



Occupancy Tax Coordination Committee
AGENDA
August 1, 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 June 20, 2022 Occupancy Tax Committee Meeting.
- III. Action Agenda/New Business Items:
 - a. Review of WC-33-22 – *Request for Proposals for Tourism Revitalization and Rejuvenation Services*
 - i. Hunden Strategic Partners Proposal
 - ii. Lake George Radio Proposal
- IV. Discussion Items:
 - a. Treasurer's Report, Mike Swan. Discussion of Granicus contract extension.
 - b. Quarterly Report – Q2 Cool Insuring Arena, Jeff Mead
 - c. Quarterly Report – Q2 Lake George Regional CVB Gina Mintzer
- V. Referrals: None
- VI. Privilege of the floor and public comment
- VII. Motion to adjourn

Attachment # 1: Request for Proposals for Tourism Revitalization and Rejuvenation Services

Attachment # 2: Hunden Strategic Partners Proposal

Attachment #3: Lake George Radio Proposal

Attachment #4: Cool Insuring Arena Q2 Report

Attachment #5: Lake George Regional CVB Q2 Report

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Butler, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Amber N. Brownell, Purchasing Assistant

NOTICE TO PROFESSIONALS

The undersigned shall receive sealed proposals for the provision of services to the County of Warren as follows:

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES

You may obtain the Specifications either on-line or through the Purchasing Office. If you have any interest in these Specifications **on-line**, please follow the instructions to register on the Empire State Purchasing Group website, either for free or paid subscription. Warren County distributes bid documents only through the Purchasing Department or on-line. Go to <http://www.warrencountyny.gov/purchasing> and choose **BIDS AND PROPOSALS** to access the Empire State Purchasing Group website OR go directly to <http://www.EmpireStateBidSystem.com>. **If you choose a free subscription, please note that you must visit the site up until the response deadline for any addenda. All further information pertaining to this bid will be available on this site. Bids which are not directly obtained from either source will be refused.**

Proposals may be submitted to the undersigned at Warren County Human Services Building, Warren County Purchasing Department, 3rd Floor, 1340 State Route 9, Lake George, New York 12845. Proposals will be received up until **Thursday, May 19, 2022 at 3:00 p.m.** at which time the names only will be read aloud. Please note, County mail is picked up from the Lake George Post Office each weekday morning. Proposals delivered to said post office on the afternoon of bid opening day will not be received until the following day. Please account for this if using the USPS. FedEx and UPS deliver directly to the Municipal Center. All proposals must be submitted on proper bid proposal forms. Any changes to the original RFP documents are grounds for immediate disqualification.

Late proposals by mail, courier or in person will be refused. Warren County will not accept any proposal which is not delivered to Purchasing by the time indicated above, on the time stamp in the Purchasing Department Office.

The right is reserved to reject any or all proposals..

Julie A. Butler, Purchasing Agent
Warren County Human Services Building
Tel. (518)761-6538

IMPORTANT:

Submission of the proposal to Warren County shall be deemed consent for the proposals to be publicly identified, and information contained therein shall be deemed a matter of public record unless such information is designated by the party submitting the proposal as trade secrets or other information allowed to be kept confidential pursuant to the Public Officer's Law of the State of New York. In order to designate information as confidential, the party submitting the proposal must highlight the information and inform the County of its desire to keep that information confidential in a letter transmitting the proposal. Whether the information designated by the service provider is allowed to be kept confidential pursuant to New York State Laws shall be determined by the Warren County Purchasing Agent upon consultation with the County Attorney and notice of such determination shall be made to the service provider prior to the release of the information to afford the service provider an opportunity to appeal the decision.

**WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND
REJUVENATION SERVICES**

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

I. BACKGROUND INFORMATION:

The COVID-19 pandemic has changed the economy, both nationally and locally. The pandemic brought not only economic hardship and change, but also new opportunities to Warren County. We are only beginning to realize the impact of these changes and the growth potential of these new opportunities.

Warren County is seeking “out-of-the-box” creative proposals to seize upon opportunities to rejuvenate and revitalize the local economy in the wake of the COVID-19 pandemic. Goals include expanding the tourism season and further improving and enhancing messaging as to those features of our communities that make Warren County a desirable and vibrant place to live, work and recreate. Proposals exhibiting a comprehensive plan that will most positively impact overall recovery of regional tourism and markets affected by the pandemic will be given more favorable consideration.

The purpose of this RFP is NOT for proposers to solicit funding for specific events and activities that are designed to generate tourism. Those requests should utilize the Warren County Occupancy Tax Funding Grant process (https://warrencountyny.gov/sites/default/files/treasurer/docs/special_event_application.pdf). Rather, this RFP is seeking creative partnerships wherein the County will contract with non-governmental entities to accomplish the goals outlined above.

II. SCOPE OF SERVICES REQUESTED:

The services being solicited by this RFP are intentionally broad in order to encourage the submission of unique ideas. Interested proposers should submit a scope of the proposed services, the objectives these services are designed to accomplish, metrics by which the accomplishment of those objectives might be measured, the proposer’s qualifications and experience providing the proposed services, a proposed time line for service delivery, and a proposed budget. Warren County is open to considering multi-year projects not to exceed a total duration of five (5) years.

III. TIME FOR OR DURATION OF SERVICES:

The services are anticipated to commence upon execution of an agreement and shall terminate upon completion of the services (as provided in the Proposer’s time line). The contract may be terminated by the County at any time, upon sixty (60) days written notice to the contractor. If the agreement is terminated early, it is anticipated that fees would, in the absence of a breach, be pro-rated.

IV. RESPONSES TO THIS REQUEST FOR PROPOSALS - SUBMISSION INSTRUCTIONS:

- A. Proposals must be received no later than **3:00 p.m. on Thursday, May 19, 2022**. Late proposals by mail, courier or in person will be refused. Warren County will not accept any bid or proposal which is not delivered to Purchasing by the time indicated above, on the time stamp in the Purchasing Department Office.

The Warren County Board of Supervisors may reject proposals which are materially incomplete and/or which do not conform to the proposal content or submission requirements. The Warren County Board of Supervisors reserves the right, to the extent permitted by law, to waive any irregularity, variance or informality in a proposal in keeping with the best interests of Warren County.

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND
REJUVENATION SERVICES

THURSDAY, MAY 19, 2022

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- B. One original and two (2) copies of the Proposal are to be enclosed in a sealed envelope, plainly marked as "WC 33-22 - TOURISM REVITALIZATION AND REJUVENATION SERVICES" and addressed to:
- Julie Butler, Purchasing Agent
Warren County Human Services Building
1340 State Route 9
Lake George, NY 12845
Telephone No. (518) 761-6538
- C. If you are interested in responding to this RFP, please send a letter together with other appropriate information, such as resumes, description of your company and experience which must include the following information:
- 1) Provide a brief overview on how you propose to provide the services, including an illustrative time line for provision of said services and all other information requested in Section II above.
 - 2) Provide three references for projects similar to that proposed in response to this RFP.
 - 3) If other than a sole proprietor, please provide the proposed staffing or total number of persons you plan to have available to assist with regard to this contract and provide names and experience of said persons.
 - 4) Proposals shall be submitted with an ink signature on the attached proposal forms in a sealed envelope. Warren County reserves the right to reject any and all proposals received after the date and time indicated for submission. Warren County reserves the right to not accept any proposal which is not delivered directly to Purchasing by the time indicated on the time stamp in the Purchasing Office.
 - 5) Each proposal must be accompanied by a completed Iran Divestment Act Certification, Non-Collusion Certificate, and if applicable, Corporate Resolution with seal. All forms are attached hereto. Faxes are not acceptable.

V. QUESTIONS:

If there are any questions concerning this RFP or services to be rendered, please contact Julie A. Butler, Warren County Purchasing Agent, Human Services Building, 1340 State Route 9, Lake George, New York 12845 by faxing to 518-761-6395 or e-mailing to butlerj@warrencountyny.gov. Responses to any questions will be provided via addendum to all parties to whom this RFP has been sent. The deadline for the Purchasing Office to receive questions is noon on Monday, May 9, 2022.

**WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND
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THURSDAY, MAY 19, 2022

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VI. RFP GENERAL TERMS AND CONDITIONS:

- A. Selection of Providers for the services proposed shall be made using the following criteria and shall be based on a best value methodology. Evaluation Team members shall include, but are not limited to, the County Administrator, Tourism Coordinator, Chairs of the Tourism & Occupancy Tax Committees and any other individuals designated to participate.
- i. Creativity, comprehensiveness and breadth of proposal and services offered by the proposer - 35 points;
 - ii. Experience in services being proposed - 35 points;
 - iii. Cost - budget allocation will be a consideration in the final award - 10 points;
 - iv. Proposed time line - 10 points;
 - v. References - 10 points; and
 - vi. may include such other qualifications as determined by the Warren County Board of Supervisors to be appropriate considerations.

Take note that the County reserves the right to make multiple awards as a result of this RFP. The number of awards will depend on budget allocations designated for this purpose. Awarding of contracts to the successful proposers will be made at the earliest possible time, and, upon acceptance of proposals, written contracts with Warren County will be provided.

- B. The Providers selected shall be required to execute contracts. The terms of such contracts are subject to discussion and agreement but are anticipated to include the following:
1. Inclusion of a scope of services similar to that set forth in Provider's submission unless modified upon agreement by the County.
 2. A provision shall be included, which allows Warren County to terminate services at any time upon sixty (60) days notice.
 3. A lump sum fee for the services requested herein, and a schedule of out-of-pocket expenses, if applicable.
 4. A credit of the fee payable shall be provided in the event that services are terminated and/or deleted.
 5. Professional liability, with minimum limits of One Million Dollars (\$1,000,000) and general liability insurance coverage satisfactory to the County Board of Supervisors. If vehicles are used in the provision of services, Automobile liability insurance may also be requested.
 6. A provision that requires all services performed under a contract awarded to the successful Provider shall conform to prevailing industry and professional standards and to the requirements of the contract. Upon written notice of any defect from the County, the Provider will be expected to correct or re-perform any defective or nonconforming services at no cost to Warren County, and any services corrected or re-performed by the Provider will be subject to all provisions of the agreement warranty to the same extent as the work initially performed. If the Provider fails or refuses to correct or re-perform, the County shall be entitled to any remedy that may be provided for under the contract, and in any event, that may be authorized by law.

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7. A provision requiring the Provider to defend, indemnify and hold harmless the County with regard to any negligent acts or omissions or malfeasance with regard to the services performed or to be performed.
 8. A provision requiring the Provider to assume sole responsibility for completing services as requested and the Provider may not assign the work to be performed without the consent of the County, which consent shall rest in the sole discretion of the County.
 9. A provision providing that the Provider shall not be deemed an agent of the County for any purpose whatsoever.
 10. Inclusion of such other terms and conditions that may be required pursuant to Federal or State Law, Regulation and/or by the County Attorney.
- C. Please note that retention of services by reason of this RFP is not certain. The right to reject any and all proposals, solicit new or additional proposals or perform some or all of the services in-house or by using services available from professionals currently under contract are retained at all times, even after proposals have been reviewed and considered.
- D. Additional information, interviews and/or presentations may be required at the option of County. In no event shall the County or its Boards, Officers and employees be liable for any costs incurred for the preparation of and participation in the submission of responses to this request or subsequent interviews of persons or companies.
- E. It is the Proposer's sole responsibility to be familiar with and understand all terms and conditions regarding the RFP before the opening. Any questions should be submitted in writing to the Purchasing Agent and, if relevant, should cite the section and page number of the RFP document relating to the question raised by the Proposer. Answers to all questions of a substantive nature will be given to all Proposers as a formal addendum which will be annexed to and become part of the RFP. Please be advised that Warren County shall not be bound by any verbal response by any County Official or employee which is not confirmed in writing or which does not result in an addendum issued by the Purchasing Department.
- F. Warren County reserves the right to waive or modify minor irregularities in proposals received, utilize any and all ideas submitted in the proposals unless those ideas are covered by legal patent or proprietary rights and generally adapt any or all of the company's proposal in developing contract language. With regard to legal patent or proprietary rights, it shall be incumbent upon the party furnishing the proposal to notify the County of such.
- G. Nothing contained herein shall be deemed an offer by the County or be interpreted as making a representation or giving any assurances that a contract may be entered into or that Warren County is in some fashion obligated. Should Warren County be unsuccessful in negotiating a contract with the Proposer within the time frame acceptable to Warren County, Warren County may begin contract negotiations with other Proposers responding to the RFP, reject all RFPs, re-advertise, or take such other action as may be deemed appropriate.
- H. Proposals will not be returned once submitted, and the County may dispose of the same in any manner allowed under law.
- I. Warren County reserves the right to make any investigation deemed necessary to determine Proposer qualifications and responsibility. Proposer shall furnish to the County, upon request, all data pertinent thereto.

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- J. Submission of a proposal constitutes agreement to all terms and conditions set forth herein. By submitting a signed proposal, the Proposer: a) warrants that the contents of its proposal are accurate and binding upon the Proposer; b) represents that its staff is knowledgeable about the services to be provided as identified in this RFP; and c) warrants that it will use reasonable and appropriate efforts to provide such services in a professional and timely manner. In addition, the Proposer further warrants that it has become sufficiently acquainted with the conditions, facts, and circumstances relating to providing the requested services. Failure or omission of the Proposer to adequately acquaint itself with existing conditions, facts and circumstances shall not in any way relieve it of any obligations with respect to this RFP.
- K. To the extent required by Article 15 of the Executive Law (also known as the Human Rights Law) and all other State and Federal statutory and constitutional non-discrimination provisions, the Provider will not discriminate against any employee or applicant for employment because of an individual's age, race, creed, color, national origin, sexual orientation, military status, sex, disability, predisposing genetic characteristics, marital status or domestic violence victim status. Furthermore, in accordance with Section 220-e of the Labor Law, if this is a contract for the construction, alteration or repair of any public building or public work or for the manufacture, sale or distribution of materials, equipment or supplies, and to the extent that this contract shall be performed within the State of New York, Provider agrees that neither it nor its subcontractors shall, by reason of race, creed, color, disability, sex, or national origin: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. If this is a building service contract as defined in Section 230 of the Labor Law, then, in accordance with Section 239 thereof, Provider agrees that neither it nor its subcontractors shall by reason of race, creed, color, national origin, age, sex or disability: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. Provider is subject to fines of \$50 per person per day for any violation of Section 220-e or Section 239 as well as possible termination of this contract and forfeiture of all moneys due hereunder for a second or subsequent violation.

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PROPOSAL

PROPOSAL OF: _____
COMPANY NAME

The undersigned, having carefully examined the Request for Proposals (RFP) and having to their satisfaction ascertained all the facts concerning the RFP, herewith submits the following attached Proposal:

Please read the following carefully.

In your response submitted to Warren County, please include all the required information in this RFP, specifically in response to Sections II and IV(C) herein, and submit by 3:00 pm on May 19th with original signatures to:

Julie A. Butler, Purchasing Agent
Warren County Human Services Building, 3rd Floor
1340 State Route 9
Lake George, NY 12845

Date: _____ Federal ID# _____

Contractor Signature: _____

Contractor name (Printed): _____

Name of Firm: _____

Business Address: _____

Phone # () _____ Fax# _____

E-mail Address: _____

NOTE:

The Following Required Non-Collusion Certification, Corporate Resolution (if applicable), and Iran Divestment Act Certification must accompany your proposal. **Failure to include completed forms will be grounds for automatic rejection of your proposal.**

Financial statement, if desired, will be requested at a later date.

D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

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PROPOSAL

CERTIFICATION

Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 675 of the Laws of 1966, and further amended by Chapter 56 of the Laws of 2010, effective June 22, 2010.

- (a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies, as to its own organization, under penalty of perjury, that to the best of knowledge and belief:
 - (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;
 - (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
 - (3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.
- (a-1) Notwithstanding the foregoing, the statement of non-collusion may be submitted electronically in accordance with the provisions of subdivision one of section one hundred three of the General Municipal Law.
- (b) A bid shall not be considered for award nor shall any award be made where (a) (1) (2) and (3) above have not been complied with; provided however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth, in detail, the reasons therefor. Where (a) (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.
- © The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing on its behalf;
- (d) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, on behalf of the corporate bidder.

Individual Bidder

Co-Partnership

By _____
Partner

Corporation

By _____
President

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THURSDAY, MAY 19, 2022

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PLACE: HUMAN SERVICES BUILDING

PROPOSAL

CORPORATE RESOLUTION (WHERE APPLICABLE)

RESOLVED that _____ (Name of Corporation)

be authorized to sign and submit the Bid, or Proposal, of this Corporation for the following project:

_____ (Title of Project)

and to include in such Bid Proposal the Certificate as to non-collusion required by Section 103-d of the General Municipal Law as the act and deed of such corporation, and for any inaccuracies of misstatements in such certifies this Corporate Bidder shall be liable under the penalties of perjury.

The foregoing is a true and correct copy of the Resolution adopted by _____

_____ Corporation at a meeting of its Board of Directors held on

the _____ Day of _____, 20_____ , and

is still in force and effective on this _____ Day of _____,

20_____.

SECRETARY
(Signature)

(SEAL OF CORPORATION)

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES

THURSDAY, MAY 19, 2022

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PROPOSAL

CERTIFICATION OF COMPLIANCE WITH THE IRAN DIVESTMENT ACT

As a result of the Iran Divestment Act of 2012 (the "Act"), Chapter 1 of the 2012 Laws of New York, a new provision has been added to State Finance Law (SFL) § 165-a and New York General Municipal Law § 103-g, both effective April 12, 2012. Under the Act, the Commissioner of the Office of General Services (OGS) will be developing a list of "persons" who are engaged in "investment activities in Iran" (both are defined terms in the law) (the "Prohibited Entities List"). Pursuant to SFL § 165-a(3)(b), the initial list is expected to be issued no later than 120 days after the Act's effective date at which time it will be posted on the OGS website.

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, each Bidder/Contractor, any person signing on behalf of any Bidder/Contractor and any assignee or subcontractor and, in the case of a joint bid, each party thereto, certifies, under penalty of perjury, that once the Prohibited Entities List is posted on the OGS website, that to the best of its knowledge and belief, that each Bidder/Contractor and any subcontractor or assignee is not identified on the Prohibited Entities List created pursuant to SFL § 165-a(3)(b).

Additionally, Bidder/Contractor is advised that once the Prohibited Entities List is posted on the OGS Website, any Bidder/Contractor seeking to renew or extend a Contract or assume the responsibility of a Contract awarded in response to this solicitation must certify at the time the Contract is renewed, extended or assigned that it is not included on the Prohibited Entities List.

During the term of the Contract, should the County receive information that a Bidder/Contractor is in violation of the above-referenced certification, the County will offer the person or entity an opportunity to respond. If the person or entity fails to demonstrate that he/she/it has ceased engagement in the investment which is in violation of the Act within 90 days after the determination of such violation, then the County shall take such action as may be appropriate including, but not limited to, imposing sanctions, seeking compliance, recovering damages or declaring the Bidder/Contractor in default.

The County reserves the right to reject any bid or request for assignment for a Bidder/Contractor that appears on the Prohibited Entities List prior to the award of a contract and to pursue a responsibility review with respect to any Bidder/Contractor that is awarded a contract and subsequently appears on the Prohibited Entities List.

I, _____, being duly sworn, deposes and says that he/she is the _____ of the _____

Corporation and that neither the Bidder/Contractor nor any proposed subcontractor is identified on the Prohibited Entities List.

SIGNED

SWORN to before me this

_____ day of _____

202__

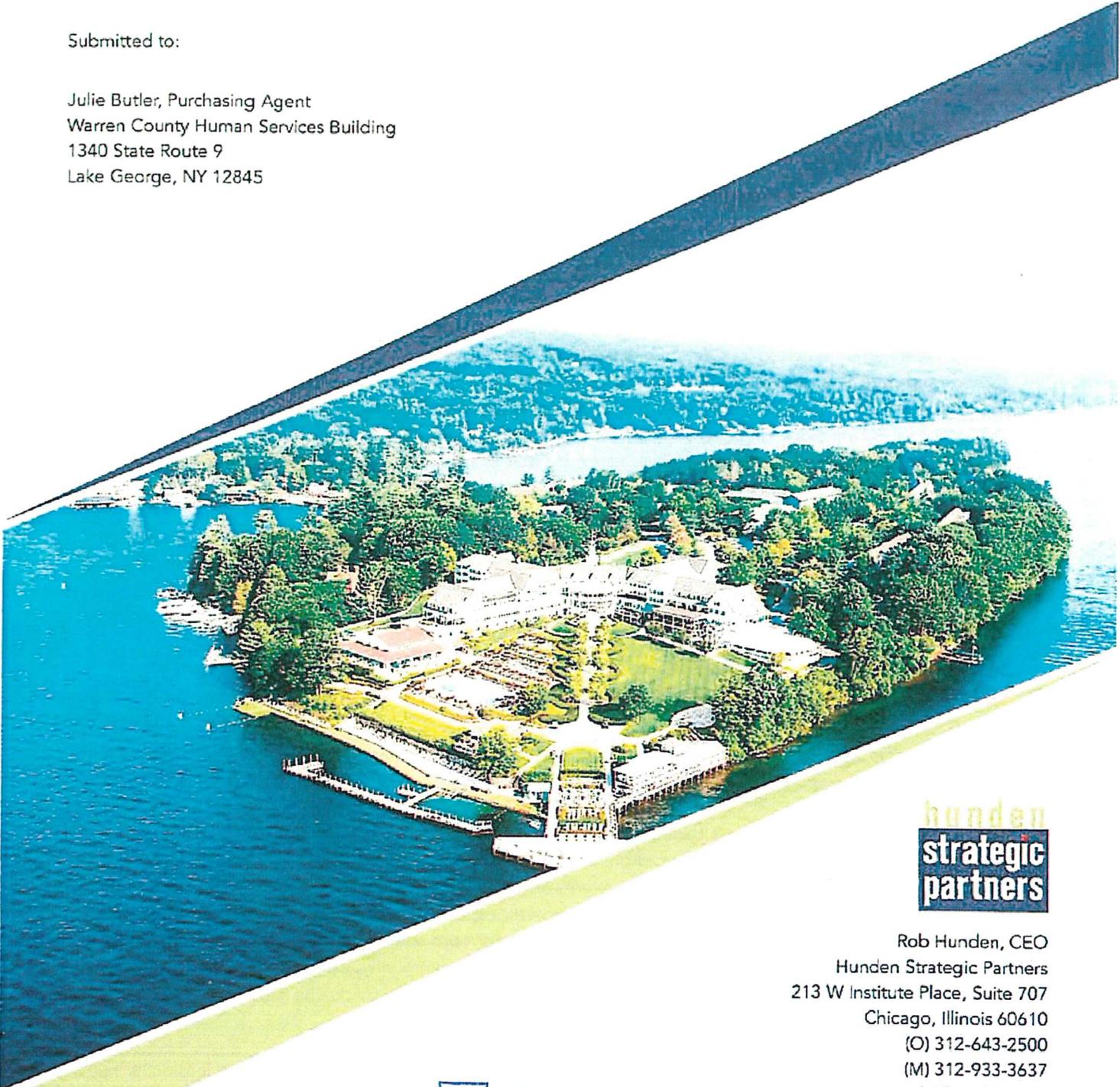
Notary Public: _____

May 19, 2022

WC 33-22- Tourism Revitalization and Rejuvenation Services

Submitted to:

Julie Butler, Purchasing Agent
Warren County Human Services Building
1340 State Route 9
Lake George, NY 12845



Rob Hunden, CEO
Hunden Strategic Partners
213 W Institute Place, Suite 707
Chicago, Illinois 60610
(O) 312-643-2500
(M) 312-933-3637
rob@hunden.com



ORIGINAL

May 19, 2022

Julie Butler, Purchasing Agent
Warren County Human Services Building
1340 State Route 9
Lake George, NY 12845

WC 33-22- Tourism Revitalization and Rejuvenation Services

Dear Ms. Butler,

Hunden Strategic Partners (Hunden) is pleased to respond to Warren County's (County or Client) request for proposals for opportunities to rejuvenate and revitalize the local economy by expanding the tourism season and further improving the County's collaborative message and vision. The Hunden team is **currently wrapping up a comprehensive tourism, marketing and placemaking analysis process for the County that has resulted in a 500+ page report of tourism market analytics, visitor tracking, competitor destination benchmarking, and performance dashboard.** This active experience working with the County gives the Hunden team an unmatched foundation of knowledge, familiarity and understanding of where the County's tourism operations are currently and what kind of work needs to be completed in the future to ensure revitalization and growth. We have used the resulting recommendations of the current study to influence this proposal submission. An excerpt of the work product sample from the current Warren County study can be downloaded at the following link (please note that this report is still in the draft phase and is not yet finalized): <https://hundenpartners.box.com/s/74phzvmzmz0mlceg62teom189asb11jl6>

Based on our recent tourism research experience and efforts on behalf of the County, Hunden believes the supportable next step in the study process will be to provide the County with comprehensive market and financial feasibility studies for the following tourism-related assets:

- Indoor sports tournament facility,
- Resort/hospitality developments at Gore Mountain, and
- New programming for special events and festivals.

The market findings will lead to feasible recommendations, as well as the creation of pro formas and economic impact projections for each development opportunity.

Hunden's proposal for services is based on conclusions from our current efforts in collaboration with the County on the Tourism Analysis. During the analysis, the Hunden team determined that although Warren County has an active year-round calendar for events and festivals and is home to a variety of unique tourism assets, the area has room for enhancement and growth, especially during the winter months. An indoor sports tournament facility, new hotels at the ski resorts, and more specialized events have the potential to expand the tourism season, provide economic impact to the community, and make the County an even more desirable place to live, work and play. Hunden proposes to provide the County all the services described in our scope of work, provided herein.

Hunden Strategic Partners believes we provide the right fit for your needs, as our professionals have performed these same tasks for hundreds of similar projects across the country.

Hunden Strategic Partners, led by CEO Rob Hunden, is a premier real estate development advisory and consulting firm, founded in Indiana, with its primary offices in Chicago. The firm offers the full-range of market and financial feasibility services, as well as economic and fiscal impact analyses for community-centered development projects, including multi-use sports facilities and ice arenas.

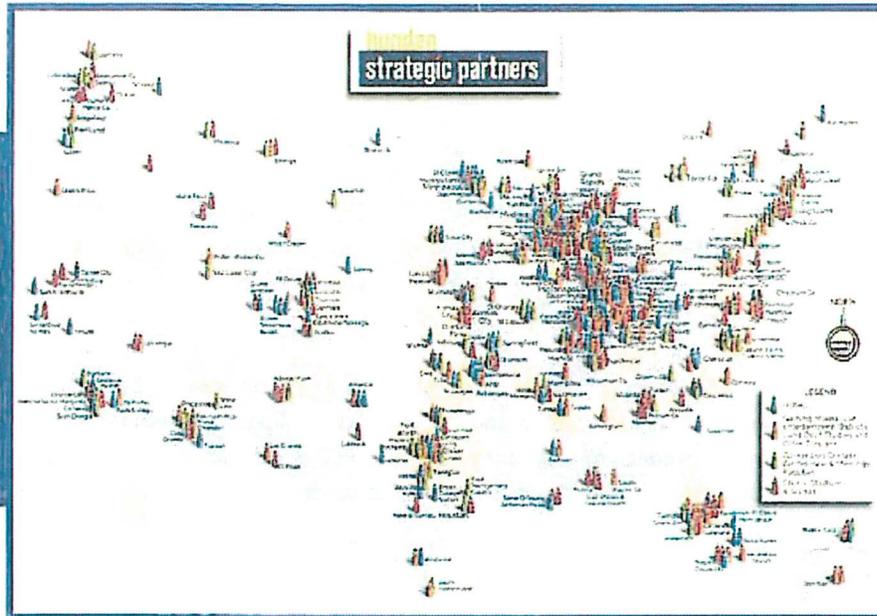
Hunden has worked on more than 1,000 projects or studies in the past 25 years, with more than \$20 billion in projects built and successful, or currently underway. Our clients seek to achieve economic development through critical asset growth. Hunden Strategic Partners will provide you with a strong, industry-savvy approach.

Warren County will deal directly with Rob Hunden as the primary contact and signatory of any contracts. Hunden will provide all of these assets under a time structure and pricing that is flexible to your needs. Should you have any questions, please contact me directly at 312.933.3637 or at my email rob@hunden.com. Hunden Strategic Partners appreciates the opportunity to work with you.

Sincerely,



Robin Scott Hunden, President
rob@hunden.com
(O) 312-643-2500 (M) 312-933-3637



Full Service Real Estate Development Advisory Practice

CHICAGO
MINNEAPOLIS SAN DIEGO

Hunden Strategic Partners provides a variety of advisory and consultant services for all stages of destination development, including: Placemaking Feasibility; Owner's Rep and Project Delivery Mechanisms; Real Estate Market, Financial Feasibility and Development Consulting; Economic, Fiscal and Employment Impact Analysis (Cost/Benefit); Organization Development; Public Incentive Analysis; Economic and Tourism Policy/Legislation Consulting; Research and Statistical Analysis; and Developer Solicitation and Selection, Private Management Company Solicitation and Selection.

Since its incorporation in 2006, professionals at Hunden Strategic Partners have provided all of the above services for hundreds of client projects worldwide for the public, non-profit and private sectors. Additionally, Hunden professionals have prior professional experience in municipal and state government, economic and real estate development, real-estate law, and hotel operations.

More than 80 percent of Hunden's clients are public-purpose entities, such as municipalities, counties, states, convention bureaus, authorities and other quasi-government entities charged with conducting real estate, economic development and tourism activities.

The firm's areas of expertise include:

- Amateur Sports Tournament Complexes
- Boutique Hotels & Resorts
- Arenas & Stadiums
- Multipurpose Event Centers
- Fairgrounds & Expo Centers
- Entertainment Districts
- Mixed-Use Developments
- Convention & Conference Centers
- Convention Headquarter Hotels
- Arts & Cultural Facilities
- Retail & Restaurant
- Office, Educational, Medial/Health
- Residential
- Mall Redevelopment

Unmatched experience in the feasibility and planning of sport tournament facilities. Hunden has been working on sports tournament facility studies for the past 25 years, and has focused on sports and multipurpose event facilities as a specialty, along with the walkable components (and districts) that they require for success.

True Understanding of the Building Blocks of Great Developments and Viable Districts. We do not focus on just one type of development. We understand the components, events, amenities, and forces that must come together to create great places and developments

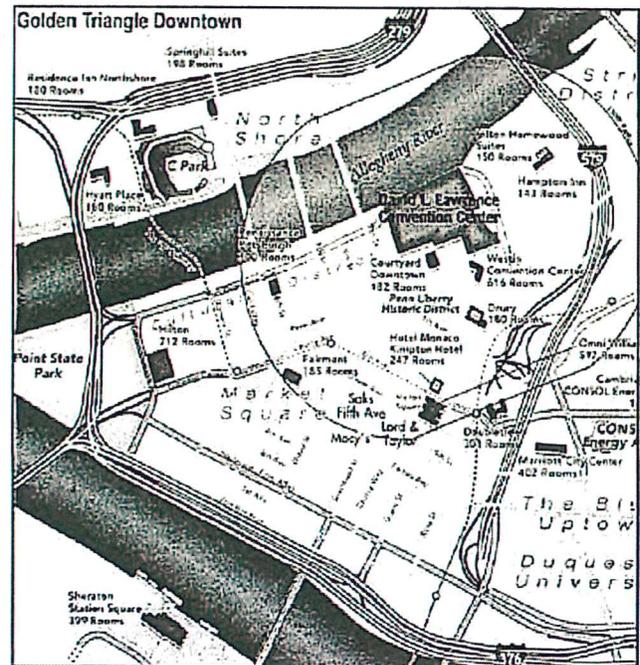
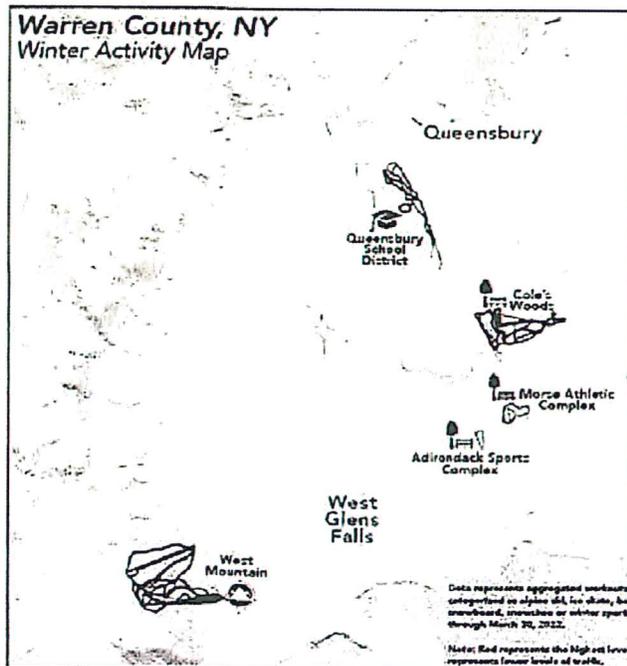
Multidisciplinary. Hunden specializes in the intersection of tourism development, economic development, and destination real estate development. Hunden has a passion for data-driven analytics and recommendations that lead to sound and actionable strategies for development success. We cannot and will not take a cookie-cutter approach like some national firms do.

P3 Experience: More than 80% of our work involves research and strategy related to public-private partnerships for transformative real estate. We help clients determine the value of revenue streams that become project funding sources, as well as show clients creative ways that other P3 projects have been successfully funded in other communities.

Experience in NorthEast and Warren County. Hunden is in the process of completing a Tourism Assets study for Warren County. We also have experience in Fulton County (NY), Ithaca (NY), Syracuse (NY), Suffolk County (NY), Lyndhurst (NY), Long Island (NY), Tolland (CT), Pawtucket (RI), Medfield (MA), and Laconia (NH).

Comprehensive, Honest Analysis. Simply put, Hunden provides thorough, comprehensive and transparent processes. Our approaches to market demand assessments, governance analysis, project management, and RFP solicitations are unique, independent, complete, and supported by strong methodology.

In-House Mapping. Hunden has an in-house mapping director, which is critical to contextual understanding and research related to traffic/visitor analyses. His specialty is communicating concepts through varying types of maps and graphics, including three-dimensional maps, demographic migration pattern maps, drive-time analyses and competitive marketplace maps.



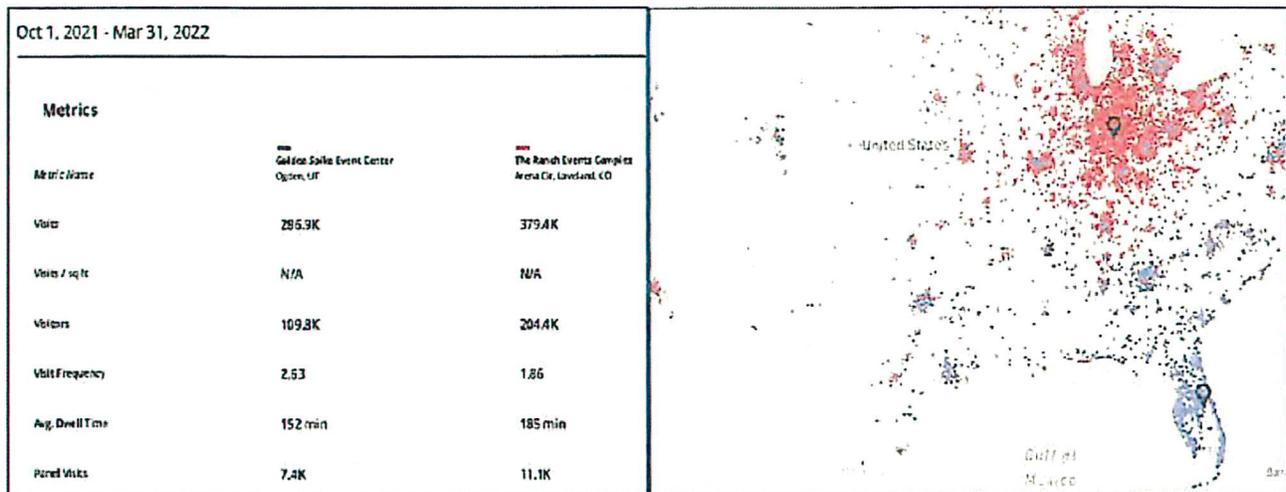
Market Research

Along with completing tasks and market research as outlined in our Project Approach, such as demand interviews, site analysis, competitive and comparable assessments, Hunden uses the following research tools to provide our clients with data-driven analytics.

Unique Analytical Tools, and Data Strategy. Hunden Strategic Partners' data strategy includes over 25 years of professional experience achieved through research and studies, participant response techniques, and investments in the following resources for properly vetted and valuable targeted data. Through these data tools and resources, Hunden will assess the Project's ability to capture local and regional market demand, make demand projections, provide economic impact and determine the public benefits.

Commercial Market Research Providers

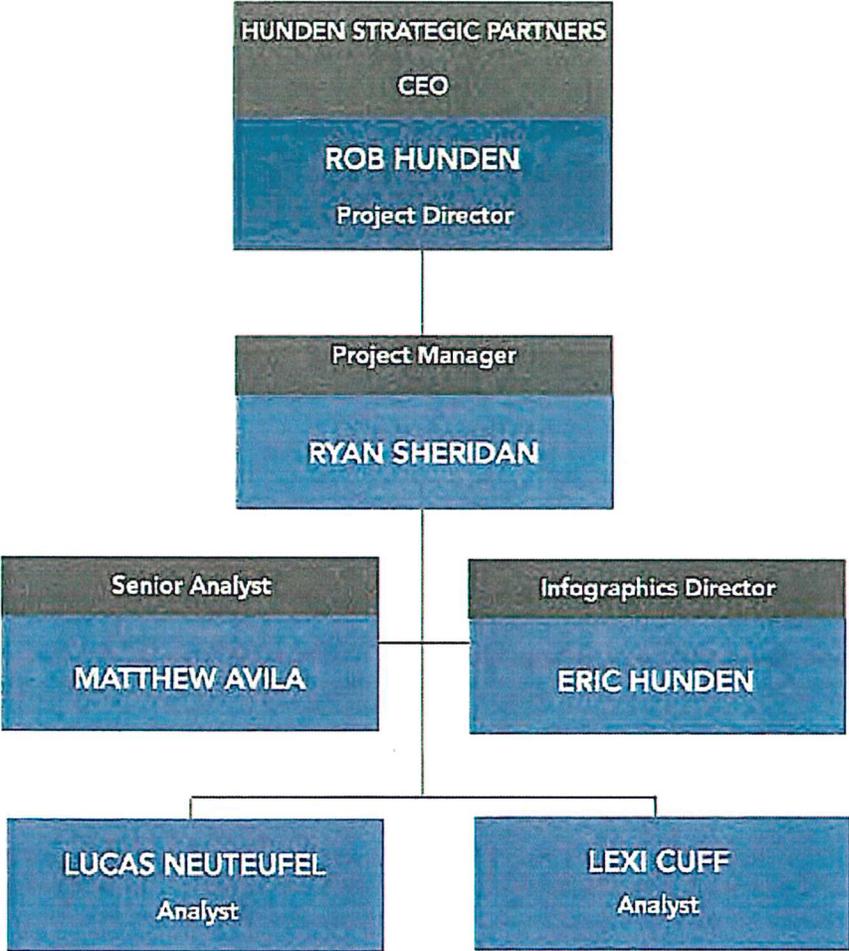
- Pollstar – A live entertainment data source in the U.S. and internationally,
- CoStar – CoStar Group provides information and analytics for commercial property,
- ESRI – provides GIS mapping and spatial analytics,
- STR – Smith Travel Research is a hospitality analytics tool used to measure and benchmark hotel performances against other competitors set across the market,
- Placer.ai – Hunden invest in geofencing research technology as a key resource to study customer origin and traffic analytics for sports facilities, hotels, resorts, events centers, retailers, restaurants, specific events, downtowns, and districts. We can determine consumer behaviors and visitor origins dating back to 2017. This helps us understand comparable and competitive activity in relation to the project area. Hunden creates custom data analytics and maps that illustrate primary trade areas, visitor origin, and demographics. We illustrated this data in the images below as well as those in our scope of work.



Government Agencies, Non-profit Organizations, and Freely Published Research Providers. Hunden is determined to use every reliable resource available to collect, compare, and analyze data for each project. We are proficient at ascertaining data from the following (not limited to) sources: U.S. Census Bureau; U.S. Small Business Administration; Data.gov; HUD; National Agencies; State/City/Town Public Agencies; and others.

Organizational Chart

Hunden Strategic Partners has the capacity and availability to provide all services as described in the RFP and in our Project Understanding and Scope of Work, herein. As the principal and owner of Hunden Strategic Partners, CEO Rob Hunden is involved with client and project management, report organization, financial modeling, and quality assurance for all Hunden studies. Mr. Hunden will act as the Project and Team Director for the study. Ryan Sheridan, who is already deeply familiar with Warren County tourism, will act as the Project Manager, Client liaison, and internal point of contact day-to-day. He will lead the Hunden team of analysts through the daily analysis, interviews, research, and report production process.





Approach

The following is a sample scope of work, created by Hunden Strategic Partners (Hunden), that includes all of the work tasks necessary for a youth/amateur tournament sports complex market and financial feasibility study in Warren County, New York:

- Task 1 – Kickoff, Project Orientation, Interviews
- Task 2 - Economic, Demographic & Tourism Overview from Prior Study
- Market Analyses
 - Task 2 – Sports Market Analysis
 - Task 3 – Ski Hotel Market Analysis
 - Task 4 – Special Events Analysis
- Task 5 – Market Findings and Recommendations
- Task 6 – Pro Forma
- Task 7 – Economic, Fiscal, and Employment Impact Analysis

Timeline

Hunden proposes to complete the Tourism Revitalization and Rejuvenation plan outlined in our scope of services for Warren County within fourteen to sixteen (14-16) weeks from Kickoff (assuming client reviews are received quickly after the two major check-ins/drafts) and is prepared to begin work immediately. Rob Hunden will act as the Project Lead for the project and on all tasks in the scope of work provided herein.

The following chart shows Hunden's proposed timeline, identifying work tasks, required time to complete tasks, and the tentative completion of each task in weeks.

Proposed Timeline & Milestones	Week #															
	1	2	3	5	6	7	8	9	10	11	12	13	14	15	16	
Task 1 – Kickoff, Project Orientation, Interviews																
Task 2 - Economic, Demographic & Tourism Overview from Prior Study																
Task 3 – Sports Market Analysis																
Task 4 – Ski Hotel Market Analysis																
Task 5 – Special Events Analysis																
Task 6 – Market Findings and Recommendations (Presentation)									X							
Task 7 – Demand & Financial Projections																
Task 8 – Economic, Fiscal, and Employment Impact Analysis																
Draft Report													X			
Client Edits																
Final Report															X	

Hunden remains flexible to the needs of Warren County and open to adjustments as needed.



Price Proposal

Hunden Strategic Partners proposes to complete the three studies within a single study outlined in the scope of work for a professional fee of \$96,000, including expenses and travel for one trip to Warren County. Any additional travel will be billed at a rate of \$1,800 per-person per-trip. Hunden is flexible in our approach and is willing to work with the Client on tailoring the travel schedule to the needs of the study.

Hunden proposes to bill according to the following deliverable milestone payment plan, with four payments during the process:

- Project kickoff and contract authorization: \$24,000
- Market findings presentation: \$24,000
- Draft report: \$24,000
- Final report: \$24,000

Fee Schedule: Estimated Hours by Proposed Task					
	Rob Hunden	Ryan Sheridan	Hunden Analysts	Total	Total
Task 1 – Kickoff, Project Orientation, Interviews	12	12	24	48	\$11,760
Task 2 – Economic, Demographic & Tourism Overview from Prior Study	1	3	5	9	\$2,055
Task 2 – Sports Market & Facility Analysis	8	18	48	74	\$16,530
Task 3 – Ski Hotel Market Analysis	8	14	28	50	\$11,650
Task 4 – Special Events Analysis & Idea Generation	15	28	44	87	\$20,615
Task 5 – Findings and Recommendations	4	6	6	16	\$4,020
Task 6 – Demand & Financial Projections: Sports Facility, Hotel & Event(s)	14	27	21	62	\$15,540
Task 7 – Economic, Fiscal, and Employment Impact Analysis	13	24	18	55	\$13,875
	75	132	194	401	\$96,045
Research & Travel Expenses					\$3,950
Total Fees IF billed by Hourly Rates and Expenses					\$99,995
Hourly Rates	\$345	\$245	\$195	\$240	
Lump Sum Fee Proposed (discounted inclusive rate)				\$239	\$96,000

We remain flexible in our approach and open to adjustments in order to best meet the Client's needs.

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND
REJUVENATION SERVICES

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

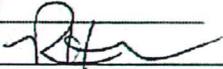
PROPOSAL OF: Hunden Strategic Partners
COMPANY NAME

The undersigned, having carefully examined the Request for Proposals (RFP) and having to their satisfaction ascertained all the facts concerning the RFP, herewith submits the following attached Proposal:

Please read the following carefully.

In your response submitted to Warren County, please include all the required information in this RFP, specifically in response to Sections II and IV(C) herein, and submit by 3:00 pm on May 19th with original signatures to:

Julie A. Butler, Purchasing Agent
Warren County Human Services Building, 3rd Floor
1340 State Route 9
Lake George, NY 12845

Date: 5-17-22 Federal ID# 20-4239951
Contractor Signature: 
Contractor name (Printed): Rob Hunden, President/ CEO
Name of Firm: Hunden Strategic Partners
Business Address: 213 W Institute Place, Suite 707 Chicago, IL 60610
Phone # () 312-643-2500 Fax# 312-643-2501
E-mail Address: rob@hunden.com

NOTE:

The Following Required Non-Collusion Certification, Corporate Resolution (if applicable), and Iran Divestment Act Certification must accompany your proposal. **Failure to include completed forms will be grounds for automatic rejection of your proposal.**

Financial statement, if desired, will be requested at a later date.

D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES

THURSDAY, MAY 19, 2022

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PROPOSAL

CERTIFICATION

Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 675 of the Laws of 1966, and further amended by Chapter 56 of the Laws of 2010, effective June 22, 2010.

- (a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies, as to its own organization, under penalty of perjury, that to the best of knowledge and belief:
 - (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;
 - (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
 - (3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.
- (a-1) Notwithstanding the foregoing, the statement of non-collusion may be submitted electronically in accordance with the provisions of subdivision one of section one hundred three of the General Municipal Law.
- (b) A bid shall not be considered for award nor shall any award be made where (a) (1) (2) and (3) above have not been complied with; provided however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth, in detail, the reasons therefor. Where (a) (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.
- ⊙ The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing on its behalf;
- (d) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, on behalf of the corporate bidder.

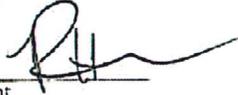
Individual Bidder

Co-Partnership

By _____
Partner

Hunden Strategic Partners

Corporation

By **Rob Hunden** 

President

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

CORPORATE RESOLUTION (WHERE APPLICABLE)

RESOLVED that Hunden Strategic Partners CEO Rob Hunden (Name of Corporation)

be authorized to sign and submit the Bid, or Proposal, of this Corporation for the following project:

WC 33-22 Tourism Revitalization and Rejuvenation Services (Title of Project)

and to include in such Bid Proposal the Certificate as to non-collusion required by Section 103-d of the General Municipal Law as the act and deed of such corporation, and for any inaccuracies of misstatements in such certifies this Corporate Bidder shall be liable under the penalties of perjury.

The foregoing is a true and correct copy of the Resolution adopted by Hunden Strategic Partners

Corporation at a meeting of its Board of Directors held on the N/A Day of N/A, 20 N/A, and is still in force and effective on this 17th Day of May, 2022.

[Handwritten Signature]

SECRETARY (Signature)

(SEAL OF CORPORATION)

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

CERTIFICATION OF COMPLIANCE WITH THE IRAN DIVESTMENT ACT

As a result of the Iran Divestment Act of 2012 (the "Act"), Chapter 1 of the 2012 Laws of New York, a new provision has been added to State Finance Law (SFL) § 165-a and New York General Municipal Law § 103-g, both effective April 12, 2012. Under the Act, the Commissioner of the Office of General Services (OGS) will be developing a list of "persons" who are engaged in "investment activities in Iran" (both are defined terms in the law) (the "Prohibited Entities List"). Pursuant to SFL § 165-a(3)(b), the initial list is expected to be issued no later than 120 days after the Act's effective date at which time it will be posted on the OGS website.

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, each Bidder/Contractor, any person signing on behalf of any Bidder/Contractor and any assignee or subcontractor and, in the case of a joint bid, each party thereto, certifies, under penalty of perjury, that once the Prohibited Entities List is posted on the OGS website, that to the best of its knowledge and belief, that each Bidder/Contractor and any subcontractor or assignee is not identified on the Prohibited Entities List created pursuant to SFL § 165-a(3)(b).

Additionally, Bidder/Contractor is advised that once the Prohibited Entities List is posted on the OGS Website, any Bidder/Contractor seeking to renew or extend a Contract or assume the responsibility of a Contract awarded in response to this solicitation must certify at the time the Contract is renewed, extended or assigned that it is not included on the Prohibited Entities List.

During the term of the Contract, should the County receive information that a Bidder/Contractor is in violation of the above-referenced certification, the County will offer the person or entity an opportunity to respond. If the person or entity fails to demonstrate that he/she/it has ceased engagement in the investment which is in violation of the Act within 90 days after the determination of such violation, then the County shall take such action as may be appropriate including, but not limited to, imposing sanctions, seeking compliance, recovering damages or declaring the Bidder/Contractor in default.

The County reserves the right to reject any bid or request for assignment for a Bidder/Contractor that appears on the Prohibited Entities List prior to the award of a contract and to pursue a responsibility review with respect to any Bidder/Contractor that is awarded a contract and subsequently appears on the Prohibited Entities List.

I, Rob Hunden, being duly sworn, deposes and says that he/she is the CEO/President of the Hunden Strategic Partners

Corporation and that neither the Bidder/Contractor nor any proposed subcontractor is identified on the Prohibited Entities List.



SIGNED

SWORN to before me this

17th day of May

2022

Notary Public:





WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Butler, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Amber N. Brownell, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie A. Butler, Purchasing Agent
DATE: May 3, 2022
SUBJECT: **ADDENDUM #1: WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES**

Please sign and return the following to our office with your proposal:

I, Rob Hunden, President, of Hunden Strategic Partners
(Company)

have received the following Addendum and will include it with our proposal.

Addendum #1

Several questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1. Can the County more fully describe the impact of the pandemic specifically for Warren County? What kind of business losses were sustained? What changes have been seen? What opportunities have emerged?
- A1. The pandemic has impacted various sectors of the County's local economy differently. The summer seasons of 2020 and 2021 were record-breaking seasons for many hotels and restaurants, particularly those in the vicinity of Lake George. Other entities, including some indoor and outdoor amusements, were not allowed to open in 2020. The County was also pleased to see local businesses and economic entities work together to confront the challenges posed by the pandemic and we would like to see that collaborative spirit continue into the future.
- Q2. Can you shed any light on the range of monies the County has earmarked for this project? This may help us provide a range of solutions for the County.
- A2. The County Board of Supervisors has not yet earmarked money for this initiative, but would look to do so based upon the strength of the proposals received. As noted in the RFP, we're looking for creative ideas, for which cost is not the most heavily weighted factor. The County reserves the right to make multiple awards, so providing a dollar range for any one specific initiative is not possible.

Q3. Is it correct that the deliverable of this project will be an actionable strategic plan? Who will be implementing the plan?

A3. The County may consider actionable strategic plans to be implemented by either the County or the Proposer, however, the primary intent of the RFP is for interested parties to submit creative ideas whereby the County would contract with the Proposer to implement said ideas.

Q4. Who would we be working with? Who would be our point of contact?

A4. Ryan Moore, County Administrator will be the point of contact for any contracts resulting from this RFP.

Q5. Are creative services also a part of this project?

A5. Yes. See A3 above.

All other terms and conditions of the bid shall remain the same. If you have any questions, please contact me at (518) 761-6538.

Signature:  _____

Date: 5-17-22

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Butler, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Amber N. Brownell, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie A. Butler, Purchasing Agent
DATE: May 9, 2022
SUBJECT: **ADDENDUM #2: WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES**

Please sign and return the following to our office with your proposal:

I, Rob Hunden, President, of Hunden Strategic Partners
(Company)

have received the following Addendum and will include it with our proposal.

Addendum #2

Several questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1. Is there an incumbent agency that Warren County currently works with that you can share?
- A1. No. This is a new RFP.
- Q2. What marketing tactics or media channels have performed the best for Warren County currently or in recent years?
- A2. Warren County utilizes all media including traditional print and websites, television advertising, radio advertising, web-based marketing and social media. Tactics used and associated performance are dependent upon the particular objective at hand.
- Q3. How are you measuring the success of this campaign? Website visits? Conversion actions? Engagement? Something offline? Please let us know any KPIs or numeric goals you have.
- A3. Please see page 3, Section II of the specifications. The County is requesting that the Proposer provide metrics by which the accomplishment of their objectives might be measured. Success of initiatives will be measured based on metrics submitted in your proposals.

- Q4. Is there existing creative that is to be used as part of this campaign or is all creative to be created new? If the latter, are there overall branding standards the vendor should abide by for new creative?
- A4. The Warren County Tourism Department maintains branding standards and produces creative materials. Whether such would apply to, or be available for utilization, by a vendor would depend upon the vendor's proposed services.
- Q5. What is the biggest misconception people have about Warren County which may currently deter them from visiting?
- A5. The County has no way of determining and cataloguing misconceptions held by individuals who do not interact with us.
- Q6. Is there any historical data or customer data available to leverage?
- A6. Depending upon the vendor's proposed services, it may be possible to utilize data held by the County subject to the execution of any applicable non-disclosure agreements.
- Q7. How soon will this be awarded or how soon can an awarded organization implement the proposed project? Would we be able to use funds as soon as this summer (Summer 2022)?
- A7. Awards would be made subject to review and approval by the evaluation team, then the appropriate committee(s) of the Board of Supervisors, then by the full Board of Supervisors. Commencement of work during the summer is a possibility.

All other terms and conditions of the bid shall remain the same. If you have any questions, please contact me at (518) 761-6538.

Signature:  _____

Date: 5-17-22 _____

Hello to Whom it May Concern,

19 May 2022

Lake George Radio and Loud Media is pleased to propose a weekly radio feature highlighting the unique attributes and characteristics of Warren County in response to the unexpected challenges the Covid 19 pandemic have caused. During the pandemic the county has had a surprising surge in visitorship that to some degree has been reactionary. Some businesses have benefited yet many have been hurt financially. The pandemic has taught us that change is a constant. As the pandemic releases its grip, some visitorship can be expected to shift to other places. Our county's resilience, then, will be in expanding visitor experiences.

We have felt so strongly about the importance of this region that a number of years ago we secured the domain name lakegeorgeradio.com having always felt that establishing a radio station at Lake George would have a wide appeal and that the region deserves the kind of consistent radio narratives can help instill a sense of place in a listening audience. We were fortunate to join multi-station owner Ricki Lee, in manifesting that intention. It was strategically demanding to acquire the radio tower on Prospect Mountain, initiate the station and even to get the call letters WLGR. But we believe that local radio has a tremendous impact and that the residential and visitor listenership of the area has been informationally underserved. Ultimately our objective is to be a local station with a world-wide reach. For people who live out of the area or up and down the Northway corridor, the station itself becomes a place to visit when they are not here, to stay in touch with the Lake George Region.

The responsibility of Lake George Radio is for companionship, entertainment, information, and good stewardship. Warren County is an extraordinarily interesting and beautiful region and we would love to be a part of expanding its potential and rejuvenation.

Thank you for the opportunity to respond to this request,



Walt Adams
(518) 330-9310
walt@loudmedia.com

Proposal

Loud Media's Lake George Radio, under the direction of Walt Adams, proposes to create a **weekly Warren County Radio Feature that airs twice daily at the same time each day during prime listenership (7:20 am and 5:20 pm)** to bring greater awareness to the many functions and facets of county operations and places of interest. **Lake George Radio proposes a year long contract with the option to continue the service for up to five years.** As with any broadcast messaging, maximum results are obtained with consistent, long term reporting.

The emphasis would be promoting the very best of Warren County including its numerous hidden gems and under-recognized yet remarkable features.

Lake George radio will provide a list and consult with officials on the most important points to make about the profiles of Warren County places, entities, traditions, and partnerships.

Emphasis could be placed on Warren County functions such as:

- The Floyd Bennett Memorial Airport
- Up Yonda Farm
- Warren County Soil and Water
- Charles R. Wood Park
- Northway Visitor Center
- Warren County Fish Hatchery

...and also include initiatives and projects involving:

- First Wilderness Corridor
- Warren County Historical
- Economic Development

...traditions like:

- Maple sugar season
- Adirondack Balloon festival
- White water Derby

...include outdoor experiences:

- Best beaches
- River and Lake access
- Hiking and X-country skiing

The feature cost is the current rate that is offered to any station sponsor:

Package Feature Rate:

1) 60 Feature Spots @ \$30 each, plus a \$50 per week charge for audio production includes research, writing, voice over, sound effects, editing, mix down

Total investment per month \$2000.

Yearly investment \$24,000 per year

In Addition at no charge

- Warren County would be the sole proprietor of each weekly feature. Features can be sent as an Mp3 file for county use.
- Includes on-air interviews with Warren County leaders, every Saturday morning at 11:20AM.
- Warren County Special Reports and press releases aired as requested (such as Warren County COVID updates)
- 60 promos per month

Company Profile

LOUD MEDIA

Loud Media is a family owned multimedia company specializing in local radio, digital and social media. Run by lifelong radio people, Loud Media LLC owns several local signals including WLGR Lake George Radio, 93.5FM, WSSV Saratoga's Star Radio, 93.3FM, and WNYV K94.1 94.1FM, Glens Falls. All Loud Media stations have web sites and are streaming online world wide. Loud Media also has radio stations in Plattsburgh, NY, Burlington, VT, Knoxville, TN, and Fort Collins Co.

WLGR

Lake George Radio programs music, local/national news, weather and relevant information to listeners living in the Warren County region. The station offers local and national news updates at the top of the hour during prime times, M-F and weekends, and connects Warren county area listeners with what's happening in their community.

Staff

Ricki Lee - CEO and Technical advisor of Loud Media LLC, and radio tech company *Aiir*

Fran Dingeman - General Manager and Sales Director

Walt Adams - Operations Manager, On- Air Host, morning drive 6a - 10a

Aaron Ishmael - Technical consultant

Tracy Villaume - On- Air Host, afternoon drive 3p-7p.

Peter Killeen - News Director

Adam Chapelle - News Anchor

Neal Estano - Meteorologist News WNYT Channel 13

John Meaney - Announcer

Brianne Young - Announcer

Cathy Rock - Business Office Administrator

The Warren County Radio Feature cost is based on the current Lake George Radio rate card. The **Package Feature Rate** option proposed for Warren County is a standard rate.

Lake George Radio Rate Card

Standard spot rate:

- 1) :15 sec. spots @ \$15 each
- 2) :30 sec spots @ \$20 each
- 3) :60 sec spots @ \$30 each
- 4) Walt Adams live read endorsement @ \$40 each

Spots run M-F 6AM-7PM on 93.5 FM and Streaming at lakegeorgeradio.com

\$50 per week charge for audio production.

Package Feature Rate:

1) 60 Feature Spots @ \$30 each, plus 60 promos per month at no charge - Total \$1,800 per month. \$50 per week charge for audio production includes research, writing, voice over, sound effects, editing, mix down.

Total investment per month \$2000.



Online Listening Report

Total Unique Listeners

49,448

Total Listening Sessions Completed

165,918

Total Listening Hours

103,852

Devices

iOS 49%

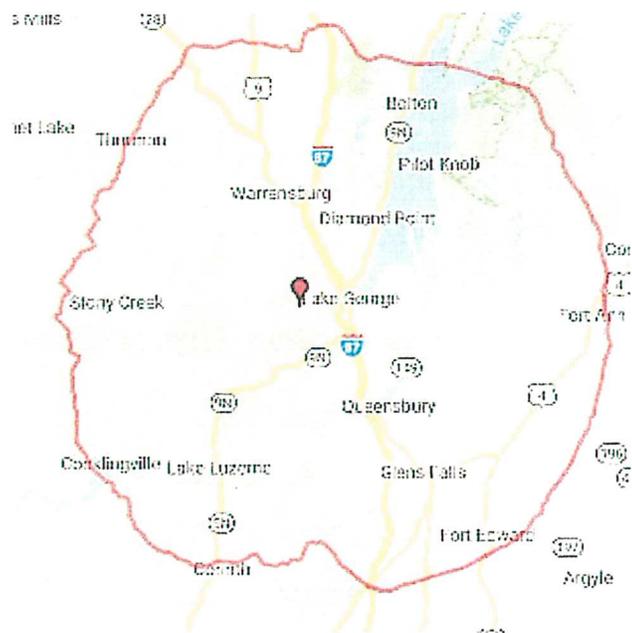
Desktop 37%

Android 14%



"A Local Radio Station, Playing the songs you love"

93.5 Lake George Radio
target audience is Adults
25-54 in Lake George, Glens
Falls, Warrensburg,
Queenbury and beyond.
Locally focused, providing
local news, community
events and information.



Broadcasting on 93.5 FM

Online at LakeGeorgeRadio.com,
via our Mobile Apps & Smart Speakers

Coverage Area Demographic

Age

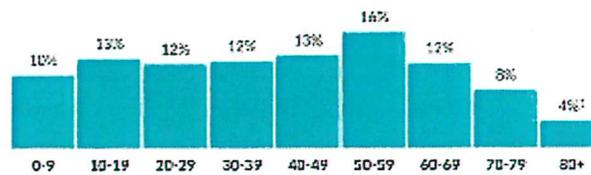
42.8

Median age

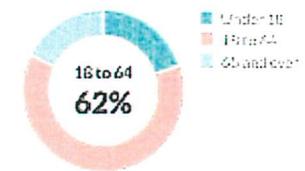
about 10 percent higher than the figure in New York (39)

about 10 percent higher than the figure in United States (38.2)

Population by age range



Population by age category



Warren County, NY

\$64,985

Median household income

about 90 percent of the amount in New York (\$72,108)

about the same as the amount in United States (\$65,719)

Transportation to work

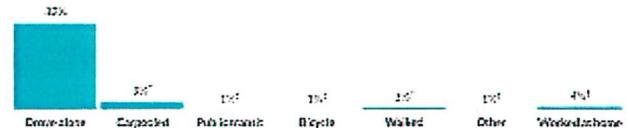
22.9 minutes

Mean travel time to work

(15 minutes)

about two-thirds of the figure in New York (33.6) about 80 percent of the figure in United States (28.7)

Means of transportation to work



Data

from Census Report - censusreporter.org (April 2021)



93.5 Lake George Radio

Broadcasting from the heart of Lake George!



Wake up
with Walt Adams

93.5 Lake George Radio is part of the Loud Media family

Visit loudmedia.com

Submission of a proposal constitutes agreement to all terms and conditions set forth herein. By submitting a signed proposal, the Proposer: a) warrants that the contents of its proposal are accurate and binding upon the Proposer; b) represents that its staff is knowledgeable about the services to be provided as identified in this RFP, and c) warrants that it will use reasonable and appropriate efforts to provide such services in a professional and timely manner. In addition, the Proposer further warrants that it has become sufficiently acquainted with the conditions, facts, and circumstances relating to providing the requested services. Failure or omission of the Proposer to adequately acquaint itself with existing conditions, facts and circumstances shall not in any way relieve it of any obligations with respect to this RFP.

To the extent required by Article 15 of the Executive Law (also known as the Human Rights Law) and all other State and Federal statutory and constitutional non-discrimination provisions, the Provider will not discriminate against any employee or applicant for employment because of an individual's age, race, creed, color, national origin, sexual orientation, military status, sex, disability, predisposing genetic characteristics, marital status or domestic violence victim status. Furthermore, in accordance with Section 220-e of the Labor Law, if this is a contract for the construction, alteration or repair of any public building or public work or for the manufacture, sale or distribution of materials, equipment or supplies, and to the extent that this contract shall be performed within the State of New York, Provider agrees that neither it nor its subcontractors shall, by reason of race, creed, color, disability, sex, or national origin: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. If this is a building service contract as defined in Section 230 of the Labor Law, then, in accordance with Section 239 thereof, Provider agrees that neither it nor its subcontractors shall by reason of race, creed, color, national origin, age, sex or disability: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. Provider is subject to fines of \$50 per person per day for any violation of Section 220-e or Section 239 as well as possible termination of this contract and forfeiture of all moneys due hereunder for a second or subsequent violation.

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES THURSDAY, MAY 19, 2022 TIME: 3:00 P.M. PLACE: HUMAN SERVICES BUILDING

PROPOSAL

PROPOSAL OF: *WC-33-32 Tourism Revitalization and Rejuvenation Services*
COMPANY NAME

Loud Media LLC

The undersigned, having carefully examined the Request for Proposals (RFP) and having to their satisfaction ascertained all the facts concerning the RFP, herewith submits the following attached Proposal:

Please read the following carefully.

In your response submitted to Warren County, please include all the required information in this RFP, specifically in response to Sections II and IV(C) herein, and submit by 3:00 pm on May 19th with original signatures to:

Julie A. Butler, Purchasing Agent Warren
County Human Services Building, 3rd Floor 1340
State Route 9 Lake George, NY 12845

Date: Contractor Signature: 
Contractor name (Printed):
Name of Firm: Business Loud Media LLC
Address: Phone # (518) 933-2000 - E-mail ricki@loudmedia.com
Address: 34 Congress St.
Suite 103
Saratoga Springs N.Y.
12866

Federal
ID# 90-1506815

Fax
#(518)-933-2222

NOTE: The Following Required Non-Collusion Certification, Corporate Resolution (if applicable), and Iran Divestment Act Certification must accompany your proposal. Failure to include completed forms will be grounds for automatic rejection of your proposal. Financial statement, if desired, will be requested at a later date. D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

**WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND
REJUVENATION SERVICES**

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

CERTIFICATION

Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 675 of the Laws of 1966, and further amended by Chapter 56 of the Laws of 2010, effective June 22, 2010.

(a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies, as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

(1)

The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

(2)

Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and

(3)

No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

(a-1)

Notwithstanding the foregoing, the statement of non-collusion may be submitted electronically in accordance with the provisions of subdivision one of section one hundred three of the General Municipal Law.

(b) A bid shall not be considered for award nor shall any award be made where (a)(1)(2) and (3) above have not been complied with; provided however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth, in detail, the reasons therefor. Where (a) (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing on its behalf;

(d) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, on behalf of the corporate bidder.

* Individual Bidder 

Co-Partnership

Partner

Corporation

By_
President

**WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND
REJUVENATION SERVICES**

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

**CORPORATE RESOLUTION
(WHERE APPLICABLE)**

RESOLVED that

(Name of Corporation)

be authorized to sign and submit the Bid, or Proposal, of this Corporation for the following project:

(Title of Project)

and to include in such Bid Proposal the Certificate as to non-collusion required by Section 103-d of the General Municipal Law as the act and deed of such corporation, and for any inaccuracies of misstatements in such certifies this Corporate Bidder shall be liable under the penalties of perjury.

The foregoing is a true and correct copy of the Resolution adopted by

=

Corporation at a meeting of its Board of Directors held
on

Day of

__ 20__

the

__, and

is still in force and effective on this

Day of

20__



SECRETARY
(Signature)

(SEAL OF CORPORATION)

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**WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND
REJUVENATION SERVICES**

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

CERTIFICATION OF COMPLIANCE WITH THE IRAN DIVESTMENT ACT

As a result of the Iran Divestment Act of 2012 (the "Act"), Chapter 1 of the 2012 Laws of New York, a new provision has been added to State Finance Law (SFL) § 165-a and New York General Municipal Law & 103-9, both effective April 12, 2012. Under the Act, the Commissioner of the Office of General Services (OGS) will be developing a list of "persons" who are engaged in "investment activities in Iran" (both are defined terms in the law) (the "Prohibited Entities List"). Pursuant to SFL § 165-a(3)(b), the initial list is expected to be issued no later than 120 days after the Act's effective date at which time it will be posted on the OGS website.

By submitting a bid in response to this solicitation or by assuming the responsibility of a Contract awarded hereunder, each Bidder/Contractor, any person signing on behalf of any Bidder/Contractor and any assignee or subcontractor and, in the case of a joint bid, each party thereto, certifies, under penalty of perjury, that once the Prohibited Entities List is posted on the OGS website, that to the best of its knowledge and belief that each Bidder/Contractor and any subcontractor or assignee is not identified on the Prohibited Entities List created pursuant to SFL

§ 165-a(3)(b).

Additionally, Bidder/Contractor is advised that once the Prohibited Entities List is posted on the OGS Website, any Bidder/Contractor seeking to renew or extend a Contract or assume the responsibility of a Contract awarded in response to this solicitation must certify at the time the Contract is renewed, extended or assigned that it is not included on the Prohibited Entities List.

During the term of the Contract, should the County receive information that a Bidder/Contractor is in violation of the above-referenced certification, the County will offer the person or entity an opportunity to respond. If the person or entity fails to demonstrate that he/she/it has ceased engagement in the investment which is in violation of the Act within 90 days after the determination of such violation, then the County shall take such action as may be appropriate including, but not limited to, imposing sanctions, seeking compliance, recovering damages or declaring the Bidder/Contractor in default.

The County reserves the right to reject any bid or request for assignment for a Bidder/Contractor that appears on the Prohibited Entities List prior to the award of a contract and to pursue a responsibility review with respect to any Bidder/Contractor that is awarded a contract and subsequently appears on the Prohibited Entities List.

__, being duly sworn, deposes and says that he/she is the
__ of the

Corporation and that neither the Bidder/Contractor nor any proposed subcontractor is identified on the Prohibited Entities

List.



SIGNED



SWORN to before me this 19th

day of May 2022

202 Notary Public:



Patricia McKinney-Schuster
Notary Public, State of New York
Residing in Warren County
No. 01MC6008147
My Commission Exp. June 8, 2024

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Butler, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Amber N. Brownell, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie A. Butler, Purchasing Agent
DATE: May 3, 2022
SUBJECT: **ADDENDUM #1: WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES**

Please sign and return the following to our office with your proposal:

I, Ricki Lee, of Loud Media LLC
(Company)

have received the following Addendum and will include it with our proposal.

Addendum #1

Several questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1. Can the County more fully describe the impact of the pandemic specifically for Warren County? What kind of business losses were sustained? What changes have been seen? What opportunities have emerged?
- A1. The pandemic has impacted various sectors of the County's local economy differently. The summer seasons of 2020 and 2021 were record-breaking seasons for many hotels and restaurants, particularly those in the vicinity of Lake George. Other entities, including some indoor and outdoor amusements, were not allowed to open in 2020. The County was also pleased to see local businesses and economic entities work together to confront the challenges posed by the pandemic and we would like to see that collaborative spirit continue into the future.
- Q2. Can you shed any light on the range of monies the County has earmarked for this project? This may help us provide a range of solutions for the County.
- A2. The County Board of Supervisors has not yet earmarked money for this initiative, but would look to do so based upon the strength of the proposals received. As noted in the RFP, we're looking for creative ideas, for which cost is not the most heavily weighted factor. The County reserves the right to make multiple awards, so providing a dollar range for any one specific initiative is not possible.

Q3. Is it correct that the deliverable of this project will be an actionable strategic plan? Who will be implementing the plan?

A3. The County may consider actionable strategic plans to be implemented by either the County or the Proposer, however, the primary intent of the RFP is for interested parties to submit creative ideas whereby the County would contract with the Proposer to implement said ideas.

Q4. Who would we be working with? Who would be our point of contact?

A4. Ryan Moore, County Administrator will be the point of contact for any contracts resulting from this RFP.

Q5. Are creative services also a part of this project?

A5. Yes. See A3 above.

All other terms and conditions of the bid shall remain the same. If you have any questions, please contact me at (518) 761-6538.

Signature: _____



Date: _____

5/18/22

WARREN COUNTY PURCHASING DEPARTMENT

1340 State Route 9
Lake George, NY 12845
Telephone: (518) 761-6538
Fax: (518) 761-6395



Julie A. Butler, Purchasing Agent
Jason M. Shpur, Deputy Purchasing Agent
Amber N. Brownell, Purchasing Assistant

MEMO

TO: All Prospective Proposers
FROM: Julie A. Butler, Purchasing Agent
DATE: May 9, 2022
SUBJECT: **ADDENDUM #2: WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES**

Please sign and return the following to our office with your proposal:

I, Rieki Lee, of Loud Media LLC
(Company)

have received the following Addendum and will include it with our proposal.

Addendum #2

Several questions have been submitted relative to the above-referenced RFP. Answers are provided herein.

- Q1. Is there an incumbent agency that Warren County currently works with that you can share?
- A1. No. This is a new RFP.
- Q2. What marketing tactics or media channels have performed the best for Warren County currently or in recent years?
- A2. Warren County utilizes all media including traditional print and websites, television advertising, radio advertising, web-based marketing and social media. Tactics used and associated performance are dependent upon the particular objective at hand.
- Q3. How are you measuring the success of this campaign? Website visits? Conversion actions? Engagement? Something offline? Please let us know any KPIs or numeric goals you have.
- A3. Please see page 3, Section II of the specifications. The County is requesting that the Proposer provide metrics by which the accomplishment of their objectives might be measured. Success of initiatives will be measured based on metrics submitted in your proposals.

- Q4. Is there existing creative that is to be used as part of this campaign or is all creative to be created new? If the latter, are there overall branding standards the vendor should abide by for new creative?**
- A4. The Warren County Tourism Department maintains branding standards and produces creative materials. Whether such would apply to, or be available for utilization, by a vendor would depend upon the vendor's proposed services.**
- Q5. What is the biggest misconception people have about Warren County which may currently deter them from visiting?**
- A5. The County has no way of determining and cataloguing misconceptions held by individuals who do not interact with us.**
- Q6. Is there any historical data or customer data available to leverage?**
- A6. Depending upon the vendor's proposed services, it may be possible to utilize data held by the County subject to the execution of any applicable non-disclosure agreements.**
- Q7. How soon will this be awarded or how soon can an awarded organization implement the proposed project? Would we be able to use funds as soon as this summer (Summer 2022)?**
- A7. Awards would be made subject to review and approval by the evaluation team, then the appropriate committee(s) of the Board of Supervisors, then by the full Board of Supervisors. Commencement of work during the summer is a possibility.**

All other terms and conditions of the bid shall remain the same. If you have any questions, please contact me at (518) 761-6538.

Signature: _____



Date: _____

5/18/22

COOL INSURING ARENA

To: Warren County Board of Supervisors

From: Jeff Mead, General Manager

Re: Quarter 2, 2022 report

Date: July 25, 2022

Date	Event	Attendance	Comment
April 2	Thunder Hockey	3821	
April 3	Thunder Hockey	2687	
April 7	Cornhole	50	Heritage Hall
April 9	GF Brew Fest	450	Heritage Hall
April 10	Thunder Hockey	2878	
April 15	Thunder Hockey	4476	
April 17	Thunder Hockey	2513	
April 26	Breaking Benjamin	3300	
April 30	JR Thunder Camp	100	
May 1	JR Thunder Camp	100	
May 5	Cornhole	50	
May 14	SUNY Graduation	2000	
June 4	Wedding	125	
June 16	BOCES Graduation	2000	
June 23	SGF Graduation	2500	
June 24	Queensbury Graduation	2500	
June 25	Glens Falls Graduation	1000	
June 25	Dance EXPlosion	400	
June 26	Dance EXPlosion	400	
June 27	Dance EXPlosion	400	
June 28	Dance EXPlosion	400	
June 29	Dance EXPlosion	400	
June 30	Dance EXPlosion	400	

Total Attended Events 31,950

Summary

Quarter 2 activity at the Cool Insuring Arena hosted 31,950 guests for events. Led by Thunder hockey, a Breaking Benjamin Concert, 5 graduations, and a dance event, the arena stayed busy during Quarter 2.

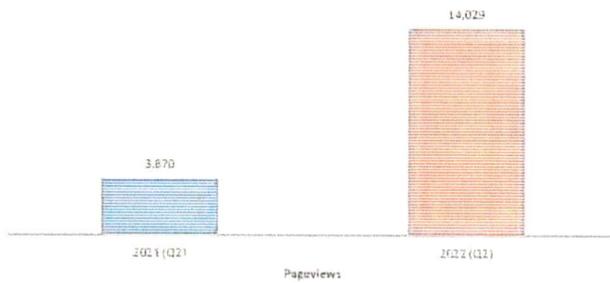
The Thunder did not qualify for the playoffs this season, or events and attendance would be at a higher level.



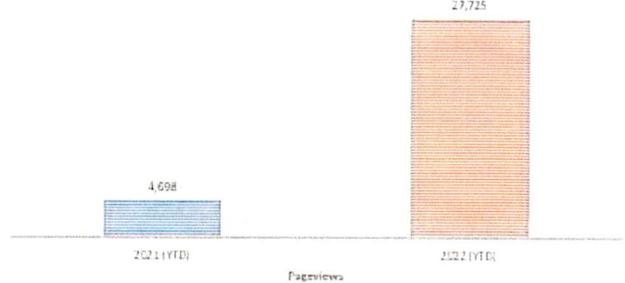
Lake George Regional Convention & Visitors Bureau Q2 Marketing & Sales Activity Report APRIL 1, 2022 - JUNE 31, 2022

Marketing & Sales Highlights

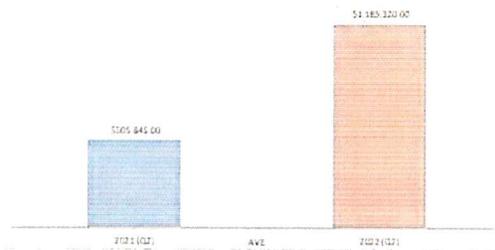
LGRCVB WEBSITE TRAFFIC | Q2



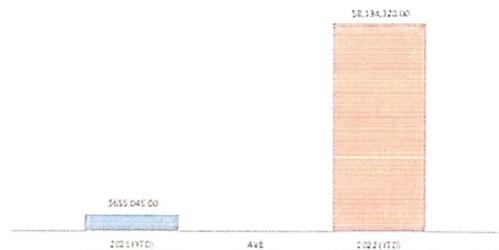
LGRCVB WEBSITE TRAFFIC | YTD



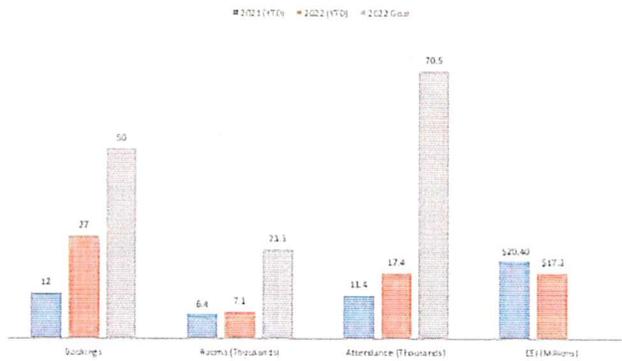
LGRCVB PRESS (ADVERTISING VALUE EQUIVALENCY) | Q2



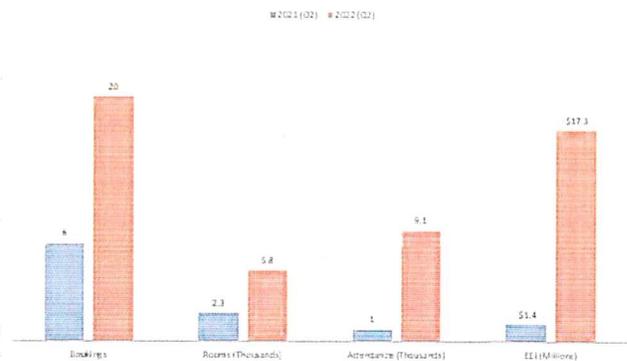
LGRCVB PRESS (ADVERTISING VALUE EQUIVALENCY) | YTD



BOOKING HIGHLIGHTS | YTD



BOOKING HIGHLIGHTS | Q2





Lake George Regional Convention & Visitors Bureau

Q2 Marketing Outcomes

APRIL 1, 2022 - JUNE 31, 2022

CONVENTION SERVICES

Event Name	Convention Services
Alpha Win	<ul style="list-style-type: none"> ● LGRCVB attendance at monthly meeting- introduction to partners (April) ● Show Your Badge Merchant Info (June)
American Gold Star Mothers	<ul style="list-style-type: none"> ● Set up flowers for steamboat (Lake George School students) (April) ● Assisted with ordering flags for mothers (April) ● Registration item drop off (April) ● Media Advisory (April) ● Blog (April) ● Social media post (April)
Cambareri/Giordano Reunion	<ul style="list-style-type: none"> ● Welcome Bags Content (June)
Diamond Kings Lake George Invitational	<ul style="list-style-type: none"> ● Kick off call with planner (May) ● Microsite development (May) ● Boosted Facebook Post (June)
FISU World Games	<ul style="list-style-type: none"> ● Promotional Items Catalog distribution info; Welcome signage review; craft beverage commemorative glass distribution list
LEO Weekend	<ul style="list-style-type: none"> ● Ceremony Attendance (Award Recipient for services) (June) ● Microsite (June) ● PR (June) ● Social Media/Blog Content (June) ● Welcome Bags (June) ● Email communications to community leaders (June)
MINI Takes the States	<ul style="list-style-type: none"> ● Provided Bandwango information for Show Your Badge Pass; Tour review; Festival Commons App (April) ● Provided Lake George Area Show Your Badge Pass QR code for signage (May) ● Assistance with Village/County Application/Approval (May) ● Event logistics (May) ● Paperwork, destination promo, correspondence (June)
New York Folklore	<ul style="list-style-type: none"> ● Distributed Welcome Bags (April)
NYS School Board Assoc.	<ul style="list-style-type: none"> ● Pre-event marketing (May) ● Welcome bag prep (May)
Professional Women's Bowling Association	<ul style="list-style-type: none"> ● Radio spot development (May) ● Registration Table (June) ● Video Footage (June) ● Welcome Signage (June)



Rotary 7190	<ul style="list-style-type: none"> Distributed Welcome Bags (April)
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PRESS COVERAGE

Coverage Topic	Month	Total Advertising Value Equivalency (\$ AVE)
Lake George Regional Chamber of Commerce & CVB (In the News)	April	\$9.6K
American Gold Star Mothers (85th Convention)	April	\$3.8K
Lake George Regional Chamber of Commerce & CVB (In the News)	May	\$9.6K
Diamond Kings Summer Invitational	June	3.5K
Lake George Regional Chamber of Commerce & CVB (In the News)	June	\$761K
LEO Weekend	June	\$9.82K
Professional Women's Bowling Association	June	\$388K
	TOTAL AVE	\$1.2M

LGRCVB MARKETING & ADVERTISING

Vendor/Advertiser	Format	Market	Month	Analytics
Google Adwords (Internal)	Paid Search (Regional target)	All Segments	April	10K Impressions, 1.05K Clicks, 10% CTR*
HerLife Magazine	Print Publication	Wedding	April	Circulation: 50K print, 60k digital
SMART Meetings*	Targeted E-Blast	Meeting	April	5.1K Sent, 1.1K Opened, 5 Clicks, .1% CTR
SMART Meetings*	Newsletter - Regional Takeover	Meeting	April	20K Sent, 4K Opened, 19 Clicks, .09% CTR*
SMART Meetings*	Boosted social post	Meeting	April	203 Impressions, 7 Clicks, 3.45% CTR
SMART Meetings*	Custom Article	Meeting	April	146 Opens, 120 Clicks, 82% CTR*
SMART Meetings*	Banner Ads	Meeting	April	316K Impressions, 600 Clicks, 2% CTR*



Q2 Marketing and Sales Activity Report
 Lake George Regional Convention & Visitors Bureau

Albany Business Review	E-Blast	Meetings (Regional)	June	24K Sent, 8.2K Opens, 268 Clicks, 1.1% CTR, 3.27% CTOR**
Google Adwords (Internal)	Paid Search (Regional target)	All Segments	May	24K Impressions, 1.67K Clicks, 7% CTR*, \$0.55 CPC***
New York by Rail	Sponsored E-Blast	Meeting	May	9K Sent, 3.4K Opena, 40 Clicks, 1.18% CTR*
SMART Meetings* (April Execution)	Targeted E-Blast	Meeting	May	5.1K Sent, 1.1K Opened, 5 Clicks, .1% CTR*
SMART Meetings*	Newsletter - Regional Takeover	Meeting	May	20K Sent, 4K Opened, 19 Clicks, .09% CTR*
SMART Meetings*	Boosted social post	Meeting	May	203 Impressions, 7 Clicks, 3.45% CTR*
SMART Meetings*	Custom Article	Meeting	May	146 Opens, 120 Clicks, 82% CTR*
SMART Meetings*	Banner Ads	Meeting	May	316K Impressions, 600 Clicks, 2% CTR*
Times Review Media	Video (Google)	Meeting	May	41.6K Impressions, 45 Clicks, ,11% CTR*
Times Review Media	Paid Search (Long Island target)	Meeting	May	3.4K Impressions, 292 Clicks, 8.6% CTR*
Times Review Media	Facebook (Video)	Meeting	May	81K Impressions, 1.34K Clicks, 1.65% CTR*
Amplified Digital	OTT (Streaming TV)	Meetings/SME RF	June	30.4K Impressions,, 26.7K Completions, 88.2% Completion Rate****
Google Adwords (meetlakegeorge.com)	Paid Search (Regional target)	All Segments	June	1.9K Clicks, 35.4K Impressions, 5.38% CTR*, \$0.48 CPC***
Google Adwords (lakegeorgeishiring.com)	Padi Search (30 mi. radius of Warren Co)	Hiring (community development)	June	172 Click, 2.6K Impressions, 6.5% CTR*, \$1.50 CPC***
Northstar Meetings Group	E-Blast 4 Step Campaign	Meetings (National)	June	(Averages) 165K Sent, 109K Open, 209 Clicks, 0.19% CTOR**
Times Review Media	E-Blast and Re-Deploy	Meetings (Regional)	June	Round 1: 32.5K Sent, 3.9K Opens, 761 Clicks, 2.3% CTR*, 19% CTOR** Round 2: 3921 Sent, 445 Opens, 4.16% CTR*, 36% CTOR**



Warren County Tourism	Ad (Digital Newsletter)	Meetings/SME RF	June	37K Sent, 13K Opens, 4 Clicks, 0.03% CTR*
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*CTR - Click Thru Rate (percentage of people who click your link divided by the ones who view your ad (impressions))

**CTOR - Click Thru Open Rate (the percentage of people who opened your email who then clicked a link within that email)

***CPC - Cost Per Click (how much is costs for a user to click on your ad)

****Completion Rate - (percentage of those videos run to completion divided by total impressions)

Social Media - April 1 - June 30, 2022

Platform	Impressions	Unique Visits	New Likes/Followers
Facebook	119.6K*	220	28
Instagram	7.9K*	312	189
LinkedIn	13.9K*	88	49

*Paid and organic cumulative

Paid Campaigns - Social Media

Platform	Campaign	Month	Reach	Clicks
Facebook/IG	lakegeorgeishiring.com(video)	May	36K	500
Facebook/IG	lakegeorgebaseball.com (Convention Services)	June	24.7K	619
Facebook/IG	lakegeorgeishiring.com (video)	June	15.4K	238
Facebook/IG	lakegeorgeishiring.com (carousel)	June	20K	262
LinkedIn	lakegeorgeishiring.com (carousel)	June	6.7K	21

E-Blasts

Date	Eblast	Sends	Open Rate %	Click Through Rate %
4/26/22	A Space for Everyone in the Lake George Area	3K	14.3%	0.9%
4/25/22	Partner Newsletter April	1K	24.4%	3.8%
4/24/22	A Space for Everyone in the Lake George Area (Re-Deploy)	3K	11.9%	0.8%



Q2 Marketing and Sales Activity Report
Lake George Regional Convention & Visitors Bureau

5/3/22, 5/9/22, 5/24/22	Upcoming LGRCVB Events	2k (each send)	30% (avg)	1% (avg.)
6/3/22	Partner Newsletter (Partner)	1K	23.7%	3.6%
6/7/22	A Space for Every Gathering (Client- Meetings)	4K	19.7%	0.8%
6/8/22	LGRCVB Event Reminder (Partner)	2K	31%	0.9%
6/13/22	Re-Deploy Client Email (See Above)	3K	6	0.5%
6/21/22	Sports Events in the Lake George Area (Client-Sports)	2K	32.5%	7%
6/24/22	Re-Deploy Sports (See Above)	1K	9.3%	2.4%

Website www.meetlakegeorge.com

Metric	April	May	June	YTD
Unique Visitors	3K	2.6K	3.1K	16K
# of Visits	3.5K	2.6K	3.1K	16K
Sessions	3.5K	3K	3.5K	18K
Pageviews	4.9K	4.3K	4.8K	26K

Website www.lakegeorgeishiring.com

Metric	May	June	YTD
Unique Visitors	636	1.3K	2K
# of Visits	799	1.8K	2.6K
Pageviews	4.5K	6.6K	11.1K

Website - www.visitlakegeorge.com/meetings *

Metric	April	May	June	YTD
Unique Visitors	NA	68	19	1,574



Pageviews	NA	81	18	1,347
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*website has since been refreshed June 2022 with drive to meetlakegeorge.com

Blog

Date	Title
4/18/22	Kelly Returns to the Lake George Area to bring Hospitality and Management Experience as Sports/Reunion Coordinator
4/21/22	Where to Host Your Small Gatherings & Reunions in the Lake George Area
5/31/2022	LGRCVB Launches Refreshed Online Job Board with Enhanced Marketing Efforts
5/19/2022	Diamond Kings Lake George Invitational Info for Visitors (microsite)
6/1/2022	Professional Women's Bowling Championship to be held in South Glens Falls
6/2/22	Unique Lodging in the Lake George Area
6/2/22	LEO Weekend Lake George Area Visitor Info (Convention Microsite)
6/6/22	LEO Weekend Coming to Lake George in June
6/16/22	Diamond Kings Lake George Invitational Returns for 4th Summer
6/21/22	Summer Attractions in the Lake George Area for your Group or Gathering
Totals	Blog Views: 1,4K Visitors: 703

DIGITAL GUIDE REQUESTS

Month	Guide	# Requested
April	Wedding	8
April	Meeting	6
May	Wedding	4
May	Meeting	6
June	Wedding	1
June	Meeting	12
	TOTAL WEDDING: 13	TOTAL MEETING: 24

Community Development (April)

- Arrival 2 Departure Program - 168 People trained to date
- DEI/B Committee - Met w/Dr. Duffy, materials/survey review
- Partner Support & Resource

Community Development (May)

- Arrival 2 Departure Program
 - Lunch & Learn offered to business leaders at Holiday Inn Resort Lake George
 - 30 Attendees
 - 45 Trained in May (10 newly certified, 35 refreshed course)
- LakeGeorgelsHiring.com Site Refresh and Marketing Campaign
 - Launch of new site; Marketing campaign
 - Outreach to Partners and Business Leaders/Chambers
 - [Media Release](#)
- DEI/Belonging Steering Committee
 - Review of survey questions, discussion, out to bid, Siena Research chosen

Community Development (June)

- Attended Common Ground Alliance of the Adirondacks Annual Meeting
- LGRCVB Guest Speaker, Heidi Longton: Strategic Meeting & Event Planning
- Communications for lakegeorgeishiring.com
- J1 Summer Travel Program press information session
- DEI/Belonging Steering Committee
 - Review of survey overview/goals with Siena Research



Lake George Regional Convention & Visitors Bureau

Q2 Sales Activity

APRIL 1, 2022 - JUNE 31, 2022

Lake George Regional Convention Visitors Bureau 2022 Sales Activity Report_Q2

Q1 BOOKINGS: 1/1/22 - 3/31/22													
Date Created	Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	Event Type	Event Value	Attendees	Room Nights	Rooms	Status	Date	New Business?	Selected Hotels
7/21/21	2022 Hayes Wedding	Lauren Hayes Wedding	6/10/22	6/12/22	Wedding	\$ 189,300	180	3	160	Definite	9/27/22	Yes	Six Flags Great Escape Lodge & Indoor Waterpark
11/7/21	2022 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/25/22	6/26/22	Special Event	\$ 2,973,300	7500	3	75	Definite	1/5/22	No	Charles R. Wood - Festival Commons Park, Holiday Inn Express & Suites Queensbury - Lake George Area
12/31/21	2022 Alpine and Nordic Skiing	NYSYPGAA (NYS Public High School Athletic Association)	2/26/22	3/1/22	Tournament	\$ 319,100	295	4	400	Assist	1/10/22	No	Gore Mountain, Holiday Inn Resort
1/7/22	2022 Executive Committee Meeting	NYS Association of Town Superintendents of Highways, Inc. (NYSATSOH)	7/13/22	7/14/22	Board Meeting	\$ 25,700	30	2	20	Definite	2/4/22	No	Courtyard by Marriott Lake George
1/19/22	Department of New York's 85th Convention	American Gold Star Mothers, Inc.	4/28/22	5/1/22	Convention	\$ 261,600	120	4	380	Assist	1/25/22	Yes	Holiday Inn Resort
1/25/22	U-32 School Trip	U-32 Middle & High School	6/15/22	6/16/22	SMERF/Reunion	\$ 28,490	55	2	16	Definite	2/2/22	Yes	Fort William Henry Hotel
2/7/22	2022 New York State Association of School Attorneys Conference (NYSASA)	NYS School Boards Association	6/3/22	6/5/22	Conference	\$ 163,500	100	3	200	Assist	2/7/22	No	The Sagamore Resort
						7	7 Bookings	\$ 3,960,990	8,280	1,251			

Q2 BOOKINGS: 4/1/22 - 6/30/22													
Date Created	Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	Event Type	Event Value	Attendees	Room Nights	Rooms	Status	Date	New Business?	Selected Hotels
8/5/21	2022 Special Olympics New York Fall Games	Special Olympics New York	10/21/22	10/23/22	Tournament	\$ 1,104,000	1000	4	800	Definite	4/13/22	No	Fairfield Inn & Suites Queensbury - Lake George Area, The Queensbury Hotel
10/7/21	2022 Lake George Music Festival - Musician Accommodations	Lake George Music Festival	8/10/22	8/18/22	Special Event	\$ 49,050	10	9	90	Definite	4/14/22	No	Fort William Henry Hotel, Super 8 Lake George Downtown
10/19/21	Elizabeth Sydney/Nico Edwards Wedding	Sydney/Edwards Wedding	10/7/22	10/9/22	Wedding	\$ 171,750	150	3	55	Definite	4/13/22	Yes	Fairfield Inn & Suites Queensbury - Lake George Area, Holiday Inn Express & Suites Queensbury - Lake George Area, The Queensbury Hotel
12/10/21	Kate Maxwell/Joel Gilbert Wedding	Maxwell/Gilbert Wedding	10/14/22	10/16/22	Wedding	\$ 163,500	100	3	60	Definite	4/14/22	Yes	Best Western of Lake George, Courtyard by Marriott Lake George, Holiday Inn Resort, Lake George Steamboat Company, Surfside on the Lake, The Inn at Erlowitz & Restaurant
1/4/22	Brianna Bessette/Kevin Watson Wedding	Bessette/Watson Wedding	9/9/22	9/10/22	Wedding	\$ 85,700	130	2	25	Definite	4/14/22	Yes	The Inn at Erlowitz & Restaurant, The Queensbury Hotel
1/6/22	2022 Lake George Triathlon	Alpha Win Lake George Triathlon	9/2/22	9/4/22	Tournament	\$ 1,644,000	1200	5	1160	Definite	4/19/22	No	Clarion Inn & Suites, Holiday Inn Express & Suites Queensbury - Lake George Area, Million Dollar Beach, Quality Inn of Lake George, Six Flags Great Escape Lodge & Indoor Waterpark
1/12/22	2022 Lake George National Invitational	PrimeTime Lacrosse	7/21/22	7/24/22	Tournament	\$ 7,930,000	5000	4	2295	Definite	5/19/22	No	Fort Ann Central School, Home2 Suites by Hilton, Sleep Inn & Suites
1/13/22	2022 Lake George Tri-Camp	Alpha Win Lake George Triathlon	8/19/22	8/21/22	SMERF/Reunion	\$ 11,655	15	3	30	Definite	4/19/22	No	Lake George Inn, Million Dollar Beach, Quality Inn of Lake George, Raaning Brook Ranch Resort
1/13/22	Meghan McDavid/Edward Chen Wedding - Welcome Party	Chen/McDavid Wedding	7/15/22	7/18/22	Wedding	\$ 299,000	150	4	130	Definite	4/14/22	Yes	Fort William Henry Hotel, Georgian Lakeside Resort, The Barn at Lord Howe Valley
2/4/22	Courtney Keys/Aidan Switzer Wedding	Keys/Switzer Wedding	8/18/22	8/21/22	Wedding	\$ 229,000	150	4	60	Definite	4/14/22	Yes	Fairfield Inn & Suites Queensbury - Lake George Area, The Promise Gardens of the Adirondacks
2/7/22	2022 Board Retreat	Association of School Business Officials of New York	7/13/22	7/15/22	Board Meeting	\$ 19,620	12	3	24	Definite	6/21/22	Yes	Courtyard by Marriott Lake George
2/9/22	Jenny Chan/Jared Bartlett Wedding	Chan/Bartlett Wedding	6/9/22	6/12/22	Wedding	\$ 248,500	175	4	55	Definite	5/19/22	Yes	Fairfield Inn & Suites Queensbury - Lake George Area, Highland Park Country Club, Home2 Suites by Hilton, Sleep Inn & Suites, The Queensbury Hotel
2/9/22	Socha Barber/Nate Daellenbach Wedding	Barber/Daellenbach Wedding	9/1/22	9/3/22	Wedding	\$ 159,000	200	3	25	Definite	6/30/22	Yes	Hampton Inn & Suites
4/4/22	2024 Annual Conference	American Nurses Association - New York Chapter (ANA NY)	10/20/24	10/24/24	Conference	\$ 370,000	200	6	210	Definite	4/30/22	Yes	The Sagamore Resort
4/8/22	Montgomery Devils 12U Black Team	Montgomery Devils Softball	6/10/22	6/12/22	Tournament	\$ 38,250	30	3	24	Definite	4/19/22	Yes	Morau Rec Park - Harry J Betar Rec Park, The Queensbury Hotel
4/12/22	2023 Pierce Arrow Annual Meet	Pierce Arrow Society	6/18/23	6/25/23	SMERF/Reunion	\$ 414,400	200	8	0	Assist	4/12/22	No	Fairfield Inn & Suites Queensbury - Lake George Area, The Queensbury Hotel
4/20/22	2022 NCSA Annual Trade Show & Education Event	Northeast Campus Stores Association	11/1/22	11/2/22	Trade Show	\$ 54,800	100	2	0	Assist	4/20/22	Yes	The Queensbury Hotel
4/26/22	Courtney Laczko/Mason Gentner Wedding	Laczko/Gentner Wedding	9/8/23	9/10/23	Wedding	\$ 192,750	150	3	70	Definite	5/13/22	Yes	Lake George Club, Stone Gate Resort
5/19/22	2022 PWBA Women's Open	Professional Womens Bowling Association (PWBA)	6/14/22	6/21/22	Tournament	\$ 120,960	108	8	646	Assist	5/19/22	No	Kingpin's Alley Family Fun Center
6/2/22	2022 Cambreni/Giordano Reunion	Cambreni/Giordano Reunion	6/24/22	6/26/22	SMERF/Reunion	\$ 67,270	70	4	75	Assist	6/2/22	Yes	Fort William Henry Hotel
						20	20 Bookings	\$ 13,373,205	9,150	5,834			
						27	27 Bookings	\$ 17,334,195	17,430	7,085			

Lake George Regional Convention Visitors Bureau 2022 Sales Activity Report_Q2

Q1 LEADS: 1/1/22 - 3/31/22											
Date: Created	Lead Name	Account Name (Sort)	Meeting Dates (Preferred Start)	Meeting Dates (Preferred End)	EET Type	EET Value	Show Attendees	Requested Room Nights	Requested Rooms	Status	New Business?
1/4/22	2022 HLA-NYS Conference	Hearing Loss Association of America - New York State Association	9/16/22	9/18/22	Conference	\$ 192,750	150	2	300	Convention Svcs-Calendar	No
1/4/22	Brianna Bessette/Kevin Watson Wedding	Bessette/Watson Wedding	9/9/22	9/10/22	Wedding	\$ 85,700	130	2	25	Tentative	Yes
1/5/22	2023 Fall Conference and Chairmen's Open Golf Tournament	New York Association of Convenience Stores (NYACS)	9/19/23	9/21/23	Conference	\$ 147,150	90	3	110	Tentative	Yes
1/5/22	Gilbarco President's Meeting	Gilbarco Veeder-Root	7/26/22	7/31/22	Incentive	\$ 91,800	50	6	150	Lost Business	Yes
1/6/22	2022 Lake George Triathlon	Alpha Win Lake George Triathlon	9/2/22	9/4/22	Tournament	\$ 1,644,000	1200	5	1160	Tentative	No
1/7/22	2022 Executive Committee Meeting	NYS Association of Town Superintendents of Highways, Inc. (NYSAOTSOH)	7/13/22	7/14/22	Board Meeting	\$ 25,700	30	2	20	Definite	No
1/12/22	2022 Lake George National Invitational	PrimeTime Lacrosse	7/21/22	7/24/22	Tournament	\$ 7,930,000	5000	4	2295	Tentative	No
1/13/22	2022 Lake George Tri-Camp	Alpha Win Lake George Triathlon	8/19/22	8/21/22	SMERF/Reunion	\$ 11,655	15	3	30	Tentative	No
1/13/22	Meghan McDavid/Edward Chien Wedding - Welcome Party	Chien/McDavid Wedding	7/15/22	7/18/22	Wedding	\$ 253,500	150	3	130	Tentative	Yes
1/19/22	Department of New York's 85th Convention	American Gold Star Mothers, Inc.	4/28/22	5/1/22	Convention	\$ 261,600	120	4	380	Assist	Yes
1/25/22	U-32 School Trip	U-32 Middle & High School	6/15/22	6/16/22	SMERF/Reunion	\$ 28,490	55	2	16	Definite	Yes
1/26/22	Ohana Luau at the Lake	The Tiki Resort	6/23/22	6/26/22	Special Event	\$ 558,000	500	4	300	Convention Svcs-Calendar	No
2/1/22	Heidi Oehler/Dustin Fleming Wedding	Oehler/Fleming Wedding	8/12/22	8/15/22	Wedding	\$ 142,500	75	4	50	Lost Business	Yes
2/4/22	Courtney Keys/Aidan Switzer Wedding	Keys/Switzer Wedding	8/18/22	8/21/22	Wedding	\$ 229,000	150	4	60	Tentative	Yes
2/7/22	2022 New York State Association of School Attorneys Conference (NYSASA)	NYS School Boards Association	6/3/22	6/5/22	Conference	\$ 163,500	100	3	200	Assist	Yes
2/7/22	2022 SKI NY-SKIPA Expo	Ski Areas of New York (SANY)	9/19/22	9/21/22	Convention	\$ 694,750	350	4	280	Lost Business	No
2/7/22	2022 Board Retreat	Association of School Business Officials of New York	7/13/22	7/15/22	Board Meeting	\$ 19,620	12	3	24	Tentative	No
2/7/22	2022 Fall Leadership Conference	Association of School Business Officials of New York	9/28/22	9/30/22	Conference	\$ 64,250	50	2	100	Tentative	No
2/9/22	Jenny Chan/Jared Bartlett Wedding	Chan/Bartlett Wedding	6/9/22	6/12/22	Wedding	\$ 248,500	175	4	55	Tentative	Yes
2/9/22	Sophia Barber/Nate Daellenbach Wedding	Barber/Daellenbach Wedding	9/1/22	9/3/22	Wedding	\$ 145,000	200	2	25	Tentative	Yes
2/15/22	2022 Rotary 7190 District Conference	Rotary Club - District 7190	4/29/22	5/1/22	Conference	\$ 119,250	150	3	60	Convention Svcs-Calendar	Yes
2/18/22	King George Fishing Derby	Fish 307.com	9/16/22	9/18/22	Special Event	\$ 171,225	185	3	50	Lost Business	No
2/21/22	Chelsea Dinallo/Giovanni Sorrentino Wedding	Dinallo/Sorrentino Wedding	8/12/22	8/14/22	Wedding	\$ 202,250	250	2	45	Tentative	Yes
3/10/22	2022 Dance Xplosion National Finals	Dance Xplosion	6/26/22	6/30/22	Tournament	\$ 212,500	100	5	100	Convention Svcs-Calendar	No
3/11/22	Webster Xtreme 14U Bowers	WAA Webster Girls Softball	7/8/22	7/9/22	Tournament	\$ 38,250	45	2	15	Tentative	No
3/14/22	2022 IASAW Spring Trip	Indo-American Seniors Association of Woodbridge Township, NJ (IASAW)	4/19/22	4/21/22	Group Tour	\$ 30,360	55	3	70	Tentative	Yes
3/21/22	Bridge House Advisors Group	Bridge House Advisors	9/29/22	10/2/22	Incentive	\$ 134,640	55	4	165	Tentative	No
3/21/22	2023 Spring Campus Retreat	Boston Church of Christ	3/24/23	3/26/23	SMERF/Reunion	\$ 194,250	250	3	126	Tentative	No
3/24/22	Markovitch Family Reunion	Markovitch Family Reunion	7/1/22	7/4/22	SMERF/Reunion	\$ 51,800	50	4	60	Tentative	Yes
3/31/22	Titans 14U Tournament	Glens Falls Titans	7/8/22	7/10/22	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No
3/31/22	Titans 8U Tournament	Glens Falls Titans	7/15/22	7/17/22	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No
3/31/22	Titans 10U Tournament	Glens Falls Titans	7/22/22	7/24/22	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No
3/31/22	2nd Annual Scott George Memorial Tournament	Glens Falls Titans	7/29/22	7/31/22	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No
3/31/22	Brookfield Burn 10U	Brookfield Burn Softball	7/22/22	7/24/22	Tournament	\$ 38,250	30	3	24	Tentative	No

Lake George Regional Convention Visitors Bureau 2022 Sales Activity Report_Q2

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Q1 34 Leads \$ 14,640,240 10,172 6,625

Q2 LEADS: 4/1/22 - 6/30/22

Date: Created	Lead Name	Account Name (Sort)	Meeting Dates (Preferred Start)	Meeting Dates (Preferred End)	EEl Type	EEl Value	Show Attendees	Requested Room Nights	Requested Rooms	Status	New Business?
4/4/22	2024 Annual Conference	American Nurses Association - New York Chapter (ANA-NY)	10/20/24	10/24/24	Conference	\$ 370,000	200	6	210	Definite	Yes
4/8/22	Montgomery Devils 12U Black Team	Montgomery Devils Softball	6/10/22	6/12/22	Tournament	\$ 38,250	30	3	24	Definite	Yes
4/11/22	Folk Arts Roundtable	New York Folklore	5/1/22	5/4/22	Conference	\$ 10,900	5	4	15	Convention Svcs-Calendar	No
4/11/22	2022 Retreat Weekend	Libertarian Party of New York	7/23/22	7/24/22	SMERF/Reunion	\$ 23,310	30	3	40	Lost Business	Yes
4/11/22	Ciara McCabe/Cecil Hayes Wedding	McCabe/Hayes Wedding	9/3/22	9/4/22	Wedding	\$ 72,500	150	2	10	Tentative	Yes
4/11/22	2022 Fortuna Circle Midyear Event	CorRisk Solutions	7/25/22	7/27/22	Incentive	\$ 82,620	45	3	100	Tentative	Yes
4/11/22	MINI Takes the States	TEAM Enterprises	7/9/22	7/9/22	Special Event	\$ 234,000	1200	1	0	Tentative	No
4/11/22	2022 Winter Quilt Retreat	A Winding Thread Quilting	11/4/22	11/6/22	SMERF/Reunion	\$ 23,310	30	3	60	Convention Svcs-Calendar	No
4/11/22	2023 Winter Quilt Retreat	A Winding Thread Quilting	3/17/23	3/19/23	SMERF/Reunion	\$ 23,310	30	3	60	Convention Svcs-Calendar	No
4/11/22	2023 Winter Quilt Retreat	A Winding Thread Quilting	4/21/23	4/23/23	SMERF/Reunion	\$ 23,310	30	3	60	Convention Svcs-Calendar	No
4/11/22	2022 Winter Quilt Retreat	A Winding Thread Quilting	9/12/22	9/14/22	SMERF/Reunion	\$ 23,310	30	3	60	Convention Svcs-Calendar	No
4/11/22	2022 Winter Quilt Retreat	A Winding Thread Quilting	10/17/22	10/19/22	SMERF/Reunion	\$ 23,310	30	3	60	Convention Svcs-Calendar	No
4/12/22	2023 Winter Quilt Retreat	A Winding Thread Quilting	2/15/23	2/17/23	SMERF/Reunion	\$ 23,310	30	3	60	Convention Svcs-Calendar	No
4/12/22	2023 Winter Quilt Retreat	A Winding Thread Quilting	1/11/23	1/13/23	SMERF/Reunion	\$ 23,310	30	3	60	Convention Svcs-Calendar	No
4/12/22	2023 Pierce Arrow Annual Meet	Pierce Arrow Society	6/18/23	6/25/23	SMERF/Reunion	\$ 414,400	200	8	0	Assist	No
4/13/22	2023 Corporate Executive Meeting	Federal Signal Corporation	9/25/23	9/28/23	Board Meeting	\$ 152,600	70	4	210	Tentative	Yes
4/20/22	2022 NCSA Annual Trade Show & Education Event	Northeast Campus Stores Association	11/1/22	11/2/22	Trade Show	\$ 54,800	100	2	0	Assist	Yes
4/26/22	Courtney Laczko/Mason Gentner Wedding	Laczko/Gentner Wedding	9/8/23	9/10/23	Wedding	\$ 192,750	150	3	70	Definite	Yes
4/26/22	2024 New York State Association of Agricultural Fairs, Inc. Convention	New York State Association of Agricultural Fairs, Inc. (NYSAAF)	1/12/24	1/15/24	Convention	\$ 793,250	400	5	740	Lost Business	Yes
4/26/22	2025 New York State Association of Agricultural Fairs, Inc. Convention	New York State Association of Agricultural Fairs, Inc. (NYSAAF)	1/17/25	1/20/25	Convention	\$ 793,250	400	5	740	Lost Business	No
4/26/22	2026 New York State Association of Agricultural Fairs, Inc. Convention	New York State Association of Agricultural Fairs, Inc. (NYSAAF)	1/16/26	1/19/26	Convention	\$ 793,250	400	5	740	Lost Business	No
4/27/22	2022 NED #2 WESTERN Spring Regional Convention & Contests (RC&C)	NE District Barbershop Harmony Society	4/29/22	5/2/22	SMERF/Reunion	\$ 400,800	600	4	285	Convention Svcs-Calendar	No
4/27/22	2022 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/14/22	7/17/22	Tournament	\$ 2,653,280	463	6	0	Convention Svcs-Calendar	No
4/28/22	2023 Board Meeting	Land Trust Accreditation Commission	7/19/23	7/22/23	Board Meeting	\$ 58,860	27	4	81	Tentative	Yes
5/4/22	2023 Kayak Bass Fishing Tournament LG	Kayak Bass Fishing	4/28/23	8/30/23	Tournament	\$ 8,096,480	200	126	0	Tentative	Yes
5/18/22	Sara Phillips/Zach Steezes Wedding	Phillips/Steezes Wedding	7/22/22	7/24/22	Wedding	\$ 100,500	100	3	20	Tentative	Yes
5/19/22	2022 PWBA Women's Open	Professional Womens Bowling Association (PWBA)	6/14/22	6/21/22	Tournament	\$ 120,960	108	8	646	Assist	No
5/23/22	2024 Gore Mountain Spartan Race	Spartan Race	5/31/24	6/3/24	SMERF/Reunion	\$ 5,344,000	8000	4	7998	Tentative	No
6/1/22	CNY Softball Tournament	CNY Softball	7/29/22	7/31/22	SMERF/Reunion	\$ 31,080	40	3	80	Tentative	Yes
6/1/22	2022 CDA NYS Convention	Catholic Daughters of the Americas New York State	5/3/23	5/7/23	Convention	\$ 384,375	125	6	302	Tentative	Yes
6/2/22	2022 Cambareri/Giordano Reunion	Cambareri/Giordano Reunion	6/24/22	6/26/22	SMERF/Reunion	\$ 67,270	70	4	75	Assist	Yes

Lake George Regional Convention Visitors Bureau 2022 Sales Activity Report_Q2

6/3/22	2024 International Coleman Collectors Club Annual Convention	International Coleman Collectors Club Inc. (ICCC)	6/27/24	6/29/24	Convention	\$ 569,250	300	5	480	Lost Business	Yes
6/7/22	2023 Annual Conference	Women in Energy (WE)	10/17/23	10/18/23	Conference	\$ 188,750	125	4	220	Tentative	Yes
6/8/22	2024 NYSPHAA State Cross Country Championship	NYSPHAA (NYS Public High School Athletic Association)	11/14/24	11/16/24	Tournament	\$ 3,141,000	3000	3	870	Tentative	Yes
6/17/22	2025 NYSPHAA State Cross Country Championship	NYSPHAA (NYS Public High School Athletic Association)	11/13/25	11/15/25	Tournament	\$ 3,141,000	3000	3	870	Tentative	Yes
6/17/22	2026 NYSPHAA State Cross Country Championship	NYSPHAA (NYS Public High School Athletic Association)	11/12/26	11/14/26	Tournament	\$ 3,141,000	3000	3	870	Tentative	Yes
6/17/22	Moore Family Reunion	Moore Family Reunion	6/17/23	6/21/23	SMERF/Reunion	\$ 64,750	50	5	80	Tentative	Yes
6/23/22	2nd Annual Scott George Memorial Tournament	Annual Scott George Memorial Tournament	7/29/22	7/31/22	SMERF/Reunion	\$ 510,000	1040	3	1000	Convention Svcs-Calendar	No
6/29/22	2023 Tsao Family Reunion	Tsao Family Reunion	8/2/23	8/6/23	SMERF/Reunion	\$ 32,375	25	5	60	Tentative	No
6/30/22	2022 Einstadter Family Reunion	Einstadter Family reunion	8/15/22	8/19/22	SMERF/Reunion	\$ 90,650	70	5	140	Convention Svcs-Calendar	No
						Q2	40 Leads	\$ 32,325,430	23,933	17,396	
						YTD	74 Leads	\$ 46,965,670	34,105	24,021	

Lake George Regional Convention Visitors Bureau 2022 Sales Activity Report_Q2

PENDING**

Date:	Lead Name	Account Name (Sort)	Meeting Dates	Meeting	EEl Type	EEl Value	Show	Room	Rooms	Status	New
6/17/21	2024 NYSCHSA Summer Conference	New York State County Highway	8/24/24	8/28/24	Conference	\$ 340,625	125	5	390	Tentative	No
8/10/21	2022 Lake George Baseball Invitational	Diamond Kings	7/29/22	7/31/22	Tournament	\$ 508,500	600	3	600	Tentative	No
8/16/21	2023 New York Farm Bureau State	New York Farm Bureau	12/4/23	12/6/23	Conference	\$ 362,250	350	3	300	Tentative	Yes
12/31/21	2022 Girls Volleyball Championships	NYSPHSAA (NYS Public High School	11/18/22	11/20/22	Tournament	\$ 1,292,175	2700	3	185	Tentative	No
12/31/21	2023 Girls Volleyball Championships	NYSPHSAA (NYS Public High School	11/17/23	11/19/23	Tournament	\$ 1,292,175	2700	3	185	Tentative	No
1/5/22	2023 Fall Conference and Chairmen's	New York Association of	9/19/23	9/21/23	Conference	\$ 147,150	90	3	110	Tentative	No
2/7/22	2022 Fall Leadership Conference	Association of School Business	9/28/22	9/30/22	Conference	\$ 81,750	50	3	100	Tentative	No
3/11/22	Webster Xtreme 14U Bowers	WAA Webster Girls Softball	7/8/22	7/9/22	Tournament	\$ 38,250	45	2	15	Tentative	No
3/21/22	Bridge House Advisors Group	Bridge House Advisors	9/29/22	10/2/22	Incentive	\$ 134,640	55	4	165	Tentative	No
3/24/22	Markovitch Family Reunion	Markovitch Family Reunion	7/1/22	7/4/22	SMERF/Reunion	\$ 51,800	50	4	60	Tentative	Yes
3/31/22	Brookfield Burn 10U	Brookfield Burn Softball	7/22/22	7/24/22	Tournament	\$ 38,250	30	3	24	Tentative	No
4/11/22	Clara McCabe/Cecil Hayes Wedding	McCabe/Hayes Wedding	9/3/22	9/4/22	Wedding	\$ 72,500	150	2	10	Tentative	Yes
4/11/22	2022 Fortuna Circle Midyear Event	CorRisk Solutions	7/25/22	7/27/22	Incentive	\$ 82,620	45	3	100	Tentative	Yes
4/11/22	MINI Takes the States	TEAM Enterprises	7/9/22	7/9/22	Special Event	\$ 234,000	1200	1	0	Tentative	No
4/13/22	2023 Corporate Executive Meeting	Federal Signal Corporation	9/25/23	9/28/23	Board Meeting	\$ 152,600	70	4	210	Tentative	Yes
4/28/22	2023 Board Meeting	Land Trust Accreditation	7/19/23	7/22/23	Board Meeting	\$ 58,860	27	4	81	Tentative	Yes
5/4/22	2023 Kayak Bass Fishing Tournament LG	Kayak Bass Fishing	4/28/23	8/30/23	Tournament	\$ 8,096,480	200	126	0	Tentative	Yes
5/18/22	Sara Phillips/Zach Steezes Wedding	Phillips/Steezes Wedding	7/22/22	7/24/22	Wedding	\$ 100,500	100	3	20	Tentative	Yes
5/23/22	2024 Gore Mountain Spartan Race	Spartan Race	5/31/24	6/3/24	SMERF/Reunion	\$ 5,344,000	8000	4	7998	Tentative	No
6/1/22	CNY Softball Tournament	CNY Softball	7/29/22	7/31/22	SMERF/Reunion	\$ 31,080	40	3	80	Tentative	Yes
6/1/22	2022 CDA NYS Convention	Catholic Daughters of the Americas	5/3/23	5/7/23	Convention	\$ 384,375	125	6	302	Tentative	Yes
6/7/22	2023 Annual Conference	Women in Energy (WE)	10/17/23	10/18/23	Conference	\$ 188,750	125	4	220	Tentative	Yes
6/8/22	2024 NYSPHAA State Cross Country	NYSPHSAA (NYS Public High School	11/14/24	11/16/24	Tournament	\$ 3,141,000	3000	3	870	Tentative	Yes
6/17/22	2025 NYSPHAA State Cross Country	NYSPHSAA (NYS Public High School	11/13/25	11/15/25	Tournament	\$ 3,141,000	3000	3	870	Tentative	Yes
6/17/22	2026 NYSPHAA State Cross Country	NYSPHSAA (NYS Public High School	11/12/26	11/14/26	Tournament	\$ 3,141,000	3000	3	870	Tentative	Yes
6/17/22	Moore Family Reunion	Moore Family Reunion	6/17/23	6/21/23	SMERF/Reunion	\$ 64,750	50	5	80	Tentative	Yes
6/29/22	2023 Tsao Family Reunion	Tsao Family Reunion	8/2/23	8/6/23	SMERF/Reunion	\$ 32,375	25	5	60	Tentative	No
7/5/22	2023 SeatGeek All Staff Meeting	SeatGeek	9/6/23	9/8/23	Special Event	\$ 1,635,000	1000	3	2000	Tentative	Yes
7/11/22	Shannon Robbins/Ryan Sherry Wedding	Robbins/Sherry Wedding	1/27/23	1/28/23	Wedding	\$ 163,500	150	3	55	Tentative	Yes
7/12/22	Celestin Family Reunion	Celestin Family Reunion	6/30/23	7/2/23	SMERF/Reunion	\$ 23,310	30	3	30	Tentative	No
7/13/22	2023 Americade	Americade	5/31/23	6/3/23	Special Event	\$ 24,600,000	10000	6	0	Tentative	No

31

31 Pending Events \$ 54,975,265 37,132 15,990

**Includes rollover of outstanding business leads from previous years for future dates not booked,

LOST**													
Date Created	Lead Name	Account Name (Sort)	Mtg Dates (Start)	Mtg Dates (End)	EEl Type	EEl Value	Show Attendees	Room Nights	Rooms	Status	Lost Code(s)	Lost Comments	New Business?
7/9/19	2022 Lennox Fall Incentive Trip	Lennox Industries Inc	9/5/22	9/7/22	Incentive	\$ 198,900	115	5	74	Lost Business	6-Meeting Cancelled/Postponed	Client has not responded to multiple follow-ups from LGRCVB and Sagamore Resort has not heard from them since 2020. MB added contact trace for prospecting in 6 months, but is considering this lead lost.	No
9/13/19	Pi Alpha Phi, June 2021	Pi Alpha Phi	6/14/21	6/16/21	SMERF/Reunion	\$ 55,620	100	3	60	Lost Business	6-Meeting Cancelled/Postponed	Client hasn't responded. MB sent second follow up on 9/7	No
10/25/19	NYS Senior Women's Bowling Tournament - Week 1	New York State USBC	8/12/22	8/14/22	Tournament	\$ 445,500	450	3	300	Lost Business	Health Concerns - COVID-19	Lighthouse Lanes, 295 East Albany Street, Oswego, NY 1312, (315) 342-2695	Yes
1/10/20	2023 TPI Summer Convention & Field Day	Turfgrass Producers International	7/9/23	7/14/23	Convention	\$ 601,500	200	6	540	Lost Business	9-Other	Client has not responded to correspondence since 2020. Per company website, the 2023 event has been booked in Detroit. Trace has been created to follow-up for future business.	Yes
11/11/20	Girls Softball Tournament 18U	Adirondack Sport Complex - The Dome	1/1/21	1/2/21	Tournament	\$ 208,250	245	2	240	Cancelled	6-Meeting Cancelled/Postponed	This is due to the dome collapse at the Adirondack Sports Complex	No
11/11/20	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	1/8/21	1/9/21	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/20	Girls Softball Tournament 12U	Adirondack Sport Complex - The Dome	1/15/21	1/16/21	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/20	Girls Softball Tournament 14U	Adirondack Sport Complex - The Dome	1/22/21	1/23/21	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/20	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	1/29/21	1/30/21	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/20	Girls Softball Tournament 18U	Adirondack Sport Complex - The Dome	2/5/21	2/6/21	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/20	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	6/18/21	6/19/21	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/20	Girls Softball Tournament 18+	Adirondack Sport Complex - The Dome	6/25/21	6/26/21	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/20	Girls Softball Tournament U18	Adirondack Sport Complex - The Dome	7/2/21	7/3/21	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/20	Girls Softball Tournament 10U & 12U	Adirondack Sport Complex - The Dome	7/9/21	7/10/21	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/20	Girls Softball Tournament 14U	Adirondack Sport Complex - The Dome	7/16/21	7/17/21	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/20	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	7/23/21	7/24/21	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament cancelled.	No
6/23/21	2022 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	6/16/22	6/19/22	Special Event	\$ 3,270,000	1500	4	1500	Cancelled	6-Meeting Cancelled/Postponed	Cancelled due to organizer's ailing health. They are hoping to return in 2023 once Jamie is healthy.	No
8/18/21	2023 IAAE Annual Conference	Independent Agent Association Executives (IAAE)	7/23/23	7/26/23	Conference	\$ 232,650	130	5	317	Lost Business	9-Other	From Michelle: "I don't think any of the properties there worked for us and we are focusing on the Saratoga area for right now."	Yes
9/8/21	2022 NYSOPA Summer Conference	New York State Council of Probation Administrators (NYSOPA)	6/27/22	6/29/22	Conference	\$ 224,200	120	4	240	Lost Business	8-Board Preference/Internal Politics	CONFERENCE: President Welch advised she received 64 responses regarding 2022 Conference. Niagara County proposal received 19 votes, Oswego 17 votes, Lake George 12 votes, Lake Placid 10 votes, and Queensbury 6. The Conference will be held June 27-29, 2022 at the Sheraton Hotel in Niagara Falls.	No
9/17/21	2022 Theta Kappa Beta Annual Meeting & Picnic	Theta Kappa Beta	7/8/22	7/10/22	Special Event	\$ 88,800	80	3	40	Lost Business	6-Meeting Cancelled/Postponed	Planner has not responded to multiple follow-ups; last communication was September 2021.	Yes
10/8/21	2022 NYSDA Annual Meeting	New York State Optometric Association	6/2/22	6/5/22	Conference	\$ 235,500	100	5	242	Lost Business	3-Lack of Hotel Interest	No properties available or able to offer proposals.	No
10/19/21	Ariel Mistuloff/Andre Jordan Wedding	Mistuloff/Jordan Wedding	6/3/22	6/6/22	Wedding	\$ 279,000	250	4	50	Lost Business	6-Meeting Cancelled/Postponed	Client stopped responding to multiple CVB & partner communications, so event has been marked as cancelled.	No
11/24/21	2022 Feast of the Tabernacles	United Church of God	10/9/22	10/17/22	SMERF/Reunion	\$ 1,153,200	400	12	1700	Lost Business	3-Lack of Hotel Interest	No properties had availability on desired date and date was firm. MB received dates for 2023 2025 event and will be sending leads out for those dates.	No
12/3/21	2022 MHE K12 Tri-State Team Meeting	McGraw-Hill Global Education Holdings, LLC	1/10/22	1/12/22	Board Meeting	\$ 21,255	13	3	26	Lost Business	9-Other	Selected different city entirely.	No
12/6/21	2022 ADA SGR Regional Advocacy Meeting - Northeastern	American Optometric Association	10/7/22	10/8/22	Board Meeting	\$ 42,600	50	2	38	Lost Business	9-Other	Planner has not responded to the last three communications (email/phone) from LGRCVB. Based on previous correspondence, they were in talks with other destinations and LGA was no longer in consideration.	No
12/21/21	2022 UUP Officer Retreat	United University Professions	1/10/22	1/11/22	Board Meeting	\$ 7,400	10	2	5	Lost Business	Health Concerns - COVID-19	From Client: "The officers decided to postpone due to the variant being so transmissible right now. I will let you know when they decide to reschedule so a new RFP can go out."	No
12/31/21	2023 Alpine and Nordic Skiing	NYSPHSAA (NYS Public High School Athletic Association)	2/27/23	2/28/23	Tournament	\$ 236,500	295	4	275	Lost Business	8-Board Preference/Internal Politics	Rotating to Bristol Mountain in Canandaigua, Ontario County, NY	No
12/31/21	2024 Alpine and Nordic Skiing	NYSPHSAA (NYS Public High School Athletic Association)	2/26/24	2/27/24	Tournament	\$ 236,500	295	4	400	Lost Business	8-Board Preference/Internal Politics	Rotating to Lake Placid.	No
1/5/22	Gilbarco President's Meeting	Gilbarco Veeder-Root	7/26/22	7/31/22	Incentive	\$ 91,800	50	6	150	Lost Business	3-Lack of Hotel Interest	Sent lead to Sagamore and Sagamore is not able to accommodate.	No
2/1/22	Heidi Oehler/Dustin Fleming Wedding	Oehler/Fleming Wedding	8/12/22	8/15/22	Wedding	\$ 142,500	75	4	90	Lost Business	5-Hotel/Meeting Space Not Sufficient	We decided not to get married in Lake George this summer, as it seems difficult for guests to get lodging.	No

Lake George Regional Convention Visitors Bureau 2022 Sales Activity Report_02

Event Date	Event Name	Website	Start Date	End Date	Event Type	Revenue	Rooms	Meals	Other	Lost Business	Reason	Notes	Response
1/17/22	2022 Ski NY-SkiPA Expo	Ski Areas of New York (SANY)	9/19/22	9/21/22	Convention	\$ 694,750	350	4	280	Lost Business	2-Rates too High	Per Eric: "Ski Association, no they are not coming. He indicated he needed \$\$\$ assistance and was getting no responses from Cortez/City. Tyler jumped in and secured \$\$\$ in 24 hours from Glen Falls and was working with County of more. Client then said our prices were too high and he found a ski resort (maybe Hunter), to host it. It is a shame as at first, he had said our pricing was within line, then after we told him we began securing monies for him, he indicated our prices were too high, so he went elsewhere... Very odd change. Sorry I did not indicate this to you sooner."	No
2/18/22	King George Fishing Derby	Fish 307.com	9/16/22	9/18/22	Special Event	\$ 171,225	185	3	50	Lost Business	6-Meeting Cancelled/Postponed	He said he only received \$3,000 from Occ Tax and that is not enough to host the tournament.	No
2/21/22	Chelsea Divaldo/Giovanna Sorrentino Wedding	Divaldo/Sorrentino Wedding	8/11/22	8/14/22	Wedding	\$ 230,250	250	1	45	Lost Business	1-Dates not Available	From Bride: "We ended up getting accommodations in Clifton Park. No one could accommodate us from the Lake George area. We will be busing everyone down south. Thank you!"	Yes
3/14/22	2022 IASAW Spring Trip	Indo-American Seniors Association of Woodbridge Township, NJ (IASAW)	4/19/22	4/21/22	Group Tour	\$ 30,360	55	1	70	Lost Business	3-Other	Client has not responded to CVB to interested partners despite multiple follow-ups from each.	No
4/11/22	2022 Retreat Weekend	Libertarian Party of New York	7/22/22	7/24/22	SMER/Reunion	\$ 23,310	30	3	40	Lost Business	3-Lack of Hotel Interest	Received no responses from partners despite multiple follow-ups and reminders.	Yes
4/26/22	2024 New York State Association of Agricultural Fairs, Inc. Convention	New York State Association of Agricultural Fairs, Inc. (NYSAAF)	1/12/24	1/15/24	Convention	\$ 793,250	600	5	740	Lost Business	5-Hotel/Meeting Space Not Sufficient	Partners did not have enough space to accommodate this group.	Yes
4/26/22	2025 New York State Association of Agricultural Fairs, Inc. Convention	New York State Association of Agricultural Fairs, Inc. (NYSAAF)	1/17/25	1/20/25	Convention	\$ 793,250	400	5	740	Lost Business	5-Hotel/Meeting Space Not Sufficient	Partners did not have enough space to accommodate this group.	No
4/26/22	2026 New York State Association of Agricultural Fairs, Inc. Convention	New York State Association of Agricultural Fairs, Inc. (NYSAAF)	1/16/26	1/19/26	Convention	\$ 793,250	400	5	740	Lost Business	5-Hotel/Meeting Space Not Sufficient	Partners did not have enough space to accommodate this group.	No
6/3/22	2024 International Coleman Collectors Club Annual Convention	International Coleman Collectors Club Inc. (ICCC)	6/27/24	6/29/24	Convention	\$ 569,250	300	5	480	Lost Business	8-Board Preference/Internal Politics	Per contact, board members are mostly west coast-based and decided to go with a PNW location. Decision had nothing to do with what PNW/LGA offered or CVB services.	Yes
						19 Lost Events	\$ 13,768,020	9,543		12,072			

**Excludes lost business per entire fiscal year.

Lake George Regional Convention Visitors Bureau 2022 Sales Activity Report_Q2

TRADE SHOWS: 1/1/22 - 6/20/22

Name	Date	Location	# Connections	# Appointments	# RFPs Produced**	# RFPs Distributed**	# RFPs Won	EI Value
Connect NYC	2/28 - 3/2	New York, NY	40	22	TBD	TBD	TBD	TBD
ATTA AdventureElevate	5/2 - 5/6	Eugene, OR	13	5	TBD	TBD	TBD	TBD
Sports ETA	5/2 - 5/5		46	11	1	TBD	TBD	TBD
NY GovBuy	5/4 - 5/5	Albany, NY	41	N/A	3	3	TBD	TBD
ESSAE Annual Conference & Trade Show	5/26	Saratoga Springs, NY	20	N/A	1	1	TBD	TBD
Smart Meetings Mid-Atlantic	5/15 - 5/17	Washington, DC	39	14	TBD	TBD	TBD	TBD
NYSDMO Luncheon	5/16	Schenectady, NY	15	N/A	TBD	TBD	TBD	TBD

****Includes business referred to a specific partner that was in attendance at show.**

Wednesday, April 6, 2022



After Action Report (Post-Con)

This information is being provided by feedback from meeting planner/venue officials and the LGRCVB.

Person Completing	Meg Bell
Event Name	NYS PHSAA Boys Basketball
Event Start	Friday, March 18, 2022
End Date	Sunday, March 20, 2022
Event Organization	New York State Public High School Athletic Association
Event Organizer/Planner	Joe Altieri
Number of Attendees	12000
# Actualized Room Nights	392
Properties Hosted	The Queensbury Hotel, Holiday Inn Resort, Holiday Inn Express & Suites Queensbury, Cool Insuring Arena
Lead- EIC (\$)	5,598,600
Trace History - # Communications	19
Convention Services	Microsite/Digital Services Media/PR services Social Media promotion Marketing printables
Overall Satisfaction with the area	5 / 5
Overall satisfaction with the services from the Lake George Regional Conventions & Visitors Bureau	5 / 5

Tuesday, May 10, 2022



After Action Report (Post-Con)

This information is being provided by feedback from meeting planner/venue officials and the LGRCVB.

Person Completing	Meg Bell
Event Name	Folk Arts Round Table
Event Start	Sunday, May 1, 2022
End Date	Wednesday, May 4, 2022
Event Organization	New York Folklore
Event Organizer/Planner	Anne Rappaport
Number of Attendees	44
# Actualized Room Nights	78
Properties Hosted	The Queensbury Hotel
Lead- EIC (\$)	10,900
Trace History - # Communications	10
Convention Services	Welcome Bags Marketing printables
Overall Satisfaction with the area	5 / 5
Overall satisfaction with the services from the Lake George Regional Conventions & Visitors Bureau	5 / 5
Overall feedback	Total catering sales at QH: \$6,000



After Action Report (Post-Con)

This information is being provided by feedback from meeting planner/venue officials and the LGRCVB.

Person Completing	Meg Bell
Event Name	2022 LEO Weekend
Event Start	Wednesday, June 15, 2022
End Date	Sunday, June 19, 2022
Event Organization	Law Enforcement Officers Weekend (LEO)
Event Organizer/Planner	Austin Glickman
Number of Attendees	150
# Actualized Room Nights	38
Properties Hosted	Fort William Henry Hotel
Lead- EIC (\$)	\$946,875.00
Trace History - # Communications	31

Notable Client Interactions/Feedback

Organization awarded the LGRCVB the "Mayor Robert M. Blais Award for Excellence" for their unwavering support and dedication to the mission of the Law Enforcement Officers Weekend.

Convention Services	Welcome Bags	Microsite/Digital Services
	Media/PR services	Social Media promotion
	Marketing printables	

Overall Satisfaction with the area 5 / 5

Overall satisfaction with the services from the Lake George Regional Conventions & Visitors Bureau 5 / 5

Additional bookings/resale? Yes - Planning on returning in 2022

Monday, June 27, 2022



After Action Report (Post-Con)

This information is being provided by feedback from meeting planner/venue officials and the LGRCVB.

Person Completing	Meg Bell
Event Name	U-32 School Trip
Event Start	Wednesday, June 15, 2022
End Date	Thursday, June 16, 2022
Event Organization	U-32 School
Event Organizer/Planner	Lisa LaPlante
Number of Attendees	39
# Actualized Room Nights	12
Properties Hosted	
Fort William Henry Hotel	
Lead- EIC (\$)	\$28,490.00
Trace History - # Communications	8
Convention Services	No requested services
Overall Satisfaction with the area	4 / 5
Overall satisfaction with the services from the Lake George Regional Conventions & Visitors Bureau	4 / 5
Additional bookings/resale?	According to FWH, the client will be rebooking for next year.
Overall feedback	
Group spent \$1,800 in F&B at FWH.	

8:45 AM

07/07/22

Accrual Basis

Lake George Regional CVB
Profit & Loss Budget vs. Actual
 January through June 2022

	Jan - Jun 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3002 · Contract Revenue- Warren CO	278,000.00	550,000.00	-272,000.00	50.5%
3003 · Miscellaneous	19.85			
Total Income	278,019.85	550,000.00	-271,980.15	50.5%
Expense				
6940 · CVB Contract Expenses				
6940A · Trade Shows	21,774.06	45,700.00	-23,925.94	47.6%
6940B · Memberships	2,930.00	8,545.00	-5,615.00	34.3%
6940C · Advertising	7,476.50	50,150.00	-42,673.50	14.9%
6940D · Marketing	41,268.15	78,000.00	-36,731.85	52.9%
6940E · Sponsorships	2,500.00	20,000.00	-17,500.00	12.5%
6940F · Administration				
6940F01 · Contract Administration	9,099.00			
6940F02 · Office/General Expenses	3,411.85			
6940F03 · Office Rent/Equipment	7,635.13			
6940F04 · Phone/Internet	783.02			
6940F05 · Fringe Benefits	6,584.22			
6940F · Administration - Other	0.00	36,000.00	-36,000.00	0.0%
Total 6940F · Administration	27,513.22	36,000.00	-8,486.78	76.4%
6940G · Mileage	787.27	4,500.00	-3,712.73	17.5%
6940H · Convention Services	8,666.61	20,350.00	-11,683.39	42.6%
6940K · Conv Sales & Development	18,827.34	30,750.00	-11,922.66	61.2%
6940L · Staff Development	460.00	6,700.00	-6,240.00	6.9%
6940M · Community Development	5,535.47	29,000.00	-23,464.53	19.1%
6940N · Simpleview	4,081.66	9,000.00	-4,918.34	45.4%
6940O · Economic Impact Calculator	0.00	5,975.00	-5,975.00	0.0%
6940P · Research	6,240.24	5,600.00	640.24	111.4%
6950 · Gross Payroll				
6950C · CVB Employees	85,746.79			
6950 · Gross Payroll - Other	0.00	199,700.00	-199,700.00	0.0%
Total 6950 · Gross Payroll	85,746.79	199,700.00	-113,953.21	42.9%
7000 · Payroll Taxes	7,745.73			
Total 6940 · CVB Contract Expenses	241,553.04	549,970.00	-308,416.96	43.9%
Total Expense	241,553.04	549,970.00	-308,416.96	43.9%
Net Ordinary Income	36,466.81	30.00	36,436.81	121,556.0%
Net Income	36,466.81	30.00	36,436.81	121,556.0%

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: **Tourism**

DATE: **8/1/22**

- (a) Is this a Result of a Bid or Request for Proposal? **Yes (WC 33-22)**
- (b) Purpose of Contract: **Proposal for tourism revitalization and rejuvenation services**
- (c) Name of Contractor: **Hunden Strategic Partners**
- (d) Address of Contractor: **213 W. Institute Place, Suite 707 Chicago, IL 60610**
- (e) Contractor's Contact Person and Telephone Number:
Robin Hunden 312-643-2500
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **upon signing**
- (h) Termination Date of Contract: **upon completion**
- (i) Payment Provisions:
 - i) lump sum amount **\$96,000**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$96,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of four different milestones**)
- (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 - \$96,000****

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

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

DATE: 8/1/22

- (a) Purpose of Amendment: **to appropriate \$24,000 from the Occupancy Tax Reserve to the Tourism Budget for Loud Media LLC to create a weekly Warren County radio feature**

- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0002 480.04 - Warren County Projects \$24,000**

- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$24,000**

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: **Tourism**

DATE: **8/1/22**

- (a) Is this a Result of a Bid or Request for Proposal? **Yes (WC 33-22**
- (b) Purpose of Contract: **to create a weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM)**
- (c) Name of Contractor: **Loud Media LLC**
- (d) Address of Contractor: **34 Congress Street Suite103
Saratoga Springs, NY 12866**
- (e) Contractor's Contact Person and Telephone Number:
Ricki Lee 518-933-2000
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **upon signing**
- (h) Termination Date of Contract: **upon completion**
- (i) Payment Provisions:
 - i) lump sum amount **\$24,000**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$24,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **monthly**
- (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 - \$24,000****

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

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

DATE: 8/1/22

- (a) Purpose of Amendment: **to appropriate \$96,000 from the Occupancy Tax Reserve to the Tourism Budget for Hunden Strategic Partners proposal to provide revitalization and rejuvenation services**

- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0001 470 - Contract \$96,000**

- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$96,000**