



**Tourism and Occupancy Tax Coordination Committee  
Warren County Tourism Department  
AGENDA  
November 23, 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 October 19, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.
  
- III. Action Agenda/New Business Items:
  - a. **Resolution request:** To amend the County Budget to recognize receipt of Empire State Development Matching Funds in the amount of \$33,422.  
  
**Rationale:** The 2021 Matching Funds grant has just been received. The budget will need to be amended to reflect receipt.
  
  - b. **Resolution Request:** To authorize continuation of intermunicipal agreement for 2022 with the Village of Lake George to provide funding for promotion space within The Lake George Visitor Center in the amount of \$25,000.  
  
**Rationale:** Annual funding agreement.
  
  - c. **Resolution Request:** To Authorize Warren County Tourist and Convention Development Agreement for 2022 with The Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding in the amount of \$250,000  
  
**Rationale:** Annual funding agreement.
  
  - d. **Resolution Request:** Authorizing Warren County Tourist and Convention Development Agreement for 2022 with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax Special Event Funding in the amount of \$550,000.  
  
**Rationale:** Annual funding agreement.
  
  - e. **Resolution Request:** Authorizing a contract with Catamount Color to print 80,000 copies of a 2022 Warren County Summer Travel Guide at a cost of \$21,600.  
  
**Rationale:** Contract awarded to the lowest bidder.
  
- IV. Discussion Items:
  - a. Treasurer's Report, Mike Swan
  - b. Tourism Department update, Joanne Conley

c. Presentation by Adirondack Cycling Advocates, Rich Zuccaro

V. Occupancy Tax Special Event Funding Applications for Annual/Seasonal Awards

Presentations by 20 applicants – summaries attached to agenda

VI. 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. Update: Supervisor Geraghty noted this would be addressed after he was able to meet with the County Attorney. (10.19.21)

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

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**Attachment # 1:** Resolution Request Form No. 7 - To amend the County Budget to recognize receipt of Empire State Development Matching Funds in the amount of \$33,422.

**Attachment #2:** Resolution Request Form No. 20 - To authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within The Lake George Visitor Center

**Attachment #3:** Resolution Request Form No. 20 - To Authorize Warren County Tourist and Convention Development Agreement with The Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding in the amount of \$250,000

**Attachment #4:** Resolution Request Form No. 20 - Authorizing Warren County Tourist and Convention Development Agreement with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax Special Event Funding in the amount of \$550,000.

**Attachment #5:** Resolution Request Form No. 3 - Authorizing a new contract with Catamount Color to print 80,000 copies of a 2022 Warren County Travel Guide at a cost of \$21,600.

**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: 11/23/21**

- (a) Purpose of Amendment: **Amend budget to recognize receipt of Empire State Development Matching Funds of \$33,422**
  
- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0001 470, Contract - \$33,422**
  
- (c) Revenue Code (with title), and Amount: **A.6417.0001 3715, State Aid for Tourism Promotion - \$33,422**

# ***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)**

**DATE: 11/23/21**

- (a) Purpose of Request: to authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within The Lake George Visitor Center.
  
- (b) Details: as expiring
  
- (c) Previous Resolution Number: Res# 47 of 2021
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480.05 - Tourism-Business Promotion \$25,000

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

\* as listed in budget and LOGOS

# ***RESOLUTION REQUEST FORM NO. 20***

## ***MISCELLANEOUS***

***\*Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.  
Please attach any backup information available and be as detailed as possible.***

**DEPARTMENT NAME: Tourism (Occupancy Tax)**

**DATE: 11/23/21**

- (a) Purpose of Request: Authorizing Warren County Tourist and Convention Development Agreement with The Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding
  
- (b) Details: as expiring
  
- (c) Previous Resolution Number: Res# 372 of 2020
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480.02 - Tourism-Convention Event Development Fund 250,000

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

\* as listed in budget and LOGOS

# ***RESOLUTION REQUEST FORM NO. 20***

## ***MISCELLANEOUS***

***\*Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.  
Please attach any backup information available and be as detailed as possible.***

**DEPARTMENT NAME: Tourism (Occupancy Tax)**

**DATE: 11/23/21**

- (a) Purpose of Request: Authorizing Warren County Tourist and Convention Development Agreement with Lake George Regional Convention and Visitors Bureau Inc. for Occupancy Tax Special Event Funding
  
- (b) Details: as expiring
  
- (c) Previous Resolution Number: Res# 393 of 2019, 259 of 2020; 373 of 2020
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480.05 - Tourism - Business Promotion 550,000

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

\* as listed in budget and LOGOS

# RESOLUTION REQUEST FORM NO. 3

## Request for New Contract

DEPARTMENT NAME: **Tourism**

DATE: **11/23/21**

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **to print 80,000 copies of 2022 Warren County Summer Travel Guide**
- (c) Name of Contractor: **Catamount Color**
- (d) Address of Contractor: **89 Sand Hill Road PO Box 8329 Essex VT 05451-8329**
- (e) Contractor's Contact Person and Telephone Number:  
**Carin Hart 802-878-4440**
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **12/20/21**
- (h) Termination Date of Contract: **2/28/21 or as soon as paper is available**
- (i) Payment Provisions:
  - i) lump sum amount **\$21,600.00**
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$21,600.00**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of project**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title\* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417.0001 470, Contract \$21,600.00**

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

\*as listed in budget and LOGOS

## 2022 Special Event Occupancy Tax Summaries

- 1) ADK Balloonfest
- 2) Adirondack Cycling Advocates
- 3) Adirondack Folk School
- 4) Adirondack Nationals Car Show
- 5) ADK Wine and Food Festival
- 6) Alpha Win- Lake George Triathlon
- 7) Americade
- 8) Food Truck Fridays – Horicon \*
- 9) The Hyde Collection
- 10) Improv Records – Memorial Meltdown, LGD50 Series, ADK Independent Music Festival
- 11) Independence Day – Glens Falls Summer Symphony Pops \*
- 12) Kiwanis Club – Taste of North Country \*
- 13) LG Arts and Crafts Festival
- 14) LG BBQ Festival
- 15) Lake George Music Festival
- 16) Lake George Dinner Theater
- 17) Nearby-Faraway – Georgia O’Keefe Musical Series
- 18) NYSPHAA Boys Basketball Championships – Glens Falls
- 19) Prime Time Lacrosse LG Invitational
- 20) Warrensburg Garage Sale

\* indicates one day events

## 2022 APPLICATION EVALUATION CRITERIA

When reviewing and scoring the 2022 Special Event applications, please take the following criteria in consideration:

1. **ECONOMIC IMPACT** – is this “investment” one which will generate future occupancy tax funding through the increase of overnight guests and increase sales tax revenue
  - a. High Impact vs Low Impact event: Does the event or activity draw a significant number of overnight guests and/or day trippers?
  - b. “Peak vs. Off Peak Season”– Given the seasonality of the Lake George Area and the desire to increase overnight guests and visitors year-round, heavier weights should be considered for organizers who produce events in the “off peak” season” October to May, with heavier emphasis on winter months (Dec-March) and who clearly demonstrate a significant return on investment.
  - c. Can the visitor/attendee numbers be quantified and if so, how is this demonstrated? Does the organizer indicate how they will collect the data (attendees, room nights, zip codes, properties used, survey?)
  - d. Are the expenditures within the guidelines for permissible expenses?
  - e. Is the event for profit or non-profit?
  
2. **SOUNDNESS & FISCAL STABILITY OF THE EVENT** – does the budget submitted by the applicant provide clear delineations of expenses and revenues to support the event? How reliant is it on public versus private funding?
  - a. Does the event or activity also receive additional funding support from other municipalities and how much?
  - b. Does the event or activity actively seek community partnerships/sponsorships to provide financial support and what percentage?
  - c. Does the event or activity charge a fee and what percentage of that revenue is re-invested into the event year over year?
  - d. If it is an annual event or activity, has it added new components or marketing year over year to attract new visitors?
  - e. Does the event or activity demonstrate an effort to collaborate with the local businesses and hospitality partners (packages, incentives, deals, etc.)?
  - f. Is the event or activity a “good fit” for the community? Can it offer additional community or philanthropic benefits such as a fundraiser for a local charity, skills clinics to local residents, food drive for regional food bank, etc.?
  - g. Does the event or activity create a “domino economic effect” benefit to the community at large?
  
3. **EVENT MARKETING** – does the marketing plan submitted by the applicant clearly outline defined strategies and opportunities for attracting overnight visitors and visitors from out of county and is the plan well thought out and comprehensive?
  - a. Does the marketing of the event or activity offer opportunities to align with current Warren County tourism marketing initiatives or does it provide a significant benefit by expanding the reach beyond the current county promotions?
  - b. Do the promotions clearly target overnight visitors?
  - c. Does the event or activity provide co-marketing opportunities with Warren County tourism to increase brand awareness in unique ways through guerilla marketing tactics, brand activations or other opportunities?
  - d. Does the event or activity add PR value and enhanced visibility to the region?
  - e. Is the event or activity a “signature event” (annual/large scale/established/well attended and known) and does it provide opportunities for Warren County to co-brand?

## 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 should be collectively decided by the Occupancy Tax Committee.

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

1. **COMPLETENESS OF APPLICATION** – Did the applicant provide all the required information?

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:

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## OCCUPANCY TAX REQUEST SUMMARY – ADK BALLOONFEST 2022

REQUEST AMOUNT: \$40,000

**REASON:** Requesting funding in support of the annual Adirondack Balloon Festival, a “signature event” for Warren County, celebrating its 49<sup>th</sup> year in 2022. Event organizers were forced to “downsize” the 2021 event due to COVID restrictions, but anticipate that all their food vendors, exhibitors, balloonists, and Zonta Arts & Crafts show will be back in 2022. In addition, event organizers (an ALL VOLUNTEER, non-paid staff hope to begin preparations for their 50<sup>th</sup> anniversary in 2023.

The Adirondack Balloon fest is the largest balloon festival in the Northeast and currently the 3<sup>d</sup> largest in the US. With the goal of attracting 90-100 balloons in 2022, this would make this event the same size as the Great Reno Balloon Race, next only to the largest in Albuquerque, NM. By comparison, Reno also attracts around 150,000 attendees, the same as the ADK Balloon fest and it is their goal for 2022 to attract at least this number or higher to become the 2<sup>d</sup> largest balloon festival in the entire US! NEW FOR 2022, organizers are already in process to secure specially-shaped balloons for 2022 and the 2023 anniversary year. ADK Balloon Fest is one of the premier events for Warren County, visually stunning and a family-friendly event that all can enjoy.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- HIGH impact/ SIGNATURE event (150, 000+)
- OFF-PEAK season event – Sept. 22-25, 2022
- Attendance for 2021 is estimates around 50,000 due to COVID restrictions and change of program.
- **Projected attendance for 2022 is 150,000 attendees, with 25-30% overnight visitors projected, based upon new marketing initiatives and 70-75% day visitors.**
- Expenditures are within the permissible guidelines.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full and comprehensive budget included with the application.
- Non-Profit event
- **Total cost to be borne by the organizer: \$200-225,000**
- **Anticipated revenue from the event: \$211,850** – event is free to the public, volunteer-run and its revenue stream is comprised of balloon/corporate sponsorships, advertising, grants (occ tax), donations, merchandise sales and vendor contributions
- Previously funded by Town and Village: **\$15,000 from Queensbury, \$40,000 by OT in previous years**
- Event organizer hopes to work with hotels and possibly 3<sup>d</sup> party in 2022 to secure hotels and data collection.
- **Many event vendors are associated with non-profits in the region, including Open Door, Children’s Museum, Zonta, Rotary, Lion’s Club, Masons, Rotary**
- Event is targeting all demographics – families, seniors, singles, couples – all income levels.

- Event enhances the local community by giving back to the many non profit organizations in the county, creating a community benefit & “give back.”

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing expenditures estimated: **\$24,500**
- Majority of the national marketing is conducted IN-KIND.. TD Bank promotes the event in all branches along the East Coast all the way to Florida, Amtrak promotes the event at Penn Station and on every train in and out of Penn Station during the month of September, creating a reach from the Northeast all the way to Florida. If the organizers are able to reach their goal of 150K+ attendees in 2022 and claim the 2'd largest balloon festival in the US, the media relations opportunities and reach from this event will be extensive and national.
- Created new brochure in 2021 and will continue to print in 2022. Will also create (NEW) for 2022, a souvenir event program, will promote on Facebook, radio advertising and will use local resources such as Warren County Tourism, and local tourism offices & chambers of commerce to also promote the event in partnership.
- NEW for 2022 – it is anticipated that with the return to “normal” post COVID, they will conduct their annual media flight Friday morning which is aired on most Albany television stations throughout the weekend.
- Event planners also plan on using more Facebook Live and more social media in 2022.

## OCCUPANCY TAX REQUEST SUMMARY – ADIRONDACK CYCLING ADVOCATES

REQUEST AMOUNT: \$20,000

**REASON:** Requesting funding to support and enhance cycling tourism in Warren County with a vision to create a “Warren County Cycling Experience.” Working over the last 10 years, ACA has worked to improve bicycle infrastructure, improve bike safety practices, and has actively promoted Warren County as a premier bike destination.

In 2021, ACA was awarded funding to support new trail development, provided informational brochures, distributed promotional products and hosted cycling events. ACA is requesting funding for the following initiatives in 2022:

- Funding for public awareness/marketing initiative: purchase full page ad in Ride On Magazine Trail guide, funding to reprint ACA brochure, and funding for artwork for ACA kiosk which goes to community events and expos to promote cycling in Warren County. \$4,000
- Funding for the design and production of “YOU ARE HERE” bikeway signage and production of new Bikeway logo to direct cyclists. Funding for cycling projects will include beginner mountain bike trails at Dynamite Hill in Chestertown and directional signage for the new French Mountain trail. \$16,500
- Funding to purchase promotional materials for the annual Ride On Weekend and purchase ads and media spots throughout the Northeast to promote the 9<sup>th</sup> annual Harry Elks Ride. \$3,000
- Funding to purchase/install two new bike “fix-it” stations for along the Warren County bikeway and to purchase/distribute bike lights and bells for distribution to cyclists at expos and other promotional outreach efforts. \$5,000

On road cycling and mountain biking has significantly increased over the last few years, particularly in Warren County. In 2021 there were 25,000 visits to Gurney Lane MTB park, 10,000 visits to Gurney South, 30,000 to Rush Pond Trail, 14,000 to Hudson Pointe Trail, & 18,000 to the new Halfway Brook Trail. **Total cycling visits in 2021 = 97,000 compared to 39,259 in 2020 = a 59.5% INCREASE.**

Additional increase from 2020 to 2021 – Annual Harry Elks Ride increased from 56 cyclists to 120, with 35% travelling from out of county/state. The Ride ON Festival weekend in 2021 attracted 75 participants, over 2 days, increasing riders 40% at 4 mountain biking destinations county-wide at Queensbury, Brant Lake, North Creek, and the Hub.

Cycling tourism’s impact on Warren County continues to grow year over year and data indicates that this trend will continue post COVID with significant visitor interest in outdoor recreation opportunities within the region and Adirondacks, creating a significant economic impact for the region.

### **ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”**

- Multi-day/multi-month promotions of cycling opportunities, trail development and outreach year-round.
- Both OFF PEAK and PEAK event times (on-road cycling, mountain biking and fat tire winter snow biking)
- HIGH IMPACT event – **Total cycling visits in 2021 = 97,000 compared to 39,259 in 2020 = a 59.5% INCREASE.**
- Mountain bikers spent **\$382.25** on average per trip. The average mountain bike trip lasted 2.7 nights. Mountain bikers travel 566 miles on an average trip. Half of trips are 250 miles or less from home
- Data tracked through cooperative efforts with Parks & Rec, bike businesses, trail auditors, Brant Lake Bike Park and the Hub, which indicated it increased business over 50% in 2021. Visitations quantified.
- Expenditures are within the permissible guidelines. Consider future municipal supplemental for county-wide capital trail development.
- Non-profit, 501-c 3 status. Ongoing multi-year initiatives to enhance/develop cycling tourism in Warren County.

### **SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?**

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$41,300**

- Anticipated revenue from the event: **\$0** (there are two events, Harry Elkes Ride \$25/\$35 per ticket, Ride ON Weekend \$25 single day/\$45 weekend, however all funding received is reverted back into the organizational expenses (see budget) and trail development.)
- Provided significant detail on new marketing/cycling initiatives. Strong programmatic detail provided.
- Event seeks to create new local partnerships with businesses to incentive new patrons and visitations within the region and currently works with WC Tourism Department, WC Parks and Recreation, Parks & Trails NY, regional chambers of commerce & continues to engage new visitors to come and ride in Warren County.
- Non-profit organization, designated 501-c-3.

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$10,080.00**
- Marketing efforts continue year-round and include the following:
  - Warren County Cycling Guide and Map, the Ride ON Trail Guide magazine, Ride ON Festival weekend, , bikeway signage, safety cards, and media outreach.
  - Print ads in Post Star, Chronicle, Times Union, Ride On Magazine, ADK Magazine, NEW for 2022 increase focus in out of state literature and outreach in MD, VT, PA, MA, and FL.
  - Target audience are biking enthusiasts of all ages and demographics -families, singles, retirees.
  - Increase public relations related to biking opportunities in Warren County.
  - Work cooperatively with the Warren County Tourism Dept. on co-op marketing/promotional efforts.
- Marketing program and new efforts are well within the required application parameters.

## OCCUPANCY TAX REQUEST SUMMARY – ADIRONDACK FOLK SCHOOL

REQUEST AMOUNT: \$15,000

**REASON:** Funds are being requested to enhance and support the Adirondack Folk School's marketing campaign and course catalog production to attract more students and visitors to the area. In its inaugural year of 2010, the school offered over 90 classes and served 360 students. In 2021, the Adirondack Folk School has been designated as one of the leading folk schools in the entire US, offering well over 250 classes in 20 areas of traditional craft and serves over 1,000 students annually. It is the only school in the region to offer classes in blacksmithing, boat building, basketry, weaving, jewelry-making, photography, woodworking and more. If awarded, AFS will professionally produce and distribute video messages and still advertisement to extend their reach further into Northeastern US and Eastern Canada.

Impacted by COVID19, as many businesses were in 2020, AFS was one of the first schools of its kind to safely re-open and emerge from the pandemic. This re-opening in July 2020 enabled and benefitted many local artisan/instructors who depended on the income derived from teaching for their livelihood. Since re-opening, interest in classes has been so strong, that many have sold out.

In 2021, as AFS has continued to attract students from across NYS and the US, their enhanced social media and online presence has enabled them to connect with hundred of new students. Their goals are to be able to meet the growing demand and interest in classes, increase capacity by using their satellite classroom at the Log Jam Outlets and increase visitations through new classes and offerings.

### **ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?**

- AFS is a unique Warren County attraction and is not weather-dependent. More than ½ the students require lodging and for every dollar spent at AFS, there is approximately a \$3 return and impact on the local economy.
- AFS is a cultural gem for the region and its mission is to: 1) preserve the arts, crafts and cultural heritage of the Adirondack Region; 2) promote local artisans by affording them opportunities to support themselves through their craft and 3) serve as an economic engine to attract unique outside visitors who would have not normally visited the region.
- School has demonstrated significant increases in class interest over the last 11 years, with many classes in 2020/21 being sold out. Adding classes will increase visitors to the region and encourage them to stay overnight and enjoy other regional activities.
- Non-profit organization
- Year-round classes – projected attendance 1100+
- Track overnight stays through student surveys and contact area lodging establishments. 2 days is average length of stay per student.
- Expenditures within permissible guidelines

### **SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?**

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$307,250**
- **Anticipated total ticket sale Revenue: \$155,000 (class tuition + materials).** AFS also received additional funding from advertisements, grants, merchandise sales and donations and is a 501-c 3 non profit organization.
- **Previously funded by OT (2 years): \$18,824**
- **Previously funded by Lake Luzerne OT: \$5,000 for 11 years.**
- AFS seeks to add multi-day classes to increase visitor stay and accommodate increasing class demand, as well as to entice their students to stay longer to enjoy local events, activities, entertainment, outdoor recreation and cultural attractions.

- More than half of AFS's students come from beyond Warren County and it is estimated that for every \$1 spent at AFS, there is roughly a \$3 economic impact on the local economy.
- Seeks to attract demographics of adults with household income of over \$100K, throughout the Northeast and Canadian provinces.
- AFS is a local cultural gem which appeals to visitors and residents alike to keep alive the local Adirondack craft traditions.

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$30,000**
- Marketing will include the following:
  - Printing and distribution of 2022 course catalog to over 6,200 members and alumni, as well as distribution in museums, coffee shops, galleries, visitor centers, other businesses.
  - Advertising (Print) in Adirondack Life Magazine, Yankee Magazine, Rutland Magazine with focus on attracting visitors from NYS, New England, PA, NJ, & DC metro area. Will also market to Capital Region, North Country, Canadian Provinces, Quebec and Ontario.
  - Demographic targets are both men & women who are life-long learners, interest in outdoors and in the ADK region. Will also adjust messaging to attract Baby Boomers and Millennials.
  - Will seek to increase digital advertising such as Facebook, Instagram, YouTube videos, Podcasts.
  - Targeted messaging within specific geotargeted markets will ensure additional reach and visibility.
- AFS anticipates increasing marketing & distributing new video messaging through Facebook, YouTube, Instagram and Google advertising to geotarget potential students (visitors) to register for classes earlier and include local area recreational opportunities.
- AFS very open to cross-promote with Warren County tourism through all areas including social media, media opportunities, etc.

## OCCUPANCY TAX REQUEST SUMMARY – ADIRONDACK NATIONALS CAR SHOW

REQUEST AMOUNT: \$50,000

**REASON:** Requesting funding to support the Adirondack National Car show Sept. 8-11, 2022. Albany Rods & Kustoms, or ARK for short, is a car club based in Albany, NY with members from all over the Upstate NY area. ARK was founded in 1983. In 1985 ARK hosted their first event “The Highland Farms Car Show” in Altamont NY. In 1986 it started “The Mom and Apple Pie Car Show”. Since the move to Fort William Henry Resort, Adirondack Nationals averages 1,500+ cars/participants every year!

The event is targeted to families and offers a coloring contest for the children, a variety of automotive and non-automotive vendors, food, activities and the ability to see beautiful and unique cars from across the county. In addition, celebrity “Dave Kindig” from Salt Lake City, Utah brought his production crew and filmed our show to be aired on their December 7<sup>th</sup>, 2021 show on Motor Trend TV.

The event donates to several other smaller/local charities, such as Wreaths Across America, local food pantries, humane societies as well as scholarships to 3 colleges. Additional funding is being requested to make the 2022 Adirondack Nationals an even greater success.

### **LOCAL ECONOMIC IMPACT:**

- Event is considered MED ECONOMIC in PEAK season (Sept)
- Overnight visitors estimated based on hotel volume. Event manager quantifies attendance based on car show participant registrations and spectators through the gates.
- Event not for profit, 501-c 6
- Event detail not provided in application

### **SOUNDNESS & FISCAL STABILITY OF THE EVENT**

- Budget provided with application
- Total cost to be borne by organizer: **\$380,000**
- Total revenue anticipated from event: **\$330,000**
- **Applicant has received \$25,000 in OT annually for last 10 years.**
- Event charges \$15 for admission, \$250/\$450 for vendor fees and registration fees for cars involved in the event.
- No detail or information provided regarding new marketing or added features for 2022 provided to attract new business or local hotel packages.
- Event works & is hosted on the Fort William Henry Resort grounds & in Lake George.
- Event contributes a \$25K of their proceeds to local charities and to several other smaller organizations.
- Annual event for last 33 years.

### **EVENT MARKETING**

- Marketing budget provided with application.
- Event marketing is in Capital District, Fulton/Montgomery, Saratoga, Washington county, NYS, VT & MA.
- Advertising includes placement in Hemmings Motor News and Apex, brochure distribution, Facebook, billboard/banners, posters, outdoor advertising, radio (Froggy, WCKM, Big Country).
- Indicate do not need assistance from Warren County Tourism for additional promotion.

## OCCUPANCY TAX REQUEST SUMMARY – ADK WINE & FOOD FESTIVAL

REQUEST AMOUNT: \$50,000

**REASON:** Requesting funding in support of the annual Adirondack Wine and Food Festival will celebrate its 6<sup>th</sup> year at the Charles R. Wood Park June 25-26, 2022. The mission of the AW&FF is to showcase NY's best wineries, breweries, distilleries and artisan food vendors, while promoting Lake George as a vibrant vacation destination.

The event will enable attendees, to sample up to 120 NY State wines, beers, spirits, ciders, artisan foods and visit with specialty craft vendors. With the price of admission (\$15/\$45 GA/\$75 2-day, \$99 VIP Pass), attendees (21+) are provided with a tasting glass to sample beverages and artisan foods throughout the event. Due to COVID19, the event did not take place in 2020 and 2021.

Attendance for the event has increased year over year from 2,585 in 2015 to 6,761 in 2019. Event manager projects that attendance for 2022 will reach 7,729. The goal for 2022 is to increase the festival targets of 5% on Saturday and 15% on Sunday, as NEW for 2022, they will be selling a 2-Day pass for the event.

**NEW FOR 2022** – Event manager plans on extensively expanding marketing efforts for this event since the event was closed due to COVID for 2020/2021 and they are planning a “relaunch.” Additionally, to enhance the experience of the attendees, the 2022 AW&FF will include the following new enhancements: new digital “Crowdpass” to aggregate vaccination statuses of attendees and will rent 6 handwashing stations to address health & safety concerns, a new restroom trailer to increase restroom capacity, additional tent rental and technology improvements to diminish long entrance lines, offer VIP and 2-day passes to increase overnight stays and provide special “cabana” rentals for groups (at a cost of \$2500), and will offer a new and improved Culinary Demonstration Tent to provide more seating and space and schedule locally famous regional chefs & offer video & live streaming of these events.

Additionally, the 2022 event will also include wandering musicians/entertainers and the event website will also be updated to include SEO optimization and a new festival mobile app to enhance the visitor experience.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- Event manager provided extensive past event history, data and demographics within the application.
- PEAK season event – June 25-26, 2022
- MEDIUM/HIGH impact (if projected attendees reach over 7,000 for 2022)
- Total # of projected attendees for 2022: **7,729** (2019 attendees: 6,761)
- Total number of day visitors projected: **3,531**
- **Data collected from attendee surveys each year.**
- Total number of overnight guests projected: **4,745 room nights** (4,151 room nights in 2019)
- Average demographic age is 40.6 yrs., with an average income of \$100,00-\$149,000
- Majority of the attendees coming from the tri-state area, with 78.8% from NY, 3.7% from MA, 3.6% from NJ, 3.4% from CT and 3.3% from VT. **54% of the event attendees stayed overnight.**
- For Profit event
- Expenditures are within the permissible guidelines.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full and comprehensive budget and marketing plan included with the application.
- **Sponsorship partners (past and anticipated):** Mannix Marketing, ADK Broadcasting, The Post Star, Factory Outlets, LG Steamboat Co, Log Jam Restaurant, M & M Digital – not expecting increase in sponsorships: **\$65,197.92**
- Total cost to be borne by the organizer: **\$318,878.26**

- Anticipated revenue from the event: **\$391,283.62** (ticket, vendor, merchandise sales & sponsorship)
- In 2019, 2,274 room nights were generated at hotels, motels & resorts. 1,458 room nights were generated at campgrounds, and 418 room nights were generated at home rentals (Air BnB and VRBO), a 4% increase over 2018.
- Event has added several NEW components to enhance the event in 2022. (see above)
- Previously funded by OT: **\$35K in 2020, \$40K in 2019, \$20K in 2018**
- Previously funded by municipal OT: **\$15K in 2018, \$15K in 2017 joint Lake George Town and village OT**
- Good community give back: 5% ticket sales/26% mech sales donated back to Big Brothers/Big Sisters 501-c 3 – donated \$15K in 2019.
- Provides a strong attraction for millennials and younger demographics to the region, with 66% of the ticket purchasers being women.

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing expenditures estimated: **\$113,498.49**
- Marketing will be enhanced in 2022 to “re-launch” the event and will include:
  - Social media (Facebook, Instagram, Twitter, Snapchat, TikTok, and Google/YouTube) and will work with social media influencers to extend the reach.
  - Festival Mobile App (NEW for 2022)
  - Posters/postcard distribution
  - Enhanced photography/videography
  - Print/digital combo advertising – Chronicle and Post Star
  - Radio/Podcast – Froggy 100.3, Classic Hits 101.7, 107.1 The Point, - Albany & Vermont stations.
  - NEW – will work with local food & wine specific podcasters
  - Digital advertising through Mannix Marketing
  - Email marketing
  - Website updates to enhance SEO
- Provided a COMPREHENSIVE listing of co-operative marketing opportunities with Warren County Tourism through social media, print, digital, banners, app and pr.
- Marketing plan is extremely well thought out and very comprehensive.
- Survey results from 2019 event provided as historical back up & demonstrates event as a catalyst for new visitation.

## OCCUPANCY TAX REQUEST SUMMARY – ALPHA WIN – LAKE GEORGE TRIATHLON FESTIVAL

REQUEST AMOUNT: \$30,000

REASON: Formerly known as the Lake George Triathlon, this event's management was taken over by Alpha Win in 2020 and is seeking funding in support of this endurance race event, occurring Sept. 3-4, 2022 Labor Day weekend.

Over the last few years, they have offered sprint/Olympic triathlon distances and in 2022, plan on offering a 4<sup>th</sup> distance, a 140.6 mile or full Iron distance and a half Iron, 70.3. As in the past, the event will include the transition location at Battlefield Park, the swim portion departing from the beachfront off Million Dollar Beach and the Iron/Half Iron run/bike courses will run through the Village of Lake George, the towns of Bolton, Warrensburg, Horicon and Chester. The Sprint and Olympic course will include the town of Lake George, and town of Queensbury and all run courses will use the WC Bikeway.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- Annual event. In 2021, (impacted by COVID), the event hosted 460 participants, with an average stay of 2.67 nights and traveled with an average of 4.4 people.
- It is estimated that 60% of participants will come at least 1 time prior to the event to train and pre-ride the course. It is estimated that the event in 2021 yielded a direct economic impact of \$348,000.
- PEAK event time ending the summer season on a holiday weekend.
- LOW IMPACT event – less than 1,000 room nights and 1,000 attendees projected for 2022.
- For-profit.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$110,300**
- **Previously funded by OT in 2021: \$15,000**
- **Previously funded by Town of Lake George: \$10,000**
- Anticipated revenue from the event: **\$140,000** (registration prices \$90-220 per person = \$110,00 in registration revenues)
- **No profit sharing**
- 27% of attendees were day-visitors

### EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions

- Total marketing budget expenditures: **\$40,000**
- Marketing efforts will target triathletes and all active endurance enthusiasts. Will focus mostly on northeast and mid-atlantic such as NY, NJ, CT, MA, VT, but extending to southeast, mid-west and western US.
  - Marketing will include dedicated website page, booth space at ADK sports expo, print advertisement in ADK Sports and Fitness Magazine, public relations, Facebook, social media, email blasts, live streaming with Vimeo.

## OCCUPANCY TAX REQUEST SUMMARY – AMERICADE

**REQUEST AMOUNT:** \$50,000

**REASON:** Requesting funding to support the annual Americade, an almost 40-year old motorcycling convention, June 7-11, 2022. The annual event attracts thousands of motorcycle enthusiasts for the week-long event.

Americade 2022 intends to offer the following new attractions:

1. New tours with attractions.
2. A new, large central entertainment area knitting together two key venues (expo and demo area). The entertainment will bring together an unusual and collection of noteworthy motorcycle interests making for a non-commercial and deeply engaging area. This is notable in that it is intended to significantly increase the “experience” of the guest, rather than just adding a new standalone facet.
3. An expanded adventure motorcycle component. Adventure motorcycling is a rapidly growing segment in motorcycling, and they have engaged several global motorcycle brands to help this 2022 initiative. (This is one of many facets of Americade that is unusual: they appeal to many riding styles and interests to build depth and resilience in the event.)
4. A newly introduced Woman’s Program directly addressing the needs and interests of women riders.
5. An electric motorcycle feature
6. A new technology appealing to a younger riding demographic to address the independent inclinations of a younger generation, broadening Americade’s (and the region’s) customer base.
7. Increased marketing to shift to a more digital platform,

### **LOCAL ECONOMIC IMPACT:**

- Event is considered HIGH IMPACT in early PEAK season (June)
- Estimate 50,000-100,000 attendees, and around 105,000 room nights with guests staying an average of 2-4 nights.
- Overnight visitors estimated based on hotel volume. Event manager quantifies attendance & room nights based on Smith Trend Reports & reports from WCT and LG Chamber.
- Event for profit
- Event expenditures within guidelines

### **SOUNDNESS & FISCAL STABILITY OF THE EVENT**

- Budget provided with application
- Total cost to be borne by organizer: **\$780,000**
- Total revenue anticipated from event: **\$738,040**
- **Applicant has received up to \$50,000 in OT annually for last 10+ years.**
- Event charges \$10 for admission, but will be open to local public in 2022.
- Event will provide charitable contribution to local Ronald McDonald House, LG Rotary Club, as well as Pediatric Brain Tumor Foundation.
- Event is also supported by national sponsorships, as well as local, but have seen the sponsorships decline in the last 5 years.
- Event is adding new components to the 2022 event (see above).

- Event looks to support local businesses and creates a motorcycle event that will attract multi-night visitors, as well as short-term visitors.
- Event works with local law enforcement, Fire and Police for event logistics management and has all required permits.
- Event participants ride across the entire county and support county-wide businesses.

#### **EVENT MARKETING**

- Marketing budget provided with application. **\$56,000 in marketing.**
- Event marketing is 20% national market, 60% northeast & mid-Atlantic states, 20% Canadian market.
- Marketing initiatives continue to shift more and more to digital platforms, and involve year-round extensive US and Canada campaigns including: Digital marketing (Google, Facebook, Instagram, US Motorcycle Partners Collaborations), Influencer campaigns, Digital Magazine Advertising, Motorcycle Destination Guides, Print Magazine Advertising, Video Production for Online Distribution.
- Additional advertising includes print ads in RoadRUNNER, Rider, AMA, BackRoads, brochures, direct mailers.
- Event organizer interested in partnering with WCT to promote event in 2022.
- Event appeals to motorcycle touring, cruising, sport touring and adventure touring enthusiasts.

## OCCUPANCY TAX REQUEST SUMMARY – HORICON FOOD TRUCK FRIDAYS

REQUEST AMOUNT: \$13,200

**REASON:** Funds are being requested to support annual Food Truck Friday events which run the first Friday in July to the first Friday in September. This local event attracts local residents and those who are already staying in the area at short term rentals, campgrounds, cottages and local lodging establishments.

Food Truck Fridays were developed as a means to showcase the town of Horicon as a family-friendly destination through this once a week event over the summer.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- Low impact localized one-day event.
- Peak season
- Event visitors quantified by surveys and comments received from attendees & collected zip codes. According to the organizer, 75% of those attending Food Truck Fridays were in town for a week at a time.
- Expenditures within permissible guidelines

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$14,558**
- **Previously funded by OT: \$12,000 in 2021**
- **Previously funded by town of Horicon: \$18,475 for 2 years**
- Family-friendly local event

### **EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$4,500**
- Marketing will include the following:
  - Majority of advertising is through Facebook, local radio spots, and weekly ads in Sun Community news.
  - Largest audience is Capital Region, Washington and Warren county

## OCCUPANCY TAX REQUEST SUMMARY – THE HYDE COLLECTION

**REQUEST AMOUNT:** \$25,000

**REASON:** Requesting funding to support and enhance the Hyde Museum’s cultural tourism marketing and promotion in 2022, to raise the Museum’s profile in neighboring markets to attract overnight guests, promote their year-round exhibit schedule using digital best practices and highlight Glens Falls/Warren County as a significant destination for cultural tourists.

The Hyde offers 1) a world-class group of art works that span six thousand years of art history from antiquity to present; 2) the most complete visual arts experience between New York City and Montreal; 3) a historic and contemporary connection to Glens Falls, Lake George and the natural beauty of the Adirondacks. The goal is to attract more cultural tourists, highlight what makes Warren County vibrant and unique and shine the light on the Hyde as a regional asset through new video, digital marketing and outreach, particularly in anticipation of their 60<sup>th</sup> anniversary celebration in 2023.

With the funding, the Hyde intends to showcase the Museum & Warren County as a destination for cultural tourists, especially those from Western New England (VT, NH, MA, northwest CT), central NY, lower Hudson Valley, as well as New Jersey and PA and increase their marketing efforts aimed at attracting visitors from Jan 29<sup>th</sup> to Oct. 21, 2022, with the intent to bring in 990-1200 room nights.

The Hyde will offer 5 new exhibitions in 2022 (see event detail in application): Robert Blackburn & Modern American Printmaking (Jan. 29-April24), Transformation: The Art of John Van Alstine (June 11 to Sept. 11), Jose Guadalupe Posada: Legendary Printmaker of Mexico (June 11 to Sept. 11), Wall Power! Spectacular Quilts from the American Folk Art Museum (Oct. 9 to Dec 31), Artists of the Mohawk-Hudson Region (Fall 2022).

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### **ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”**

- Multi-day/multi-month exhibitions/events beginning in January and running through October 2022
- Both OFF PEAK and PEAK event times
- HIGH IMPACT event – 24,000 projected attendees and 2,160 overnight guests projected
- Data tracked with zip code analysis – 36% of the Hyde’s audience comes from more than a 3-hour radius, with an average length of stay of 1-3 days.
- Expenditures are within the permissible guidelines.

### **SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?**

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$173,699**
- Anticipated revenue from the event: **\$60,000-** (revenue generated from ticket sales \$12, \$10, \$0, & pending grants from Market NY REDC, town of Queensbury and city of Glens Falls)
- Provided significant detail on new exhibits and new marketing initiative to drive new visitations and overnight guests.
- Event seeks to create new local partnerships with businesses to incentive new patrons and visitations within the region.
- Annual event/activity that promotes & enhances cultural tourism in the County.
- Non-profit organization, designated 501-c-3.

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$173,699**
- Ahead of the 60<sup>th</sup> anniversary in 2023, the Hyde proposes a new “Reimagine” marketing initiative aimed at achieving the following goals:
  - Increase the Hyde’s annual attendance to 32,500+
  - Increase first time Museum visitors by 25%.
  - Expand the geographic reach of visitors beyond a 3-hour radius from 27-30/35%.
  - Increase awareness of exhibitions, programs and anniversary year
  - Use TRIFECTA (marketing firm) to increase and lead new marketing efforts
- NEW marketing efforts will include: video creation/distribution, brochure distribution, print ads, LAMAR transportation bus wraps, Albany Airport, radio advertising.
- GOALS of new marketing plan:
  - Make the Hyde a recognized and significant driver for arts and cultural tourism in Glens Falls, Warren County and greater Capital Region.
  - Work with partners in arts and business community to plan and implement innovative collaborations which enhance region-wide arts and cultural tourism and create incentive-based museum packages with area restaurants and lodging, as well as cross promotions.
  - Align marketing efforts, materials and campaigns with Lake George Area related tourism themes, with I LOVE NY marketing efforts and use data collected to implement segmented marketing and promotional efforts to families, visual arts patrons and tourists coming to the region.
- Marketing program and new efforts are well within the required application parameters.

## OCCUPANCY TAX REQUEST SUMMARY – IMPROV RECORDS/MEMORIAL MELTDOWN/LGD 50 SERIES/ADIRONDACK INDEPENDENT MUSIC FESTIVAL (3 MUSIC EVENTS)

REQUEST AMOUNT: \$75,000 (\$25,000 per music event)

REASON: Requesting funding in support of the annual music festivals and proposes the following 3 concert series for 2022:

- Memorial Meltdown - May 27-29, 2022 - 3-day music festival (NEW for 2022) modeled after the ADK Independent Music Festival & will feature 15-20 national and regional musical acts over 3 days over Memorial Day Weekend. Estimated attendance: 6,000
- LGD 50 Concert Series – July 1-3, 2022 – Weekend music festival. NEW for 2022, possible 2021 Grammy Winner & 2021 Bluegrass music award entertainer of the year as potential new acts for 2022. Estimated attendance: 7000-9000.
- ADK Independent Music Festival – Sept 2-4, 2022 – 3-day music festival featuring 15-20 national and regional musical acts over Labor Day Weekend. 2021 attendance: 4,867 & estimated room nights: 3,449.

For 2022, Improv Records estimates that with three concerts at full capacity, they anticipate 18,000 attendees, 10,500 room nights. From its 2021 data collection, event organizers indicate that 941 concert goers indicated that it was their first time coming to Lake George.

### ECONOMIC IMPACT – Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”

- All three events fall upon holiday weekends and will provide additional entertainment value for the region.
- PEAK season event – 3 dates - May 27-29, 2022, July 1-3, 2022, Sept 2-4, 2022
- MEDIUM/HIGH impact (HIGH if all 3 events are combined)
- Attendance and room nights tracked through ticket purchase survey questions.
- Total number of overnight guests projected: **\$10,500** (over three HOLIDAY weekends)
- For Profit event
- Expenditures are within the permissible guidelines.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget included with the application (but kept confidential, per applicant request).
- Event concert series started in 2015.
- Total cost to be borne by the organizer: **\$875K-975,000**
- Anticipated revenue from the event: **\$875,000**-(ticket, vendor, merchandise sales & sponsorship) Tickets average \$45-75 per concert.
- Previously funded by OT: \$25,000 to \$50,000 (over 4-6 years)
- **Previously funded by Town & Village of Lake George at various levels**
- **Annual event.** Has added new act over Memorial Day and bringing in headliner for 4<sup>th</sup> of July show.
- No detail provided on packaging with hotels, incentives or deals for lodging – may be difficult to do given all three concerts are on holiday weekends.
- Concert series provide community benefit – have donated to SAVE the Lake, Ronald McDonald House, the White Light Foundation, Cans for Shriners, LG Youth Center.
- Concerts provide additional entertainment to the community and visitors on three holiday weekends, May through September.

### EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions

- Total marketing budget expenditures: **\$44,825.00**

- Marketing will include print ads in Post Star, Chronicle, flyers, website blasts to Nippertown, NYS Musicc, Relix, Jam Base, online magazines, artist advertising buy outs, radio (WEQX, WLGR, WDST, WNYQ, WPYX). Will also include promotions on LGArea.com, email blasts & mailers through them, as well as LG Chamber email blast, and are exploring TV advertising.
- Print and radio promotions are regional – social media reaches over 250 miles. Digital ads reach nationwide.
- Estimate promotions will begin end of February 2022.
- Looking to attract music lovers of all ages, families.
- Would like to collaborate w/WC Tourism to cross-promote.

**OCCUPANCY TAX REQUEST SUMMARY – INDEPENDENCE DAY CELEBRATION – GLENS FALLS**  
**SYMPHONY SUMMER POPS – July 3, 2022**

**REQUEST AMOUNT:** \$7,500

**REASON:** Funds are being requested to support evening concert event. Event is a 4<sup>th</sup> of July celebration with music and fireworks in Crandall Park, celebrated on July 3<sup>d</sup>. Concert/fireworks 4<sup>th</sup> of July celebration

**ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”**

- Medium impact localized one-day holiday concert event with fireworks.
- Peak season – July 3<sup>th</sup> holiday event
- Free to public event draws interest from local businesses and charitable donations and includes vendor opportunities and cooperative efforts with the Kiwanis and Rotary clubs for local give-back.
- Non-profit organization
- Event organizers estimate they would track attendance through connections with local hotels and surveys at the concert.
- Attracts audiences from all demographics & broad appeal. Food enthusiasts, antique car aficionados, families, music lovers, of all ages..

**SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?**

- Full budget or marketing plan provided with the application
- Total cost to be borne by the organizer: **\$40,473**
- Total income: \$40,115
- Previously funded by Glens Falls and Queensbury OT since 1988: **(ranging from \$500-\$6,000)**
- Event also received support/funding from sponsorships, donations, and individual sponsors.
- This event benefits the Rotary & Kiwanis Club, whose food and beverage sales 100% go to charitable giving in the community, Crandall Park Beautification, who sell advertising in the program to fund the Crandall park work and local arts groups.
- No new components added for 2022, no hotel incentives, deal details provided. Event did not occur in 2020 due to COVID.

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$2,950**
- 30% of marketing is out of area – Glens falls, Washington, Essex, Fulton, Hamilton, Schenectady, Albany counties plus outreach to over 484 zip codes.
- Marketing will include the following:
  - Will leverage media sponsorships for outreach and directly advertise to 4,200 GF Symphony customers, as well as Facebook, Intagram.
  - Will distribute brochure on the event in tourist rest areas and outlets
  - Would be interested in cross-promotion with Warren County for the event

## OCCUPANCY TAX REQUEST SUMMARY – KIWANIS CLUB – TASTE OF THE NORTH COUNTRY

REQUEST AMOUNT: \$20,000

**REASON:** Requesting funding in support of the 28<sup>th</sup> annual Taste of the North Country, a one-day community event in Glens Falls, Oct. 2, 2022.

Event features 40+ local restaurants who serve a “taste” of their menus. In the past, event costs have been defrayed by local sponsors. The taste of the North Country is a one-day event that provides support and assistance for local non-profit and service groups.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- Low-impact event – one-day event – little to no overnight rooms anticipated for one day event.
- Off-Peak event
- Attendees anticipated to be tracked by zip codes and guest surveys in 2022.
- Ticketed event

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost borne by organizer: **\$25,000**
- Anticipated revenue: **\$60,000-\$70,000**
- No details provided indicating new components or marketing to attract new audiences or attendees
- Annual local event
- No detail provided on hotel packaging, incentives or lodging deals. Low likelihood of overnight rooms.
- Event provides local philanthropic give back.

### **EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$6,000**
- Marketing to include print ads in Chronicle, Facebook, Instagram, social media coordination by Mannix Marketing. Local reach and focus.
- Promotions also through posters at local restaurants.

## OCCUPANCY TAX REQUEST SUMMARY – LG ARTS & CRAFTS FESTIVAL 2022

REQUEST AMOUNT: \$7,500

REASON: Requesting funding in support of the 2'd annual Lake George Arts and Craft Festival, July 29-31, 2022. Craft Producers has been promoting live events for over 25 years in Vermont and partnered with Ballston Spa for Saratoga Balloon and BBQ Festival.

The event began in Lake George in 2021 & featured a modest number of attendees, though due to COVID, marketing was started late in 2021. No description or additional details of the event's vendors or schedule of event was provided under EVENT DETAIL.

Event manager is applying for two grants – one for LG Arts and Crafts Festival for \$7500 and one for LG BBQ Festival for \$7500, for a total of \$15,000 total request from Occupancy Tax Funding 2022.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”

- MEDIUM impact event
- PEAK season event – July 29-31, 2022
- Attendance for 2021 is estimated around 4,000 attendees. 150 vendors/employees.
- Projected attendance for 2022 is 5,000. Projected overnight stays are 2,500. Event organizer did not collect zip codes in 2021, but stated they will survey in 2022. **Recommend collecting zip codes when selling tickets to the event and adding 1-2 questions about overnight.**
- Event estimates that guests will stay average 2 nights for the event & determined this through hotel minimum requirements for PEAK season.
- Expenditures are within the permissible guidelines.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full and comprehensive budget included with the application.
- For Profit event
- **Total cost to be borne by the organizer: \$60,000**
- **Anticipated revenue from the event: \$78,000** in booth sales, ticket sales (\$7 per ticket), food, sponsors
- **Previously funded by Town and Village: \$2,500 in 2021 from Village of Lake George, \$3,000 by OT in 2021**
- Event manager indicates that may be willing to consider profit-sharing - no indication of %.
- Event charges \$7.00 per ticket with estimated 5,000 people for 2022 = **\$35,000 in ticket sales.** Willing to offer discounted community tickets at \$5.00.
- Event manager indicates that they will increase marketing for the event in 2022, more Facebook more TV and print. Event DID include Warren County logo in 2021 promotions. **No indication of adding new event components to the event, including new vendors. No information on previous vendors who attended.**
- **No indication of packages with other attractions, hotels or other local business partners to create packages or deals.**

- Event is family-friendly and can attract all demographics.
- Provided a percentage of profits to Habitat for Humanity in 2021. No amount indicated. Working with Ronald McDonald house to see if they might be interested for 2021. Might want to consider working with local LG Ronald McDonald house in Lake George village.
- Second annual event for the Lake George area focused on arts and craft producers. No indication of “domino effect.”

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing expenditures estimated: **\$22,500**
- Marketing for the event will include Facebook, Google, TV, website, print, flyers/poster, & email and will target Capital Region to Lake Placid, Southern VT to Utica, NY. **Targets overnight visitations.**
- TV will include WTEN, WNYT, digital TV, - 2 weeks prior to even
- Indicates will use *Chronicle* for print ads, but will add more (none specified), and will use email list of 25,000.
- Target demographics = women, families, people who enjoy art, food, wine, and music within a 100 mile radius of Lake George.
- Marketing will target 75% out of region.
- No clear indication of how it would use the Warren County brand/logo and tourism program to enhance its marketing efforts.
- No clear indication of PR efforts related to the event.
- Event is not a signature event, but could provide opportunities to co-brand.

## OCCUPANCY TAX REQUEST SUMMARY – LG BBQ FESTIVAL 2022

REQUEST AMOUNT: \$7,500

REASON: Requesting funding in support of the 2'd annual Lake George Arts and Craft Festival, Aug.19-21, 2022. Craft Producers has been promoting live events for over 25 years in Vermont and partnered with Ballston Spa for Saratoga Balloon and BBQ Festival.

The event began in Lake George in 2021 & featured a modest number of attendees, though due to COVID, marketing was started late in 2021. No description or additional details of the event's vendors or schedule of event was provided under EVENT DETAIL.

Event manager is applying for two grants – one for LG Arts and Crafts Festival for \$7500 and one for LG BBQ Festival for \$7500, for a total of \$15,000 total request from Occupancy Tax Funding 2022.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- MEDIUM impact event
- PEAK season event – July 29-31, 2022
- Attendance for 2021 is estimated around 4,000 attendees. Estimate 50 vendors.
- Projected attendance for 2022 is 4,000. Projected overnight stays are 2,500. Event organizer did not collect zip codes in 2021, but stated they will survey in 2022 and estimated visitors to be around 3,000 in 2021. **Recommend collecting zip codes when selling tickets to the event and adding 1-2 questions about overnight.**
- Event estimates that guests will stay average 2 nights for the event & determined this through hotel minimum requirements for PEAK season.
- Expenditures are within the permissible guidelines.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full and comprehensive budget included with the application.
- For Profit event
- Previously funded by Town and Village: **\$2,500 in 2021 from Village of Lake George, \$3,000 by OT in 2021**
- Event manager indicates that may be willing to consider profit-sharing - no indication of %.
- Event charges \$7.00 per ticket with estimated 5,000 people for 2022 = **\$35,000 in ticket sales.** Willing to offer discounted community tickets at \$5.00.
- Event manager indicates that they will increase marketing for the event in 2022, more Facebook more TV and print. Event DID include Warren County logo in 2021 promotions. **No indication of adding new event components to the event, including new vendors. No information on previous vendors who attended.**
- **No indication of packages with other attractions, hotels or other local business partners to create packages or deals.**
- Event is family-friendly and can attract all demographics.

- Provided a percentage of profits to Habitat for Humanity in 2021. No amount indicated. Working with Ronald McDonald house to see if they might be interested for 2021. Might want to consider working with local LG Ronald McDonald house in Lake George village.
- Second annual event for the Lake George area focused on arts and craft producers. No indication of “domino effect.”

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing expenditures estimated: **\$22,500**
- Marketing for the event will include Facebook, Google, TV, website, print, flyers/poster, & email and will target Capital Region to Lake Placid, Southern VT to Utica, NY. **Targets overnight visitations.**
- TV will include WTEN, WNYT, digital TV, - 2 weeks prior to even
- Indicates will use *Chronicle* for print ads, but will add more (none specified), and will use email list of 25,000.
- Target demographics = women, families, people who enjoy art, food, wine, and music within a 100 mile radius of Lake George.
- Marketing will target 75% out of region.
- No clear indication of how it would use the Warren County brand/logo and tourism program to enhance its marketing efforts.
- No clear indication of PR efforts related to the event.
- Event is not a signature event, but could provide opportunities to co-brand.

## OCCUPANCY TAX REQUEST SUMMARY – LAKE GEORGE MUSIC FESTIVAL 2022

REQUEST AMOUNT: \$31,800

**REASON:** Requesting funding in support of the Lake George Music Festival, a two-week high-level international music festival that draws over 50 musicians for open rehearsals, live concerts, workshops, outreach. Named “Best Annual Event” in 2015 by Lakegeorge.com, the LGMF boasts over 5,000 audience members annually and its live festival recordings have gained national attention. Event is a 501-c 3 non-profit organization. Event has been in existence for 11 years, beginning in August 2011.

As one of the nation’s foremost classical music artist retreats, the LGMF’s mission and long-term goal is to advance music, re-imagine the concert experience in its new performance venue, the Carriage House at the Fort William Henry and to make Lake George a “destination for classical and new music,” focused on attracting cultural tourists to the area.

**NEW for 2022,** the LGMF has commissioned Trifecta Collaborative, a marketing & PR firm, to raise the visibility of the festival, along with regional attractions. Trifecta has elevated art organizations’ brands nationally, including The Smithsonian Institution, the Kennedy Center, Georgia Museum of Art, The NYS Museum and the Hyde Collection. LGMF goal is to spend NO LESS than 95% of marketing budget OUTSIDE of the region. Funding is sought to help offset these new marketing and promotional costs.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”

- MEDIUM impact event
- PEAK season event – August 10-18, 2022
- Attendance for 2021 was 3,560 attendees, with 25% overnight guests, 75%-day trippers (based on 2019 estimates with an average of 3-night stay (most hotels in PEAK season require 2-3 night minimum). Estimate 55 vendors/contractors.
- **Projected attendance for 2022 is 5,000 attendees, with 40% overnight visitors projected, based upon new marketing initiatives.**
- **Estimated overnight room nights = 3,750**
- Expenditures are within the permissible guidelines.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full and comprehensive budget included with the application.
- Non-Profit event
- **Total cost to be borne by the organizer: \$153,136**
- **Anticipated revenue from the event: \$153,975** ticket sales (\$20 per ticket/\$150 for season ticket), grants, private foundations, donors, business sponsorships, ticket sales, advertisement sales, tuition (see budget)
- Previously funded by Town and Village: **\$1,000-10,000 over last 3 years from Village of Lake George, \$15,000 by OT in 2021, \$10,000 funded by OT 2014-2016**
- Event manager indicates that may be willing to consider profit-sharing
- Indicate that LGMF will work with CVB for room blocks, data tracking and housing management.

- No indication of packages with other attractions, hotels or other local business partners to create packages or deal, but working with Fort William Henry Carriage House as primary venue. **Any packages with Fort William Henry or surrounding hotels?**
- Event is targets cultural tourists.
- Event enhances cultural tourism opportunities for the region and elevates the prominence of the Warren County as a premier destination for music events of all calibers, from classical to rock.

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing expenditures estimated: **\$63,600**
- Have contracted with new national marketing/pr firm, TRIFECTA to create a two-prong visibility campaign.
  - Targeting cultural travel writers and broadcasters from USA Today, Wanderlust, Travel & Leisure, Road and Travel, Lonely Planet & regional outlets like NY Times, Boston Globe, Philadelphia Inquirer & bloggers/influencers. **(strong national reach & exposure for the region!)**
  - Targeting high-profile classical music magazines and publications to raise awareness of new venue and connecting with international musicians, composers, writers, radio hosts and social media influencers, as well as headliner acts. **(targeting international = elevates prominence of Lake George Area/Warren County as an INTERNATIONAL music destination)**. Potential media partners include: Symphony Magazine, Chamber Music America, The Strad and Performance Today.
- **NEW FOR 2022**
  - Promote LGMF as a premier music festival for the region through new marketing efforts
  - Collaborate with local cultural and classical performing arts outlets to engage and entire cultural tourists to visit the region
  - Deepen local relationships with businesses and restaurants to create an authentic Lake George area experience
  - Expand regional press relationships
  - Develop evoking promotional content
  - Target audiences: Overnight guests, adults ages 40-75 w/ median income of \$100,000 in NYC, Philadelphia, Boston, New Jersey, Connecticut & other parts of the Northeast

## OCCUPANCY TAX REQUEST SUMMARY – LAKE GEORGE DINNER THEATER

REQUEST AMOUNT: \$12,000

**REASON:** Funds are being requested in support of the Lake George Dinner Theater and its production for 2022, “Shear Madness,” produced by Lake Theater Productions. The Lake George Dinner Theater was first known as Towers Hall Playhouse in 1968 at the Fort William Henry Resort. In 1976 it moved to the Holiday Inn and in 1978 they joined the Actors Equity Association and became the first professional Equity production company in the area and it was the first year the “Shear Madness” production was brought to the Lake George area. This production became so popular that it has become the longest running play in American theater history and has been produced in over 70 states and all over the world.

The production “Shear Madness” was scheduled to play in 2020, however due to COVID, the entire production was shut down. In 2022, the Lake George Dinner Theater will be bringing the “Shear Madness” production back for its 55<sup>th</sup> season, with 7 shows per week scheduled from August 4<sup>th</sup> to October 8, 2022. This production anticipates approximately 4000 attendees over these various performances.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- Repeat event in OFF-PEAK season.
- Dinner theater in the LG Holiday Inn Express. Lodging will be quantified through the property and by adding tracking questions to the ticketing process.
- Expenditures within permissible guidelines
- Lake Theater Productions, non-profit event
- The purpose of the event is to bring a unique experience of dining and professional theater together in an intimate space for the enjoyment of the residents and visitors to Lake George.

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$352,067**
- **Anticipated total Revenue: \$62,500 (ticket sales: \$112,000) Will also be funded by grants, donations, program advertising and sponsorships**
- **Previously funded by OT: \$4,000**
- Due to COVID19, event was cancelled in 2020/21, and this production’s popularity is hoped to generate significant interest and visitors.

### EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions

- Total marketing budget expenditures: **\$12,650**
- Marketing will include local, state and national, with 20% of marketing dedicated to out of region.
  - Newspaper will include Post Star, Saratogian, Times Union, Troy Record, Daily Gazette
  - Brochure distribution through the LG Chamber visitor’s center
  - Direct mailers nation-wide
  - Social Media - Facebook, Instagram, other digital media
  - WCKM Radio advertisements
- Directing the show will be nationally renowned director, Bruce Jordan who was responsible for the original 1978 production and organizers anticipate significant PR, interviews and press for this event.
- Looking to cross promote with Warren County tourism efforts and can provide information for ABA group travel show.

# OCCUPANCY TAX REQUEST SUMMARY – *Nearby Faraway – the New Georgia O’Keefe Musical*

REQUEST AMOUNT: \$12,500

REASON: Funds are being requested in support of a new musical performance being brought to Lake George July 29-August 7, 2022. Performances are scheduled to take place at the Carriage House Theater at the Fort William Henry Resort and Conference Center. There are to be 8 performances, approximately 1,000 tickets sold.

Summer of 2022 marks the centennial of Georgia O’Keefe’s summers in Lake George. She lived and painted on the west shore of the lake, after attending Wiawaka on the east shore. Cultural heritage tourists and O’Keefe-philes from around the world would be attracted to this one of a kind performance celebrating her life in the region.

*Nearby Faraway – the new Georgia O’Keefe musical* is a world premiere, full-length small cast musical drama with chamber orchestra about the America’s favorite visual artist George O’Keefe and her husband-manager, world famous photographer Alfred Stieglitz, detailing their tempestuous 24-year relationship and their rich legacy in the Lake George region. Potentially starring Hillary Parker, well known, local Equity actress as Georgia, J.K Simmons, award-winning star of TV (*The Closer, Law & Order, Oz*) and movies (*Whiplash and Spiderman 1-3*) as Alfred.

Composed by Queensbury native Catherine Reid (MFA from NYU in musicals) with book at lyrics by Neil Hurr, the musical will be comprised of 8 shows over two weekends, and will include a tour package with coordinated exhibits at both the Lake George Historical Association’s Courthouse Museum, the Warren County Historical Society museum in Queensbury, a slideshow lecture and painting class on the lake by the Lake George Arts Project and preview concerts at Wiawaka Women’s Center, where both Georgia and Alfred attended 100 years ago, and the Hyde Museum, two weeks prior to the production.

## ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”

- Unique New cultural event for the region
- LOW IMPACT <1000 overnight visitors – estimate @200 overnight guests for new event for multi-day event
- Estimate 1,000 attendees
- Event managers will track through zip codes on ticket sales, and data collection from hotels post event through discount codes.
- Non-profit event
- PEAK season.
- Hoping to create an annual event as a “Georgia O’Keefe festival” in the future.
- Expenditures within the permissible guidelines

## SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$27,500**
- **Anticipated total ticket sale Revenue: \$10,000. Will also be funded by grants, donations, program advertising and sponsorships**
- Cultural tourists have been known to spend on average of \$1000 per weekend, more than any other type of tourist and to extend their stay, the organizers are seeking to package tours with other local organizations. Organizers have provided several letters of support from Lake George Arts Project, Mayor Blais, Warren County Historical Society, Wiawaka.
- This new event would provide a bigger, broader viewpoint on Lake George’s local legacy, expanding the cultural opportunities and increasing awareness of Georgia O’Keefe’s deep links to the region for both residents and visitors alike.

**EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$7,500**
- The organizers will be contracting with Advokate Marketing, LLC to direct the campaign in NYC, Boston and Montreal, the tri-state area & Capital Region.
- Promotions are scheduled to begin in January 2022, with 50% of the budget being allocated to out of region. The marketing campaign will include the following components:
  - Press & media relations
  - Website creation & logo design
  - Social media, digital marketing, print advertising, radio advertising, posters, brochures
  - PR concert previews, slide show lectures and art classes at Wiawaka, Lake George arts project and at local museums – mid-July 2022
- Will seek to coordinate with many other organizations for joint marketing with Warren County tourism, Wiawaka Women’s Center, will link website with Lake George Arts project, Warren County Historical Society will link website, host their Georgia O’Keefe room, the Hyde will feature Stieglitz photographs, Sagamore & Fort William Henry will bus clients, link pages and will help distribute brochures, chamber of commerce will post on calendar & distribute brochures.

## OCCUPANCY TAX REQUEST SUMMARY – NYSPHAA BOYS BASKETBALL CHAMPIONSHIPS 2022 (Greater Glens Falls Amateur Athletic Championship Association)

**REQUEST AMOUNT:** \$30,000

**REASON:** Funds are being requested in support of marketing efforts for the basketball event. From 1981-2015, Glens Falls has been the home of the NYSPHAA Boys Basketball Championships at the Cool Insuring Arena. Over the years, this 3 day basketball event has drawn over 15,000 attendees from all across New York State. In 2016, the championship bid was lost to Binghamton, however was awarded again for 2020-2023 back to Glens Falls, Due to COVID, the games were cancelled in 2020-21 and the championship bid was shifted to 2022-2024. Each bid is a 3-year commitment from NYSPHAA.

The three-day event is slated to take place March 18-20, 2022 at the Cool Insuring Arena, in the heart of Glens Falls and will include thousands of fans, athletes, families coming to the area to watch the event. The goal for 2022 is to attract new families, coaches, scouts, national level college recruiters and other officials to attend the tournament. Each year, the basketball event has produced high level collegiate, D-1 and even NBA-caliber players and has been an economic catalyst

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- Repeat event. Event has previously been in Glens Falls since 2015 at the Cool Insuring Arena.
- HIGH IMPACT – event draws over 15,000 day visitors and approx.. 300 room nights (often families and athletes double up in rooms).
- NON-PEAK event
- Anticipated attendees for 2022: 10,000 attendees/300 room nights
- Visitor data will be quantified using surveys and zip codes and will work with hotels to use a code to quantify overnight stays.
- Ticketed event for fans through NYSPHAA.
- Expenditures within permissible guidelines

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$35,075**
- Works in partnership with NYSPHAA, Cool Insuring Area, City of Glens Falls. Will be reaching out to all 11 sections statewide.
- **Previously funded by OT in 2021: \$25,000 in the past**
- **Will be requesting additional funding from Glens Falls and Queensbury.**
- Anticipated revenue from the event: **\$5,075**

### **EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$30,000**
- Marketing efforts will focus 50% outside of Warren County and will focus on outreach to the 11 sectional NYSPHAA teams/schools, as well as attract new families, collegiate coaches/scouts and other officials.
- Marketing will include the following:
  - Print advertising, digital advertising, radio, website, community fan engagement and experience, media buys, public relations, NYS tournament meet and greet, NYS basketball Hall of Fame induction ceremony and video production.

## OCCUPANCY TAX REQUEST SUMMARY – PRIME TIME LACROSSE 2022

REQUEST AMOUNT: \$50,000

**REASON:** Funds are being requested in support of the annual lacrosse event. This event has grown 30% year over year since 2016 and in 2021, drew over 175 team from CT, FL, IL, ME, MA, MD, NY, PA, RI, NH, NC, SC, TX, VT, VA. In 2022, event organizers anticipate at least 175+ teams (field dependent), 7,497 room nights and an economic impact of \$3.6M. Average night stay for the participants is 2.8 days. Prime Time Lacrosse anticipates that for every dollar of Occupancy Tax generated by this event, there will be a return of \$72 in economic impact (\$1 Occ tax invested= \$72 return on investment).

This tournament attracts a large volume of visitors and is not weather dependent and the demographics are middle- and upper-class families that travel with the athletes to youth sporting events. Prime Time seeks to utilize the occupancy tax funding to expand their national sales and marketing campaign to attract more teams, amplify the Lake George National brand, add additional filming and video production for enhanced marketing materials and to assist with event operational costs.

Working with their housing partner, BookYourBlock, Prime Time Lacrosse is able to provide Warren County with real-time online reporting to verify its contracted room nights, room pick ups and overall economic impact. All of this data and access is provided to Warren County for complete transparency of the tournament, registered teams, contracted hotels and athlete family reservations to quantify all bookings. As of Oct. 26, 2021, there were already 1,948 contracted rooms booked for this tournament at local hotels. Additionally, Prime Time/BookYourBlock are also able to quantify all zip codes and demographics of attendees to the tournament. Tournament dates: July 22-24, 2022

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?

- Repeat event. Event has previously been in Warren County has generated significant economic impact (over \$8.9M over 5 years).
- HIGH IMPACT – event contributes over 7,000 room nights each tournament.
- PEAK event
- Anticipated attendees for 2022: 9,828 attendees anticipated/7,497 room nights
- Visitor data will be quantified using 3'd party housing/data collection company (BookYourBlock)
- Registration required for event attendees.
- Expenditures within permissible guidelines

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$220,000**
- Anticipated total Revenue: **\$325,000**
- Previously funded by OT in 2021: **\$30,000 in the past**
- Funded by other municipalities: **Village of Lake George \$10,000**
- Event has clearly demonstrated significant growth year over year (30%) and continues to attract new families and athletes to the area to stay, play and enjoy the local attractions and anticipates adding new marketing initiatives in 2022 to extend their reach, attendance and will require additional fields within the county.
- Event organizer has expressed interest in working with Warren County, local businesses and restaurants to create special offers, discounts and incentives to draw more visitors, fans and families to the tournament.

### **EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions**

- Total marketing budget expenditures: **\$11,000**

- Organizer has indicated that they will be increasing their marketing efforts to increase reach and visibility. The marketing will include the following:
  - Print – advertising in US Lax/Inside Lacrosse Magazine (national publications), NE Lax Journal
  - Direct Email – Mailchimp email blasts
  - Social media

## OCCUPANCY TAX REQUEST SUMMARY – WARRENSBURG “WORLD’S LARGEST GARAGE SALE”

REQUEST AMOUNT: \$28,000

**REASON:** What started as a modest fundraiser 42 years ago has now grown into the third largest event in Warren County, attracting an estimated 30,000 visitors in 2021 and contributing 2,000 room nights. As Warrensburg Chamber of Commerce’s largest fundraiser, in 2021 funds raised went to support local non-profit and charitable organizations including the Lower Adirondack Search and Rescue, Warrensburg Volunteer Fire Company, Boy Scouts of America, Warrensburg High School, Warrensburg PTSA, Northeast Parent & Child Society and several others.

This event is well-known throughout the northeast and mid-Atlantic and is considered one of the “signature events” of the region, drawing thousands of attendees and vendors over the three days, October 1-3, 2021. While the event was cancelled in 2020 due to COVID, in 2021 event organizers added Friday as a new day and expanded the customer base and visitations. Additionally, organizers also increased social media marketing to include NYC, Albany County, MA, VT and NJ, marketing to a larger crowd and overlapping with consumers who also enjoy outdoor activities and who may be interested in attending at other parts of the year.

### ECONOMIC IMPACT –Is this “investment one which will generate future occupancy tax funding through the increase of overnight visitors?”

- Annual event. In 2021, the event hosted over 300 vendors and an estimated 125 residential sales were held with record crowds. Attendees in the past have come from all over the Northeast, Canada (though closed borders due to COVID restricted these attendees in 2021). **Estimated economic impact: \$51,452,630**
- Visitor numbers, attendees and overnight rooms quantified through zip codes, data collection from lodging, campgrounds, and short-term rental properties, as well as through 3’d party lodging partner, Book Your Block, LLC.
- NON-PEAK event HIGH IMPACT/SIGNATURE EVENT
- Anticipated attendees for 2022: **55,000 attendees, 2,000+ room nights (average 2 night stay)**
- Expenditures within permissible guidelines
- Not-For-profit 501-c-6

### SOUNDNESS & FISCAL STABILITY OF THE EVENT -Does this budget submitted provide a clear delineation of budget expenditures and revenues? How reliant is it on public/county/municipal funding?

- Full budget and marketing plan included with the application
- Total cost to be borne by the organizer: **\$32,000**
- **Previously funded by OT in 2021: \$28,000**
- **Previously funded by Town of Warrensburg: \$2,000**
- Anticipated revenue from the event: **\$17,000 (event is fundraiser for local non-profits and charities)**. Event is free to attend.
- Event added new components in 2021 to include increased social media marketing to NYC, Albany County, MA, VT and NJ, marketing, increasing attendance.

### EVENT MARKETING – does the marketing plan submitted clearly outline defined strategies and opportunities for attractions

- Total marketing budget expenditures: **\$6,000**
- Marketing efforts include surrounding Adirondack Counties, Capital Region, NYC, MA, VT, NJ, and Canada.
  - Marketing will use a combination of print, digital and radio ads, enticing visitors to stay the weekend and will focus also on lodging options, and target using social media.
  - Primary demographic is women 18-65, but event appeals to all visitors.
  - Will look to work with Warren County tourism to co-promote event through social media, email blasts and the travel guide.
- Event is a “signature event” and is one of the most popular in the region. The event adds significant PR.