



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
October 19, 2021**

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

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

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- I. Committee meeting called to order by Chairman Geraghty

 - II. Motion to approve minutes of September 30, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.

 - III. Action Agenda/New Business Items:
 - a. **Resolution request:** To continue the Tourism contract with Lake Placid Advertisers Workshop, Inc. to provide broadcast and digital media buying services for an additional three years.

Rationale: This was bid in 2020 (WC 45-20) and contract was written for one year. The bid specs state that "Upon agreement between the Contractor/Professional and the County, the agreement may be extended for three (3) additional one (1) year terms."

 - b. **Resolution request:** To rescind Resolution #389 of 2021 to print 125,000 copies of the 2022 Warren County Travel Guide.

Rationale: Vendor was not able to obtain the needed paper in time for a December delivery due to supply chain shortages. A March 2022 delivery would mean winter content would outdated by the time the guide arrived.

 - IV. Discussion Items:
 - a. Treasurer's Report, Mike Swan
 - b. Review Special Event Funding Applications –
 - i. Winterfest
 - ii. Christkindlmarkt
 - iii. Lake George Winter Carnival

V. Referrals:

a. County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee meeting for review.

VI. Privilege of the floor and public comment

VII. Motion to adjourn

Attachment # 1: Resolution Request Form No. 20 - To continue the Tourism contract with Lake Placid Advertisers Workshop, Inc. to provide broadcast and digital media buying services for an additional three years.

Attachment # 2: Resolution Request Form No. 20 - To rescind Resolution No. 389 of 2021 to print 125,000 copies of the 2022 Warren County Travel Guide.

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

DATE: 10/19/21

(a) Purpose of Request:

To continue the Tourism contract with Lake Placid Advertisers Workshop, Inc. to provide broadcast and digital media buying services for an additional three years.

(b) Details:

This was bid in 2020 (WC 45-20) and the contract was written for just one year. The bid specs state that "Upon agreement between the Contractor/Professional and the County, the agreement may be extended for three (3) additional one (1) year terms.

(c) Previous Resolution Number:

Resolution # 426 of 2020

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:

A.6417.0001 481, Promotion, not to exceed \$1,250,000

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 426 OF 2020

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, FRASIER, DIAMOND, DRISCOLL, HOGAN, AND WILD

AWARDING BID AND AUTHORIZING AGREEMENT WITH LAKE PLACID ADVERTISERS WORKSHOP, INC. TO PROVIDE BROADCAST AND DIGITAL MEDIA BUYING SERVICES FOR THE WARREN COUNTY TOURISM DEPARTMENT (WC 45-20)

WHEREAS, the Purchasing Agent has advertised for sealed bids for broadcast and digital media buying services for the Warren County Tourism Department (WC 45-20), and

WHEREAS, the Tourism Committee has recommended awarding the bid to Lake Placid Advertisers Workshop, Inc., now, therefore, be it

RESOLVED, that the Purchasing Agent is hereby authorized to notify Lake Placid Advertisers Workshop, Inc. of the acceptance of their bid, and be it further

RESOLVED, that Warren County shall enter into an agreement with Lake Placid Advertisers Workshop, Inc., 44 Hadjis Way, Lake Placid, New York 12946, to provide broadcast and digital media buying services for the Warren County Tourism Department, pursuant to the terms and provisions of the specifications (WC 45-20), for a term commencing January 1, 2021 and terminating on December 31, 2021, for an amount not to exceed One Million Two Hundred Fifty Thousand Dollars (\$1,250,000), and be it further

RESOLVED, that the Chairman of the Board of Supervisors be, and hereby is, authorized to execute an agreement with Lake Placid Advertisers Workshop, Inc. and any other necessary documents, in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from Budget Code A.6417.0001 481, Tourism/Occupancy, Tourism, Tourism Promotion, but shall be limited to the amount provided in the 2021 Budget.

Warren County Tourism Summer 2021 Media Campaign Report

May 15, 2021 – August 31, 2021

PREPARED FOR:

Warren County Tourism
Joanne Conley and Peter Girard

WORKSHOP

44 Hadjis Way, Lake Placid, NY 12946, 518.523.3359
153 Regent Street, Suite 1020, Saratoga Springs, NY 12866, 518.687.1350
www.yourworkshop.com



SUMMARY

The following report covers paid media tactics that ran for the Summer 2021 campaign for Warren County Tourism from May 15 – August 31, 2021.

GOAL

The main goal of the summer campaign was to drive brand awareness around the Warren County/Lake George Area, ultimately increasing qualified website traffic and continuing to elevate and position the Lake George Area as the place to visit during the summer.

STRATEGY

To achieve the above goals, we used a strategic mix of traditional and digital media tactics. We focused on these tactics and channels because they offered the greatest return during each stage in a traveler's decision-making process. Our team researches your target audience to determine their media consumption habits based on their demographics, attitudes, electronic devices, and frequented media channels. We employ unique tools to find specific data about your audience which enables us to hyper-target behavior, context, geographic location, and even time of day. Utilizing powerful content as the main medium to deliver across multiple touch points, we engaged potential travelers with the destination's brand and ultimately be inspired the target audience to travel to the Lake George Area.

AUDIENCE SEGMENTS

- **Leisure Travelers (couples & families)** – Female decision makers, A25-64, HHI \$75k+, who are in the market for leisure travel & family-friendly activities for all generations to enjoy.
- **Outdoor Enthusiasts** – Male/female A25-64, HHI, \$75k+ who are in the market for travel and recreational pursuits and/or health & wellness.

GEOGRAPHIC TARGETS

- **Primary:** New York City DMA (#1 market in organic website visits over the past 5 years)
- **Secondary:** Albany, Syracuse/Utica, Hartford/New Haven, and Boston DMAs

TACTICS USED

- Traditional
 - Television
- Digital
 - Connected TV
 - Paid social
 - Native advertising
 - Video event and retargeting
 - Retargeting
 - Paid search



TELEVISION

- TV was used as a brand awareness tactic with strategic mix of broadcast and cable ads. This mix maximizes the high ratings of live news programming on broadcast and the high frequency of cable.
- Over 3,700 spots were purchased across all markets. This does not include bonus spots.

NEW YORK CITY DMA

- NY1: 251 spots (News)
- News 12: 505 spots (News)
- WFSB – Fairfield County: 465 spots (News, The Early Show)

ALBANY DMA

- Spectrum Albany: 872 spots (CNN, MNBC, FXNC, Spectrum News)
- WNYT: 94 spots (News, Weather Cut-in)
- WRGB: 186 spots (News, CBS Sunday Morning)

SYRACUSE/UTICA DMA

- Spectrum Cable: 500 spots (CNN, MNBC, FXNC, Spectrum News)
- WSTM: 114 spots (News, Today Show)
- WSYR: 98 spots (News, Good Morning America)

HARTFORD/NEW HAVEN DMA

- WFSB: 107 spots (News, CBS This Morning, Eyewitness News)

BOSTON DMA

- NECN (New England Cable News): 475 spots (NECN This Morning, NECN Today, NECN Early News)
- WBTS: 126 spots (Today Show, Megan Kelly Show, News, Today Boston, Sunday Today)



CONNECTED TV

We ran several different Connected TV campaigns using a variety of platforms. Some campaigns were run in-house while others were placed vendor direct. All Connected TV campaigns combined served over 4.7 million impressions across eight different markets.

Note that most Connected TV spots are non-clickable and non-skippable, so we generally see high completion rates and low clicks and CTR. The main goal of Connected TV campaigns is brand awareness.

SPECTRUM STREAMING

- Impressions: 3,806,010
- Completions: 3,722,278
- Completion Rate: 97.8%

IN-HOUSE PLATFORMS

- Impressions: 984,827
- Clicks: 97
- CTR: 0.01%
- Completion Rate: 99.53%



PAID SOCIAL

- Facebook is the #1 social media site used by our target audience and in the U.S. overall. It has the highest engagement rates amongst all tactics utilized.
- Facebook offers several different types of advertising campaigns that run in conjunction with the Facebook newsfeed ads. These campaigns include Instagram and Audience Network.
- Utilizing Instagram and Audience Network increases our reach beyond the Facebook platform.

LIKES CAMPAIGN

Overall Performance

- Impressions: 4,008,614
- Reach: 1,311,369
- Frequency: 3.06
- Page Likes: 23,398
- Page Engagements: 55,458
- Post Reactions: 17,329
- Post Comments: 470
- Post Shares: 941
- Post Saves: 249
- Post Engagements: 18,989 (reactions + comments + shares + saves)

Performance by Ad Set

We ran two ad sets for Page Likes campaign. Both campaigns are essentially the same, but the ad copy is different between the two. Both include the same imagery and targeting. The "Ready for Summer?" ad copy and, therefore, ad set was the stronger performer during this campaign with more Page Likes.

Ad Set	Impressions	Reach	Frequency	Page Likes	Page Engagements
Ready for Summer?	2,289,010	892,401	2.57	14,112	31,766
Original American Vacation	1,719,604	771,897	2.23	9,286	23,692

Top Ads (by Page Likes)

In both ad sets, the canoe image performed the best out of the 5 images we have included in both.

Ready for Summer?

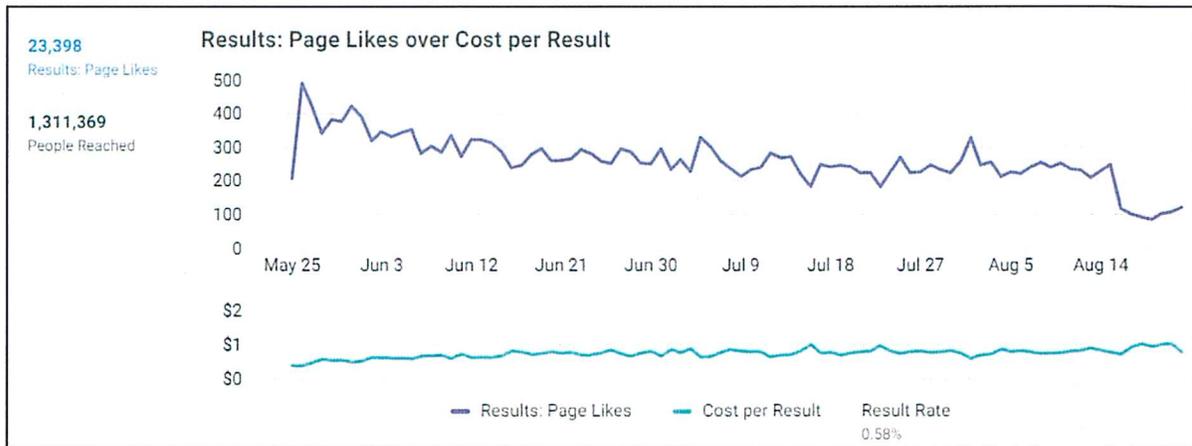


Original American Vacation

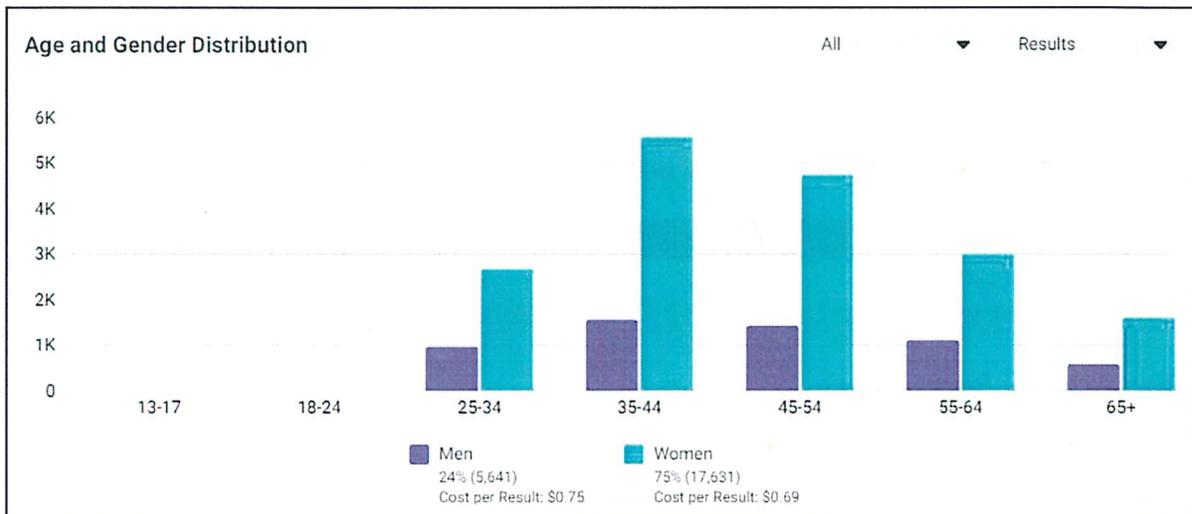




Performance During Campaign



Campaign Demographics



GENERAL NEWSFEED CAMPAIGN

Overall Performance

- Impressions: 13,390,073
- Reach: 2,237,672
- Frequency: 5.98
- Clicks: 296,025
- CTR: 2.21% (146% above the 0.90% average for a standard Facebook campaign)
- Reactions: 27,143
- Comments: 1,210
- Shares: 2,415
- Saves: 958
- Engagements: 31,726 (reactions + comments + shares + saves)



Performance by Ad Set

We see that the Sherpas of the Lake ad set received more clicks, but the Summer Adventure ad set held the higher CTR. Overall, the performance between the two ad sets is very similar, but with more impressions being served by the Sherpas of the Lake ad set.

Ad Set	Impressions	Reach	Frequency	Clicks	CTR
Summer Adventure	4,113,487	1,256,449	3.27	98,968	2.41%
Sherpas of the Lake	9,276,586	1,789,545	5.18	197,057	2.12%

Top Ads (by Clicks)

Sherpas of the Lake:



Lake George Area
Sponsored

Discover Lake George like you've never seen before and take a ride on one of our majestic cruise ships! Secluded islands and grand mountains are just a boat trip away!



VISITLAKEGEORGE.COM
Sherpas of the Lake
Start planning your trip today!

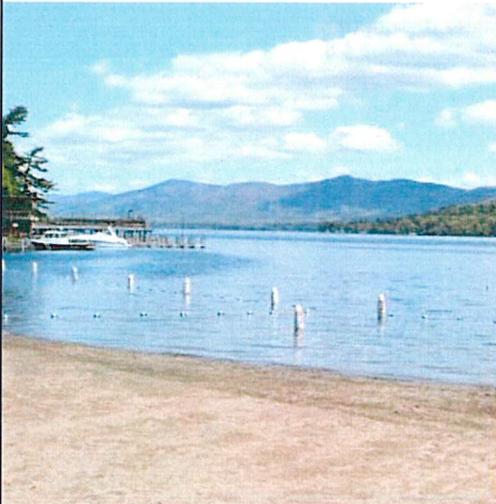
LEARN MORE

Summer Adventure:



Lake George Area
Sponsored

It's been quite a year and you've earned yourself a vacation! Lake towns, wooded communities, massive mountains, and crystal-clear lakes, make the Lake George Area your destination for summer! Start planning today!

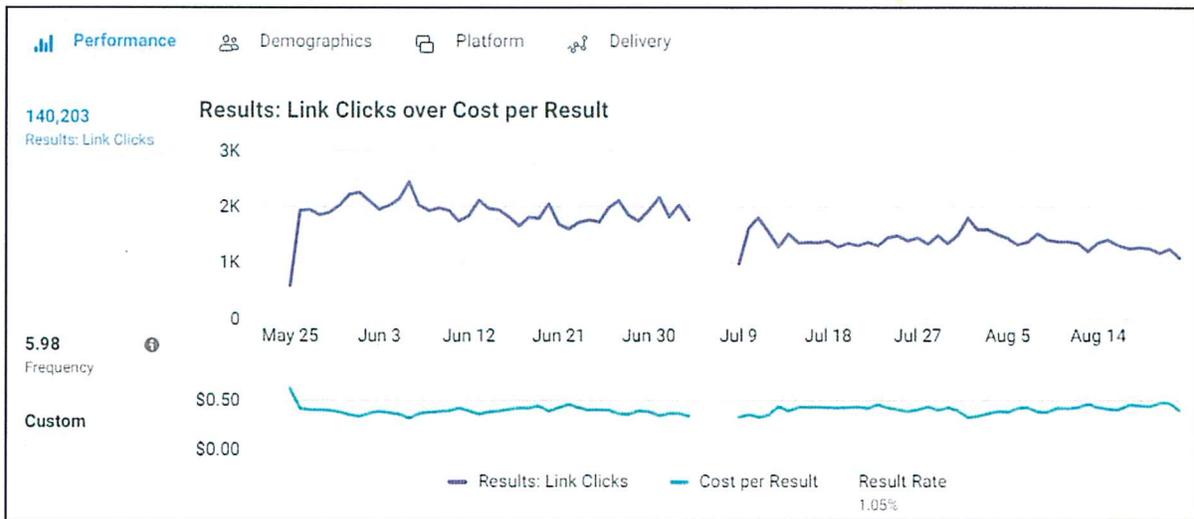


VISITLAKEGEORGE.COM
Your Summer Adventure is Here!

LEARN MORE



Performance During Campaign



Campaign Demographics





NATIVE ADVERTISING

- Native advertising is a form of display advertising that integrates branded content into the organic experience of a website. The rise of native was born out of the need for advertising to be less disruptive to the user experience. Native ad units conform to the look and feel of other content on a site.
- Native ads are sometimes referred to as "sponsored stories."
- Usually, the content will be non-promotional in nature, meaning there is no direct call-to-action.
- The content provides value not aimed at selling a product but by providing valuable information while enhancing brand authority on specific subjects.
- Native runs across all devices - desktops, mobile, & tablets, and all channels – video, display and social.

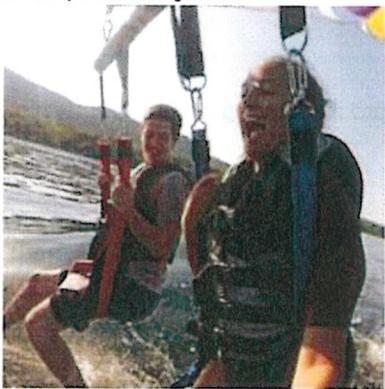
OVERALL

- Impressions: 2,666,692
- Clicks: 9,330
- CTR: 0.35% (17% above the 0.30% average for a standard native advertising campaign)
- Avg. Time on Site: 41s

CREATIVES

Summer Adventure:

Sponsored By Lake George Area



Plan Your Lake George Area Summer Now!

You've earned yourself a vacation! Lake towns, wooded communities, mountains & lakes, you'll never want to leave!

Sherpas of the Lake:

Sponsored By Lake George Area



Sherpas of the Lake

Discover Lake George on one of our majestic cruise ships! Secluded islands & grand mountains are just a boat trip away!



VIDEO EVENT RETARGETING

- Video event retargeting allows us to cookie the browser of users who were served your video ad and watched the video to completion but did not click through to the website.
- We retarget these users with native, display, or video ads to encourage them to click your ad, visit your website, consume content, complete a goal, etc.
- This tactic drives more engagement with current customers as well as win new ones.
- Click-through-rates for these campaigns have typically been more than twice the industry average for a standard retargeting campaign.
- For this campaign, we have retargeted users with a banner ad.

VIDEO

- Impressions: 800,017
- Clicks: 723
- CTR: 0.09% (55% below the average of 0.20% for a standard video campaign)
 - Note: We are not concerned with a low CTR for this campaign since the goal is to capture an audience that completes viewing the video to later retarget them.
- Video Completions: 609,624
- Completion Rate: 80.04%

RETARGETING

- Impressions: 2,352,592
- Clicks: 9,756
- CTR: 0.42% (180% above the average of 0.15% for a standard retargeting campaign)



RETARGETING

- Retargeting allows a brand to further communicate a message to a user who has engaged in some way with a brand.
- For example, if a user visits your website and leaves without completing a goal (e.g. email sign-up, downloads, purchases, etc.) we can then serve ads to the user once they have left, keeping you at the top of mind and ultimately enticing them to return to the site to complete one of the identified goals.
- For most websites, only 2% of web traffic converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users who don't convert right away.
- Retargeting is a bottom funnel tactic with one of the highest conversion rates among all tactics. A clear, well-defined goal should be set in place before a retargeting campaign begins.
- Website visitors who completed the goal or conversion will be excluded from retargeting.

OVERALL

- Impressions: 2,592,343
- Clicks: 4,982
- CTR: 0.19% (27% above the average of 0.15% for a standard retargeting campaign)



PAID SEARCH

OVERALL

- Impressions: 884,582
- Clicks: 122,058
- CTR: 13.80 % (195% above the average of 4.68% for a standard Google Ads campaign)
- CPC: \$0.74 (well below the average of \$1.53 for a standard Google Ads campaign)
- Conversions: 1,804
 - 1,173 calls from ads, 449 travel guide requests, 182 e-newsletter signups
- Conv. Rate: 1.48%

PERFORMANCE BY CAMPAIGN

All campaigns outperformed the Google Ads Travel & Hospitality CTR benchmark of 4.68% and CPC benchmark of \$1.53. The campaign structure is closely associated with the website navigation. Listed below is the breakdown of ad groups in each campaign and then campaign performance.

- Branding: Branding
- Activities: Attractions, Amusement Parks, Factory Outlets, Free Activities, Scenic Drives, Couples Activities, Dining, Museums & History, Ranches & Rodeos, Miniature Golf, Farms & Markets
- Events: Events, 4th of July, Fireworks, ADK Jeep Invasion
- On The Water: Boat Cruises, Beaches, Boat Rentals, Whitewater Rafting, Water Activities, Paddling, Water Sports
- Recreation: Hiking, Air Adventures, Fishing, Horseback Riding, Golf, Biking, Birding
- Seasonal: Summer
- Camping: Camping, Island Camping, RV Parks, Waterfront
- Lodging: Lodging, Pet Friendly, B&B's & Inns, Waterfront, Packages, Resorts, Cabins

Campaign	Impressions	Clicks	CTR	CPC	Conversions
Branding	116,635	16,984	14.56%	\$0.41	296
Activities	74,774	10,117	13.53%	\$1.06	171
Events	35,972	9,009	25.04%	\$0.51	68
On The Water	59,049	6,717	11.38%	\$0.94	76
Recreation	49,630	6,394	12.88%	\$1.42	62
Seasonal	19,247	5,257	27.31%	\$0.41	49
Camping	44,941	3,976	8.85%	\$1.16	86
Lodging	32,991	3,436	10.41%	\$1.33	80

TOP 10 KEYWORDS (BY CLICKS)

We see that all the top keywords contain "lake george" in them. Many are very focused on events, things to do, and what is happening in Lake George during the summer.

Keyword	Impressions	Clicks	CTR
lake george attractions	23,578	6,691	28.38%



summer in lake george	22,491	5,602	24.91%
lake george activities	20,172	5,395	26.74%
prospect mountain lake george	31,489	5,231	16.61%
what to do in lake george	15,145	4,938	32.60%
lake george things to do	16,992	4,772	28.08%
lake george events	22,658	4,765	21.03%
lake george summer	14,741	3,589	24.35%
lake george ny events	13,011	2,745	21.10%
summer vacation lake george	11,995	2,412	20.11%

TOP 5 ADS (BY CLICKS)

Ad	Impressions	Clicks	CTR	CPC
Visit Lake George Things To Do Complete List of Things To Do +3 more www.visitlakegeorge.com/attractions We are way more than just a lake. There is never a shortage of things to do in Lake... View assets details	92,725	24,917	26.87%	\$0.24
Lake George, NY Visit Lake George Lake George Area +7 more www.visitlakegeorge.com Discover the birthplace of the American vacation. The destination that started it all... View assets details	113,574	16,770	14.77%	\$0.39
Visit the Lake George Area Complete List of Events Learn More +5 more www.visitlakegeorge.com/events Event season never stops in the Lake George Area. There's no such thing as a boring stay i... View assets details	56,424	12,299	21.80%	\$0.57
Visit the Lake George Area Summer Vacation Learn More +6 more www.visitlakegeorge.com/summer Summer means vacation in the Lake George Area. Enjoy everything summer has to offer... View assets details	46,193	11,138	24.11%	\$0.40
Lake George, NY Boat Cruises Visit the Lake George Area +6 more visitlakegeorge.com/boat-cruises Gaze at the Adirondack Mountains and see why cruising on Lake George is a tradition. A... View assets details	45,996	6,463	14.05%	\$0.82

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

DATE: 10/19/21

- (a) Purpose of Request:
To rescind Resolution #389 of 2021 to print 125,000 copies of the 2022 Warren County Travel Guide

- (b) Details:
Vendor was not able to obtain the needed paper in time for a December delivery due to supply chain shortages. A delivery in March 2022 would mean winter content would outdated by the time the guide arrived.

- (c) Previous Resolution Number:
Resolution # 389 of 2021

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.6417.0001 470, Contract \$78,375.00

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

*** as listed in budget and LOGOS**

Warren County Board of Supervisors

RESOLUTION NO. 389 OF 2021

RESOLUTION INTRODUCED BY SUPERVISORS GERAGHTY, MERLINO, BRAYMER, WILD, HOGAN, BEATY AND STROUGH

AWARDING BID AND AUTHORIZING AGREEMENT WITH WALSWORTH PUBLISHING COMPANY, INC. FOR PRINTING OF THE 2022 WARREN COUNTY TRAVEL GUIDE (WC 45-21) FOR THE TOURISM DEPARTMENT

WHEREAS, the Purchasing Agent has advertised for sealed bids for the printing of the 2022 Warren County Travel Guide (WC 45-21), and

WHEREAS, the bids were opened on August 17, 2021 and the Tourism Director has recommended that the bid be awarded to Walsworth Publishing Company, Inc., located at 306 N. Kansas Avenue, Marceline, Missouri 64658, as the lowest responsible bidder, now, therefore, be it

RESOLVED, that the Warren County Purchasing Agent be, and hereby is, authorized and directed to notify Walsworth Publishing Company, Inc., 306 N. Kansas Avenue, Marceline, Missouri 64658, of the acceptance of their bid, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with Walsworth Publishing Company, Inc. for printing of 125,000 copies of the 2022 Warren County Travel Guide, in a form approved by the County Attorney, pursuant to the terms and provisions of the specifications (WC 45-21), for an amount not to exceed Seventy-Eight Thousand Three Hundred Seventy-Five Dollars (\$78,375), for a term commencing September 20, 2021 and terminating upon completion of services, at the prices defined in the attached Schedule "A," and be it further

RESOLVED, that the funds shall be expended from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract.



OCCUPANCY TAX APPLICATION SCORING SHEET

MAX TOTAL POINTS: 100

Please review criteria and apply weights 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 Occupancy Tax Committee.

Please total each of the 3 sections and final total at the end.

1. Completeness and comprehensiveness of application. ALL APPLICATIONS MUST BE COMPLETE OR NOT ACCEPTED

2. **ECONOMIC IMPACT:** Commitment to the overall economic impact of tourism development in Warren County.

Is the event a:

“Signature Event” (annual/large scale/established/well attended and known): 15,000+ estimated room nights and/20,000+ day visitors _____ (max. 20pts); or

High Impact Visitors: 6,000-14,999 estimated room nights and/or 15,000+ day visitors _____ (max 15pts); or

Medium Impact Visitors: 1000-5,999 estimated room nights and/or 5,000+ day visitors _____ (max 10pts); or

Low Impact Visitors: < 1000 estimated room nights and/or 2,500 +/- day visitors _____ (max 5pts)

Is the event in a “non-peak” season (Oct-May)? _____ (max 5pts)

Event demonstrates how it will quantify total number of attendees and overnight guests _____ (max 5 points)

Is the event an annual/multi day event? _____ (max 3 points)

Is the event non-profit? _____ (max 2 points)

_____ (35 MAX)

3. **SOUNDNESS & FISCAL STABILITY OF THE EVENT** – The applicant provided a comprehensive and detailed budget outlining all expenditures and income, has a clear event objective and identifies all external sources of income

Did the applicant provide:

Specific income/expenditures clearly identified on budget, including estimates _____ (max 10 points)

No clear budget provided or detailed _____ (max 0 points)

Requesting Funding from other municipalities or ticket sales _____ (max 0 points)

Receiving funding from community partners/sponsors _____ (max 5 points)

Annual event with clear demonstration of adding new components to attract new visitors _____ (max 5 points)

Event identifies opportunities for local hospitality partnerships (i.e.: hotel packages, incentives, “dine-around”) _____ (max 5 points)

Event provides philanthropic/community-oriented component (fundraiser for local charity, skills clinics for local residents, donations collected for regional food bank, etc.) _____ (max 5 points)

Profit-sharing opportunities _____ (max 5 points)

_____ (35 MAX)



4. **EVENT MARKETING** – The applicant provided a comprehensive marketing plan which outlines strategies and opportunities for attracting visitors from out-of-county and over 75-miles and clearly identifies opportunities to reach new audiences, align with Warren County Tourism marketing initiatives and expand area reach and visibility.

Did the applicant:

Provide a clear, well defined marketing plan with clear strategies to reach and engage overnight visitors through all promotions _____ (max 10 points)

No clear marketing/promotional plan provided _____ (max 0 points)

Outline clear marketing and promotional strategies _____ (max 5 points)

Demonstrate opportunities to expand/align event marketing reach above and beyond current county tourism initiatives to reach new audiences and visitors through brand activations, guerilla marketing or other means _____ (max 10 points)

Provide co-branding opportunities to increase regional visibility to new audiences _____ (max 5 points)

_____ (MAX 30 TOTAL)

TOTAL POINTS AWARDED: _____

NOTES/COMMENTS/RECOMMENDATIONS:

OCCUPANCY TAX REQUEST SUMMARY – WINTERFEST

REQUEST AMOUNT: \$50,000 (increase from \$40,000 in 2021)

REASON: Organizers requesting funding to support 2'd annual Winterfest program. Winterfest is not an actual event, but rather a winter-themed discount program, existing event/activity promotional campaign and collaborative marketing effort by hotels, attractions, event planner (Americade), two marketing firms (Advokate and Mannix Marketing), and the addition of a communications firm (Behan Communications – new in 2022) to utilize a wristband pass program to encourage winter visitations to the Lake George Area.

In 2021, the wristbands were \$35 for various activities. In 2022, the price has been increased for the 2022 season to \$75 and organizers state that the wristbands can be used for hotel discounts, free hot chocolate, carriage rides and one pre-reserved activity. No additional data was provided explaining what new activities will be incorporated to account for this \$40 increase. According to the Winterfest Survey from 2021, Q10 indicated that 70% of respondents felt they did not get a good value for their wristband purchase. How will this group address this issue and justify the higher price increase?

In the same post event survey, Q11 ranked igloos, fire pits, ice bars, snowmobiling, hotel discounts and carriage rides as being very important. Will these be incorporated in the new 2022? Activities are anticipated to occur county-wide, but no confirmation of the wristband-covered activities was provided in the application and the information on the current [website](#) for Winterfest is dated from the previous year's activities. Application contains inconsistencies and gaps of information.

LOCAL ECONOMIC IMPACT: Applicant states on p. 7, Q5 that they anticipate 3,000 attendees, but on p. 8, Q9 there are 5,000 projected attendees. Applicant needs to clarify.

- Applicant states that there were 773 wristbands purchased in 2021 and that there were 2,500 attendees in 2021.
- Event is considered MED ECONOMIC IMPACT (1000-5,999 room nights and up to 5,000+-day visitors.), not a HIGH IMPACT event as stated by applicant as projected overnight rooms for 2022 are @2,000.
- Applicant indicates Smith Travel Reports provided data to indicate 1,350 rooms were used in 2021. Should clarify which hotels were used for 2021 event promotions.
- Off Peak event in December
- Event was popular in 2021 and provided COVID-safe outdoor winter promotional activities. Application is vague about new activities and efforts being undertaken for 2022.

SOUNDNESS & FISCAL STABILITY OF THE EVENT/BUDGET

- Americade Team Services Estimates: **\$36,200 (UP \$11,200 from 2021)**
- Mannix Marketing Services Estimates: **38,235 (UP \$18,235 from 2021)**
- Advokate Services Estimates: \$4,962 (stayed same)
- Behan Communications Estimate: \$5,000 (**NEW** for 2022)
- Total estimated Winterfest Expenditures: **\$196,497**
- Anticipated revenue sources for event: **\$225,000 (wristbands), \$50,000 (Occ tax), \$27,073 (sponsorships)**. Application does not indicate confirmed sponsorships for 2022.

- Indicates on p. 9, Q13 that profit sharing (unlike 2021) is not an option, as it was in 2021, but on submitted application Budget, applicant estimates on line 42 that it will return \$78,503 in net proceeds back to Warren County. This is inconsistent and needs clarification.
- Family-friendly event for the Lake George community

EVENT MARKETING

- Marketing plan attached w/ budget – total marketing budget: **\$48,197 (UP \$5,000** with addition of Behan Communications for press releases). What will Behan Communications be doing?
- Marketing addendum indicates heavy emphasis on digital marketing and will include geotargeting to specific areas including Capital District, lower Hudson valley, greater Metro NY, Long Island, CT and NJ.
- Marketing program is intended to increase message of winter activities available in the Lake George area encourage visitors to buy a wristband to save money and enjoy winter activities in the region. Winterfest marketing team plans on collaborating with Warren County tourism team to cross promote winter activities throughout the season.
- Line 62 – both Mannix and Advokate indicate conducting Facebook and Instagram marketing. Are these duplicate services?
- What is the conversion rate from marketing efforts to actual visitation and how will this be measured?



APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include ALL items on the page two check list. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and **WILL NOT be reviewed or awarded.** All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism 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.

Amount of Occupancy Tax Funding Requested: \$50,000

A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
Christian Dutcher
- 2.) Address:
PO Box 2205, Glens Falls, NY 12801
- 3.) Email/Cell phone:
christian@americade.com 5187980858
- 4.) Estimated Event Duration (including set-up/clean up times):
Mid-December 2021 through March 2022
- 5.) Anticipated Number of Attendees 3000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 3-5 Americade Staff, All Attraction and Hospitality staff

B. EVENT INFORMATION

- 1.) Name of Event: Lake George Winterfest
- 2.) Date & Time of Event: Various hours depending on fulfillment centers, mid-December through March 2022
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
Various locations in Warren County, mainly in the Town of Lake George
- 4.) Which category BEST describes your event (check one):
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. (If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.

Answer #6 Fulfillment Centers are all of the participating organizations and vendors: Free Hot Chocolate Stations are manned by people who hand out free chocolate. All employees at the attractions and hotels who fulfill the free activity or included activity.

WINTERFEST SHORT DESCRIPTION (answers #2, #3 & #4 & #5):

Winterfest is both a theme, a discount program, and a collaborative effort between hotels and attractions pulled together with a wristband to encourage visitors not to come once but to come frequently over the winter season. We will be supporting the existing strong winter activities and events planned for 2022 by reaching out to NJ, PA, CT and Mass, and (outside of Warren County) NY to help spread the word about our winter wonderland.

The idea is much like John Strough's Fall Festival concept. It pulls together the many covid-friendly activities that the region has to sell a concept that we are a winter wonderland. It's building a story on why people need to come from December to March.

The wristbands are purchased for \$75. The no expiration date on the wristbands, the visitor can use it multiple times for the additional hotel discount, free hot chocolates, and carriage rides and includes one activity, we can not confirm activities and events until we have funds but anticipate not only last years participants but to expand to more attractions and events as we should have an extra month to plan.

Which activities will be included in the wristband. Most likely all of the same activities that visitors loved best will sign back on, and we plan to include to even more activities for 21-22.

MARKETING PLAN OVERVIEW (answers #6)

The marketing plan which details every marketing activity in the spreadsheet is fully focused on digital marketing. That is because, in order to have strong measurable success metrics and a high return on investment, we need to sell wristbands online. Traditional advertising like radio, tv, and even OTT ads are great for branding but not converting leads to visitors. The marketing will focus on the hot spots on the provided map and at the request of Warren County, we will exclude any locations requested. For example, if covid were to be widespread in NJ, we could exclude that state or specific zipcodes as provided when geotargeting.

This program will have a strong impact on the county for spreading the messaging of the many activities, attractions, and events for the winter. However, the primary goal is to sell wristbands as a visitor is less like to cancel a trip when they have both hotel and activity booked. This provides some weatherproofing. Furthermore, the purchase of the wristband is to psychologically encourage visitors to come more than once as our goal is to promote repeat winter visits as there is "so much to do". All digital marketing will promote the idea of buying the wristband and savings and sharing the many winter activities under a festival theme. Winter is our Festival Season - selling the many options. The goal of digital marketing is to drive the visitor to the Winterfest Page to buy a wristband or in the case of giveaway marketing - is to gain an email to remarket to these people with direct emails to again drive the purchase of a wristband and a guaranteed visit. The marketing teams plan on collaborating with Warren County's marketing team to further the visibility of the program with Warren County's channels if possible.



- 6.) Type of Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)
 New Event Annual Multi-Day Multi-week/month

7.) How long has this event been in existence: 1 year Date started: February 2021

8.) If a multi-year event, what new marketing, promotions and/or activities have been added to enhance the event and increase attendance? *Feel free to attach a separate sheet.*
attached

9.) Total number of attendees projected? 5000 Previous year's attendees? 2500

10.) How will you track attendance and room nights?

Online tickets sales and Smith Travel reports from participating hotels. There were 773 purchased wrist bands in 2021.

Many of the wrist bands sales were to single individuals who came up with others.

11.) Number of day visitors projected? 1000

12.) How did you determine this percentage (surveys, zip codes, etc.)?

Surveys sent out in early march and a zip code analysis from February 2021 data

13.) Number of overnight guests projected? 2000

14.) How did you determine this percentage (surveys, zip codes, etc.)?

Zip code analysis from data from February 2021 and Smith Travel reports from participating hotels

15.) Number of overnight accommodations used in previous year? 1350

16.) Average length of stay per guest? 1.9

17.) How did you determine total number of overnight rooms?

Smith Travel reports, information from area hotels

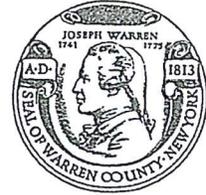
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

Smith Travel, Survey Monkey, Lake George Chamber of Commerce, Expedia, and Booking.com

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$50000

2.) Ticketed event: YES Price of tickets: \$75 per wristband NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ _____ NO

4.) Total Cost to be borne by the organizer for the event: \$ 142000

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ 187,900

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. Failure to provide a complete budget will result in the application being disqualified. \$ see attached document

7.) Anticipated total revenue from the event: \$ 225000

8.) Clearly identify the special event/activity objectives. (i.e.: the purpose of this event is to create a unique car show which will attract car aficionados from across the Northeast. The purpose of this activity is to create a stronger cultural asset in the region.) Attach additional pages if necessary

Guests will purchase online wristbands allowing them free and discounted area events.
The purpose of this event is to drive more overnight business during the shoulder winter season, capitalizing on the Lake George Winter Carnival and the new Ice Castles event.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 40000 # of yrs. 1
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
see spreadsheet, many inkind donations from various businesses and vendors.

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 0 #of yrs _____

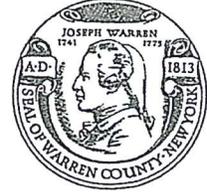
Municipality? _____

NO

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? none

13.) Will the proceeds from the event benefit any other organization or does the event provide an opportunity to support a local charitable organization or group? YES (what %/\$ amount) _____ NO

14.) Please describe community benefit opportunity if answered YES to the previous question:



D. EVENT MARKETING & PROMOTION

1) Marketing Plan (See Appendix D)

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) October 2021

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 100%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Capital District area, lower Hudson Valley, Greater Metro New York, Long Island, some parts Connecticut and New Jersey.
See attached Heat Map.

5.) Who is your target audience and/or demographic?
Winter sports enthusiasts and winter vacationers.

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

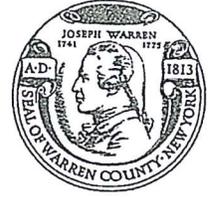
7.) Do you need assistance with the permitting/licensing process? YES NO

8.) What permits and licenses are anticipated for your event? (if unsure, please email hanifink@warrencountyny.gov for further clarification)
None

9.) **SAFETY AND LAW ENFORCEMENT NEEDS** (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.

Do you require these services? YES, if yes, what services and when? Explain. NO

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event? YES NO



AFFIRMATION

I have read the "Warren County Rules and 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

Christian Dutcher

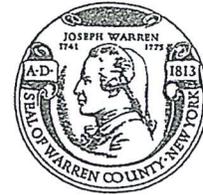
Name

Lake George Winterfest

Organization

Date

Title



APPENDIX A

LOGO USAGE REQUIREMENTS & LOGO USAGE AGREEMENT

The Warren County Tourism Logo must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Funding.



LOGO APPLICATION/PRINTING INSTRUCTIONS:

- PRINT/WEB PLACEMENT: Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.
- ONE-COLOR PRINTING: The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.
- FOUR-COLOR PRINTING:
Logo prints 100% with no screens. No color changes allowed.

Please contact Peter Girard at Girardp@warrencountyny.gov for specific logo files or for any placement questions.

AFFIRMATION

I, Christian Dutcher, as representative for Lake George Winterfest (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Christian Dutcher
Signature

9/13/21
Date



APPENDIX B

ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING FOR COUNTY WIDE EVENTS **

ELIGIBLE USES OF EXPENDITURES

- Paid advertisements: print, radio, television and Internet advertisements, email campaigns, social media campaigns promoting events, attractions, activities, packages, conventions, sporting events, tradeshow, encouraging overnight stays
- Outdoor signage/banners/billboards
- Posters/flyers/brochures
- Design, production and placement of out-of-county advertising
- Fireworks displays
- Event-related postage for direct mail campaigns
- Rental or fee of traveling/special exhibits
- Promotional items promoting the event
- Re-enactors, musicians, entertainers, umpires for games
- Maps, free guides tours of regional area, bicycle routes, snowmobile trails
- Hosting/bid fees
- Venue rental, EXCLUDING any and all county/municipal-owned properties
- Event-related rentals & expenditures (tents, chairs, tables, etc.)
- Portable toilets/handwashing stations/public health-related expenses
- Promotional videography, photography promoting the event
- Signage/advertising on trolley/bus promoting the event
- Advertising in trade journals
- Paid brochure distribution
- Production of promotional materials
- Hanging banner ads
- Public relations to promote event
- Insurance
- Event security/emergency Services
- Event-specific website design/development/updates
- Event-specific directional signage
- Event-specific logo design
- Event-specific external marketing services

INELIGIBLE USES OF EXPENDITURES

- Payroll/salaries
- Staff hotel/meals
- Staff travel expenditures
- Alcohol
- Staff mileage
- Annual operating, administrative, and maintenance costs
- Awards to participants
- Capital programs
- Set up/clean-up of event
- Volunteer stipends

**** 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, Legal and County Auditor.**



APPENDIX C
ECONOMIC IMPACT VISITOR SURVEY - Visitor Questionnaire

EVENT NAME: _____ EVENT DATE: _____

What is your zip code? _____

What was the PRIMARY reason for your trip to the Lake George Area?

- Special Event _____
 Vacation/Leisure
 Visit friends/relatives
 Business/Convention
 Sporting Event
 Other: _____

How did you travel to the Lake George Area?

- Car
 Bus tour/group
 Other: _____

How many nights did you stay in the Lake George Area? _____ Nights
 Day Trip Only

Where are you staying while in the Lake George Area?

- Hotel/Motel
 Vacation Rental/Condo (STR)
 With Friends/relatives
 Bed & Breakfast
 Campground
 Other: _____

Name of Accommodation (if willing to provide)? _____

In addition to this event, what other activities did you participate in while in the Lake George Area?

- Shopping
 Dining
 Outdoor Recreation (hiking, biking, rafting, etc.)
 Beach
 Cultural & Arts
 Evening Activities (fireworks, etc.)
 Other: _____

Is this your first time coming to the Lake George Area?
 Yes, would you return? _____
 No

How did you hear about the Lake George Area ?

- Event promotion/advertisement
 Friends/family
 VisitLakeGeorge.com
 Radio
 Hotel/motel/campground staff
 Other _____
 Lake George Area newsletter, Lake George Area social media, (website bullet above)

Thank you for participating in our survey!!!



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: Lake George Winterfest
 Event Date (and rain date if any): Mid-December 2021 through March 2022
 Event Type: Visitor participatory event
 Special Comments: _____

Please fill in this form in detail with Estimates and submit at time of application. An updated and detailed Marketing plan form will be REQUIRED after the event as part of the Post Event Final Report. If you use your own spreadsheet, please follow the format below and answer all questions.

	<u>Estimated</u>	<u>Actual</u>
Print Ads	\$ <u>Mid-D</u>	\$ <u>Mid-</u> Newspaper (indicate which) _____
	\$ _____	\$ _____ Magazine (indicate which) _____
	\$ _____	\$ _____ Brochure (indicate distribution) _____
	\$ _____	\$ _____ Direct Mailer (indicate distribution) _____
	\$ _____	\$ _____ Other print advertising: _____
Digital Ads	\$ _____	\$ _____ Google Display/Search Engine Marketing
	\$ _____	\$ _____ Facebook
	\$ _____	\$ _____ Instagram
	\$ _____	\$ _____ Other social media _____
	\$ _____	\$ _____ Purchased email lists
	\$ _____	\$ _____ Other digital advertising _____
Billboards/Outdoor Advertising		
	\$ _____	\$ _____ Billboard/banner
	\$ _____	\$ _____ Poster
	\$ _____	\$ _____ Other Outdoor Advertising
Other Advertising Expenses		
	\$ _____	\$ _____ Radio, TV (indicate stations)
	\$ _____	\$ _____ Creative Design
	\$ _____	\$ _____ Other advertising expenses
TOTAL EVENT MARKETING/ADVERTISING EXPENSES	\$ _____ (estimated)	\$ _____ (actual)



1) When will your event marketing campaign begin/end? October 2021 - March 2022

2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?

Mostly through digital marketing utilizing Mannix Marketing in Glens Falls. This will include Facebook posts, emails to past participants, and inquiries through the

Lake George Winterfest website and visitlakegeorge.com.. The event will also be displayed on visitlakegeorge.com, Lake George.com, Saratoga.com and the Lake George Chamber websites

There will be continuous development on the Lake George Winterfest website to include pictures and program updates

3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)

Capital District area, lower Hudson Valley, Greater Metro New York, Long Island, some parts Connecticut and New Jersey.

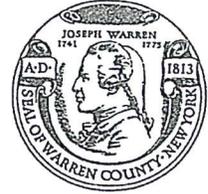
4) Who is the primary audience you are trying to attract with your event (i.e. families, auto enthusiasts, food/wine enthusiasts, cultural travelers, etc)

Winter Sports Enthusiasts, winter vacationers, "cabin fever" individuals

5) What opportunities do you foresee with your event to collaborate your marketing efforts with Warren County Tourism to help promote your event (i.e. joint press events, cross marketing on social media, etc).

We will cross promote, utilizing Warren County Tourism advertizing schedule and email promotions.

Retargeting - The marketing efforts will send visitors to lakegeorgewinterfest.com



APPENDIX F

Warren County Emergency Services Event Request

Welcome to the Lake George Area. We are thrilled you have selected our area for your event and would like to work collaboratively with you to ensure that your event is the safest it can be for you and your attendees. Please take a few moments to fill out the form below so that we may coordinate with you for any emergency services needs you may have. If you have specific questions regarding the safety of your event or emergency services options, please email EventsEMS@warrencountyny.gov

Name of Event: Lake George Winterfest

Dates of Event: Mid-December 2021-March 2022

Number of attendees expected (Adult/youth): 3000

Host Municipality/Location: Warren County

Brief Description/nature of the event (type, motorized, non-motorized, specific location):

Motorized - Warren County

Non-motorized - Warren Co

Main Organization Point of Contact:

Name: Christian Dutcher

Organization: Lake George Winterfest

Phone: 518-798-0858

Email: christian@americade.com

What emergency services do you require (police, fire, EMT, emergency services, road closures, police details, etc.)?
none

	A	B	C	D	E
1	Addendum A				
2	Services Provided (green Americade, Blue Mannix, Yellow Advocate, Purple the				
3					
4	AMERICADE - CHRISTIAN DUTCHER AND HIS TEAM - TEAM SERVICES				
5	Event Creation & Business Plan				
6		\$5,000			
7	Covid-Safety Plan Meeting Time and Coordination	\$1,500			
8	Website Development	\$6,000			
9	Website Administration and Updates (4 weeks)	\$2,000			
10	Estore Website Development, Inventory Management, Payment Processing, Fulfillme	\$4,000			
11	Partner Acquisition & Onboarding	\$1,000			
12	Partner Administration, Inventory Management (4 weeks)	\$3,500			
13	Guest Services (Phone, email, social media) (4 weeks)	\$4,000			
14	Wristband Fulfillment (Time/wages, USPS, personal delivery to hotels, etc) (4 weeks)	\$2,000			
15	Meetings, calls planning sessions	\$3,000			
16	Fireworks Show Addition (creation, coordination, permitting, covid mandate admin)	\$2,000			
17	Sponsor Sourcing, Acquisition and Administration	\$1,000			
18	Reporting and Event Follow up	\$300			
19	Photo contest coordination and \$50 prize	\$300			
20	Hotel stay coordination and prize	\$300			
21	TV, Radio & Print interviews (approximately 10)	\$300			
22	SUB-TOTAL	\$36,200			
23					
24	2022 Winterfest Estimated Costs -				
25	Americade Staff and Leadership	-\$30,000			
26	Carriage rides	-\$38,000			
27	Postage and packaging	-\$900			
28	Megan Mileage	-\$200			
29	Kim Mileage	-\$200			
30	Insurance	-\$2,000			
31	Attraction Reimbursement	-\$45,000			
32	Wristbands	-\$500			
33	Fireworks	-\$27,500			
34	Mannix Marketing	-\$38,235			
35	Behan Communications -Press releases	-\$5,000			
36	Advokate	-\$4,962			
37	Supplies /Hot Chocolate	-\$4,000			
38	Subtotal	-\$196,497			
39	Bed Tax Funding	\$50,000			
40	Estimated Wristband Proceeds	\$225,000			

36,200

	A	B	C	D	E
41	Business Community Contribution		\$0		
42	ESTIMATED NET PROCEEDS TO GO BACK TO WARREN COUNTY		\$78,503		
43					
44	Mannix Marketing				
45					
46					
47	Hosting Management, CDN, WordPress Updates		\$660		
48	Winterfest Social Media Management, Influencer Marketing & PR (Brianna Lyons Phr		\$3,000		
49	Partnertip Emails Marketing to Glens Falls, Clifton Park, Lake George, Saratoga, Alba		\$2,450		
50	Super boosted Social Promotions - 1/month October, November, 2/month Dec, Janua		\$7,200		
51	Domain name renewals x 2		\$50		
52	Giveaway Marketing Campaign (social promotion, email promotion and delivery of reci		\$1,500		
53	Promoted Articles and Stories (additional 10,000 views) - shared on social		\$2,500		
54	Email Marketing 24 Newsletters to Lake George, Saratoga & Adirondack Fans		\$8,000		
55	LakeGeorge.com Leaderboard Event Calendar Advertising on every page (100-250K v		\$1,400		
56	Saratoga.com Leaderboard Event Calendar Advertising on every page (200-400k view		\$2,100		
57	Albany.com Leaderboard Event Calendar Advertising (200-400k views) October - Mar		\$1,400		
58	Home Page Hero Image Takeover Advertising to send all visitors to Winterfest websit		\$5,000		
59	Ad on every page of the LakeGeorge.com Winterguide to send visitors to Winterfest fr		\$375		
60	Facebook Retargeting of Winter LakeGeorge.com Visitors: 35k Impressions 2/7/2021		\$500		
61	Facebook Retargeting of Winter LakeGeorge.com Visitors: 33k Impressions 2/7/2021		\$500		
62	Organic Facebook Promotion & Instagram Promotion x 8		\$1,200		
63	Banner Ad Designs		\$650		
64	Set Up, Run and Administer Photography Contest, Prizes and Follow Up work with ch		\$1,250		
65	Project Management: Meetings, calls, planning session, reporting and analytics tracki		\$2,500		
66	Mannix Contribution - 10% discount off all of our services (not Kate or Brianna Lyons)		-\$4,000		
67	TOTALS		\$38,235		
68					
69					
70	ADVOKATE				
71	Ten hours of work to establish Instagram, Facebook, email lists, plus meetings, contra		\$500		
72	Meetings, calls and reporting beyond the contracted number of hours		\$900		
73	Facebook posts, managing comments and messages (Christian jumped in as well) (1,		\$1,687		
74	Instagram posts (22 posts, 214 followers)		\$825		
75	Website review, consulting and design tweaks, adding ada widget		\$450		
76	Composing and sending press releases		\$300		
77	Sending email blasts via MailChimp		\$150		
78	Photo contest coordination (31 entrants)		\$150		
79					
80	TOTALS		\$4,962		
81					

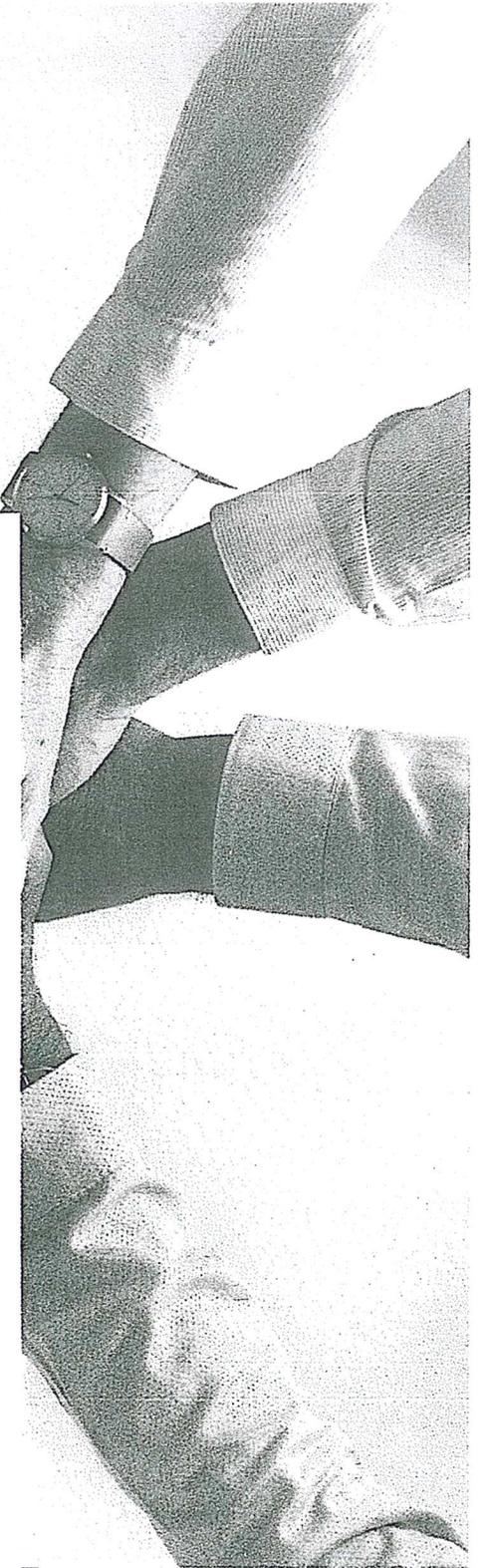
see page for further details

	A	B	C	D	E
82	Probable OUTSIDE CONTRIBUTORS				
83	The Kenny Family		\$2,500		
84	Over 50 small businesses contributed cash contributions <u>per the supervisors requirement</u>		\$7,250		
85	US Hot Foods (product)		<u>\$2,323</u>		
86	Barkeater Chocolates (product)		\$500		
87	Mixa-Fusion (product)		\$500		
88	Lake George Chamber (volunteers, significant time contribution)		\$5,000		
89	The Holiday Inn (Customer point of contact, wristband distribution, ice rink contribution)		\$4,000		
90	Fort William Henry (securing sponsors, significant volunteer time, ice rink contribution)		\$5,000		
91	Village of Lake George (Fireworks)		\$2,500		
92	Town of Lake George (Fireworks)		\$2,500		
93	Sysco (Rebates to Winterfest restaurants, other services)		\$1,500		
94	Outside Contributor Contribution Value		\$27,073		

11/11/2022
2022

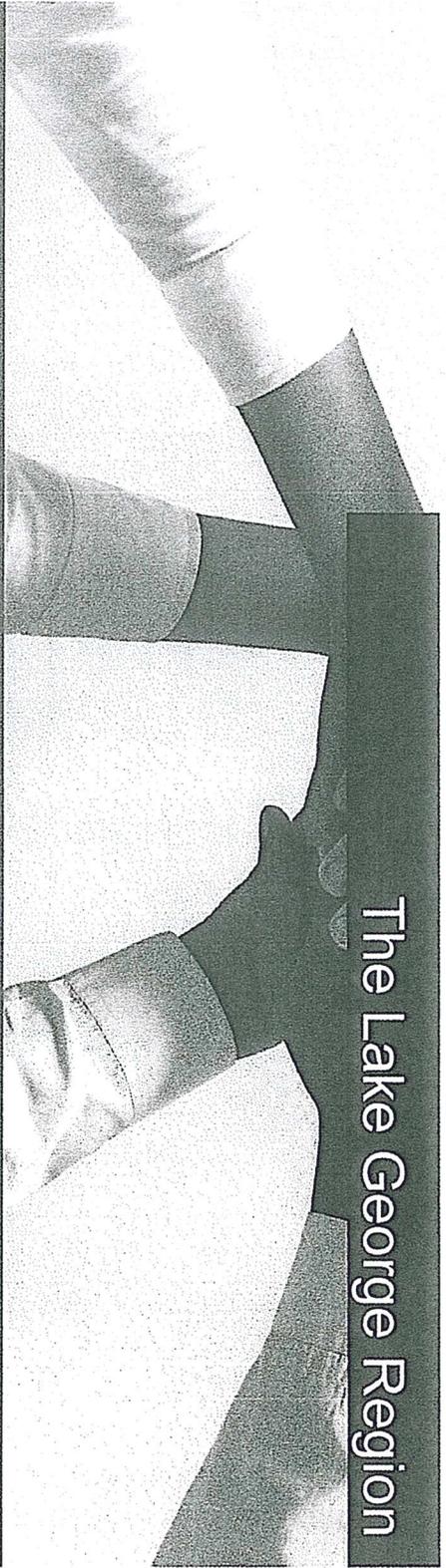
	Timeline
Other Digital Advertising	\$650 October-March = free months from March- September 2022 as the site must remain live
Other Digital Advertising	\$3,500 December- January & February
Purchased Email Lists???	\$2,450 Early December & January
Facebook	\$7,200 October, November, Zimonth Dec, January, Feb, March
Other Digital Advertising	\$50 paid for and renewed for 2021-2022
Facebook	\$1,500 November
Facebook/Instagram/Online Page/LakeGeorge.com	\$2,500 December
Facebook/Instagram/LakeGeorge.com	\$9,000 Monthly October-March
Purchased Email Lists???	\$1,400 October-March
Other Digital Advertising	\$2,100 October-March
Other Digital Advertising	\$1,400 October-March
Other Digital Advertising	\$5,000 November, December, January February
Other Digital Advertising	\$375 October-March
Facebook	\$500 November
Facebook	\$500 December
Facebook	\$1,200 October-February
Facebook	\$650 October
Other Digital Advertising	\$1,290 October-March
Other Digital Advertising	\$2,500 October-March
Other Digital Advertising	-\$4,000
TOTALS	\$38,725

Page 4



2021 Winterfest Analysis

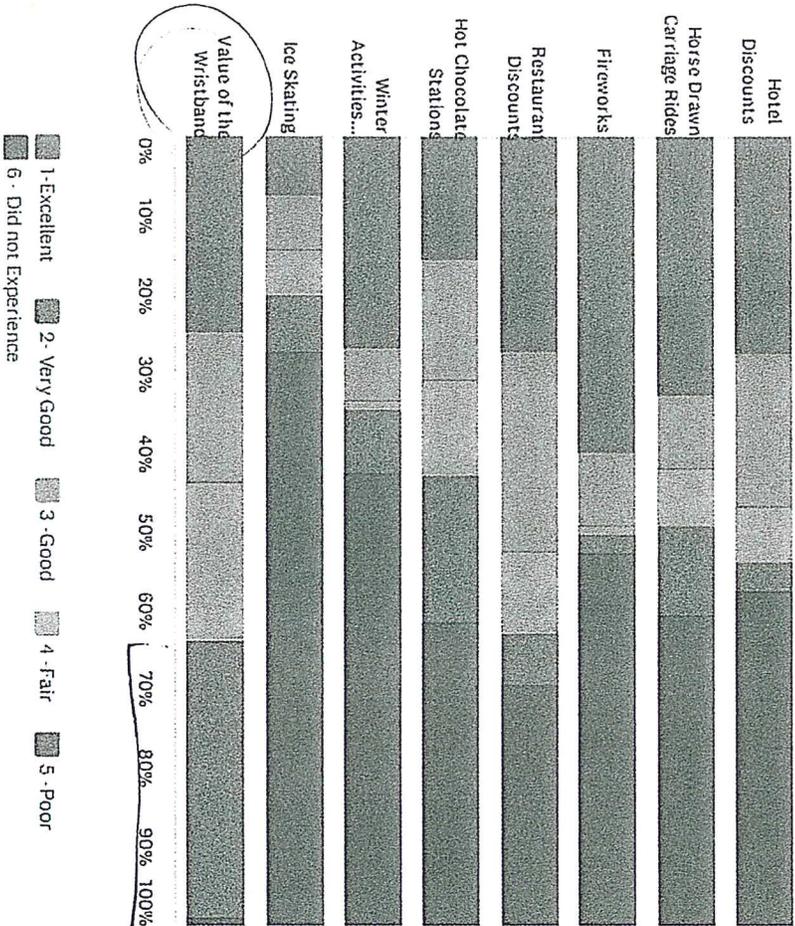
The Lake George Region



Lake George Winterfest Guests

Q10 Please rank to following Winterfest events

Answered: 165 Skipped: 0



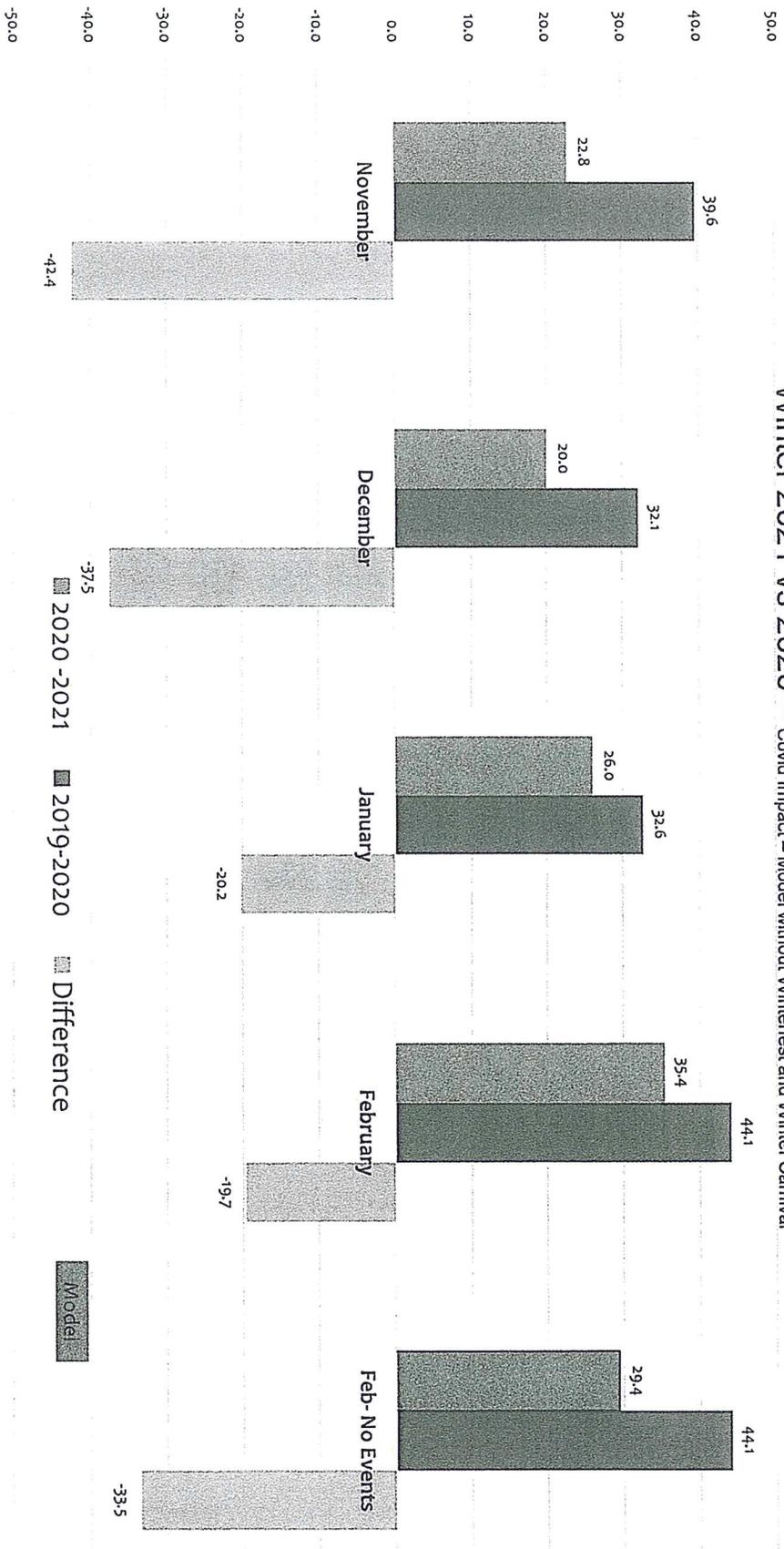
Value of wristband low

research

Warren County Occupancy Percentages

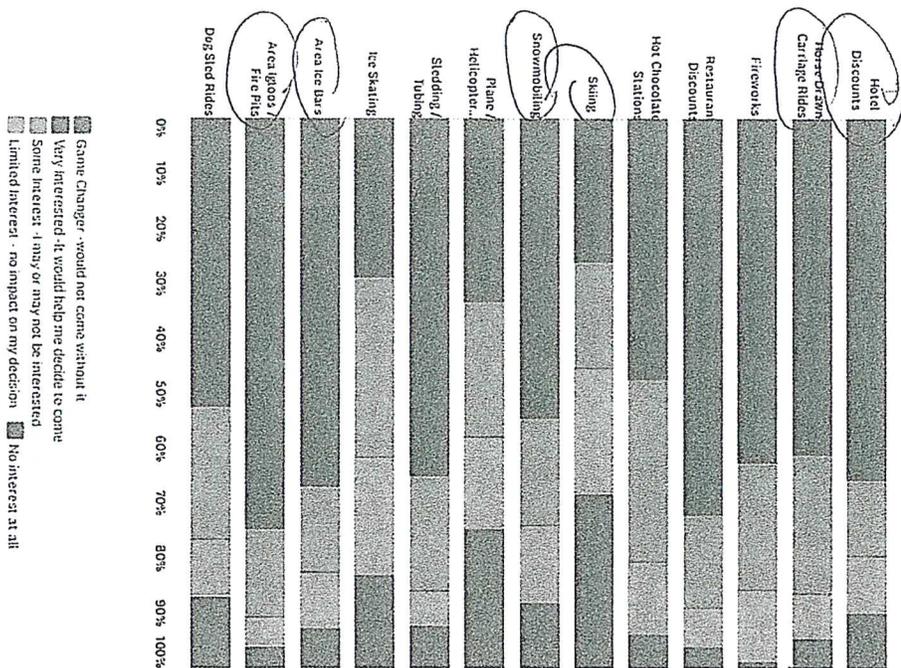
Smith Travel Reporting Properties -2,427 reporting rooms out of 7,112 or 34%

Winter 2021 vs 2020 – Covid Impact – Model without Winterfest and Winter Carnival



Q11 Please rank the importance to attend Winterfest 2022

Answered: 139 Skipped: 6



No interest in skiing?

or ice skating?

Interested in igloos, firepits, snowmobiling, canyons rides, winter dog sled ice bars

research

LAKE GEORGE REGION'S WINTERFEST TABLE OF CONTENTS

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Winterfest / Winter Carnival 2022 Discussion points.....26

- **A Letter from the Organizer**

- Thank you for allowing me the opportunity, to be the organizer of the first Lake George region Winterfest event. Please know, this came together very quickly, upon the announcement of the cancellation of the annual Lake George Winter Carnival, in early December. The challenges early on were numerous and establishing events that would be covid safe and NY State compliant, and still attract visitors were my highest priorities. The business community, along with Behan Communications and Mannix Marketing, all came together, as they have throughout this pandemic, and assisted me in devising a plan to mitigate the revenue losses created by the cancellation of the Lake George Winter Carnival.

- I would like to share some of the Winterfest data with you to show you the scope and scale of this event.

- First, please know that **\$40,000** was award from Occupancy Tax Committee to support the Winterfest event. Another **\$81,000** in revenues and donations came from the business community and its vendors. I will be returning the net proceeds to the Occupancy Tax Committee. This Amount exceeds **\$40,000**.

- There were **773** wristbands sold via **1,047** purchases, resulting in **\$45,400** in gross revenues. The average income from each wristband is **\$58.73**. Please know that wristbands were sometimes purchased in bulk by groups and families.

- The wristbands were overwhelmingly purchased by visitors outside of the 128-zip code, from primarily two markets – the capital District, and a 60-mile radius around metro NYC (33-mile radius around Metro NYC- highest concentration per mile). Please know that the survey results show **20%** of visitors were day use only and did not stay overnight or contribute to the occupancy tax revenue. These visitors were mostly from local and Capital District areas.

- A complete breakdown of the expenses associated with the Lake George Winterfest are viewable on **Addendum A, rows 4 thru 34**

A complete breakdown of the business contributions and corporate sponsorships associated with Lake George Winterfest are viewable on **Addendum A, rows 92 thru 104**

As you can see from **Addendum A**, the Lake George Winterfest actual costs were **\$121,461**. This is important to know when considering other such events or funding for the 2022 winter program. This does not include Winter Carnival expenses. It also a good example of how events of this scale can come together, covering costs and generating income for all, when the business community, our local marketing companies, and the tourism offices work together with promoters.

Also, as your review the survey results, please know that the majority of feedback was very positive about the event. All customer service-related issues were addressed promptly and professionally, helping further build the brand known as the Lake George Region

In closing, I thank you again for the opportunity to promote the Lake George Region's Winterfest. It was a wonderful learning experience for me as well. I see a tremendous growth opportunity for this event in the future. I strongly believe this event can span multiple months and help grow the region onto the number one winter destination in the Northeast.

Christian Dutcher

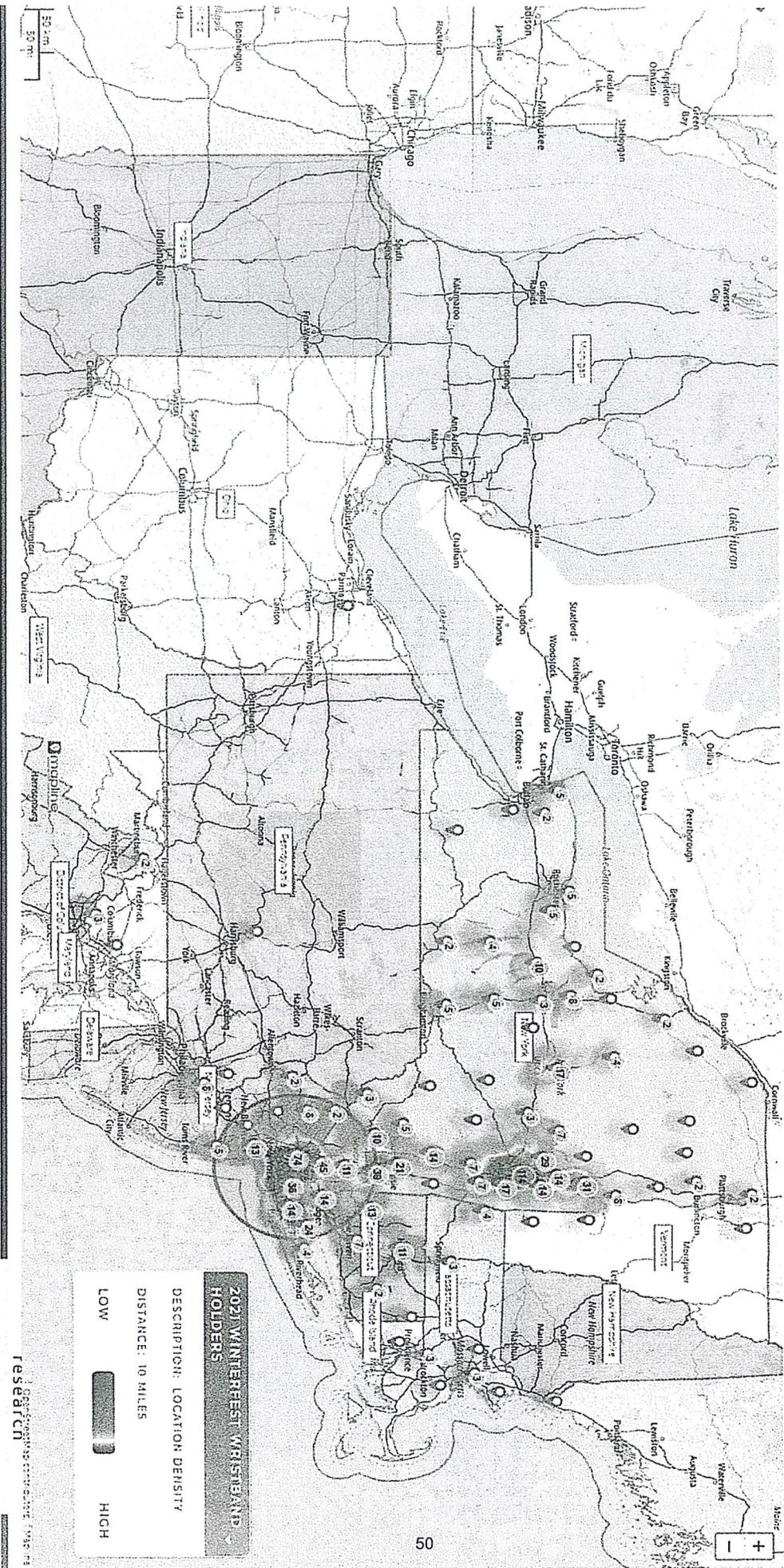
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Zip Code Heat Map Guests of Winterfest

Geographic Point of Origin

research





Addendum A

Income, Expenses, Donations, Contributions

	A	B	C	D	E	F	G
	Services Provided (green AmeriCade, Blue Mannix, Yellow Advocate, Purple the Community)	Quoted cost	Actual Cost	Donated			
1	AMERICADE - CHRISTIAN DUTCHER AND HIS TEAM - TEAM SERVICES	\$2,000	\$5,000	\$3,000	Total Costs	\$ 37,200.00	
2	Event Creation & Business Plan	\$500	\$1,500	\$1,000	AmeriCade	\$ 28,466.00	
3	Covid-Safety Plan Meeting Time and Coordination	\$3,000	\$6,000	\$3,000	Mannix	\$ 22,760.00	
4	Website Development	\$1,000	\$2,000	\$1,000	Advokate	\$ 5,982.00	
5	Website Administration and Updates (4 weeks)	\$1,000	\$4,000	\$3,000	Community	\$ 27,073.00	
6	Estore Website Development, Inventory Management, Payment Processing, Fulfillment	\$0	\$1,000	\$1,000	Total Costs & Donations	\$ 121,461.00	
7	Partner Acquisition & Onboarding	\$1,000	\$3,500	\$2,500	Donations and Probono Work		
8	Partner Administration, Inventory Management (4 weeks)	\$2,000	\$4,000	\$2,000	AmeriCade	\$ 25,200.00	
9	Guest Services (Phone, email, social media) (4 weeks)	\$500	\$2,000	\$1,500	Mannix	\$ 18,760.00	
10	Meetings, calls planning sessions	\$0	\$3,000	\$3,000	Advokate	\$ 4,982.00	
11	Fireworks Show Addition (creation, coordination, permitting, covid mandate admin)	\$0	\$2,000	\$2,000	Community	\$ 27,073.00	
12	Sponsor Sourcing, Acquisition and Administration	\$1,000	\$1,000	\$0	Est. Total Donations	\$ 75,995.00	
13	Reporting and Event Follow up	\$0	\$300	\$300			
14	Photo contest coordination and \$50 prize	\$0	\$300	\$300			
15	Hotel stay coordination and prize	\$0	\$300	\$300			
16	TV, Radio & Print Interviews (approximately 10)	\$0	\$300	\$300			
17	SUB-TOTAL	\$12,000	\$36,200	\$24,200			
18	AMERICADE EVENT COSTS - ACTUAL						
19	AmeriCade Staff and Leadership	-\$12,000					
20	Carriage rides	-\$375					
21	Postage and Packaging	-\$164					
22	Megan Mileage	-\$112					
23	Kim Mileage	-\$646					
24	Insurance	-\$15,160					
25	Attraction Reimbursement	-\$3,867					
26	Wisband Merchandise /Shopify /Licenses	-\$5,000					
27	Fireworks	-\$4,000					
28	Mannix Marketing	-\$1,000					
29	Advokate	-\$54,324					
30	Subtotal	\$40,000					
31	Bed Tax Funding	\$41,000					
32	Estimated Wisband Proceeds (\$30,000-\$35000)	\$2,323					
33	US Foods	\$2,500					
34	Town of Lake George - Fireworks	\$2,500					
35	Kenny Family - Fireworks	\$7,000					
36	Business Community Contribution	\$40,999					
37	ESTIMATED NET PROCEEDS TO GO BACK TO WARREN COUNTY						
38							
39							
40							
41							
42							
43							

research

	A	B	C	D	E
42	EVENT COSTS PROPOSED				
43	Americade Staff and Leadership	-\$12,000			
44	Mannix Marketing	-\$4,000			
45	Advokate	-\$1,000			
46	Carriage rides	-\$12,000			
47	Insurance	-\$2,000			
48	Fireworks	-\$20,000			
49	Activities	-\$3,000			
50	Initial Estimated Proceeds from Sales of Wristbands	\$7,000			
51	Business Community Contribution	\$7,000			
52		-\$40,000			
53	BED TAX CONTRIBUTION	\$40,000			
54	NET PROCEEDS	\$0			
55					
56	MANNIX MARKETING				
58	Set up hosting, WordPress Theme, DNS configuration, Google Analytics, Basic SE	\$675	\$850	\$175	
59	Website review, calls, planning	\$0	\$450	\$450	
60	Logo	\$500	\$625	\$125	
61	Partnership Emails Marketing to Glens Falls, Clifton Park, Lake George, Saratoga, A	\$1,000	\$1,250	\$250	
62	Super boosted to low covid zones (2)	\$1,000	\$1,200	\$200	
63	Facebook Live - 30k reach	\$775	\$875	\$100	
64	Domain name purchases	\$50	\$50	\$0	
65	Hosting - one year with updates and security	\$0	\$660	\$660	
66	Promoted Articles and Stories (additional 10,000 views)	\$0	\$2,500	\$2,500	
67	Email Marketing 6 Newsletters to Lake George, Saratoga & Adirondack Fans (addit	\$0	\$2,000	\$2,000	
68	Event Calendar Promotion (7k views)	\$0	\$500	\$500	
69	Home Page Marketing on LakeGeorge.com and in the WinterGuide 20k Views	\$0	\$5,000	\$5,000	
70	Facebook Relaunching of Winter LakeGeorge.com Visitors: 35k Impressions 2/7/202	\$0	\$500	\$500	
71	Facebook Relaunching of Winter LakeGeorge.com Visitors: 33k Impressions 2/7/202	\$0	\$500	\$500	
72	Facebook promotion 2/12 - 17k Reach promoting Fireworks	\$0	\$300	\$300	
73	Facebook promotion & photography 2/6/2021 Promoting Ice Skating on the lake 17i	\$0	\$500	\$500	
74	Facebook promotion & photography 2/11/2021 Promoting Ice Skating on the lake 2i	\$0	\$300	\$300	
75	Instagram posts (3)	\$0	\$450	\$450	
76	Meetings, calls, planning session, reporting and analytics tracking	\$0	\$3,000	\$3,000	
77	Winterfest Survey Planning, Marketing and Promotion on Social Media	\$0	\$1,250	\$1,250	
78					
79	TOTALS	\$4,000	\$22,760	\$18,760	
80					

CLICK HERE TO VIEW SUMMARY REPORT

research

	A	B	C	D
80				
81	ADVOKATE			
82	Ten hours of work to establish Instagram, Facebook, email lists, plus meetings, cor	\$1,000	\$1,500	\$500
83	Meetings, calls and reporting beyond the contracted number of hours	\$0	\$900	\$900
84	Facebook posts, managing comments and messages (Christian jumped in as well)	\$0	\$1,687	\$1,687
85	Instagram posts (22 posts, 214 followers)	\$0	\$825	\$825
86	Website review, consulting and design tweaks, adding ada widget	\$0	\$450	\$450
87	Composing and sending press releases	\$0	\$300	\$300
88	Sending email blasts via MailChimp	\$0	\$150	\$150
89	Photo contest coordination (31 entrants)	\$0	\$150	\$150
90				
91	TOTALS	\$1,000	\$5,962	\$4,962
92				
93	OUTSIDE CONTRIBUTORS			
94	The Kenny Family		\$2,500	
95	Over 50 small businesses contributed cash contributions per the supervisors requirement		\$7,250	
96	US Hot Foods (product)		\$2,323	
97	Bark eater Chocolates (product)		\$500	
98	Mixa-Fusion (product)		\$500	
99	Lake George Chamber (volunteers, significant time contribution)		\$5,000	
100	The Holiday Inn (Customer point of contact, wristband distribution, ice rink contribution)		\$4,000	
101	Fort William Henry (securing sponsors, significant volunteer time, ice rink contribution)		\$5,000	
102	Village of Lake George (Fireworks)		\$2,500	
103	Town of Lake George (Fireworks)		\$2,500	
104	Sysco (Rebates to Winterfest restaurants, other services)		\$1,500	
105	Outside Contributor Contribution Value		\$27,073	

CLICK HERE TO VIEW SUMMARY REPORT

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Survey Results

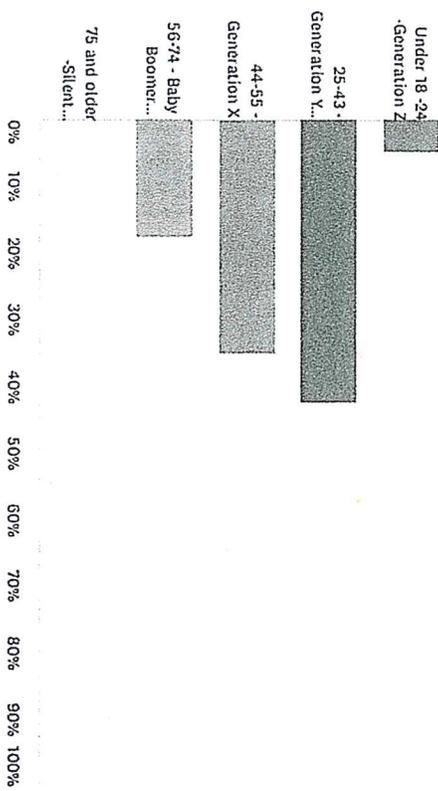
Lake George Region's Winterfest

research

Lake George Winterfest Guests

Q1 What is your Age?

Answered: 165 Skipped: 0

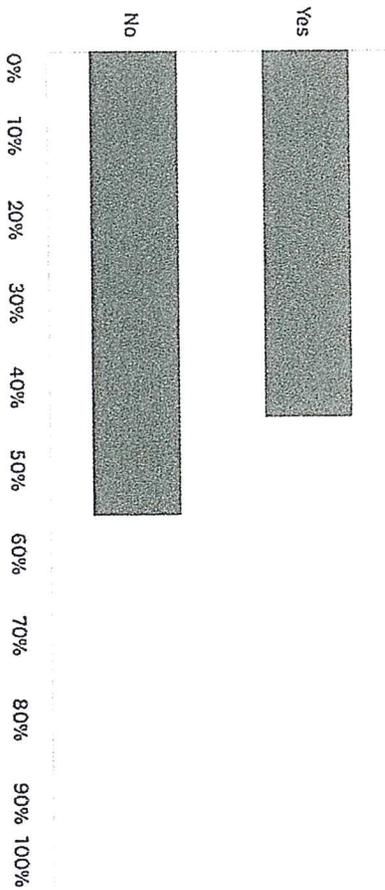


ANSWER CHOICES	RESPONSES	
Under 18 -24 -Generation Z	4.89%	8
25-43 - Generation Y (Millennial)	42.42%	70
44-55 - Generation X	35.15%	58
56-74 - Baby Boomer Generation	17.59%	29
75 and older -Silent Generation	0.00%	0
TOTAL		165

Lake George Winterfest Guests

Q2 Was this the first time to the Lake George Region in the winter?

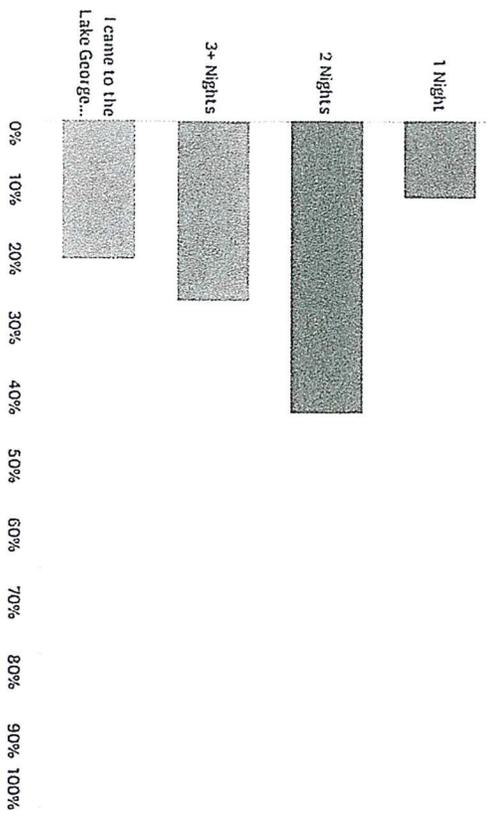
Answered: 165 Skipped: 0



ANSWER CHOICES	RESPONSES	TOTAL
Yes	44.24%	73
No	55.76%	92
TOTAL		165

Q3 How many nights did you stay in the Lake George Region?

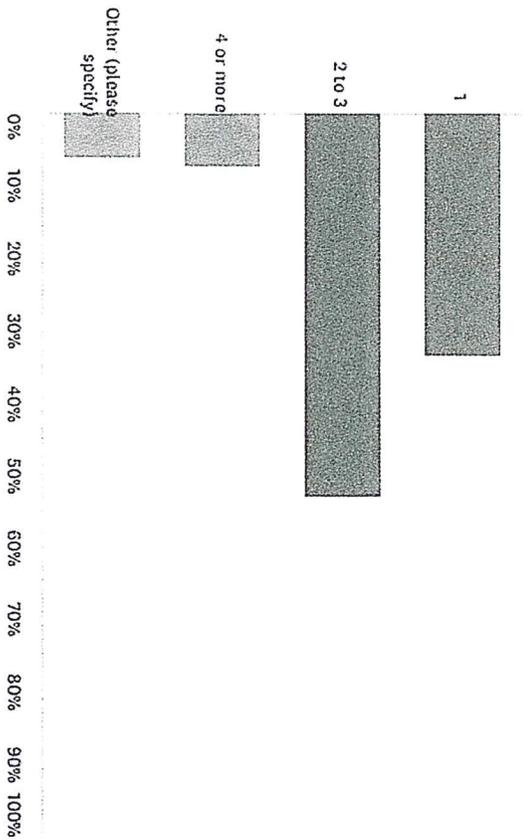
Answered: 160 Skipped: 5



ANSWER CHOICES	RESPONSES
1 Night	18
2 Nights	68
3+ Nights	42
I came to the Lake George region for the day	32
TOTAL	160

Q4 How many times do you getaway in the winter? (mini vacations, staycations)

Answered: 164 Skipped: 1

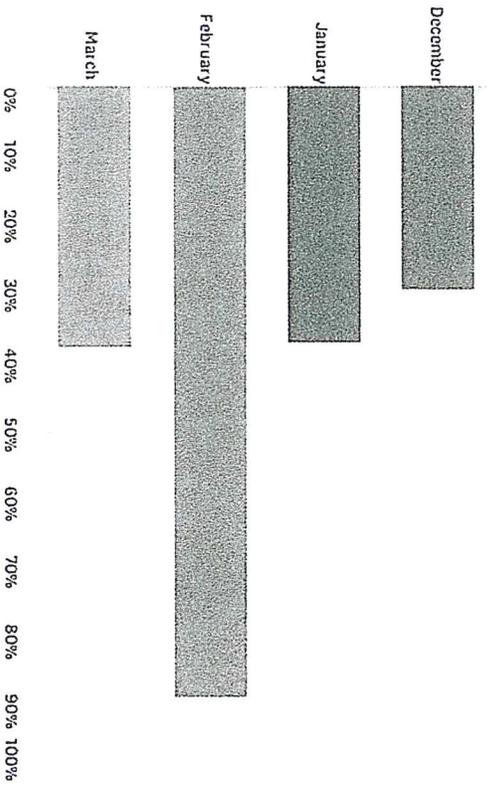


ANSWER CHOICES	RESPONSES
1	33.54%
2 to 3	53.05%
4 or more	7.32%
Other (please specify)	6.10%
TOTAL	164

research

Q5 What months do you take your vacation(s) in? Click all that apply

Answered: 154 Skipped: 11

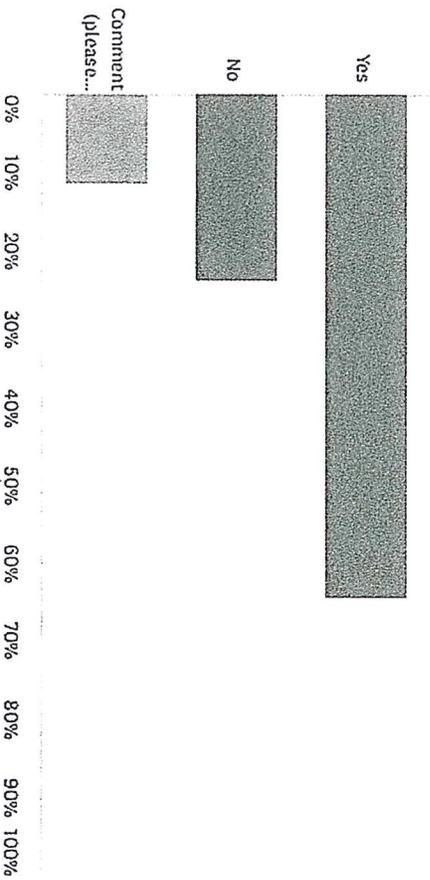


ANSWER CHOICES	RESPONSES	
December	29.22%	45
January	37.01%	57
February	88.31%	136
March	37.66%	58
Total Respondents: 154		

research

Q6 Would you recommend The Lake George Region's Winterfest to a friend or family members?

Answered: 164 Skipped: 1



ANSWER CHOICES

Yes

No

Comment (please specify)

TOTAL

RESPONSES

64.63%

23.78%

11.59%

106

39

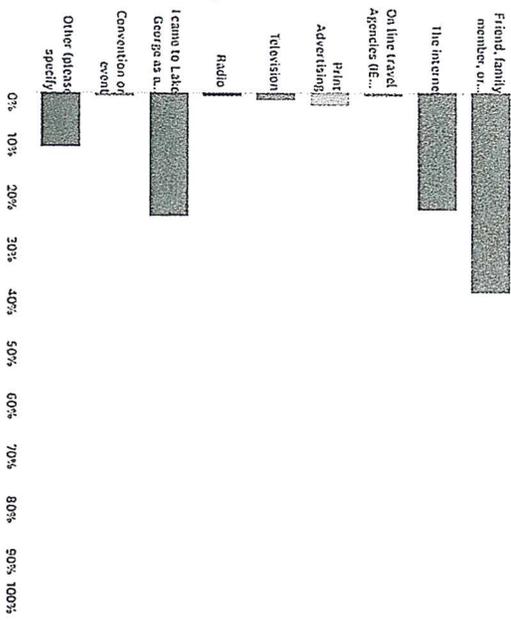
19

164

Lake George Winterfest Guests

Q7 How did you discover the Lake George Region, for the first time?

Answered: 165 Skipped: 0



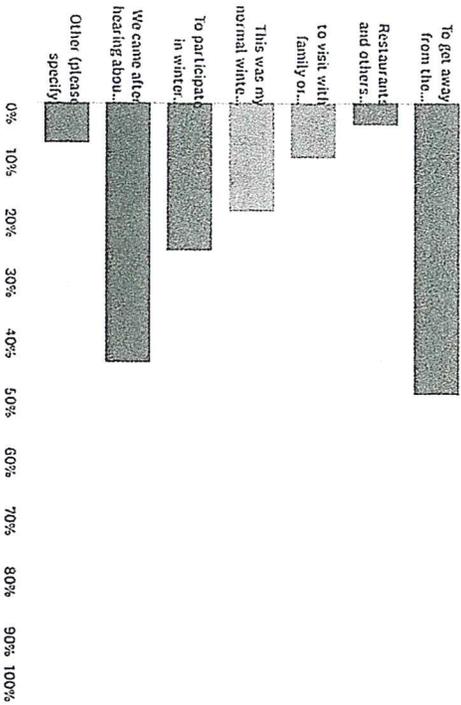
ANSWER CHOICES	RESPONSES
Friend, family member, or co-worker	63
The internet	37
On line travel Agencies (IE: Expedia, Booking.com, Priceline, etc)	1
Print Advertisng	4
Television	2
Radio	1
I came to Lake George as a child	39
Convention or event	1
Other (please specify)	17
TOTAL	165

research

Lake George Winterfest Guests

Q8 What factors motivated you to travel this winter?

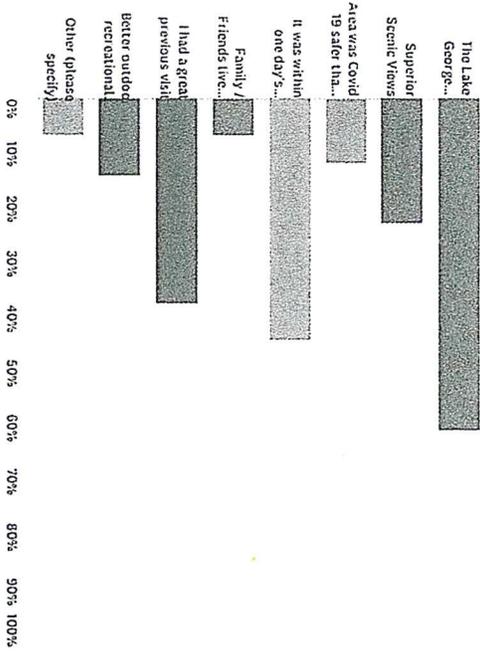
Answered: 164 Skipped: 1



ANSWER CHOICES	RESPONSES
To get away from the everyday stress where I live caused by civil unrest and the coronavirus	48.78% 80
Restaurants and others things were closed where I live	3.66% 6
to visit with family or friends in the Lake George Area	9.15% 15
This was my normal winter getaway	18.29% 30
To participate in winter sports - skiing, snow shoeing, x-country skiing, etc.	24.39% 40
We came after hearing about the Lake George Winterfest	43.29% 71
Other (please specify)	6.71% 11
Total Respondents: 164	

Q9 Why did you select the Lake George Region over other winter destinations?

Answered: 163 Skipped: 2

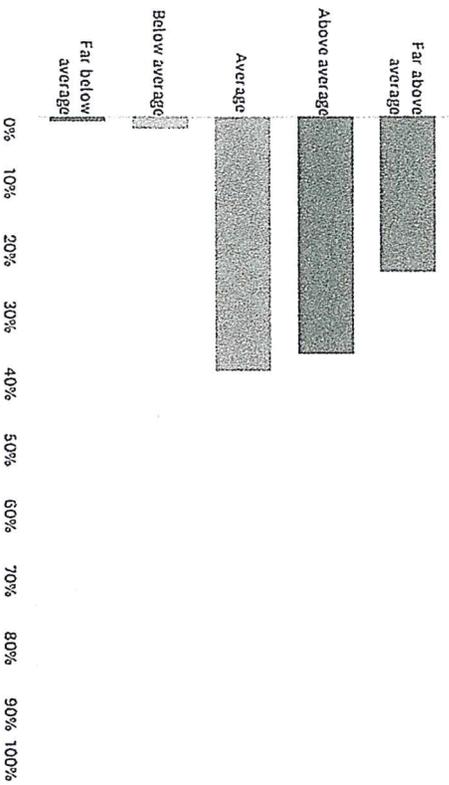


ANSWER CHOICES	RESPONSES
The Lake George Winterfest!	99
Superior Scenic Views	37
Area was Covid 19 safer than other destinations	19
It was within one day's driving distance	72
Family / Friends live there	11
I had a great previous visit	61
Better outdoor recreational activities	23
Other (please specify)	11
Total Respondents: 163	

research

Q12 Please rate the Lake George Region's Covid 19 procedures to keep you safe?

Answered: 162 Skipped: 3

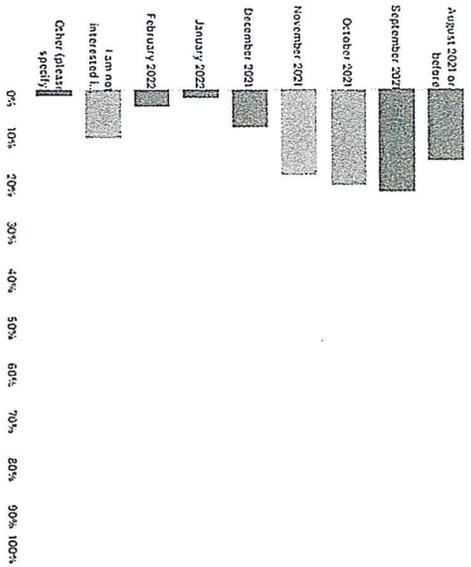


ANSWER CHOICES		RESPONSES	
Far above average	23.46%	38	
Above average	35.80%	58	
Average	38.27%	62	
Below average	1.85%	3	
Far below average	0.62%	1	
TOTAL		162	

Lake George Winterfest Guests

Q13 WINTERFEST 2022 may expand to the months of December thru March. Also, the Lake George Winter Carnival will be celebrating it's 60 year anniversary. If you are interested in coming to the Lake George Region in the winter, when would you like to start receiving information?

Answered: 165 Skipped: 0

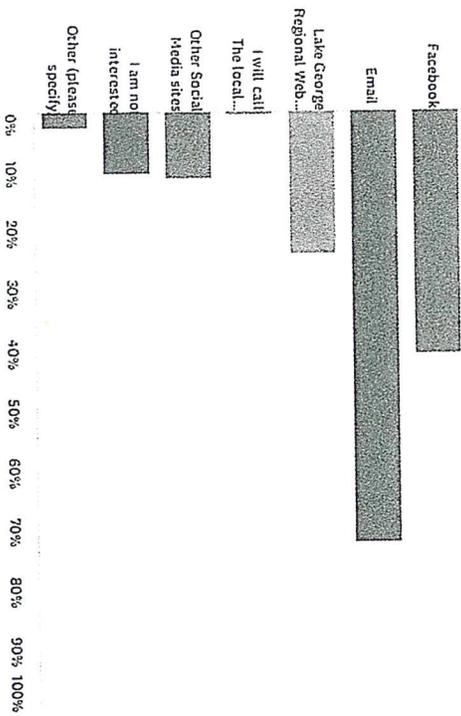


ANSWER CHOICES	RESPONSES
August 2021 or before	15.15%
September 2021	21.82%
October 2021	20.00%
November 2021	18.18%
December 2021	7.89%
January 2022	1.82%
February 2022	3.64%
I am not interested	10.30%
Other (please specify)	1.21%
TOTAL	165

Lake George Winterfest Guests

Q14 How would you like future information about future Winter Events and promotions?

Answered: 165 Skipped: 0



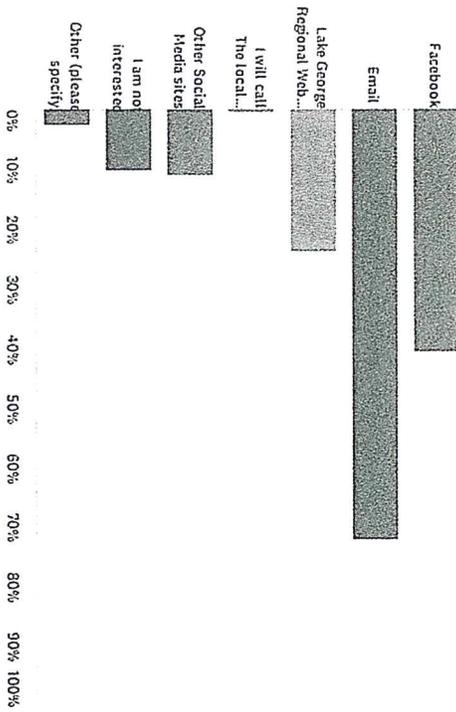
ANSWER CHOICES	RESPONSES
Facebook	67 40.61%
Email	119 72.12%
Lake George Regional Web sites	39 23.64%
I will call The local Tourism Offices	1 0.61%
Other Social Media sites	18 10.91%
I am not interested	17 10.30%
Other (please specify)	4 2.42%
Total Respondents: 165	

research

Lake George Winterfest Guests

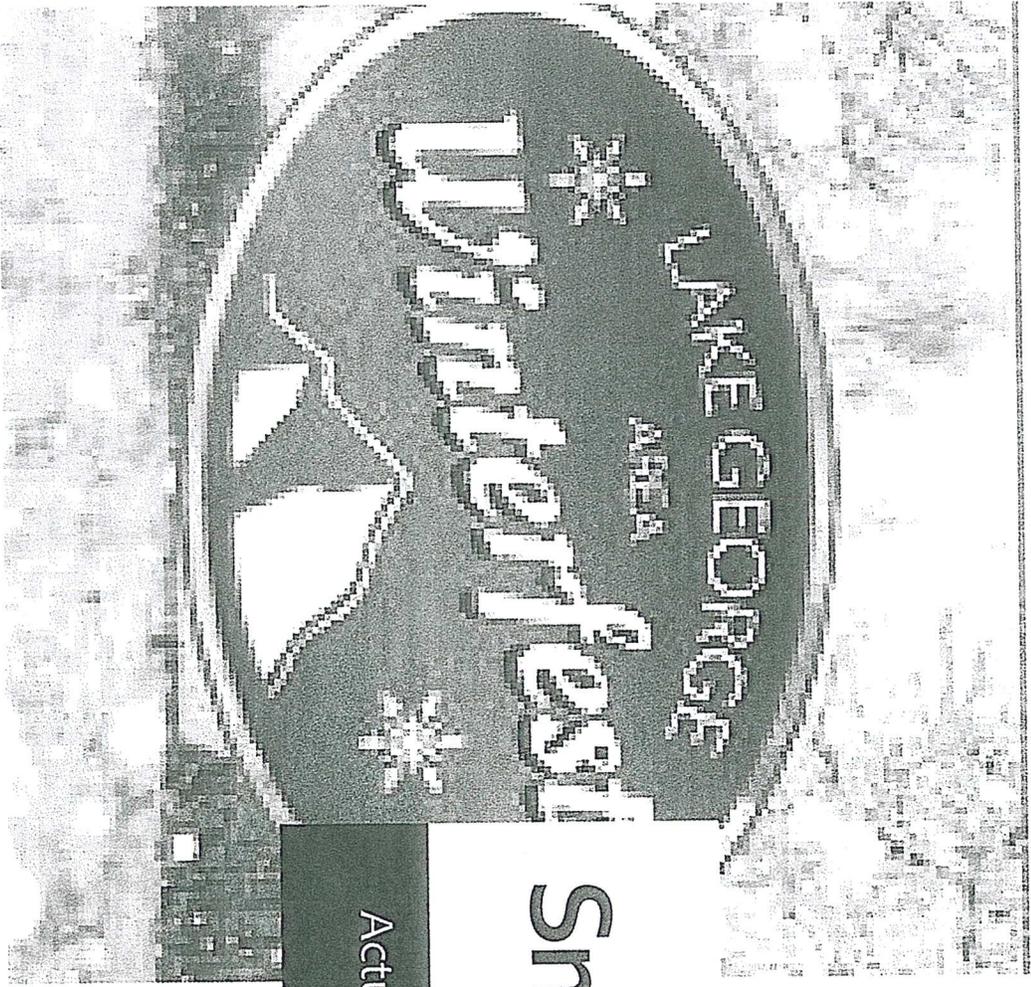
Q14 How would you like future information about future Winter Events and promotions?

Answered: 165 Skipped: 0



ANSWER CHOICES	RESPONSES
Facebook	67
Email	119
Lake George Regional Web sites	39
I will call The local Tourism Offices	1
Other Social Media sites	18
I am not interested	17
Other (please specify)	4
Total Respondents:	165

research



Smith Travel Reports

Actual data and hypothesis models without
Winterfest and Winter Carnival

research

In 2021, February's ADR was \$119.39 vs \$122.82 in 2020, a decrease of \$3.43 per room night
In 2021 February's - Winterfest Weekends - ADR was \$144.39 vs \$138.80 in 2020, an increase of \$5.59 per room night.
In 2021 February's - Midweek- ADR was \$100.93 vs \$107.94 in 2020, a decrease of \$7.01 per room night
Properties were able to increase rates, on weekends, because of Winterfest, amid the Coronavirus pandemic

In 2021, February's Occ% was 35.4 vs 44.1 in 2020, a decrease of -8.7 or -19.7%

In 2021 February's - Winterfest Weekends - Occ% was 50.3 vs 68.5 in 2020, a decrease of -18.2 or -26.6%.

In 2021 February's - Midweek- Occ% was 28.7 vs 34.3 in 2020, a decrease of -5.6, or -16.32%

The first weekend in February saw a 45% drop in occ %, due to a late start on Winterfest marketing and no fireworks.

This is a glimpse of how weekends could have turned out without Winterfest

Smith Travel's Highlights

Lake George Region's Winterfest

OCCUPANCY TAX REQUEST SUMMARY – ADK CHRISTKINDLMARKT

REQUEST AMOUNT: \$20,000

REASON: Requesting funding in support for the 3^d annual ADK Christkindlmarkt. The event has traditionally been in Festival Commons (in 2018-2019) and brought 5,000 people each event. With the arrival of Ice Castles, the event has been re-located to City Park and taken over by the Glens Falls Collaborative, with support by the City of Glens Falls.

The free event scheduled Dec. 3-5, 2021 in City Park and will feature vendors, entertainment, carriage rides and some food vendors, but will also be encouraging visitors to patronize local restaurants in Glens Falls. The event will also coincide with Hometown Holidays in Glens Falls and they will be providing some of the entertainment for Friday night. The tentative schedule is as follows:

Friday, Dec. 3, 2021	4-8pm
Saturday, Dec 4, 2021	10am-4pm
Sunday, Dec. 5, 2021	11am-3pm

The event anticipates between 35-40 vendors and will be charging \$200 (early sign up) and \$250 after Oct. 10th for a booth space. Will have Master of Ceremonies, Regional Radio group doing a 4 hour live remote, carriage rides, and Saxophone Santa. The Park Theater and Wood Theater will also provide entertainment options as well. Collaborative members will be allowed to have a space free of charge.

LOCAL ECONOMIC IMPACT: Event manager states that it will likely attract around 4,000 attendees and approximately 150-200 room nights. There may be the opportunity for more room nights if a special package weekend price for vendors is negotiated with the Queensbury hotel (which is directly across from the venue space in City park). Moving the event to City Park will encourage more visitors and patrons to shop locally at surrounding shops, eat in the local restaurants and increase sales tax revenue opportunities.

- Event is considered LOW to MED ECONOMIC IMPACT (< 1000-5,000 room nights and up to 5,000 day visitors.)
- Off Peak event in December
- Event was popular in 2018 & 2019 and demonstrated active interest on Facebook
- Expenditures are within the permissible guidelines

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Total cost to be borne by organizer: **\$5,125**
- The total base funding is being derived through in-kind city donations (i.e. electricity, city park venue, and DPW manpower assistance. Organizers expect to have multiply levels of sponsorship opportunities for many of the activities and entertainment. For example, Santa Claus actor will be sponsored by O'Brien Insurance and Queensbury's Midas Muffler).
- **SPONSORSHIPS TO DATE:** City and Town of Queensbury-\$5000. Sponsorships from local businesses and civic organization \$5000, Adirondack Chamber/ Lake George Chamber/ Glens Falls Business Improvement District-\$5000, In-Kind City Services-\$5000.
- Anticipated expenditures for event: \$40,725
- Anticipated revenues from vendor fees, sponsorship of the event (EXCLUDING OCC TAX FUNDING): \$15,600

- Provided estimates for all anticipated expenditures
- Anticipate reimbursing ADK Folk School for event rights over multiple years.
- Family-friendly event for the Glens Falls community

EVENT MARKETING

- Marketing will include Facebook outreach coordinated by Advokate for the Collaborative, as well as post card distribution (no total # provided), digital advertising (no specific detail provided), posters, outdoor advertising (no specific details provided), radio/tv (no specific details provided).
- The Collaborative and the City of Glens Falls will also reach out to vendors through Facebook and will market their event details through this and other digital platforms.
- Organizers included budget detail of marketing costs, though did not detail specifics or include timeline for when marketing efforts would occur.



APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include ALL items on the page two check list. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and **WILL NOT be reviewed or awarded.** All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism 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.

Amount of Occupancy Tax Funding Requested: \$20,000

A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
The Glens Falls Collaborative and The City of Glens Falls/contact Nancy Turner
- 2.) Address:
P.O. Box 825, Glens Falls, NY 12801
- 3.) Email/Cell phone:
ourglensfalls@gmail.com 518-339-2910 (Nancy Turner)
- 4.) Estimated Event Duration (including set-up/clean up times):
40,725
- 5.) Anticipated Number of Attendees 4,000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 10-15

B. EVENT INFORMATION

- 1.) Name of Event: Adirondack Christkindlmarkt
- 2.) Date & Time of Event: December 3, 4 p.m. to 8 p.m./Dec 4, 10 a.m. - 4 p.m./Dec 5, 11 a.m. - 3 p.m.
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
City Park, Glens Falls, NY
- 4.) Which category BEST describes your event (check one):
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. *(If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space. Attached*

Adirondack Christkindlmarkt
The Glens Falls Collaborative/City of Glens Falls

Page 7
Question 5) Event Detail

The Adirondack Christkindlmarkt was established in December of 2018 taking place in the Charles Wood Park in Lake George. This was a successful event and was held again in 2019. The Glens Falls Collaborative partnering with The City of Glens Falls have been given the rights to hold the event this year in City Park, Glens Falls. We are excited to offer this event in our city and are looking ahead to welcoming guests from all parts of the Northeast.

The Glens Falls Collaborative is a membership organization whose mission is to band together and promote Glens Falls. We host many events in downtown Glens Falls and these events help to bring tourism to our region.

Vendor applications are being received. We are excited to be able to help the region's artisans sell their wares. The event taking place during our Hometown Holiday event is a bonus to our downtown businesses and the surrounding communities. Because it is being held in early December, the weekend after the Thanksgiving Holiday, brings in a whole new aspect of shopping especially given the fact that this is a shoulder season in our region. We will be filling an open weekend with a fun and family filled event with the marquee "Adirondack".

Children of all ages will enjoy this fun filled event. There will be visits from Santa and Horse and Carriage rides through the city. With entertainment placed around the city it will give our downtown business traffic flow through their shops and restaurants. Our City Park and streets will be decorated and lit up for the event giving a nostalgic feeling. Everyone wants to experience the holidays in a small, festive city. With the right marketing tools in place this fact alone will draw individuals and families from locations such as NYC and Boston. After all, we are Hometown USA!

The Glens Falls Collaborative will be adding the Adirondack Christkindlmarkt to our annual event schedule and look forward to making this the highlight event not just this year but in the years to come.



- 6.) Type of Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)
 New Event Annual Multi-Day Multi-week/month

7.) How long has this event been in existence: 3 years Date started: Dec. 7, 2018

8.) If a multi-year event, what new marketing, promotions and/or activities have been added to enhance the event and increase attendance? *Feel free to attach a separate sheet.*

Our main marketing will be social media platfors using the Adirondack Folk School Warren County, City of Glens Falls, The Glens Falls Collaborative, Lake George Chamber, Adirondack Chamber Facebook platforms. We will also engage with Radio, Look TV, Lake George.com (Mannix). Reaching out to the Capital Region, Saratoga Region, Central, Western and Northern NY, NYC and the New England States.

9.) Total number of attendees projected? 4,000 Previous year's attendees? 4,800 (2019)

10.) How will you track attendance and room nights?
 Volunteers will be placed at entrances with surveys for attendees to fill out.

11.) Number of day visitors projected? survey of attendees

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Using surveys of attendees

13.) Number of overnight guests projected? survey of attendees

14.) How did you determine this percentage (surveys, zip codes, etc.)?
The percentage will be determined by sales tax revenue, occupancy tax revenue, zip codes of attendee surveys

15.) Number of overnight accommodations used in previous year? _____

16.) Average length of stay per guest? 1-2 days

17.) How did you determine total number of overnight rooms?
surveys and zip code analysis

18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

No.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$20,000

2.) Ticketed event: YES Price of tickets: \$ _____ NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ _____ NO

4.) Total Cost to be borne by the organizer for the event: \$ 5,125

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ 25,125.

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. Failure to provide a complete budget will result in the application being disqualified. \$40,725

7.) Anticipated total revenue from the event: \$ 35,600

8.) Clearly identify the special event/activity objectives. (i.e.: the purpose of this event is to create a unique car show which will attract car aficionados from across the Northeast. The purpose of this activity is to create a stronger cultural asset in the region.) Attach additional pages if necessary

The purpose of this event is to bring tourism to the City of Glens Falls and the surrounding communities. To bring patrons to local businesses and restaurants. We also want this to be a fun event for individuals and families.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 18,000 # of yrs. 2018,2019,2020 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity? Sponsorships from local businesses and restaurants and individuals.

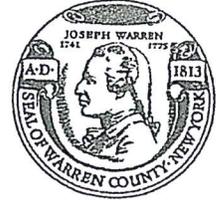
11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 11,000.00 #of yrs 2018, 2019

Municipality? Lake George Village, Town of Queensbury, Town of Lake Luzerne NO

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? Not this year but definitely in the future

13.) Will the proceeds from the event benefit any other organization or does the event provide an opportunity to support a local charitable organization or group? YES (what %/\$ amount) 1,000 NO

14.) Please describe community benefit opportunity if answered YES to the previous question: We will be giving the Adirondack Folk School \$1,000 to reimburse for their revenue used in 2018 and 2019.



D. EVENT MARKETING & PROMOTION

1) Marketing Plan (See Appendix D)

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) Immediately

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 75%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Capital, Saratoga, Lake George Regions, Central, Western, Northern NYS. NYC, Long Island, New England States.

5.) Who is your target audience and/or demographic?
Individuals and Families

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process? YES NO

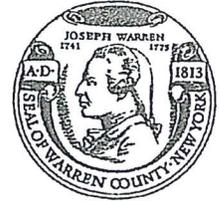
8.) What permits and licenses are anticipated for your event? (if unsure, please email hanifink@warrencountyny.gov for further clarification)
Food Vendor Health Permits, use of City Property.

9.) SAFETY AND LAW ENFORCEMENT NEEDS (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.

Do you require these services? YES, if yes, what services and when? Explain. NO

We will be using paid security and working with the City of Glens Falls DPW, police and fire department

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event? YES NO



AFFIRMATION

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

Nancy L. Turner

Signature of Responsible Party

Nancy L. Turner

Name

The Glens Falls Collaborative

Organization

September 27, 2021

Date

Committee Chair

Title



APPENDIX A

LOGO USAGE REQUIREMENTS & LOGO USAGE AGREEMENT

The Warren County Tourism Logo must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Funding.



LOGO APPLICATION/PRINTING INSTRUCTIONS:

- **PRINT/WEB PLACEMENT:** Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.
- **ONE-COLOR PRINTING:** The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.
- **FOUR-COLOR PRINTING:**

Logo prints 100% with no screens. No color changes allowed.

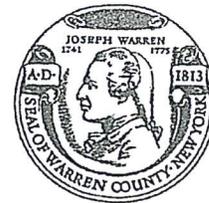
Please contact Peter Girard at Girardp@warrencountyny.gov for specific logo files or for any placement questions.

AFFIRMATION

I, Amy T. Collins, as representative for City of Glens Falls (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Amy T. Collins
Signature

9/28/2021
Date



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: Adirondack Christkindlmarkt

Event Date (and rain date if any): Dec 3, 4 and 5

Event Type: Outdoor vendor and entertainment

Special Comments: _____

Please fill in this form in detail with Estimates and submit at time of application. An updated and detailed Marketing plan form will be REQUIRED after the event as part of the Post Event Final Report. If you use your own spreadsheet, please follow the format below and answer all questions.

	<u>Estimated</u>	<u>Actual</u>
Print Ads	\$ <u>40,725</u>	\$ <u>40,725</u> Newspaper (indicate which) _____
	\$ _____	\$ _____ Magazine (indicate which) _____
	\$ <u>250</u>	\$ _____ Brochure (indicate distribution) <u>Postcards</u> _____
	\$ _____	\$ _____ Direct Mailer (indicate distribution) _____
	\$ _____	\$ _____ Other print advertising: _____
Digital Ads	\$ <u>1,200</u>	\$ _____ Google Display/Search Engine Marketing
	\$ <u>500</u>	\$ _____ Facebook
	\$ _____	\$ _____ Instagram
	\$ _____	\$ _____ Other social media _____
	\$ _____	\$ _____ Purchased email lists
	\$ _____	\$ _____ Other digital advertising _____
Billboards/Outdoor Advertising	\$ _____	\$ _____ Billboard/banner
	\$ <u>250</u>	\$ _____ Poster
	\$ <u>450</u>	\$ _____ Other Outdoor Advertising
Other Advertising Expenses	\$ <u>2,300</u>	\$ _____ Radio, TV (indicate stations)
	\$ <u>2,000</u>	\$ _____ Creative Design
	\$ <u>100</u>	\$ _____ Other advertising expenses
TOTAL EVENT MARKETING/ADVERTISING EXPENSES	\$ <u>8,050</u> (estimated)	\$ _____ (actual)



Marketing/Advertising Plan p. 2

1) When will your event marketing campaign begin/end? Immediately ending December 5

2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?

Event Posters, Radio Advertising, Press Releases, Times Union Blog, Facebook, Instagram, Look TV

3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)

Capital, Saratoga, Lake George Regions, Central, Western, Northern NYS, NYC, Long Island, New England States, Locally.

4) Who is the primary audience you are trying to attract with your event (i.e. families, auto enthusiasts, food/wine enthusiasts, cultural travelers, etc) Individuals and Families

5) What opportunities do you foresee with your event to collaborate your marketing efforts with Warren County Tourism to help promote your event (i.e. joint press events, cross marketing on social media, etc).

We are hoping for social media presence using cross marketing, a press release event with the partnership of Warren County and City of Glens Falls.



**APPENDIX E
EVENT BUDGET FORM (Required)**

Event Name: Adirondack Christkindmarkt

Event Date (and rain date if any): December 3, 4 and 5

Event Type: Vendor and Entertainment

Special Comments: _____

Use this form for estimated budget at time of event and complete with actual budget for submission of Post Event Final Report. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

<u>Expenses</u>	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$ 15,000	\$ _____	2-40x100 tents; 1- 30x60 tent; heaters; lighting
	\$ 1,700	\$ _____	Porta-Potty Trailer
	\$ 250	\$ _____	Handicap Porta-Potty
	\$ 300	\$ _____	Electricity Generators for heating and lights
	\$ 1,800	\$ _____	DJ for Entire Event
	\$ 1,000	\$ _____	Santa Claus for Entire Event
	\$ 250	\$ _____	Entertainment (Sax-O-Claus)
	\$ 4,000	\$ _____	Horse and Carraige Rides
	\$ 650	\$ _____	Volunteer Food Tickets
	\$ 8,050	\$ _____	Marketing
	\$ 3,500	\$ _____	Entertainment Acts
	\$ 270	\$ _____	Tables and Chairs for Wine Tent
	\$ 500	\$ _____	Smoke/CO Detectors, Fire Extinguishers in tents
	\$ 455	\$ _____	Dumpster x 3 days
	\$ 650	\$ _____	Security
	\$ 500	\$ _____	DPW Staff
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____



APPENDIX F

Warren County Emergency Services Event Request

Welcome to the Lake George Area. We are thrilled you have selected our area for your event and would like to work collaboratively with you to ensure that your event is the safest it can be for you and your attendees. Please take a few moments to fill out the form below so that we may coordinate with you for any emergency services needs you may have. If you have specific questions regarding the safety of your event or emergency services options, please email EventsEMS@warrencountyny.gov

Name of Event: Adirondack Christkindlmarkt

Dates of Event: Dec. 3, 4 and 5, 2021

Number of attendees expected (Adult/youth): 4,000

Host Municipality/Location: City Park, Glens Falls, NY

Brief Description/nature of the event (type, motorized, non-motorized, specific location):

The Adirondack Christkindln

will be a vendor/

Entertainment Outdoor

Event.

Main Organization Point of Contact:

Name: Nancy Turner

Organization: The Glens Falls Collaborative

Phone: 518-339-2910

Email: ourglensfalls@gmail.com

What emergency services do you require (police, fire, EMT, emergency services, road closures, police details, etc.)?

None, we will be providing our own security and will work closely with the GF DPW, Police ar

OCCUPANCY TAX REQUEST SUMMARY – LAKE GEORGE WINTER CARNIVAL

REQUEST AMOUNT: \$50,000

REASON: Requesting funding in support for 60th anniversary of the Lake George Winter Carnival. This annual, family-friendly event includes activities over 4 consecutive weekends in February and will take place on and off the ice in the Village of Lake George. The event will feature:

- children’s activities including arts and crafts, face painting, pony rides, petting zoo, bonfires, smores, hot chocolate bars, tie dyed shirts on the ice and youth hockey.
- Every Sunday is “Make Your Own Sundae day.”
- Every Saturday and Sunday will include Dogs Have Talent shows.
- Wood carving demonstrations in the park
- Outhouse races will be back the first weekend (and were featured on national TV in the past).
- Weekends will include fireworks, sanctioned snowmobile races, cars, motorcycles and 4 x 4’s, as well as Chowder, Wing and BBQ cookoffs.
- Helicopter rides, polar swims, carriage rides, Zumba dancing, open mic night.
- Glacier golf tournament.
- NEW for 2022, the LGWC plans to re-instate the Carnival King and Queen to reign over the 60th anniversary.
- Plan on working with Ice Castles to cross promote both events.
- Purpose of the event is to create a family and sport-oriented event to bring off-season business to the region in the month of February.

LOCAL ECONOMIC IMPACT: Event manager states that it will attract around 150,000 attendees and approximately 3,000-5,000 room nights, with an average stay of between 3-7 nights. These numbers are based upon 2019 data. The event has collected zip codes from previous events, as well as hotel survey and has demonstrated a consistent track record of strong regional economic impact in February. Event is considered HIGH ECONOMIC IMPACT (over 150,000 attendees/3,000-5,000 overnight visitors)

- Off Peak event in February – considered “Signature Event”
- Non profit event operated by volunteer team
- Expenditures are within the permissible guidelines

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Full and comprehensive budget included with the application
- Total cost to be borne by organizer: **\$85,610.00**
- Anticipated revenue from the event: **\$95,600** (income and revenue streams outlined in the budget)
- Anticipated expenditures for event: **\$135,610** (see Budget)
- Previously funded by Warren County: **\$35,000 for last 10 years**
- Previously funded by Town and Village: **\$10,000 for last 5 years**

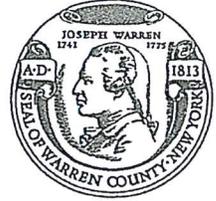
EVENT MARKETING

- Comprehensive marketing plan included with the application. (see Marketing Plan for 2022)
- Event promoted all year long, with 80% of the marketing targeted beyond Warren County.

- Marketing includes a mix of radio, print, TV and social media for local, regional and neighboring states promotion. National promotion of the event is done through social media and TV.
- Marketing efforts include tri-folds for the summer tourists, newspaper articles & ads in newspapers, LG Winter Carnival booklet, AAA booklet, North Country Living Magazine distribution in Canada, website hosted by Mannix Marketing, PSAs in VT.... (see full plan for details).
- Event promoted extensively out of region and state to all ages & demographics.
- Total marketing expenditures estimated: **\$40,000**



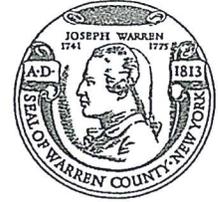
LG WINTER CARNIVAL
RD 1013121 for



**Warren County Occupancy Tax
Grant Funding
(Special Events and Activities)**

Application 2021-22

To be completed by those requesting special event or activity funding



APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include ALL items on the page two check list. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and **WILL NOT be reviewed or awarded.** All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism 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.

Amount of Occupancy Tax Funding Requested: \$50,000.

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Nancy Nichols
- 2.) Address:
311 Flat Rock Road Lake George, New York, 12845
- 3.) Email/Cell phone:
NBN12845@gmail.com (518) 744-1556
- 4.) Estimated Event Duration (including set-up/clean up times):
6 weeks
- 5.) Anticipated Number of Attendees 150,000.00
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 65

B. EVENT INFORMATION

- 1.) Name of Event: The Lake George Winter Carnival Inc,
- 2.) Date & Time of Event: Jan 28, February 5,6,12,13,19,20,26,27
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
Village/Town/Shephard Park/Ice in Lake George
- 4.) Which category BEST describes your event (check one):
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. (If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.

5, Event Detail

The Lake George Winter Carnival started in 1961 will be celebrating its 60th anniversary in 2022 with 4 fun-filled weekends on the ice in February.

Winter Carnival is an all volunteer committee that is looking forward to a great 2022 year after having to postpone due to COVID in 2021.

The committee is working hard to bring a fun filled month of tourism to the Warren County region;

The Family activities that everyone looks forward to are on schedule for this year. The ever popular Children's activities both inside to stay warm and outside adventures are being planned including the arts and crafts, face painting, pony rides, petting zoo, bonfire and smores, hot chocolate bar. Activities on the beach with ice tie dyed shirts and games, along with youth hockey,

Every Sunday is make your own Sundae Day.

The fun for our 4 legged friends will return with Dogs have Talent show every Saturday and Sunday.

The wood carvers doing demos will be set up in the park.

The Outhouse Race will be held the first weekend and in the past has been featured on National Television, hoping this will happen again.

The weekends will include Fireworks, the sanctioned races of snowmobiles, cars and motorcycles and 4X4's.

Cook Offs of Chowder, Wings, Chili and BBQ.

Helicopter rides, polar swims, carriage rides, Zuma dancing and open Mic have also been confirmed for the weekends.

The Glacier Golf Tournament is ready to tee off with great prizes for the talented golfers.

The final schedule will be ready to go with more confirmations to be announced in the next few weeks.

The LGWC has a plan in place to reinstate the Carnival Queen and King to reign for the 60th Anniversary.

ZIP CODE	# OF DAYS IN AREA	ZIP CODE	# OF DAYS IN AREA	ZIP CODE	# OF DAYS IN AREA
12422	3	12401	1	12831	2
12083	2	12831	1	12154	1
12443	1	12401	2	12154	1
12544	1	11778	2	08365	2
12083	3	12472	1	10920	1
12083	1	12468	3	12487	2
12401	0	12211	1	12118	1
18011	3	12401	1	12489	2
10994	4	12831	2	12401	1
12440	1	12516	2	12489	2
12440	1	12886	1	12401	1
12159	1	12143	1	06786	1
12200	1	12047	2	12401	1
12559	1	12184	1	61007	1
12824	1	12167	1	10920	1
12598	1	11778	1	10920	2
12490	2	12167	2	10958	1
10541	2	61007	1	12477	1
10598	1	12014	2	12440	1
10598	1	12110	1	12484	1
10541	2	01007	1	12864	1
10598	1	12047	1	12842	1
12831	3	12144	3	12822	1
12492	2	12805	1	12830	1
12809	2	12110	1	12842	1
12549	1	12047	1	12822	1
12541	1	12090	1	12872	1
12804	4	12143	1	12851	1
12147	2	12831	2	12885	1
125109	2	12887	1	12835	1
12828	2	08023	1	12835	1
12827	1	12831	1	12833	1
12118	2	12801	1	12822	1
12303	1	12831	2	12885	1
121104	1	12401	1	12821	1
12802	2	12203	1	12823	1
12468	1	12804	1	12835	1
61007	5	12084	1	12110	3
12205	4	10958	2	08002	2
12887	3	12835	1	08002	2
12401	2	10958	2	06610	2
12106	1	10920	1	12885	1
12019	3	12831	1	12834	1
12401	2	10920	1	12807	1
12401	1	12822	1	12885	1
ZIP CODE	12866	ZIP CODE	12822	12809	1

COPY



Lake George Winter Carnival

Post Office Box 663

Lake George, New York 12845

The Lake George Winter Carnival thanks you, and your hotel for being open during the winter months. LGWC is an all volunteer organization that has applied for bed tax money, we hope you will participate in this survey, to help us to continue bringing winter activities to the Warren County region, and increase heads in beds.

Thank You, Nancy Nichols and Lou Tokos LGWC Co-Chairmen

HOTEL NAME _____

Occupancy Person/Nights (May use percentage or actual numbers)

January 2022 _____

February 2022 _____

COPY

Manager Signature _____



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ NA NO

4.) Total Cost to be borne by the organizer for the event: \$ 85,610.00

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ 50,000.00

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. Failure to provide a complete budget will result in the application being disqualified. \$ 6,500.

7.) Anticipated total revenue from the event: \$ 95,600.00

8.) Clearly identify the special event/activity objectives. (i.e.: the purpose of this event is to create a unique car show which will attract car aficionados from across the Northeast. The purpose of this activity is to create a stronger cultural asset in the region.) Attach additional pages if necessary
Our purpose is to create a family and sports oriented event to bring off season business to the area during the month of February.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ \$35,000 # of yrs. 10 plus
 NO

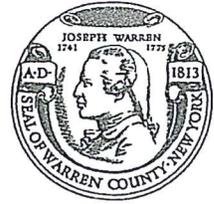
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
See attached anticipated budget

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 10,000. #of yrs 5 ago
Municipality? Village and Town of Lake George
 NO

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? NA

13.) Will the proceeds from the event benefit any other organization or does the event provide an opportunity to support a local charitable organization or group? YES (what %/\$ amount) _____ NO

14.) Please describe community benefit opportunity if answered YES to the previous question:



D. EVENT MARKETING & PROMOTION

1) Marketing Plan (See Appendix D)

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) The LGWC promotes the event all year long

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 80%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Local, Regional. NY and neighboring states in print, TV, Radio and social media. National by social media and TV

5.) Who is your target audience and/or demographic?
All young families to senior citizens

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process? YES NO

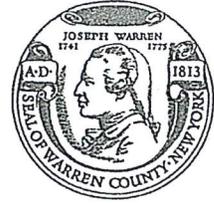
8.) What permits and licenses are anticipated for your event? (if unsure, please email hanifink@warrencountyny.gov for further clarification)
DOH and DEC

9.) **SAFETY AND LAW ENFORCEMENT NEEDS (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.**

Do you require these services? YES, if yes, what services and when? Explain. NO

Police for the parade and EMT service for motorized events

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event? YES NO



AFFIRMATION

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

Nancy B Nichols

Signature of Responsible Party

Nancy B Nichols

Name

The Lake George Winter Carnival Inc

Organization

October 5, 2021

Date

Co-Chairmen Lake George Winter Carnival

Title



APPENDIX A

LOGO USAGE REQUIREMENTS & LOGO USAGE AGREEMENT

The Warren County Tourism Logo must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Funding.



LOGO APPLICATION/PRINTING INSTRUCTIONS:

- PRINT/WEB PLACEMENT: Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.
- ONE-COLOR PRINTING: The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.
- FOUR-COLOR PRINTING:

Logo prints 100% with no screens. No color changes allowed.

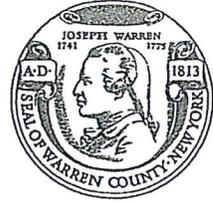
Please contact Peter Girard at Girardp@warrencountyny.gov for specific logo files or for any placement questions.

AFFIRMATION

I, Nancy B, Nichols, as representative for The Lake George Winter Carnival Inc (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Nancy B Nichols
Signature

October 5, 2021
Date



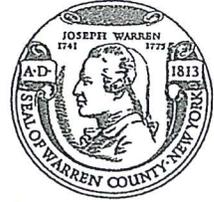
APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: Lake George Winter Carnival Inc.
 Event Date (and rain date if any): Jan 28, Feb 5,6,12,13,19,20,26,27
 Event Type: Family Ice events
 Special Comments: _____

Please fill in this form in detail with Estimates and submit at time of application. An updated and detailed Marketing plan form will be REQUIRED after the event as part of the Post Event Final Report. If you use your own spreadsheet, please follow the format below and answer all questions.

	<u>Estimated</u>	<u>Actual</u>
Print Ads	\$ <u>6,500.</u>	\$ <u>6,500</u> Newspaper (indicate which) <small>Post Star, The Sun, Chronicle, Times Union, Gazette etc</small> _____
	\$ <u>2,000.</u>	\$ _____ Magazine (indicate which) <u>North Country, AAA magazine</u>
	\$ <u>3,000.</u>	\$ _____ Brochure (indicate distribution) <small>Adirondack Balloon Festival, Trefold Year round distribution</small> _____
	\$ _____	\$ _____ Direct Mailer (indicate distribution) _____
	\$ <u>4,000.</u>	\$ _____ Other print advertising: <u>LGWC Booklet</u>
Digital Ads	\$ <u>TBA</u>	\$ _____ Google Display/Search Engine Marketing
	\$ <u>TBA</u>	\$ _____ Facebook
	\$ <u>TBA</u>	\$ _____ Instagram
	\$ <u>TBA</u>	\$ _____ Other social media _____
	\$ _____	\$ _____ Purchased email lists
	\$ <u>6,000,</u>	\$ _____ Other digital advertising <u>TV</u>
Billboards/Outdoor Advertising	\$ _____	\$ _____ Billboard/banner
	\$ <u>500.</u>	\$ _____ Poster
	\$ <u>1,000.</u>	\$ _____ Other Outdoor Advertising
Other Advertising Expenses	\$ <u>9,000.</u>	\$ _____ Radio, TV (indicate stations)
	\$ <u>6,500.</u>	\$ _____ Creative Design
	\$ <u>1,500.</u>	\$ _____ Other advertising expenses
TOTAL EVENT MARKETING/ADVERTISING EXPENSES	\$ <u>40,000.</u> (estimated)	\$ _____ (actual)



Marketing/Advertising Plan p. 2

1) When will your event marketing campaign begin/end? We promote the event all year

2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?
See Marketing Plan

3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)
Tri State area and New England States, Many of are participants are from Western NY and NYC area.

4) Who is the primary audience you are trying to attract with your event (i.e. families, auto enthusiasts, food/wine enthusiasts, cultural travelers, etc) We target all age groups and activities. The Lake George Winter Carnival has many family activities along with Motorized events.
We have Car, Snowmobile, and Motorcycle sanctioned rascas.

5) What opportunities do you foresee with your event to collaborate your marketing efforts with Warren County Tourism to help promote your event (i.e. joint press events, cross marketing on social media, etc).
Participating with the offices of Warren County Tourism and our local chamber to cross market between LGWC and Ice Castles wil
be a Win for both activities.



Lake George Winter Carnival
Post Office Box 663
Lake George, New York 12845

Marketing Plan for 2022 Lake George Winter Carnival

Print:

Trifolds to be distributed during the Summer Tourist season advertising the upcoming 60th year of The LGWC

Lake George Winter Carnival Booklet distributed throughout the state

Newspaper articles and ads:

The Post Star

The Lake George Mirror

The Sun

The Chronicle

The Saratogian

The Times Union

The Gazette

Articles are also sent to papers in Utica, Syracuse, Rochester and Down State

The AAA booklet distributed in NY State

North Country Living Magazine distributed also
distributed in Canada

Lake George Guide

Adirondack Balloon Festival Booklet

Warren County Tourism Booklet and events

Electronic and Social Media

Facebook followers on the LGWC site with 12,838 likes

Web page <http://www.lakegeorgewintercarnival.com/>

hosted by Mannix marketing

Our posts are shared by local businesses, sport
participants and visitors.

We also are featured on LakeGeorge.com

Television

All local stations and some national cover LGWC
events throughout the month.

LGWC is working on this year's 60th Anniversary,
National Coverage with personalities who vacation in
the area. We are hoping for our contacts to make this
work.

Radio

Weekly paid spots with all the major local and Vermont
Radio Stations along with PSA's that reach the
Tri-State area.

	Budget 2022	Anticipated Income
60th Anniversary Events	\$10,000.00	
4X4 Races	\$3,000.00	
Ambulance	\$3,000.00	
Answer Phone	\$125.00	
ATV Scavenger Hunt	\$1,000.00	\$2,500.00
Awards/Plaques	\$500.00	
Banners	\$400.00	
Bands/Entertainment	\$3,000.00	
Bed Tax Town/Village		
Bed Tax County		\$45,000.00
Bed Tax Town		
Bon Fire	\$600.00	
Booklet	4,500.00	\$9,500.00
Car Races	\$3,500.00	
Carvers	\$4,000.00	
Carvings/Slide	\$6,500.00	
Chamber Membership	\$100.00	
Childrens Activities (indoor)	\$1,000.00	
Concession	\$3,000.00	\$6,000.00
Cook-offs	\$800.00	\$4,500.00
Distribution/Gas	\$500.00	
Fees and Licenses	\$500.00	
Fire Works	\$10,000.00	
Gala Auction	\$200.00	\$4,000.00
Gala Dinner	\$7,000.00	\$4,000.00
Games	\$1,000.00	
Gas/Security	\$1,000.00	
Golf	\$200.00	\$500.00

Helicopters/Vendors		\$1,000.00
Insurance	\$15,000.00	
Jackets	\$2,000.00	
Mascots	\$1,000.00	
Motorcycle Races	\$6,000.00	
Newspaper Advertising	\$6,500.00	
Office Supplies	\$1,500.00	
Opertation Expenses	\$3,000.00	
Outhouse Race	\$1,000.00	
Parade	\$500.00	
Pet Show/Dogs have Talent	\$400.00	
Petting Zoo		
Post Office Box	\$85.00	
Radio Advertising	\$7,500.00	
Raffle	\$9,000.00	\$4,000.00
Samores	\$1,000.00	
Snow Cross	\$6,500.00	
Snowblowing	\$300.00	
Souveniers	\$3,000.00	\$7,000.00
Sunshine	\$500.00	
Thank You Night	\$1,500.00	
Trifolds	\$1,500.00	
Web-Site/Social Media	\$2,500.00	
Zumba	\$200.00	
Sunday Activities(Beach, Snow)	\$1,000.00	
Tents	\$700.00	
Hot Choc Bar	\$4,000.00	\$5,000.00
Tye Dye	\$2,000.00	\$2,000.00
Basket raffle	\$200.00	
Cooking Show	\$1,500.00	

Luminaries	\$300.00	\$600.00
	\$135,610.00	
		\$95,600.00



APPENDIX F

Warren County Emergency Services Event Request

Welcome to the Lake George Area. We are thrilled you have selected our area for your event and would like to work collaboratively with you to ensure that your event is the safest it can be for you and your attendees. Please take a few moments to fill out the form below so that we may coordinate with you for any emergency services needs you may have. If you have specific questions regarding the safety of your event or emergency services options, please email EventsEMS@warrencountyny.gov

Name of Event: The Lake George Winter Carnival Inc.

Dates of Event: Jan 28, Feb 5, 6, 12, 13, 19, 20, 26, 27

Number of attendees expected (Adult/youth): 150,000.

Host Municipality/Location: Lake George Village and Town

Brief Description/nature of the event (type, motorized, non-motorized, specific location):

Motorized races on ice

Motorcycle

Car

Snowmobile

Parade on Canada Street

Main Organization Point of Contact:

Name: Nancy B Nichols

Organization: Lake George Winter Carnival Inc

Phone: 518 744-1556

Email: NBN12845@gmail.com

What emergency services do you require (police, fire, EMT, emergency services, road closures, police details, etc.)?
police, EMT, Road Closure

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: 10/19/21

- (a) Purpose of Amendment: **to appropriate \$70,000 from the Occupancy Tax Reserve for two events starting in December; \$50,000 Lake George Winterfest; \$20,000 Adirondack Christkindlmarkt**

- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0002 480, Tourism- Special Events - \$70,000**

- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$0,000**

WARREN COUNTY TREASURER

MICHAEL R. SWAN
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

OCCUPANCY TAX REPORT

Tuesday October 19, 2021

Revenue Collected Through 10/15/2021	\$ 4,887,671.22
Revenue Collected Through 10/15/2020	<u>\$ 2,992,816.53</u>
Increase/Decrease	\$ 1,894,854.69
Percent Change	63.31%
Revenue Collected Through 10/15/2021	\$ 4,887,671.22
Revenue Collected Through 10/15/2019	<u>\$ 3,941,513.54</u>
Increase/Decrease	\$ 946,157.68
Percent Change	24.00%

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:

DATE:

(a) Purpose of Request:

(b) Details:

(c) Previous Resolution Number:

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:

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

* as listed in budget and LOGOS