



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.

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: MARCH 21, 2022

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: DICKINSON
MERLINO
WILD
RUNYON (ZOOM)
STROUGH
GERACI (ZOOM)

COMMITTEE MEMBER ABSENT:

SUPERVISOR: MAGOWAN

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
KRISTEN HANIFIN, DEVELOPMENT/EVENT COORDINATOR
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD (ZOOM)
RYAN MOORE, COUNTY ADMINISTRATOR
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER (ZOOM)
SUPERVISORS BRAYMER (ZOOM)
BRUNO (ZOOM)
HOGAN (ZOOM)
LEGGETT
DON LEHMAN, DIRECTOR OF PUBLIC AFFAIRS
LIZA OCHSENDORF, DIRECTOR, EMPLOYMENT & TRAINING
MICHAEL SWAN, COUNTY TREASURER
DAVE EHMANN, IMPROV RECORDS (ZOOM)
DOUG MILLER, ADIRONDACK SPORTS COMPLEX
GINA MINTZER, LAKE GEORGE CHAMBER OF COMMERCE AND CVB,
EXECUTIVE DIRECTOR
SCOTT SOPCZYK, TRANSPORTATION DIRECTOR, GREATER GLENS FALLS
TRANSIT (ZOOM)
LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the March 21, 2022 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link: <https://warrencountyny.gov/mma>

Note: Pursuant to New York State Legislation (S.50001/A.40001): “Notwithstanding the provisions of article 7 of the public officers law to the contrary, any state agency, department, corporation, office, authority, board, or commission, as well as any local public body, or public corporation as defined in section 66 of the general construction law, or political subdivisions as defined in section 100 of the general municipal law, or a committee or subcommittee or other similar body of such entity, shall be authorized to meet and take such action authorized by law without permitting in public in-person access to meetings and authorize such meetings to be held remotely by conference call or similar service, provided that the public has the ability to view or listen to such proceeding and that such meetings are recorded and later transcribed.” All of the Committee members in attendance were physically present aside from Supervisors Runyon and Geraci who attended virtually.

Mr. Dickinson called the meeting of the Occupancy Tax Coordination Committee to order at 1:46 p.m.

Motion was made by Mr. Wild, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Magowan absent*) to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the Occupancy Tax Coordination agenda were distributed to those in attendance; those participating virtually accessed the agenda via the Warren County website. *A copy of the agenda is on file with the minutes.*

Privilege of the floor was extended to Michael Swan, *County Treasurer*, who provided the Occupancy Tax Report, *a copy of the report is on file with the minutes.*

Commencing the Occupancy Tax Coordination agenda review, the following requests were presented:

- 1) To approve award and authorizing agreement with the Adirondack Wolf Stock for distribution of \$6,000 in funding from the Municipal Supplemental Fund, *A.6417.0002 469.05*, for the event held in Chestertown.

Motion was made by Mr. Merlino, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Magowan absent*) to approve the request as presented and the necessary resolution was authorized for the April 14th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- 2) To approve award and authorizing agreement with the Adirondack Sport Complex, LLC for distribution of \$45,000 in funding from the Special Event Occupancy Tax Fund, *A.6417.0002 480*, for a 2022 Softball Tournament.

Motion was made by Mr. Strough, seconded by Mr. Wild and carried by a unanimous vote of those present (*Mr. Magowan absent*) to approve the request as presented and the necessary resolution was authorized for the April 14th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- 3) To approve award and authorizing agreement with the Greater Glens Falls Transit for distribution of \$10,000 in funding from the Sepcial Event Occupancy Tax Fund, *A.6417.0002 480*, for the CDPHP Cycle Program.

Motion was made by Mr. Wild, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Magowan absent*) to approve the request as presented and the necessary resolution was authorized for the April 14th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

The Discussion Items portion of the agenda was reviewed, as follows:

- a) Occupancy Tax Update - presented at the beginning of the meeting. *A copy of the report as on file with the minutes.*
- b) Request to authorize use of the Adirondack Sport Complex property and general liability insurance as an eligible expense to pay the \$40,000 award for 2021.

Motion was made by Mr. Strough, seconded by Mr. Wild and carried by a unanimous vote of those present (*Mr. Magowan absent*) to approve the request as presented and the necessary resolution was authorized for the April 14th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- c) Request to authorize Improv Records to use the \$40,000 Occupancy Tax allocation for two concerts, instead of the three outlined in the funding application, during the July 4th, 2022 weekend.

Motion was made by Mr. Wild, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Mr. Magowan absent*) to approve the request as presented and the necessary resolution was authorized for the April 14th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- d) Request to amend the contract with Cycling Advocates to include a \$3,000 allocation for a bike rack sponsorship and a \$1,000 allocation from CDCHP for the Bike Share Program.

Motion was made by Mr. Wild, seconded by Mr. Merlino and carried by a majority vote of those present (*Mr. Magowan*

absent) with Mr. Strough abstaining, to approve the request as presented and the necessary resolution was authorized for the April 14th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

The Referral Item listed on the agenda was addressed with the County Attorney speaking regarding the updated Municipal Agreement and Occupancy Tax Spending Guidelines he was tasked with providing; Committee was advised the County Attorney's Office was still working on going through the 2007 contract and amendments, and would provide the updated documents at a future meeting.

Privilege of the floor was extended to Gina Mintzer, *Executive Director, Lake George Chamber of Commerce and CVB*, who distributed and reviewed the 2021-2022 Winter Post Survey spreadsheet, which she indicated included preliminary data. *A copy of the spreadsheet is on file with the minutes.*

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Strough, seconded by Mr. Wild and carried unanimously, Mr. Dickinson adjourned the meeting at 2:17 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist

First Name	Last Name	Business Name	Type of Business Sector	December Occupancy Increase/Decrease (%) - applies to lodging partners only	December Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	December Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	January Occupancy Increase/Decrease (%) - applies to lodging partners only	January Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	January Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	February Occupancy Increase/Decrease (%) - applies to lodging partners only	February Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	February Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	If you are seeing an increase in sales/occupancy, what events/attractions do you attribute this to? (Please select all that apply)	Comments on overall traffic and sales?
Joan	Jenkin	Adirondack Cycling Advocates, Inc.	Attraction	N/A (Cycling is mainly a 3-season sport - May-November) However, fat tire biking is the new popular winter sport.	N/A (see above)	Fat Tire cyclists come to this area from all over the northeast. Sales of fat tire bikes has increased - inventory has been depleted. Cyclists come to bike, enjoy the local winter attractions (Winter Carnival, Ice palace), eat in our restaurants, shop in our stores, Bike shops report increase in sales in the winter months compared to previous years.	no statistics available.	no numbers available	no actual numbers, just significant increase.	no statistics available	no statistics available.		Fat Tire Biking	Lake Geroge has had a banner year for vistiros attending all the recreational activities available.
Scott	Hayden	Adirondack Folk School, Inc.	Attraction										Holiday Festival of Lights Adirondack Christkindlmarkt Lake George Winterfest Ice Castles Lake George Winter Carnival Our own internal marketing and outreach within our community.	It's on the rise as people are seeking us out.
Laura	Kohls	Lake George Lanes & Games	Attraction			234%			193%			187%	Ice Castles Lake George Winter Carnival reduced covid restrictions	Dec still -31% from 2019, Jan -12%, Feb +22% +
Louis	Tokos	Lake George Winter Carnival	Attraction							Increased traffic and sales from last 3 years events		Increase 30 percent	Lake George Winter Carnival	Sales and traffic up. Great winter carnival
Mike	Zilm	Swsc	Attraction										Lake George Winterfest Lake George Winter Carnival	

First Name	Last Name	Business Name	Type of Business Sector	December Occupancy Increase/Decrease (%) - applies to lodging partners only	December Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	December Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	January Occupancy Increase/Decrease (%) - applies to lodging partners only	January Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	January Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	February Occupancy Increase/Decrease (%) - applies to lodging partners only	February Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	February Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	If you are seeing an increase in sales/occupancy, what events/attractions do you attribute this to? (Please select all that apply)	Comments on overall traffic and sales?
David	Brindle	The Luxury Box	Attraction			+20			+200			+400	Lake George Winterfest Ice Castles Lake George Winter Carnival	We opened in Oct 2021. My increases are month over month.
Wayne	Smith	Tow boat lake george llc	Attraction			10% down			10%down			10% down		Im a marina and im basing my stats on reservation for the 2022 boat rental season ,also ive been hit hard buy park comm regulations, im being discriminatnated against because i work inside the park.sombody please listen to what they done to me after 30 yeRs of working the lake im being told to changebthe wzy i do bussness.
Teri	Rogers	Warren County Historical Society	Attraction			approx +10			approx +10%			approx +10%	Lake George Winterfest Ice Castles Lake George Winter Carnival	Even during the past two difficult years of covid, our museum and historical society has really "held its own." We've continued to grow, be profitable, and to engage proactively with the LG region. Our membership in the LGRCC has helped us tremendously, and we thank you for your support.
Jim	Ferris	Wax 'n' Wix	Attraction			0			0			40%	Ice Castles Lake George Winter Carnival	People are looking for fun things to do.

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Edward	Pagnotta	Barnsider Smokehouse BBQ	Dining			Up 25%			Up %32			Up 40%	Ice Castles	All other events are important to winter activity, but Ice Castles provided thea significant boost in sales. That's my opinion.
Jim	Hume	Battle Hill Brewing Company	Dining			+5%			+5%			+5%	Decrease in Covid.	Traffic increased people getting out.
Laura	Kohls	Charlies Bar & Kitchen	Dining			66%			49%			69%	Ice Castles Lake George Winter Carnival	Very strong results
Matt	Parobeck	Gore Mountain Lodge, Inc (aka becks TAVERN)	Dining	25% decrease	0, no change in rates	79% increase	19% decrease	0% change in rates	93% increase	31% increase	10% increase	56% increase	Skiing at Gore Mountain	Holidays would have been busier if Gore did not limit ski ticket sales
Joe	Mondella	The Lagoon	Dining			+29%			-2%			+84%	Holiday Festival of Lights Ice Castles	
Tony	Grecco	The Log Jam Restaurant	Dining			Plus 20%			plus 20%			Plus 30%	Lake George Winterfest Ice Castles Lake George Winter Carnival	Busiest February ever!
Deb	Eves	Comfort Inn Lake George	Lodging							+64%	+63%	+38%		
Laura	Kohls	Courtyard by Marriott	Lodging	13.74%	24.47%	41.5%	-2.5%	32.25%	31.9%	10.42%	38.4%	52.8%	Ice Castles Lake George Winter Carnival	Skiing as well
Andrew	Nolan	Dunham's Bay Resort	Lodging	-0.10	+0.63	-2.95	-0.90	+23.14	-5.83	+18.80	+28.85	+193.35	Lake George Winterfest Ice Castles Lake George Winter Carnival	February was fantastic, we need to do more in the January/March shouldered to give folks a reason to come to the area.
Howard	Jones	North Creek Lodge	Lodging	+20	+10	+20	+20	+10	+20	+20	+10	+20		In North Creek, we see very little impact of Lake George area activities outside of overflow on lodging. The biggest winter driver is snow and foolish policies implemented by other ski area.

First Name	Last Name	Business Name	Type of Business Sector	December Occupancy Increase/Decrease (%) - applies to lodging partners only	December Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	December Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	January Occupancy Increase/Decrease (%) - applies to lodging partners only	January Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	January Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	February Occupancy Increase/Decrease (%) - applies to lodging partners only	February Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	February Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	If you are seeing an increase in sales/occupancy, what events/attractions do you attribute this to? (Please select all that apply)	Comments on overall traffic and sales?
Scott	Coers	Quality Inn	Lodging	0	0	0	+20	+20		+20	+20		Ice Castles Lake George Winter Carnival	Ice castles brought the crowds
Mark	Dawson	Surfside on the Lake	Lodging	N/A	N/A	N/A	N/A	N/A	N/A	+ 51.69%	+ 49.19%		Ice Castles Lake George Winter Carnival	The ice castle made a huge impact on our February Occupancy. Hopefully we can host them again in 2023!
Sharon	Taylor	The Fern Lodge	Lodging	-11%	0		-8%	0		-21%				
Laurie	Jones	The Inn at Erlowest	Lodging	+30%	+5%		+5%	+3%		+12%	+10%		Lake George Winterfest Ice Castles Lake George Winter Carnival	
Frank	Dittrich	The Inn at Erlowest	Lodging	+2 pct but against over 90 pct prior years	Plus \$10	Plus 4pct	Same as December			Same as December			Lake George Winterfest Ice Castles	I
Jaime	Rose Underwood	Twin Birches Cottages	Lodging											We are not open in the winter, only Memorial Day weekend thru Car show
Marc	Mularz	Beach Road Bait and Tackle	Retail			Flat			flat			down 20%	Ice Castles Lake George Winter Carnival	For me, the really cold start to the winter resulted in a lot of ice fishing to the south of upstate which cuts down on my business. So I actually did less because it was TOO COLD! It happens...
Jeff	Goldberg	FISH307.com	Retail			+10%			+10%			+10%	The weather cooperated for ice fishing	
Penny	Capolino	Lake George Mermaids	Retail						100%				Holiday Festival of Lights Lake George Winterfest Ice Castles Lake George Winter Carnival	definitely lots of traffic and worth being open off season

First Name	Last Name	Business Name	Type of Business Sector	December Occupancy Increase/Decrease (%) - applies to lodging partners only	December Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	December Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	January Occupancy Increase/Decrease (%) - applies to lodging partners only	January Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	January Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	February Occupancy Increase/Decrease (%) - applies to lodging partners only	February Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	February Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	If you are seeing an increase in sales/occupancy, what events/attractions do you attribute this to? (Please select all that apply)	Comments on overall traffic and sales?
Alina	Rosu	Lake George Olive Oil Co	Retail			+20% increase			-5% decrease			+ 40% sales increase	Holiday Festival of Lights Lake George Winter Carnival	
Kelly	O'Neil-Teer	Serendipity Boutique	Retail			Level with last year			38%			18%	Lake George Winterfest Ice Castles Lake George Winter Carnival	My customers were very excited to visit the Ice Castles