



**Occupancy Tax Coordination Committee
AGENDA
June 20, 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. Motion to approve minutes of the April 25, 2022 Occupancy Tax Committee Meeting.
- III. Action Agenda/New Business Items: None
- IV. Discussion Items:
 - a. Treasurer's Report, Mike Swan
 - b. Occupancy Tax Special Event Funding Applications
 - i. Warrensburg Bike Rally request for \$10,000 (carry-over from April 2022 meeting)
 - ii. ADK Christkindlmarkt 2022 (carry-over from April 2022 meeting – budget information forwarded to Committee) request for \$25,000
 - iii. Six Flags Vampire Bar 2022 (carry-over from April 2022 meeting – no response from applicant for emails sent 5/4 & 5/6 requesting additional information) request for \$25,000
 - c. Occupancy Tax Funding Request:
 - i. Cliff and Redfield/Planning Department request for \$8,400 in support of a marketing and communications plan for First Wilderness National Heritage Corridor.
- V. Referrals:
 - i. *County Attorney* to provide update on the municipal agreement and occupancy tax spending guidelines. (02.25.22)
 - ii. *County Attorney* to provide update and follow up discussion regarding Winterfest.
- VI. Privilege of the floor and public comment
- VII. Motion to adjourn

OCCUPANCY TAX REQUEST SUMMARY – WARRENSBURG BIKE RALLY, LLC

REQUEST AMOUNT: \$10,000

REASON: Requesting funding in support of the Warrensburg Bike Rally, June 3-12, 2022. No event detail was provided. Application submitted with marketing plan and budget.

LOCAL ECONOMIC IMPACT: Event manager states that it will likely attract around 95,000 attendees, 50 vendors Event is considered HIGH ECONOMIC IMPACT

- Peak event in June
- Event occurs at Warrensburg Fairgrounds and is free to the public
- Expenditures are within the permissible guidelines

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Full budget attached to application
- Established annual event
- Total revenue anticipated (including \$10K OT funding and \$9K from town of Warrensburg):
\$52,310
- Total expenses: **\$59,466**

EVENT MARKETING

- Marketing will include print ads, direct mailers, billboard advertising, radio. Estimated advertising spend is \$33,700.
- Targets are East Coast, and west to as far as Ohio.
- Event manager estimates reaching visitors in Florida, to Main, and East Coast to Ohio.

OCCUPANCY TAX REQUEST SUMMARY – ADK CHRISTKINDLMARKT

REQUEST AMOUNT: \$25,000

REASON: Requesting funding in support for the 2'd annual ADK Christkindlmarkt in Glens Falls. The event will be in City Park and run by the Glens Falls Collaborative, with support by the City of Glens Falls will feature vendors, entertainment, carriage rides and some food vendors, but will also be encouraging visitors to patronize local restaurants in Glens Falls. The event will also cross promote with LARAC who will be having an art show at the Queensbury Hotel.

Friday, Dec. 2, 2022	3-8pm
Saturday, Dec 3, 2022	9am-6pm
Sunday, Dec. 4, 2022	10am-3pm

LOCAL ECONOMIC IMPACT: Event manager states that it will likely attract around 4,000 attendees and approximately 20 room nights. Having the event to City Park will encourage more visitors and patrons to shop locally at surrounding shops, eat in the local restaurants and increase sales tax revenue opportunities.

- Event is considered LOW to MED ECONOMIC IMPACT (< 1000-5,000 room nights and up to 5,000-day visitors.)
- Off Peak event in December
- Event was moved to City Park in 2021
- Expenditures are within the permissible guidelines

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Total event expenses: **\$33,475**
- Total revenue anticipated: **\$42,000**
- Revenue anticipated from occupancy tax, **\$25,000** in county OT, **\$6,000** in municipal support, **\$2,500** in sponsorship from the BID, **\$3,000** in sponsorship from individuals/businesses, **\$5,500** in vendor fees.
- Some support is being derived through in-kind city donations (i.e. electricity, city park venue, and DPW manpower assistance).

EVENT MARKETING

- Marketing will include Facebook outreach, as well as post card distribution (no total # provided), digital advertising (no specific detail provided), posters, outdoor advertising (no specific details provided), radio/tv (no specific details provided).
- The Collaborative and the City of Glens Falls will also reach out to vendors through Facebook and will market their event details through this and other digital platforms.
- Organizers included budget detail of marketing costs, though did not detail specifics or include timeline for when marketing efforts would occur.
- Marketing will be targeting Capital Region, Saratoga, Lake George, Central and Western upstate NY, Vermont, NH, CT and NYC.

OCCUPANCY TAX REQUEST SUMMARY – Six Flags Great Escape Vampire Bar at Frightfest

REQUEST AMOUNT: \$25,000

REASON: Requesting funding support of \$25,000 to create a Vampire Bar experience at the Jolly Tree Theater at Six Flags Great Escape Frightfest. This experience has a cover charge of \$69.00 per ticket, with an estimated in ticket revenue of \$524,925 with 7,500 estimated attendees and \$34,000 in bar revenue. Marketing efforts seem to indicate that it will promote this new event to Albany, Burlington and Plattsburgh areas.

LOCAL ECONOMIC IMPACT: Event manager states that it will likely attract around 7,500 attendees and approximately 820 room nights, most of which will likely be at the Great Escape Lodge. There appears to be little external impact on the local economy since the event will only take place on Six Flags property and has an admission price, so it is not open to the general public.

Event is considered LOW to MED ECONOMIC IMPACT (< 1000-5,000 room nights and up to 5,000-day visitors.)

- Off Peak event in October
- Event will take place at Six Flags Great Escape property
- Expenditures are of \$5,000 of labor are part of an ineligible expenditure.

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Total cost to be borne by organizer: **\$50,000**
- Total cost of the event: **\$25,000**
- Anticipated total revenue from the event: **\$558,925**

EVENT MARKETING

- Marketing will include organic Facebook and Instagram and other digital e-newsletter advertising and \$15,000 in billboard/outdoor advertising. outreach, as well as post card distribution (no total # provided), digital advertising (no
- Marketing will be targeting Capital Region, Burlington and Plattsburgh. Short regional reach.

Cliff & Redfield Interactive
Saratoga Springs, New York

Introduction

Under an agreement approved by the Warren County Board of Supervisors, Cliff & Redfield Interactive (CRI) has been engaged by the Warren County Department of Planning and Community Development to conduct a communications and marketing campaign supporting and promoting heritage tourism and economic development in the First Wilderness Corridor of Western Warren County.

CRI is bringing together experts, opinion leaders, and student writers through communications technology for public outreach focused on the history of Western Warren County and the opportunities for tourism and community development. We are using online communications tools to process the recorded interviews and publish articles on a platform the county and CRI have developed at StoriesFromOpenSpace.org.

We view the opportunities inherent in the project as both short-term and long-term in their impact. We recognize that, as a recreation destination, Warren County is best known for Lake George and its surrounding area. Our overriding objective is to increase the recreational usage levels in Western Warren County, with the knowledge that short-term success in that endeavor will lead to long-term impact on community development in later stages of the project.

Proposal

We propose the following uses of \$8400 in grant funding during the period May 1, 2022, through January 31, 2023:

- \$6400 for 32 articles covering heritage tourism and community development in the First Wilderness Corridor, posted on appropriate websites and distributed publicly through social and conventional media. Goals in this phase are:
 - to raise awareness of the recreational resources that exist in the First Wilderness Corridor;
 - to drive traffic to hiking trails, lakes, rivers, and ponds in this area; and
 - to stimulate business in the towns, villages, and hamlets in Western Warren County.
- \$2000 for video production and distribution supporting the Warren County Historians' Letterbox Challenge, which would identify 12 locations of historic interest, one in each town, for interactive puzzle projects that would attract curious hikers to Western Warren County recreation destinations.

Thank you for your consideration.