VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
August 24, 2021

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

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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 (Supervisory Committee) hereby authorizes Tanya Brand (Employee Name)

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

at Grapevine, Texas (Address) on 1/8 - 1/11/22 (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 $ est. 3,000 w/parking at airport (travel and meeting/convention cost)

For Overnight Travel

Funding in Budget? ☐ Y ☐ N

☐ Room rate $ GSA* Rate $ 147

☐ 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.

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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.

FORM REVISED MARCH 22, 2017

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.

OPERATOR REGISTRATION OPTIONS

Registration Role	Prescheduled Appointments	Number Allowed per Company	Early-Bird Rate Until Sept. 8	Regular Rate Starts Sept. 9
☐ 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

SELLER 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 ☐ 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	$0
☐ **ABAF 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 ☐ 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	$0
Bus Maintenance & Repair Council Meeting & Education ☐ Offsite | Sun., Jan. 9 | 9:00 AM – 3:00 PM ☐ Meeting | Mon., Jan. 10 | 9:30 AM – 5:30 PM	$0
Busworld North America Summit ☐ Sessions | Sun., Jan. 9 | 9:00 AM – 5:30 PM ☐ Sessions | Mon., Jan. 10 | 9:00 AM – 5:30 PM	$0
☐ **Hispanic Motorcoach Council Meeting** Sat., Jan. 8 | 12:00 – 1:00 PM	$0
National Bus Traffic Association ☐ 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)	$0
☐ **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

PAYMENT

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

☐ 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 x4 = 924
Last Day (01/12/22)	-	$48*	$48

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

1187
1695
2882
+ parking at airport

Additional Terms and Conditions:

undefined

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 $xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations $xx.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.

GRANICUS
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. *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.*
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	$ 722,614.12
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	$ 1,464,201.00
Increase/Decrease	(72,042.47)
Percent Change	-5.17%

WARREN COUNTY MUNICIPAL CENTER
1340 STATE ROUTE 9-LAKE GEORGE, NEW YORK 12845-9803
TELEPHONE 518-761-6375

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

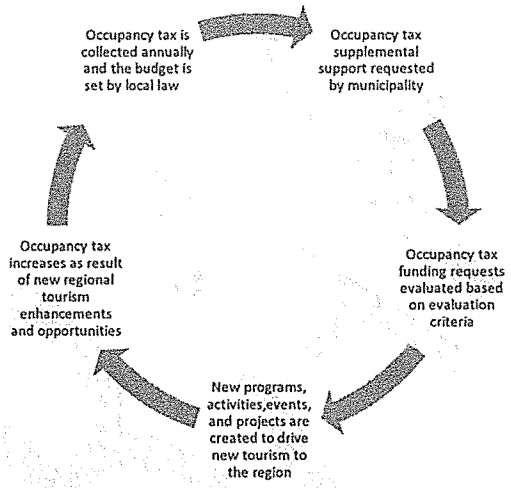
For use by Tourism and Occupancy Tax Coordination Committee and Tourism Department Staff

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

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.

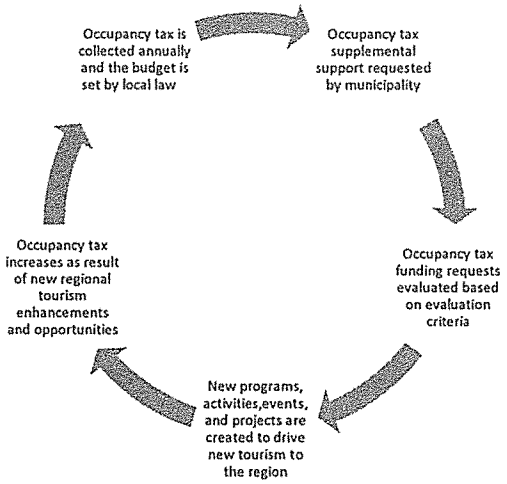
For any questions related to this application, requirements or process, please contact Kristen Hanifin, Tourism Development and Events Coordinator at 518-761-6369 or email hanifink@warrencountyny.gov

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.

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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

_____

Muncipality

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, tradeshows 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.***

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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

$_____ Municipal/town/village funding – **Supplemental Request**

$_____ Municipal/town/village funding

$_____ Sponsorship/external funding (detail): _____

$_____ Sponsorship/external funding (detail): _____

	$_____	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**

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: AUGUST 24, 2021

COMMITTEE MEMBERS PRESENT:
SUPERVISORS: GERAGHTY
BRAYMER
WILD
HOGAN
BEATY
STROUGH

COMMITTEE MEMBER ABSENT:
SUPERVISOR: MERLINO

OTHERS PRESENT:
REPRESENTING THE TOURISM DEPARTMENT:
JOANNE CONLEY, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR
RACHEL E. SEEBER, CHAIRWOMAN OF THE BOARD
RYAN MOORE, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD
ROBERT TERWILLIGER, ACTING COUNTY ATTORNEY
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER
SUPERVISORS LEGGETT
MAGOWAN
TIM MCNULTY, TOWN OF QUEENSBURY WARD 4 COUNCILMAN
REPRESENTING THE SPECIAL OLYMPICS:
BILL COLLINS, DIRECTOR OF TRAINING & COMPETITION
STACY EDER, STATEWIDE DIRECTOR OF COMMUNITY ENGAGEMENT & EVENTS
RENEE SNYDER, VICE PRESIDENT OF DEVELOPMENT AND PUBLIC AWARENESS
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR, CITY OF GLENS FALLS
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF COMMERCE & CVB
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the August 24, 2021 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link: *https://warrencountyny.gov/mma*

Mr. Geraghty called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 11:21 a.m.

Motion was made by Ms. Hogan, seconded by Mr. Beaty and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agenda were distributed to those in attendance; *a copy of the agenda is on file with the meeting minutes.*

The Committee began with a review of the Action Agenda/New Business Items which included the following requests:

a. To authorize an agreement with Walsworth Publishing Company, Inc. in an amount not to exceed $78,375 to print 125,000 copies of the 2022 Warren County Travel Guide over the term commencing September 20, 2021 and terminating December 31, 2021.

Motion was made by Mr. Beaty, seconded by Mr. Wild and carried unanimously to approve the request and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

b. To authorize out-of-State travel for Tanya Brand to attend the 2022 American Bus Association (ABA) Marketplace on January 8 - 11, 2022 in Grapevine, Texas.

Motion was made by Mr. Beaty, seconded by Mr. Strough and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the resolution request form is on file with the minutes. (Note: Subsequent to the meeting it was determined that as per the current Travel, Education and Vehicle Use Policy authorized by Resolution No. 146 of 2021, a resolution was not required to authorize this travel).*

c. To authorize a new contract with Granicus to locate all short-term rentals in Warren County in an amount not to exceed $35,000 for a term commencing September 20, 2021 and terminating September 20, 2022.

A discussion ensued during which it was mentioned that an appropriation from the Occupancy Tax Reserve would be needed to support the cost of the Granicus contract.

Motion was made by Mr. Beaty, seconded by Mr. Strough and carried unanimously to approve the request as outlined above, as well as to authorize the appropriation of funds in the amount of $35,000 from the Occupancy Tax Reserve to the Tourism budget; the necessary resolution was authorized for the September 17th Board meeting and the budget amendment was referred to the Finance Committee. *A copy of the resolution request form is on file with the minutes.*

Continuing to the Discussion Items portion of the agenda, the following items were discussed:

a. Treasurer's Report.
b. Review Special Event Funding Application - Special Olympics with input from Bill Collins, *Director of Training & Competition, Special Olympics,* and Stacy Eder, *Statewide Director of Community Engagement & Events, Special Olympics*.

Motion was made by Mr. Beaty, seconded by Ms. Braymer and carried unanimously to authorize an agreement with Special Olympics New York for the disbursement of $50,000 for the year 2021 in occupancy tax funding for the Fall Games events and up to $50,000 for the years 2022 and 2023 and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the resolution request form is on file with the minutes.*

A question was raised with regard to funding for the Special Olympics New York Fall Games 2021, following which a motion was made by Ms. Braymer, seconded by Mr. Beaty and carried unanimously to appropriate funds in the amount of $50,000 from Budget Code A.881.00, *Reserve, Occupancy Tax,* to Budget Code A.6417.0002 480, *Tourism - Special Events,* to provide funding for the Special Olympics of New York Fall Games in 2021 and refer same to the Finance Committee.

c. Review Municipal Supplemental Funding:
   i. Evaluation Strategy, Grading Criteria and Scoring Sheet

ii. Application

Following a review of the documents listed above, copies of which were included in the agenda packet, a motion was made by Ms. Hogan, seconded by Mr. Beaty and carried unanimously to adopt the Municipal Supplemental Funding Evaluation Strategy, Grading Criteria and Scoring Sheet and Application and the necessary resolution was authorized for the September 17th Board meeting. *A copy of the Evaluation Strategy, Grading Criteria and Scoring Sheet and Application are on file with the minutes.*

The agenda review concluded with the Referrals/Pending Items portion of the agenda, as follows:

1) Discussion to continue regarding the Municipal County-wide funding application, evaluation criteria, after action reports/follow-up and best practices guidelines. This item was reviewed and forms approved earlier in the meeting - this item to be removed from the Referral/Pending Items List.
2) County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee for review. It was noted this item would be discussed by the Committee next month after the members had an opportunity for further review.
3) Granicus Short-Term Rental Compliance to be discussed at a future Committee meeting to allow the County Treasurer to provide input on the subject. Granicus contract was approved earlier in the meeting - this item to be removed from the Referral/Pending Items List.
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 multi-year agreement. It was the consensus of the Committee to leave the current contract in place and not extend it further than three years as per discussions held at the prior Committee meeting - this item to be removed from the Referral/Pending Items List.
5) *Not included on the agenda* A review of the request for proposal (RFP) for competitor data. It was noted that an RFP had been done for this and that the respondents would be interviewed so a review could take place in September.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Beaty, seconded by Mr. Strough and carried unanimously, Mr. Geraghty adjourned the meeting at 12:10 p.m.

Respectfully submitted,
Leslie Lovelace, Secretary to the Clerk of the Board