

# Tourism Committee Meeting

September 21, 2021

Warren County Tourism Department



# Tourism Department Budget Codes Breakdown

Code	Line Item	Amount	Notes
.110	Salaries	\$483,012	Increase 19% due to CSEA contract and new Tourism Development and Events Coordinator position
.120			
.130			
.220	Office equipment	\$1,000	Camera/desktop equip
.410	Office supplies	\$2,800	Slight increase over 2021
.423	Phones	\$1,500	Slight increase over 2021
.424	Postage	\$18,100	Decrease year over year; less mail sent
.426	Subscriptions	\$6,665	Slight annual increases per subscription
.427	Membership/Dues	\$2,245	Slight decrease, drop MC subscription
.428	Data Processing	\$22,586	Support provided by IT Department
.444	Travel/Mileage	\$3,000	Up \$1,000; 2021 travel was minimal
.800s	Employee Benefits; Workers Compensation	\$211,060	Provided

# Tourism Department Budget Codes Breakdown

Code	Line Item	Amount	Notes
.470	Contracts		
	New York State Matching Funds	\$75,000	Estimated Award
	BBB&G	\$80,655	Webmaster
	Working Pictures	\$108,835	Video Production
	Smith Trend Research	\$4,860	Hotel Analytics
	New York Welcomes You	\$23,500	Josiah Brown will present
	AirDNA	\$3,600	Short-term Rental Analytics
	Brochure Distribution	\$14,000	Travel Guide distribution outlets
	Content/Photography/Freelance	\$10,000	Freelance for web, guide
	Influencers	\$10,000	Social Media/Bloggers
	Travel Guide	\$80,000	Annual Guide
	Seasonal Guide	\$15,000	Winter Guide
	<b>Total</b>	<b>\$425,450</b>	

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.481	Contracts: Tourism Promotion	Amount	Notes
	Workshop Media Buy	\$1,000,000	Connected TV, broadcast, digital
	Print	\$57,500	Tourism + Motor coach
	Digital/Social in-house	\$182,500	Tourism + Motor coach
	Production/Images	\$5,000	High res imagery for website
	Promotional Items/Reusable Bags	\$14,000	Distribution at shows, media, events
	ARTC Misc	\$4,000	Misc shows; ILNY Media Night
	Misc. Inc: Petty cash, classified ad	\$1,200	Misc
	Shows/registrations	\$3,600	Tourism + Motor coach
	Motor coach Planner	\$1,500	Updated itineraries
	Fam Tours	\$1,000	Hosting Expense
	Go North	\$3,000	International Co-op
	<b>Total</b>	<b>\$1,273,300</b>	

# Occupancy Tax Budget Code Breakdown

Code	Line Item	Amount
469	Other Payments / Contributions to Towns (25% of <u>estimated</u> 2021 collections \$5,000,000)	\$1,250,000
469.05	Municipal Application Funding	\$195,000
471	Administration Treasurer's fee of 3% based on previous year's collections	\$127,000
480	Special Event Fund	\$600,000
480.02	Convention Event Development Cool Insuring Arena	\$250,000
480.04	Warren County Projects Black Dog Festival Commons website and social media	\$5,000
480.05	Business Promotion LGRCC-CVB: \$550,000; Lake George Visitor Center: \$25,000	\$575,000
480.07	Environmental Projects Invasive Species Chester, Horicon, Luzerne	\$125,000
480.08	Civic Center / Cool Insuring Arena Capital Costs	\$100,000
	<b>TOTAL</b>	<b>\$3,227,000</b>