visitation to the region? **10 points**

2. FISCAL STABILITY OF THE EVENT, ACTIVITY AND/OR PROJECT– 20 points MAX

- a. Does the budget submitted by the applicant provide clear delineations of expenses and revenues to support the request? **10 points**
- b. Is the budget plan provided comprehensive and does it account for any overages and/or unexpected additional expenditures? **5 points**
- c. If the additional request is for a specific project, tourism-based activity or event, does it align with a larger recreational or municipal long-term plan which will enhance the environment, infrastructures, assets and local tourism attractions?
5 points



APPLICATION SCORING SHEET FOR
WARREN COUNTY MUNICIPAL TOURISM SUPPLEMENTAL FUNDING REQUESTS

MAX TOTAL POINTS: 50

Please review criteria and apply scoring points to applicable criteria & points.

Do not add points if the application criteria does not apply. Use max points if meets/exceeds expectations. Use lower points than max if less than meets criteria. The final total score will be collectively decided by the Tourism Occupancy Tax Coordination Committee, with final approval by the Board of Supervisors.

Please add each of the 2 sections and final total at the end.

MAX TOTAL POINTS: 50 POINTS

SOUNDNESS OF THE REQUEST – 30 points MAX

- a. Does the supplemental funding request follow and meet the *General Guidelines*? 10 points _____
 - b. Does the request clearly explain how the funds will be used and do they directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region? 10 points _____
 - c. Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction? 10 points _____
- OR
- d. Does the request support a unique tourism opportunity which will further enhance visitation to the region? 10 points _____

Subtotal _____

b) FISCAL STABILITY OF THE EVENT, ACTIVITY AND/OR PROJECT– 20 points MAX

- a. Does the budget submitted by the applicant provide clear delineations of expenses and revenues to support the request? 10 points _____
- b. Does the budget plan provide a comprehensive explanation of anticipated expenditures and does it account for any overages and/or unexpected additional expenditures? 5 points _____
- c. If the additional request is for a specific project, tourism-based activity or event, does it align with a larger recreational or municipal long-term plan which will enhance the environment, infrastructures, assets and local tourism attractions? 5 points _____

Subtotal _____

TOTAL POINTS AWARDED: _____

FINAL AWARD DECISION

NOTES/COMMENTS/RECOMMENDATIONS:



Name of Evaluating Committee Member

Date of Evaluation

ADIRONDACK PARK COMMISSION



Warren County Municipal Tourism Supplemental Funding Request

Application 2021-22

To be completed by municipalities requesting supplemental funding to support tourism activities, projects, events and initiatives.



Thank you for applying for the Warren County Municipal Tourism Supplemental Funding Request. Tourism is such a vital economic driver for our region and we appreciate the opportunity to partner with you to enhance your municipalities' tourism assets, community's vibrancy and support your tourism activities and projects. Within this application, please find the following:

1. Checklist
2. Warren County Supplemental Funding Request Guidelines
3. Application
4. Appendices –
 - a. Spending Guidelines
 - b. Budget Form

To ensure that your application complies with all requirements, please review the application rules, guidelines, complete all sections and submit supporting documentation, as requested. Please note that all applications are subject to FOIL (Freedom of Information Law) requirements.

APPLICATION CHECKLIST

- ☐ A signed & completed application which includes a brief one-two page summary detailing the funding request
- ☐ A comprehensive budget which includes a detailed description of funding expenditures

AFTER ACTION REPORT (required after the funds have been expended)

An after-action report will be required 60 days after the event, project or activity has been completed. Applicants will be required to include a final budget, receipts for expenditures, a description of how the funding was spend and how it contributed to the overall enhancement of tourism within the municipality.

For any questions related to this application, requirements or process, please contact Kristen Hanifin, Tourism Development and Events Coordinator at 518-761-6369 or email hanifink@warrencountyny.gov

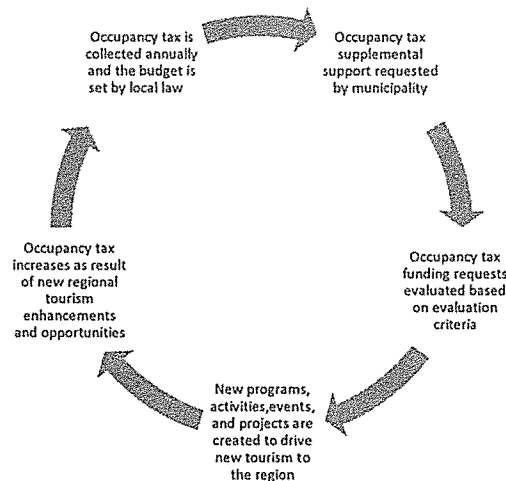


COUNTY TOURISM DEVELOPMENT STRATEGY

Occupancy tax is a 4% tax collected on all Warren County room rentals of hotels, motels, bed & breakfasts, inns, housekeeping cottages of 4 or more units, tourism facilities (i.e.: campgrounds with onsite RV rentals), as well as Short Term Rentals (STR R367 of 2018, Section 1).

A portion of the Occupancy tax collected in Warren County is appropriated for a grant program to support the region's activities, tourism assets, events and projects "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 <http://warrencountyny.gov/treasurer>).

Grant allocations and funding decisions shall be viewed as "investments" which will pro-actively regenerate future occupancy tax collections, increasing revenue year after year to create a self-funding mechanism, consistently re-investing in itself and creating ROI "return on investment." Programs, activities, projects and events that can clearly demonstrate their value and benefit to the region shall be prioritized and supported at the county and municipal levels, where appropriate.



WARREN COUNTY MUNICIPAL TOURISM SUPPLEMENTAL FUNDING REQUEST

GENERAL GUIDELINES

Generally, uses of occupancy tax revenues provided to Municipalities by the County, must be expended for the promotion of tourist activities, conventions, sports, trade shows, special events, projects and other directly related and supported tourism activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be "related" to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.

Expenditures may be also be made and considered for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department. Funding of capital projects that predominantly benefit residents and only incidentally promote tourism should be avoided.



APPLICATION OF THE GENERAL GUIDELINES (see attached "Tourism Expenditures Guidelines")

In addition to the *General Guidelines* outlined above, please refer to the attached "Tourism Expenditure Guidelines" as well. This list is intended to provide a suggested list of possible expenditures under the *General Guidelines* provided above. In order to maintain the listing as an easy and practical tool, elaborate descriptions have been avoided. Therefore, the examples should always read together with the *General Guidelines*, to ascertain the extent to which funds may be expended for the example provided.

FUNDING AWARD REQUIREMENTS

If awarded funding support, the County requires the following:

Warren County Tourism's website (www.visitlakegeorge.com) and logo **must** be listed on municipal websites, printed materials and on all social media, online, or television advertising related to the event, project or activity receiving funding. Tag us on Facebook @thelakegeorgearea and on Instagram and Twitter @lakegeorgearea, #MYLGArea throughout any promotional campaigns. Hyperlink your online advertising to the URL www.visitlakegeorge.com.

Please be sure to adhere to all *Logo Usage Requirements* and contact Warren County Tourism for specific questions or details.

If awarded, recipients must acknowledge funding support and partnership from Warren County and are highly encouraged to extend invitation and include Warren County officials and regional stakeholders in future press/media events related to the event/activity supported.

EVALUATION CRITERIA

The following application is intended to provide supplemental funding based on need, above and beyond annual municipal allocations, to enhance the general tourism economy of Warren County municipalities through the promotion of tourist activities, conventions, trade shows, special events, special projects and other directly related and supported tourist activities. The following evaluation criteria shall apply:

- Does the request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region?
- Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction?
- Does the request support a unique tourism opportunity, event or activity which will further enhance visitation to the region?

This application applies to municipal, county-wide funding requests that are above and beyond annual municipal allocations. Applications will be accepted on a rolling basis, are based upon municipal financial need and should not be considered substitutions for municipal budget shortfalls.

All application requests will be evaluated and awarded based upon availability of Warren County Occupancy Tax funds, demonstrated financial need, alignment with county-wide and municipal tourism development strategy, soundness and fiscal stability of the tourism-related project, event, or activities, and overall benefit to the municipality's tourism economy.



SUPPLEMENTAL FUNDING REQUEST APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application. All budget, financial and project information will be used solely for application evaluation purposes by the Tourism and Occupancy Tax Coordination Committee and are subject to **Freedom of Information Law** (Public Officers Law, Article 6) (FOIL) requests. If you are submitting information which is considered proprietary "trade secrets" and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

A. CONTACT INFORMATION

1.) Municipality requesting funding:

2.) Funding Requestor/Main Point of Contact:

3.) Address:

4.) Email:

5.) Cell phone/Office Phone:

6.) Amount of Supplemental Funding Requested: \$

B. FUNDING REQUEST INFORMATION

1.) Please attach a detailed 1-2-page typed description of the tourism activity, project or event for which you are seeking supplemental funding. In your summary, please address the following questions.

a. How does the funding request directly benefit and enhance tourism within your municipality?

b. How does the funding request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region and municipality?

d. Does the request support events, projects, or activities which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction?

e. How does the request (if applicable) support a unique tourism opportunity, event or activity which will further enhance visitation to the region and to your municipality?

f. If the funding request is to support a new event, please include event details, dates, times, location, number of anticipated attendees.



e. If the funding request is to support a specific project, marketing, other tourism-related activities, please provide details regarding the type of project or activity, if the project is currently part of an overall county or municipal-wide recreation plan, and how this activity or project will enhance and improve tourism long and short-term.

f. Does your activity, project or event require EMS support and if so, please explain.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY/PROJECT REQUESTING FUNDING

1.) Total amount of supplemental funding requested: \$_____

2.) Will these funds be used in conjunction, and/or matched with any other funding sources?

☐ YES, which sources of funding and how much?

☐ NO

3) Was this event, activity or project anticipated in your annual budget or is the request to support an unanticipated expenditure?

4) Budget – please attach a total budget for the activity, project or event and indicate total costs, revenue stream and line item expenditures for requested supplemental funding. Please use attached sheet to submit budget.

AFFIRMATION

I have read the "Warren County Supplemental Funding Request Guidelines," agree to abide by them and attest that all information provided in the Warren County Funding Application is truthful and accurate.

Signature of Responsible Party

Date

Name

Title

Municipality



TOURISM EXPENDITURE GUIDELINES**

General Guidelines

Generally, uses of occupancy tax revenues provided to Municipalities by the County, must be expended for the Promotion of Tourist activities, conventions, sports, trade shows, special events and other directly related and supported tourism activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be "related" to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.

Application of General Guidelines to List Below

The listing is intended to provide a suggested list of possible expenditures under the general guideline provided above. In order to maintain the listing below as an easy and practical tool, elaborate or extensive descriptions have, generally, been avoided. Therefore, the examples should always read together with the general guideline, above, to ascertain the extent to which funds may be expended for the example provided.

Special Events/Festivals/Activities/Sports

Production, development of new event, activities
Production/installation/rental/creation of programs/directories for specific events
Firework displays
Banner/flags/billboards
Business cards
Buttons, pins, decals, letterhead, envelopes, postcards, postage
Event consultation fee
Re-enactors, musicians, entertainers
Town tours, itineraries, maps
Sponsorship, hosting/bid fees
Rental of traveling/special exhibits
Event crowd control, safety concerns
Promotional items – giveaways

Recreational Attractions

Advertisements and enhancements of existing and new recreational activities and attractions to be developed to accommodate and increase the number of tourists, for enhancements to water access and riverfronts, snowmobiling trail system, hiking trails, cycling routes, with displays or improvements to accommodate tourists such as benches, or a gondola for transportation.

Mapping and/or brochures
Wayfaring/directional signage
Clearing/preparation of property for tourist or convention activity or event

Website Development

Expenditures for the following provided that the same is for purposes of promoting tourism, conventions, special events, trade shows, sports and other tourist activities.



Website design/production
Purchase of images/sound/video
Promotions, purchase of hyperlinks
Interactive informational kiosk
Broadcast design/delivery of
Newsletters/banner ads
Purchase of photography/videography
Purchase of photo enhanced listings
Search engine optimization
Social Media

Brochure Production/Distribution

General tourism guide, seasonal guide, themed events, flyers, promotional literature, niche – publication (i.e. walking/driving tours, packages, itineraries, coupons, heritage, birding, sports, etc.), post cards, maps, posters.

Paid brochure distribution locations
Design fees
Copywriting
Postage/permit fees
Printing/reproduction/production
Photography

Advertisements/Promotions

Paid advertisements promoting events, activities, packages, attractions, conventions, tradeshow for general tourism development to Warren County communities – Destination Marketing Programs.

Co-op partnerships with Warren County- Adirondack Regional Tourism Council, New York State publications, as well as national publications and directories, radio, newsprint/magazine opportunities, television campaigns, and trade/consumer show brochure distribution and exhibit space co-op.

Local, regional and/or national advertising, promotional opportunities
Production/placement of ads (print, radio, tv)
Advertising in trade journals
Exhibit graphics
Consumer/trade show registration
Show staffing expenses
Logo development/design/tag line/branding
Product Development (i.e. Tour packages, itineraries, special events, familiarization tours for operators or media)
Coupons
Public relations – press kits, press releases, messaging development, printing, mailing, broadcast, services

Membership/Association/Affiliations

For the furtherance of Tourism Promotion, (i.e. American Bus Association (ABA), New York State Travel and Tourism Association (NYSTIA), National Tour Association (NTA).



Specialized Professional Services

Expenditures for the following, provided that the same is for purposes of promoting tourism, conventions special events, sport, trade shows and other tourism activities:

Shoot photographer/videographer

Graphic designer

Step-on guide services

Public relations/marketing agency

Speakers/musicians/entertainers/models

Airplane/helicopter rentals

Ad/brochure/web design

Market research, feasibility study

Event sponsorship/bid fees

Outsourcing to call centers/fulfillment houses

Drone photography/videography

Travel coordination for familiarization tours

Update portions of local history in furtherance of promoting tourism, conventions, special events, sports

Educational Tourism

Informational kiosk

Hospitality training

Hosting/attending workshops (i.e. how to market your destination, property or event)

Beautification

Community signage – welcome/directional signage

Plantings/landscaping/streetscaping/lighting/water features furthering establishment or growth of tourism, conventions, sports, special events, trade shows and other tourist activities

Informational kiosk

Fountains, benches, trail development & enhancement

Miscellaneous promotion

Purchase mailing lists

Mailings/social media targeted lists for specific audiences

Capital projects

Expenditures may be made for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department.

When spending funds for capital projects, it is necessary that the primary benefit and end result of the project is to increase, enhance and promote tourism and tourist activities. Funding of capital projects that predominantly benefits residents and only incidentally promotes tourism should be avoided.

**** Please note: This is not an all-inclusive list and expenditure approval is at the discretion of the Warren County Tourism and Occupancy Tax Committee, County Attorney and Auditor.**



MUNICIPAL SUPPLEMENTAL FUNDING REQUEST BUDGET FORM *(Required)*

Name of Requestor: _____

Municipality: _____

Email: _____

Cell Phone/Office Phone: _____

Reason for Requesting Supplemental Funding (name of event, activity, project or other):

Special Comments: _____

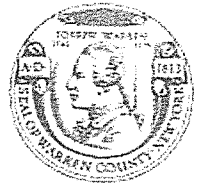
Use this form to submit supplemental budget request. Please feel free to attach estimates of anticipated costs as back-up. *Budget must list all event/activity/project-related expenditures in detail (as well as projected revenue & sources.)*

Expenses

\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

Revenue

\$ _____	<u>Municipal/town/village funding – Supplemental Request</u>
\$ _____	<u>Municipal/town/village funding</u>
\$ _____	<u>Sponsorship/external funding (detail):</u> _____
\$ _____	<u>Sponsorship/external funding (detail):</u> _____



\$ _____	Fundraising/donations: _____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____
\$ _____	_____

TOTALS	\$ _____	TOTAL EXPENDITURES
	\$ _____	TOTAL INCOME

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: 8/24/21

- (a) Purpose of Amendment: **to appropriate \$50,000 from the Occupancy Tax Reserve for Special Olympics NY Fall Games**
- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0002 480, Tourism- Special Events - \$50,000**
- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$50,000**