



Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
MARCH 21, 2022

Committee Members: DICKINSON, Merlino, Wild, Magowan, Runyon, Strough, 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. Motion to approve minutes of February 25, 2022 Occupancy Tax Coordination Committee Meeting.
- III. Action Agenda/New Business Items:
 - a. **Resolution Request:** To request \$6,000 in funding from the Municipal Supplemental Fund to support the Chestertown Woofstock in June 2022.
Rationale: The annual Chestertown Woofstock will take place the first weekend in June and draws approximately 1,000 people for the 2-day event. Request is to support event marketing, promotion and draw visitors from VT, MA, NH, S. NYS and Canada.
 - b. **Resolution Request:** To request \$45,000 from the Special Event Occupancy Tax Fund in support of the Adirondack Sports Complex & Dome.
Rationale: Funding request is to support marketing and promotion of Adirondack Sport Complex's annual softball tournament 2022 season. The tournaments bring year-round business to Warren County and are a strong local economic driver with a successful track record in increasing room nights year over year. Hit hard by COVID restrictions and a dome collapse, Adirondack Sports Complex is seeking funding to also help rebuild its program outreach to add new teams and increase visitations to the region.
 - c. **Resolution Request:** To request \$10,000 from the Special Event Occupancy Tax Fund to support marketing and promotion for the CDPHP Cycle program.
Rationale: Funding request is to allow funds to help cover promotional videos and materials that will help educate the community how to use the bikes specifically in Warren County. Both visitors and locals use the bicycles and it demonstrated a high level of success. Bicycles would also help provide transportation for local employees.

IV. Discussion Items:

- a. Occupancy Tax Update, Mike Swan, Treasurer
- b. Request to authorize the use of the Adirondack Sport Complex Property and General Liability insurance as an eligible expense to pay the \$40,000 award for 2021.
- c. Improv Records 4th of July concert has been cancelled. Organizer requests approval to use the awarded funding of \$40,000 to fund the two concerts, not three.
- d. Cycling Advocates provided expense voucher for 2021 expenditures, but both \$3,000 Bike Rack sponsorship and \$1,000 CDPHP Bike Share program were not listed on original application proposal or in contract. Discussion to amend the contract to include and pay and does not exceed total amount to be reimbursed.

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. 20 to approve \$6,000 for An Adirondack Woofstock event the town of Chester.

Attachment #2: Resolution Request Form No. 20 to approve \$45,000 for Adirondack Sports Complex, LLC to support marketing and promotion of their 2022 softball tournament season.

Attachment #3: Resolution Request Form No. 20 to approve \$10,000 for Greater Glens Falls Transit to support marketing and promotion for the CDPHP Cycle program.

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: 3/21/22

- (a) Purpose of Request: to approve \$6,000 for An Adirondack Woof Stock event in the Town of Chester.

- (b) Details: The event draws approximately 1,000 people for a 2-day event. The request is to support event marketing, and promotion and draw visitors from VT, MA, NH, S.NYS and Canada.

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 469.05, Municipal Application Funding - \$6,000

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

* as listed in budget and LOGOS

MUNICIPAL SUPPLEMENTAL FUNDING OCCUPANCY TAX REQUEST SUMMARY
WOOFSTOCK 2022

REQUEST AMOUNT: \$6,000

REASON: The Town of Chester is requesting \$6,000 from the Municipal Supplemental Fund in support of the Tri-Lakes annual Woofstock event, June 4-5, 2022. This 2-day event brings visitors and their dogs from across the Northeast, with contestants from MA, NH, VT, Southern NYS and Canada. Beneficiaries from this event include local businesses, hotels, motels, campgrounds and bed & breakfasts, who take on a “pet-friendly” policy for the weekend. New for 2022 includes a show by Green Mountain Dock Dogs, pet adoptions, blessing of the animals, K9 demonstrations, and live music both days.

LOCAL ECONOMIC IMPACT:

- Event is considered LOW IMPACT in shoulder/PEAK seasons (early June)
- Event demonstrates clear impact on local businesses
- Goal is to bring new visitors to Chestertown to spur future return visitors.
- Event is run by volunteers from Tri-Lakes Community Alliance

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Budget provided with application
- Total cost of event \$15,315
- Total revenue anticipated from event (including \$6,000 request from WC and \$1500 from Horicon): \$13,750
- Event is a family-friendly event that demonstrates collaboration between the town of Chestertown and Horicon, with both municipalities sharing the events activities and entertainment.

EVENT MARKETING

- Marketing budget provided with application.
- Event marketing for 2022 will include Chronicle, the Sun, Froggie Radio, Facebook, local signage and posters.
- Event is also promoted on LakeGeorge.com and Adirondack Life Magazine and will include active social media promotion.

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: 3/21/22

- (a) Purpose of Request: to approve \$45,000 for Adirondack Sports Complex, LLC to support marketing and promotion of their 2022 softball tournament season.

- (b) Details: The Adirondack Sports Complex is a strong local economic driver with a successful track record increasing room nights year over year. Hit hard by COVID restrictions and a dome collapse they are seeking funding to rebuild its program outreach to add new teams and increase visitations to the region.

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480, Tourism - Special Events - \$45,000

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

* as listed in budget and LOGOS

OCCUPANCY TAX REQUEST SUMMARY – ADK SPORTS COMPLEX

REQUEST AMOUNT: \$45,000

REASON: Requesting funding to support the ADK Sports Complex events from January 1-December 31, 2022. The ADK Sports Complex hosts approximately 25+ softball tournaments a year, both indoor and outdoor and these tournaments have contributed over \$22M in economic impact to the region since 2010, contributing over 120,000 room nights. Over the last 2 years, the ADK Sports Complex has been faced with numerous challenges as a result of COVID19 restrictions including the “competitive team ban,” limits on group gatherings and a mandated 10 month shut down of operations. Additionally, the ADK Sports Complex faced a major facility challenge Dec. 21, 2020 as a result of an unexpected 33” of snowfall, leaving the dome significantly damaged. In an effort to rebuild pre-pandemic momentum and business, ADK Sports Complex is seeking funding to expand its marketing, promotion and outreach to teams along the East Coast from ME to NJ, Long Island, Buffalo and Canada.

LOCAL ECONOMIC IMPACT:

- Event is considered HIGH ECONOMIC in ALL seasons (YEAR-ROUND BUSINESS)
- Contributed over \$22M in economic impact from 2010-2021 (2021 saw the cancellation of 12 of its 23 tournaments due to snow storm of Dec. 2020). 6 tournaments cancelled in 2020 due to COVID19. Operated at reduced capacity July 6, 2020 until end of year.
- Events clearly demonstrate growth year over year (see Annual OT Summary attached), provides year-round business and has demonstrated strong winter business pre-COVID. 2022 is considered “post COVID recovery” year.
- Average 15,000 attendees per year, approximately 4,200-day visitors, average annual tournament room nights 15,000 per year.
- Challenges for 2022 – owner has indicated that high hotel ADR rates are driving business to other states and counties for summer tournament housing.

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Budget provided with application
- Total cost to be borne by organizer: \$334,500
- Total revenue anticipated from event: \$288,000
- Applicant has received between \$10k-\$40K OT annually for last 10 years.
- 80-85% of tournaments include out of state & out of town teams.
- ADK Sports Complex has received \$10K funding support in the past from the Town of Queensbury and Lake George in 2016. No additional funding provided since.
- ADK Sports Complex has consistently worked with local hotels for direct bookings (pay to play) and room blocks, provided room rosters and other tournament information.
- Year-round sport tourism activities driving local economic growth with potential to grow with support.
- Accurately conducts post event surveys and data collection from hotels to account for room nights and total room counts.

EVENT MARKETING

- Marketing budget provided with application.
- Event marketing for 2022 will be increased and will use targeted direct mail, and Facebook advertising, in addition to reworking the existing pipeline of sports contacts from Maine to New Jersey, Long Island to Buffalo and Canada.

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: 3/21/22

- (a) Purpose of Request: to approve \$10,000 for Greater Glens Falls Transit to support marketing and promotion for the CDPHP Cycle Program.
- (b) Details: Marketing/promotion to include promotional videos and materials to educate the community on the use of bikes in Warren County
- (c) Previous Resolution Number:
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480, Tourism - Special Events - \$10,000

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

* as listed in budget and LOGOS

OCCUPANCY TAX REQUEST SUMMARY

GREATER GLENS FALLS TRANSIT/CDPHP CYCLE PROGRAM

REQUEST AMOUNT: \$10,000

REASON: Requesting funding to support the Glens Falls Transit/CDPHP Cycle program. Initially launched in 2021, this program provided 20 bikes in 2021 and anticipates adding up to 50% more bikes in 2022. The program demonstrated over 1,100 rides, with most ridership in Lake George. At the end of the season, the program was tested at SUNY ADK and Six Flags and determined that more education and time was needed for these locations. The funding requested will be used to create promotional videos and promotional materials to help educate the community how to use the bikes specifically in Warren County.

Program plans for 2022 April launch will include:

- New promotional materials to include a bike & bus bundle pass
- Additional bikes and additional locations (TBD where)
- More education needed to the community about how to use the bike system and that it is a “hubless” system. They don’t have to be returned to the rack. Maybe create a video to share.
- Grow the Cycle Access program for businesses and nonprofits so that their employees, clients, and customers can use them for free.
- Early bird membership pricing launching March 16th! We missed this opportunity last year since we started late.
- Long-term would love to see businesses offer discounts when a customer shows their Cycle membership.
- Continue to build on the bike infrastructure and safety.

LOCAL ECONOMIC IMPACT:

- Event is considered MEDIUM economic impact, as it is still only in its second year, however the program is a multi-partner collaboration and will not only allow visitors and locals to use the bicycles, but also will provide valuable transportation options for seasonal workers to get to and from work.

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Budget provided with application
- Total cost to be borne by organizer: **\$32,500**
- Total external private partnership support is approximately **\$28,000**. Current sponsors committed to date include Fort William Henry Hotel & Resort, ADK Cycling Advocates, Lake George Marriott, Hudson Headwaters Health Network, Queensbury Hotel, Glens Falls BID.

EVENT MARKETING

- Program will be promoted in the newspaper, through a brochure, a new video is anticipated, radio advertising and PR. Program will offer a healthy, environmentally friendly transportation/recreation option in the area.
- Offers an opportunity for Warren County Tourism to promote a safe, outdoor recreational activity the entire family can enjoy.