



**Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
February 25, 2022**

Committee Members: DICKINSON, Merlino, Wild, Magowan, Runyon, Strough, and Geraci

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.

- I. Committee meeting called to order by Chairman Dickinson

- II. Action Agenda/New Business Items:
 - a. **Resolution Request:** To re-appropriate from the Reserve \$15,000 to 2022 budget for the Town of Johnsbury's website marketing.
Rationale: *Consultant ran into technical difficulties while trying to maintain the website and did not submit vouchers for payment. Town of Johnsbury requests \$15,000 carry-over to find another vendor to maintain the website.*

 - b. **Resolution Request:** To approve \$9,606.34 from the Special Events Fund Occupancy Tax fund to cover marketing expenses incurred prior to COVID for services rendered by GGFAACA for the NYSPHAA Boys Basketball Championship in Glens Falls.
Rationale: *NYSPHAA's Boys Basketball tournaments (at the Cool Insuring Arena) in 2020 and 2021 were cancelled due to COVID and rescheduled at the CIA for 2022-2024. Marketing expenditures had already been incurred just prior to COVID shut-down.*

 - c. **Resolution Request:** To approve funding request of \$14,000 from the Reserve to support Horicon's Food Truck Fridays.
Rationale: *Town of Horicon initially submitted application through Special Events and OT in late 2021. Committee advised/voted that application should be re-submitted through Municipal Supplemental Funding Request for consideration and approval.*

 - d. **Resolution Request:** To approve funding request of \$3,000 from the Reserve to support summer programming for Up Yonda Environmental Center through the Municipal Supplemental fund.
Rationale: *Funding was requested by Kevin Hajos, to be used in conjunction with Glens Falls National Trust grant to support the programming for the Summer Nature programs at Up Yonda Environmental Center.*

 - e. **Resolution Request:** To approve funding request of up to \$15,000 from the Reserve for the Warren County Planning Department to develop an "Outdoor Recreation Economy Strategic Plan" to increase the economic impact of outdoor recreation on job creation, entrepreneurship, and tourism. The planning process will result in the identification of capital projects, the development of a business attraction and retention plan, and benchmarking to measure industry performance.

Rationale: Warren County received a grant from Empire State Development in 2021 to develop an “Outdoor Recreation Economy Strategic Plan.” The development of the plan was to cost \$100,000. \$50,000 from Empire State Development, \$35,000 cash from the general fund, and \$15,000 of in-kind match from the Planning Department.

IV. Discussion Items:

- a. Occupancy Tax Update, Mike Swan, Treasurer
- b. Suggested New Occ Tax Funding application deadlines 2022 – discussion
 - Off peak events occurring October - May:
Applications Due April 4, 2022.
Review & Scoring time.
Presentations April 25, 2022.
Final Decisions May 23, 2022.
 - Peak events occurring June - September:
Applications Due October 3, 2022.
Review & Scoring time.
Presentations October 24, 2022.
Final Decisions November 21, 2022.
- c. Northeast District Barbershop Harmony Society Divisional Contest & Convention April 29-30, 2022 Funding Request for \$15,000, summary attached.
- d. CVB 4th Quarter report/update, Gina Mintzer, LGRCCVB
- e. Cool Insuring Arena 4th Quarter report/update, Jeff Mead, CIA

V. Referrals:

- a. County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee meeting for review. (06.22.21)
Update: Supervisor Geraghty noted this would be addressed after he was able to meet with the County Attorney. (10.19.21)

VI. Privilege of the floor and public comment

VII. Motion to adjourn

Attachment #1: Resolution Request Form No. 7, Request to Amend County Budget to re-appropriate \$15,000 from the Occupancy Tax Reserve for the Town of Johnsburg.

Attachment #2: Resolution Request Form No. 20 to authorize funding for 2020 NYSPHAA Basketball Tournament.

Attachment #3: Resolution Request Form No. 20 to authorize funding for the Town of Horicon in support of Food Truck Fridays.

Attachment #4: Resolution Request Form No. 20 to authorize funding for Up Yonda Environmental Center in support of its summer programming.

Attachment #5: Resolution Request Form No. 20 to authorize funding to support the Planning Department's CFA grant to develop an "Outdoor Recreation Economic Strategic Plan."

Attachment #6: Resolution Request Form No. 7, Request to Amend County Budget to appropriate \$15,000 from the Occupancy Tax Reserve for support the Planning Department's CFA grant to develop an "Outdoor Recreation Economic Strategic Plan."

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: Occupancy Tax Coordination Committee

DATE: 2/25/22

- (a) Purpose of Amendment: **to re-appropriate \$15,000 from the Occupancy Tax Reserve for the Town of Johnsburg; see Res# 229 of 2021; new vendor needed; previous vendor was not able to complete work due to technical challenges**

- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0002 480, Tourism- Special Events - \$15,000**

- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$15,000**

Warren County Board of Supervisors

RESOLUTION NO. 229 OF 2021

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

AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2021 OCCUPANCY TAX REVENUES

RESOLVED, that Warren County enter into the standard form Warren County Tourist and Convention Development Agreement with certain applicants as listed on the attached "Schedule A" with each agreement to be in a form approved by the County Attorney, and be it further

RESOLVED, that the Chair of the Warren County Board of Supervisors be, and hereby is, authorized and directed to execute the agreements identified herein and that the funds will be expended from Budget Code A.6417.0002 480, Tourism/Occupancy, Occupancy Tax, Tourism-Special Events - \$387,000.

SCHEDULE "A"

2021 Occupancy Tax Awards

	APPLICANT	EVENT	DATE	AMOUNT OF AWARD
1	Tim Cianciola (Craft Producers)	Lake George Arts & Crafts Festival	7/30/21 - 8/1/21	\$3,000.00
2	Tim Cianciola (Craft Producers)	Lake George BBQ Festival	8/13/21- 8/15/21	\$4,000.00
3	Lake George Music Festival	Classical Music Festival	8/18/21- 8/25/21	\$15,000.00
4	LGD/50 Concert Series	Five Different Concerts	5/27/21- 5/30/21; 6/11/21- 6/12/21; 7/2/21- 7/4/21; 7/8/21- 7/10/21; 8/5/21- 8/6/21	\$25,000.00
5	Adirondack Cycling Advocates, Inc.	Promotion of Bicycling	2021	\$20,000.00
6	Adirondack Hot Air Balloon Festival	Adirondack Hot Air Balloon Festival	9/23/21- 9/26/21	\$40,000.00
7	Adirondack Sports Complex	ADKSC Travel Team Softball Tournaments	1/1/21- 12/20/21	\$40,000.00
8	Albany Rods & Kustoms, Inc.	Adirondack Nationals	9/9/21- 9/12/21	\$25,000.00
9	Alpha Win formerly Adk. Race Mgmt	Lake George Triathlon Festival	9/3/21- 9/5/21	\$15,000.00
10	Americade, Inc.	Americade	9/20/21- 9/25/21	\$50,000.00
11	Hyde Collection	Marketing and Publications	5/1/21- 10/31/21	\$15,000.00

	APPLICANT	EVENT	DATE	AMOUNT OF AWARD
12	Improv Records, Inc.	Adirondack Independence Music Festival	9/3/21-9/5/21	\$25,000.00
13	Prime Time Lacrosse	Lake George National Invitational	7/24/21-7/25/21	\$30,000.00
14	Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/1/21-10/3/21	\$28,000.00
15	Village of Lake George	Weekly Fireworks Shows	7/1/21-12/31/21	\$25,000.00
16	Town of Horicon	Food Truck Friday's on the Pond	7/1/21-8/31/21	\$12,000.00
17	Town of Johnsbury	Website Maint./Marketing Initiative	1/1/21-12/31/21	\$15,000.00
	TOTAL			\$387,000.00

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Occupancy Tax Coordination Committee

DATE: 2/25/22

- (a) Purpose of Request: to approve \$9,606.24 for Greater Glens Falls Amateur Athlet Championship Association for marketing expenses incurred in preparation for the 2020 Boys Basketball games at the Civic Center

- (b) Details: Civic Center was closed due to the COVID 19 pandemic

- (c) Previous Resolution Number: Res# 49 of 2020

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480, Tourism - Special Events \$9,606.24

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 49 OF 2020

RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, STROUGH, BRAYMER, BRUNO, FRASIER, GERAGHTY, LEGGETT AND SEEBER

AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2020 OCCUPANCY TAX REVENUES

RESOLVED, that Warren County enter into the standard form Warren County Tourist and Convention Development Agreement with certain applicants as listed on the attached "Schedule A" with each agreement to be in a form approved by the County Attorney, and be it further

RESOLVED, that the Chairman of the Warren County Board of Supervisors be, and hereby is, authorized and directed to execute the agreements identified herein and that the funds will be expended from Budget Code A.6417.0002 480, Tourism/Occupancy, Occupancy Tax, Tourism-Special Events - \$285,000; Budget Code A.6417.0002 480.03, Tourism/Occupancy, Occupancy Tax, Tourism-Special Events Discretionary Fund - \$80,000; Budget Code A.6417.0002 469, Tourism/Occupancy, Occupancy Tax, Other Payments/Contributions - \$37,500; and A.6417.0001 481, Tourism/Occupancy, Tourism, Tourism Promotion - \$23,250.

SCHEDULE "A"2020 Occupancy Tax Awards

	APPLICANT	EVENT	DATE	AMOUNT OF AWARD
1	Adirondack Festivals, LLC	6 th Annual Adirondack Wine & Food Festival	6/27/20 - 6/28/20	\$35,000.00
2	Adirondack Hot Air Balloon Festival, Inc.	Balloon Festival	9/17/20-9/20/20	\$35,000.00
3	Adirondack Sports Complex, LLC	ADKSC Softball Tournaments	1/1/20-12/20/20	\$40,000.00
4	Albany Rods & Kustoms, Inc.	32 nd Adirondack Nationals Car Show	9/10/20-9/13/20	\$25,000.00
5	Americade	Americade	6/2/20-6/6/20	\$50,000.00
6	Greater Glens Falls Amateur Athletic Champ. Assoc.	NYSPHSAA Boys Basketball	3/20/20-3/22/20	\$25,000.00
7	Lake George Winter Carnival	Lake George Winter Carnival	1/24/20 and weekends in Feb. 2020	\$35,000.00
8	North Creek Business Alliance	3 year Commitment for Shuttle Bus	2020	\$12,500.00
9	Warren County Safe & Quality Biking Organization	Promotion of Bicycling	2020	\$5,000.00
10	Warrensburg Bike Rally	20 th Warrensburg Bike Rally	5/29/20-6/7/20	\$10,000.00
11	Warrensburg Chamber of Commerce	41 st Annual World's Largest Garage Sale	10/2/20-10/4/20	\$28,250.00
12	Americade	Block Party	6/5/20-6/6/20	\$5,000.00

RESOLUTION NO. 49 OF 2020

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	APPLICANT	EVENT	DATE	AMOUNT OF AWARD
13	Hyde Collection	Marketing and Publications	2020	\$15,000.00
14	Improv Records, Inc.	Adirondack Independence Music Festival	9/4/20-9/6/20	\$25,000.00
15	Iroquois Empire Regional Volleyball Association	IREVA Junior Regional Championships	5/2/20-5/3/20	\$5,000.00
16	PrimeTime Lacrosse	2020 LG National Invitational - Lacrosse	7/8/20-7/9/20 & 7/11/20-7/12/20	\$30,000.00
17	Adirondack Race Management	Lake George Triathlon Festival	9/5/20-9/6/20	\$10,000.00
18	Adirondack Folk School	2020 Christkindlmarkt	12/4/20-12/6/20	\$35,000.00
	TOTAL			\$425,750.00

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Occupancy Tax Coordination Committee

DATE: 2/25/22

- (a) Purpose of Request: to approve \$14,000 for the Town of Horicon's 2022 Food Truck Fridays event

- (b) Details: In 2021 this event was approved under Special Events, A.6417.0002 480; would be more appropriate out of the newly set up A.6417.0002 469.05 Municipal Application Funding code

- (c) Previous Resolution Number: Res# 229 of 2021

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 469.05 Municipal Application Funding - \$14,000

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: Occupancy Tax Coordination Committee

DATE: 2/25/22

- (a) Purpose of Request: To authorize funding to be used in conjunction with Glens Falls National Trust grant to support programming for the Summer Nature programs at Up Yonda Environmental Center.

- (b) Details: Annual budget request per application; not funded since 2016

- (c) Previous Resolution Number: Res# 618 of 2015

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480, Tourism - Special Events \$3,000

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: Occupancy Tax Coordination Committee

DATE: 2/25/22

- (a) Purpose of Request: to approve an award of \$15,000 to assist the Planning Department in developing an “Outdoor Recreation Economy Strategic Plan” to increase the economic impact of outdoor recreation on job creation, entrepreneurship, and tourism.

- (b) Details: Warren County received a grant from Empire State Development in 2021 to develop an “Outdoor Recreation Economy Strategic Plan.” The development of the plan was to cost \$100,000. \$50,000 from Empire State Development, \$35,000 cash from the general fund, and \$15,000 of in-kind match from the Planning Department.

- (c) Previous Resolution Number: none

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480.04 Tourism - Warren County Projects

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

* as listed in budget and LOGOS

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: 2/25/22

- (a) Purpose of Amendment: **to appropriate \$15,000 from the Occupancy Tax Reserve for the Planning Department to provide the \$15,000 match for the Outdoor Recreation Economy Strategic Plan.**

- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0002 480.04 Tourism- Warren County Projects - \$15,000**

- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$15,000**

Rational for Occupancy Tax Request from Warren County Planning Department to develop an Outdoor Recreation Economy Strategic Plan

Summary:

Warren County will develop an Outdoor Recreation Economy Strategic Plan to increase the economic impact of outdoor recreation on job creation, entrepreneurship, and tourism. The planning process will result in the identification of capital projects, the development of a business attraction and retention plan, and benchmarking to measure industry performance.

Project Description (longer):

Warren County will prepare an Outdoor Recreation Economy Strategic Plan in order to promote business and job creation while also supporting quality of life and environmental stewardship. The Strategic Plan will convene diverse stakeholders to identify challenges and opportunities in the rapidly growing outdoor recreation economy, explore new opportunities to expand and connect outdoor recreation assets and supporting businesses, and to identify priority capital improvements that will support the expansion of the outdoor recreation economy.

In the past 10 years, private investments by the outdoor recreation industry in Warren County have exceeded tens of millions of dollars. The County would like to analyze the impact of this growing industry, leverage private investments, and identify opportunities to align public and private resources.

The resulting plan will articulate a shared vision for a thriving outdoor recreation economy and provide a framework for public-private collaboration. The plan will include benchmarking methods to measure the performance and growth of the industry, implementable recommendations, and a framework for ongoing partnerships.

Statement of Need:

Warren County received a grant from Empire State Development in 2021 to develop an "Outdoor Recreation Economy Strategic Plan." The development of the plan was to cost \$100,000. \$50,000 from Empire State Development, \$35,000 cash from the general fund, and \$15,000 of in-kind match from the Planning Department.

The combined money from ESD and the County (\$85,000) was to be used to hire a qualified consultant. However, ESD only provided \$42,500 in funding, which leaves at \$7,500 budget gap, or \$77,500 to hire a consultant. If the Occupancy Tax Committee see value in providing additional funding to support this project, it would reduce the amount of in-kind match that the WC Planning Department would be required to fund or simply allow for a bigger budget for a consultant. The sooner these decisions can be made, the more likely the County would be able to apply for implementation funding during the 2023 season.

**OCCUPANCY TAX REQUEST SUMMARY – NE District Barbershop Harmony
Society Divisional Contest and Convention**

REQUEST AMOUNT: \$15,000

REASON: Requesting funding in support for the 2^d annual NE District Barbershop Harmony Society Divisional Contest and Convention (**NEBHSDCC**), scheduled to take place tentatively at Queensbury High School, April 29-May 1, 2022. Event organizers are seeking to bring in an international chorus in 2022 and anticipate singers from the NY and New England region.

LOCAL ECONOMIC IMPACT:

Event is considered **LOW ECONOMIC IMPACT** (< 1000-room nights and less than 1000-day visitors.)

- Off Peak event in April
- Event previously received \$5,000 funding from Lake George
- 400-500 attendees expected, around 100 room nights

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Total cost to be borne by organizer: **\$36,000**
- Total anticipated revenue for the event: **\$37, 900** (*\$19,700 without WC grant funding*)
- The funding is expected to be derived through \$18,000 in registration fees, \$1,000 in sale of videos, \$700 in ad sales.
- **SPONSORSHIPS TO DATE:** None
- Provided budget.

EVENT MARKETING

- Marketing will include Facebook/social media, poster distribution locally, print ads, and advertising on high school website.