



**Occupancy Tax Coordination Committee
AGENDA
August 22, 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 August 1, 2022 Occupancy Tax Committee Meeting.
- III. Action Agenda/New Business Items:
 - a. Review & approval of funding for Cliff & Redfield Interactive *Initiatives in Heritage Tourism* proposal request for \$26,140.00
 - b. NYSEF (NY Ski Educational Foundation, 501-c-6) request for \$25,000 to install a new storage chalet at base of Gore Mountain to support 2022-23+ snow sport seasons and events run by NYSEF.
 - c. To extend terms of contract with town of Johnsbury for website maintenance of www.visitgoreregion.com \$15,000 request
 - d. To consider Lake George.TV proposal by Jesse Jackson of Look Media Resource
- IV. Discussion Items:
 - a. Treasurer's Report, Mike Swan.
- V. Referrals:
 - a. The ARPA Advisory Committee sent a referral to the Occupancy Tax Committee regarding funds to support the RFP for Creative Marketing (08.09.22)
 - b. County Attorney to review Occupancy Tax Spending Plan History and Local Law and provide any updates required. (06.20.22)
 - c. With regard to the payment to Winterfest, The County Attorney advised of the possibility of treating this situation in the manner of a grant, similar to how ARPA funding was distributed and whether going forward they wanted to continue awarding occupancy tax in the manner they had been with a contract or move forward with changing to the grant process pending response from the State Comptroller's Office that it was legally permissible to award occupancy tax in this manner. The consensus of the Committee was to take no action until the County Attorney received a response from the State Comptroller's Office. (06.20.22)

- VI. Privilege of the floor and public comment
 - a. Presentation by Stacy Eder from Special Olympics

- VII. Motion to adjourn

Attachment # 1: Cliff & Redfield Interactive proposal

Attachment # 2: NYSEF proposal

Attachment # 3: Resolution No. 229 of 2021 – Item 17 Town of Johnsburg Website

Maintenance/Marketing initiative contract extension

INITIATIVES IN HERITAGE TOURISM

PROPOSAL TO THE WARREN COUNTY OCCUPANCY TAX COMMITTEE

CLIFF & REDFIELD INTERACTIVE

AUGUST 4, 2022

RESULTS IN 2021-22

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

We initiated this collaboration in producing for *Adirondac*, the quarterly magazine of the 30,000-member Adirondack Mountain Club, a six-page feature, "Rediscovering the First Wilderness," for the September/October 2021 issue.

We then launched the *Stories from Open Space* website to support heritage tourism with storytelling produced in CRI-hosted collaborations of students, expert sources, and professional communicators.

Since then, we have:

- published 21 *Civic Conversations* and *Trip Reports* on *Stories from Open Space*;
- supported the Planning Department in developing the Warren County Historians' Challenge;
- Completed a four-page feature, "*Where Wilderness Preservation Began: Exploring Cabin Country*," for the September/October 2022 issue of *Adirondac*.

PROPOSED NEW INITIATIVES

Through January 31, 2024, we propose a range of initiatives to further support heritage tourism with creative storytelling approaches.

EDITORIAL SERVICES FOR GPS-ENABLED TOURS: \$4,000

Using a new GPS-enabled platform and mobile app, we propose to give visitors a more interactive, meaningful, and rich history of Warren County as they explore it by car, bike and foot. As visitors go from place to place, this app will automatically play stories we'll write and maintain to connect each location with its history. Our subscription will support up to ten tours. We propose to produce the following two tours as Warren County prototypes. If they achieve our goals, we're likely to return with a proposal to produce more.

- **Warren County Historians' Challenge.** As visitors drive around the county's 12 towns to fill their passports, this app will play audio of the stories we've published on the web.
- **Biking Brant, Schroon, and Loon Lakes.** Cyclists who ride the popular routes in these relatively flat areas of the county will hear narratives in Chester and Horicon history.

FEE FOR GPS-ENABLED APP SOFTWARE: \$4,290

To ensure continuity of the platform, the Planning Department will manage the software licensing.

EDITORIAL SERVICES FOR STORY MAPS: \$3,000

Using another web-based GIS platform, we propose to expand and more sharply focus the Planning Department's existing array of web content that provides visitors point-and-click access to information about specific places. To start, we propose the following:

- **Indigenous Peoples in Warren County: \$1,000.** We'll take visitors back to the county's earliest settlers and follow them through the present day, spotlighting historic and cultural resources of particular note.
- **The Underground Railroad in the Adirondacks: \$1,000.** Working with town historians and museums, we'll identify the people and places illuminating this important story.
- **The Legacies of Thomas and William Durant: \$1000.** From the start of construction of the Adirondack Railroad to the completion of the last Durant-designed Adirondack Great Camp, we'll map the opening of the First Wilderness.

Trip Reports and Civic Conversations: \$6,400

The Occupancy Tax Committee is currently underwriting our production of 32 *Civic Conversations* and *Trip Reports on Stories from Open Space* through November 2022. We propose to produce an additional 32 articles at \$200 each to be published between December 1, 2022, and January 31, 2024.

Design Upgrade for StoriesfromOpenSpace.org: \$750

Improvements will include stronger First Wilderness branding, better integration with FirstWilderness.com and social media channels, more compelling presentation of photos, more intuitive navigation, stronger type hierarchy, and improved homepage layout.

Printed Map of First Wilderness Cabin Country: \$5,700

We propose to further distribute material developed for *Adirondack* magazine in a folding map of the First Wilderness that helps visitors explore "where wilderness preservation began," the land Paul Schaefer celebrates in *Adirondack Cabin Country*.

- Printing, production management and mailing: \$3300
- Stipend to a student designer: \$1,000
- Professional design guidance: \$900
- Content development: \$500

Traveling Art Exhibit: \$1,000

Vincent Schaefer, Carl Schaefer, and Greg Schaefer have produced extraordinary art with Adirondack rocks and diamond-tipped saws. We propose to award \$1,000 to an art history student to develop a traveling exhibit that tells the "Schaefer story" through their art, emphasizing their experiences in, and contributions to, the First Wilderness in general and North Creek in particular.

First Wilderness Film Series: \$1,000

We have identified several films -- including those produced by Paul Schaefer and Roger Summerhayes -- that substantially increase our understanding of First Wilderness history. We propose to award a \$1000 stipend to a student to produce an inventory of films to be exhibited in a series, organize public showings, and produce articles explaining their significance.

TOTAL REQUEST \$26,140

SUMMARY – NY SKI FOUNDATION

REQUEST AMOUNT: \$25,000

REASON: Requesting funding to purchase a ski racing storage chalet that would serve to store seasonal racing equipment, serve as a home base for NYSEF team events and include a workshop to repair equipment such as racing gates, etc. It would serve as a functional, secure space for key event items to support the growing ski racing calendar. It would be located at Gore Mountain (location indicated in the proposal).

ECONOMIC IMPACT (followed over Gore, Belleayre and Whiteface):

- According to the NYSEF proposal, NYSEF has a economic impact of approximately \$2.3M in the Gore Mountain region.
- Many racing families have invested in homes and business ventures in Warren County, adding new investment into the region. Alternatively, those that do not live in the region, stay at the Courtyard Marriott LG, Hampton Inn, Comfort Inn.
- With the addition of the World University Games coming to Lake Placid and Gore in 2023, there will be increased awareness for youth skiing in the region. The average NYSEF racing season runs from Dec-March.

MARKETING: NYSEF does not do a lot of marketing, but would include any Warren County promotional messaging in its newsletter to its membership, logo on the website as a premier partner and will include the Lake George area logo on the new storage chalet. They are also open to alternative marketing options to help increase awareness of Warren County activities and events.

STRATEGY: NYSEF's strategy is that with the new building, NYSEF will be able to host more events efficiently and support their growing athlete numbers while better protecting their training and competition venue at Gore. With this funding, this will keep their equipment safe, in a reliable space, maintain the racing equipment better to avoid extra wear and tear and eliminating annual equipment costs and keeping enrollment fees affordable for families.



**Warren County Occupancy Tax
Grant Funding
(Special Events and Activities)**

Application 2022

To be completed by those requesting special event or activity funding



Thank you for applying for a Warren County Occupancy Tax Funding Grant. We look forward to partnering with your organization and working collaboratively to help drive tourism to our beautiful destination. We hope you find this information helpful and please feel free to reach out to us with any questions you may have or for additional guidance. Contained in this packet, please find the following:

1. Checklist
2. Application Rules and Guidelines
3. Application
4. Appendices –
 - a. Appendix A – Logo Usage Requirements & Agreement Form
 - b. Appendix B – Eligible and Ineligible uses of Occupancy Tax Funding
 - c. Appendix C – Economic Impact Visitor Survey – Visitor Questionnaire
 - d. Appendix D – Marketing/Advertising Plan Form
 - e. Appendix E – Event Budget Form
 - f. Appendix F – Emergency Services Form

To ensure that your application complies with all requirements, please review the application rules, eligibility, guidelines and deadlines carefully, complete all sections and submit supporting documentation, as requested. Please note that all applications are subject to FOIL (Freedom of Information Law) requirements.

Incomplete applications and those that do not include the supporting documentation will not be reviewed for consideration, regardless of previous awards.

APPLICATION CHECKLIST

- A COMPLETE, signed application which includes a brief one-page detail of your event
- A comprehensive budget which includes ALL sources of income and expenditures
- A comprehensive and detailed marketing plan
- IRS letter or documentation indicating 501-c-3 (non-profit) or 501-c-6 (not-for-profit) status (if applicable)
- A signed logo usage agreement

POST EVENT CHECKLIST (these will be required to receive grant reimbursement)

- A complete and properly executed County Voucher
- A one-two page Performance (post event) Report
- A complete budget indicating final expenditures from the event with all applicable receipts
- A final marketing plan with copies of all advertisements and promotions where Visit Lake George logo and name was used, applicable invoices, indicating marketing and promotional opportunities related to the event.

For any questions related to the occupancy tax application, requirements or process, please contact Kristen Hanifin, Tourism Development and Events Coordinator at 518-761-6369 or email hanifink@warrencountyny.gov



Rules and Guidelines

I. Background

Warren County currently collects a 4% occupancy tax on all overnight tourism accommodations in the County. This tax is levied on customers of hotels, motels, bed & breakfasts, inns, housekeeping cottages with four or more units and tourism facilities (i.e. campgrounds with onsite RV rentals) as well as short-term (STR) vacation rentals.

The purpose of this tax, as outlined by Occupancy Tax law under [Occupancy Tax Information and Forms](#) is to promote and increase tourism in Warren County and its municipalities **“through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities.”**

II. Applicant Eligibility

Eligible applicants may be an individual, non-profit organization, or for-profit business requesting funding in support of a multi-day (more than one day) special event, sporting event, activity or tourism-related initiative which will produce a significant impact to overnight guest stays and visitations.

All non-profit applications are required to provide IRS 501-c-3, or 501-c-6 documentation indicating their non-profit status or not-for-profit status.

III. Schedule

OFF-PEAK EVENTS (October 2022-May 2023)*

Applications Due April 4, 2022

Review & evaluation applications. Presentations April 25, 2022

Scoring and Final Awards: May 23, 2022

PEAK EVENTS (June-September 2023)*

Applications Due: October 3, 2022

Review & evaluation applications. Presentations: October 24, 2022

Scoring and Final Awards: November 21, 2022

*REVISED DATES



IV. Rating Criteria and Evaluation

The Committee will consider the following when evaluating funding requests:

- The expected direct economic impact of the special event or activity on Warren County tourism.
- The impact of the special event or activity on the image and marketing of Warren County as a dynamic and unique destination, and potential for collaborative marketing opportunities.
- The prior success and managerial track record of the special event or activity.
- The completeness of the application information (including all reporting on prior year results for those who received county and local funding in previous years).
- The degree to which the special event or activity is supported by other community partners. Applications should reflect financial support from other local partners, as occupancy tax grants should not be the sole source of funding support for any special event or activity.
- The degree to which the special event or activity is likely to draw diverse overnight visitors to Warren County.
- The impact of the special event or activity will have on the quality of life of the region, including charitable partnership opportunities and philanthropic attributes.

V. Application Rules, Grant and Award Guidelines

Warren County Occupancy Tax Grant Funding requests are reimbursable only. If funding is requested prior to the special event or activity, grants will be evaluated/awarded by the Tourism/Occupancy Tax committee and may permit a portion of the expenditures to be dispersed with appropriate documentation. Funding is selective and based on the application your organization submits. Funding grant recipients are subject to county audit to ensure compliance of expenditures.

1. This application must be completed in its entirety in order for the special event or activity to be considered for funding. If any portion of the application is incomplete, it will not be reviewed or considered.
2. The applicant(s) must present reasonable evidence that the special event or activity will increase overnight visitations in Warren County and that the increase is consistent with the level of funding requested.
3. All applications MUST include a comprehensive budget (APPENDIX E) outlining event and marketing expenditures, revenue expected, detailed marketing plan (APPENDIX D), and IRS 501-c-3 or 501-c-6 designation (if applicable). Previously county-funded events must include past year's event "post-event report," history of local hotel usage, geographic data of attendees, (where attendees stayed, how many room nights used) broken down by property name, and total number of rooms attributed to the event.
4. All expenditures must adhere to the ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING Guidelines as outlined in *Appendix B*. *If your special event or activity received occupancy tax funding in the current/prior year and your request is for an amount larger than that award amount, please explain specifically in your description, how the requested increase will result in positive economic impact to Warren County.*

VI. Funding Award Requirements

To be within occupancy tax grant guideline compliance, the County requires the following:

Event organizers are encouraged to keep track of overnight stays that are directly attributed to their event and work in collaboration with local hospitality partners to gather this data. This information will be required for the post-event report,



including determining what percentage of attendees were overnight and which visited beyond a 75-mile radius. Event managers may use the attached *Visitor Survey (Appendix C)* or a survey of their own to gather this quantitative data, including zip codes.

Active marketing campaigns for events are recommended to begin no less than 90 days prior to the event.

Warren County Tourism's website (www.visitlakegeorge.com) and logo must be listed on event websites, printed materials and on all social media, online, or television advertising to the event or activity receiving funding. Tag us on Facebook @thelakegeorgearea and on Instagram and Twitter @lakegeorgearea, #MYLGArea throughout the marketing campaign. Hyperlink your online advertising to the URL www.visitlakegeorge.com. Please be sure to adhere to all *Logo Usage Requirements (Appendix A)* and contact Warren County Tourism for specific questions or details.

Radio/television advertisements, (60 seconds or more), must recognize Warren County as an event sponsor and should be verbally recognized in advertisements "*brought to you in partnership by Warren County and Visit Lake George Area.*"

If awarded, recipients must acknowledge funding support and partnership from Warren County and are highly encouraged to extend invitation and include Warren County in future press/media events related to the event/activity supported.

All events producing programs, directories, magazines or publications used for the event must provide Warren County Tourism with one (1) full page of free advertising in the event publication and must provide required specifications within 60 days of special event or activity, or sooner for production.

If awarded, the recipient is required to primarily target outside of Warren County to encourage overnight visitations through their promotions.

If awarded, the recipient shall coordinate the issuance of all licenses and permits required and ensure that all applicable licenses and permits and insurance certificates have been issued and acquired and shall further ensure that all licensees or permittees have obtained required insurance coverage and submitted proof of such coverage at least ninety (90) days prior to the event. The recipient shall have the obligation of compliance with Federal, State and Local Laws in connection with the special event or activity occurring in connection therewith.

If awarded, the recipient must provide the County with the following to receive funding and reimbursement:

- a. A General Liability Insurance certificate naming the County as an additional insured (90) ninety days before the contract date. Additional insurance will be required for aircraft liability **and will be determined by County Attorney's office.** The wording on the certificate should read as follows:

"Warren County, its Board, Officers and Employees are named as additional insured on a primary, non-contributory basis."

- b. The recipient agrees, shall provide and maintain, or cause to be provided and maintained, a comprehensive general liability event insurance naming the county as additional insured in the amount of not less than One Million Dollars (\$1,000,000) per occurrence (\$2,000,000 aggregate) for personal injury, death, or property damage arising out of the event or event activities or event organizer acts or omissions. This is the minimum standard requirement and is subject to determination by County Attorney.



- c. The recipient shall further require all participating organizations, clubs, and other entities to likewise provide insurance coverage naming the event organizer and the county as additional insured. The amount of coverage will be determined by each event on a case by case basis by the County Attorney.
- d. Concessions selling alcoholic beverages shall provide an insurance policy specifically including coverage for liquor law liability in an amount of not less than One Million Dollars (\$1,000,000). This is the minimum standard requirement and is subject to determination by County Attorney. Said certificate of insurance for liquor law liability shall be required only in the event that liquor is to be sold or otherwise dispensed during the event. Certificates and/or other evidence of such insurance, as may be required by the county, shall be delivered to the County **Attorney's Office ninety (90) days prior to the commencement of the** event, except that certificates and/or other evidence of insurance for third-party vendors or concession shall be delivered to the County Attorney three (3) days prior to the commencement of the event. All insurance policies issued hereunder that name the county as an additional insured under such policy must be an insurance policy from an A.M. Best rated secured New York State licensed insurer, and contain not less than a ten (10) day notice of cancellation clause.
- e. The recipient shall secure Workers Compensation insurance and Disability insurance for the benefit of such employees engaged under the event as are by law required to be insured by the event organizer under the provisions of the Workers' Compensation Law and New York State Disability Law. Proof of Workers Compensation and Disability insurance shall be in the form(s) approved by the **Workers' Compensation Board**. The event organizer is to provide the county, upon request and prior to the event commencing, with Certificates of Insurance evidencing that the above requirements have been met. In addition to the foregoing, the county may, at any time, request a copy of the insurance policies providing the coverage required herein and the SPONSOR shall, within ten (10) days, furnish copies of said policies
- f. Warren County reserves the right to conduct a full audit on all occupancy tax grant recipients to ensure compliance with all Occupancy Tax Grant Funding policies, procedures and regulations.

VII. Post Event Performance Report (*these are requirements for award reimbursement*)

Within 60 days of the final day of the event/activity supported, organizers are required to provide the following information for reimbursement:

1. A complete and properly executed County Voucher.
2. A one-two page summary detailing the success of the special event/activity, number of attendees, number of room nights, hotels used **and future plans/dates for next year's event, including** quantitative results. Event manager must use reasonable efforts to collect zip codes/track geographic, demographic data of attendees.
3. Receipts for all event-related bills (please note, these must fall under the ELIGIBLE USES OF OCCUPANCY TAX guidelines, as outlined in Appendix B. **INELIGIBLE USES will not** be reimbursed.
4. Summary of Visitors' Surveys conducted at the event/activity and one-page report summarizing details of surveys.
5. Final budget indicating all expenditures and revenues (APPENDIX E – updated by applicant).

Final marketing plan with back-up documentation such as copies of ads, screenshots of social media/website, invoices, insertion orders or other proof indicating marketing and promotional opportunities associated with the event. (APPENDIX D – updated by applicant).



APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include ALL items on the page two check list. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and WILL NOT be reviewed or awarded. All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism Committee and are subject to Freedom of Information Law (Public Officers Law, Article 6) (FOIL) requests. If you are submitting information which is considered proprietary "trade secrets" and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

Amount of Occupancy Tax Funding Requested: \$ 25,000

A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: Danielle LaCavalla and Rich Burnley
2.) Address: NYSEF at Gore, PO Box 200, North Creek, NY
3.) Email/Cell phone: 845-323-7979
4.) Estimated Event Duration (including set-up/clean up times): Purchase and build out would take place August - November 2022 for events December 2022 - March 2023
5.) Anticipated Number of Attendees: 1961 (athletes only number from 21/22 season anticipate more with World University Games) + family, coaches and volunteers.
6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 150 annually

B. EVENT INFORMATION

- 1.) Name of Event: New Storage Chalet to support the 2022 - 2023 Snowsport Season for events run by NYSEF - Gore at Gore Mountain
2.) Date & Time of Event: Purchase and build out would take place August - November 2022 for events December 2022 - March 2023
Peak Season (June-September) Off-Peak (October-May) Per Hanifin, Kristen (5/9/22): "While we are trying to stick to an application schedule, we have been permitting rolling applications."
3.) Location of Event: Gore Mountain and Gore Ski Bowl
4.) Which category BEST describes your event (check one):
High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors
Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) Event Detail: Please provide a brief one page detail of your event. (If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space. Attached.



6.) Type of Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)
 New Event Annual Multi-Day Multi-week/month

7.) How long has this event been in existence: 1973 is when the NYSEF organization began Date started: Winter season

8.) If a multi-year event, what new marketing, promotions and/or activities have been added to enhance the event and increase attendance? *Feel free to attach a separate sheet.*
 As mentioned in previous applications, NYSEF does not need to do enhance marketing due to our reputation in the snowsport industry however, the large impact of race events are having a negative impact on our venue and staff with a risk of losing these events without the proper resources like this storage chalet.

9.) Total number of attendees projected? 5000-7500 Previous year's attendees? 1961 x 2.5 = 4.903

10.) How will you track attendance and room nights?
 We use an economic impact statement to track attendees overnight stay that we have shared with the Lake George Tourism staff over the last 2 years.
Following each event we ask for a survey with an incentive.

11.) Number of day visitors projected? 5000-7500 (increase due to World University Games)

12.) How did you determine this percentage (surveys, zip codes, etc.)?
 The last 3 years of economic impact studies, already having a projected 2022-2023 competition calendar available, comparing events to events with numbers.
 For instance college race events will produce less economic impact versus a U14 race event because a U14 event is not only one person, it is 2 parents and siblings, family, etc.

13.) Number of overnight guests projected? 2500 - 5000

14.) How did you determine this percentage (surveys, zip codes, etc.)?
 The last 3 year of successful economic impact surveys and investing in an economic impact statement representative to produce results. The data was collected by NYSEF and provided to Steve Kroll Innovations to create the economic impact statement. Steve Kroll Innovations helps not-for-profit leaders succeed through positive change and is focused on strategic leadership, change management, operational improvement, excellence in governance, advocacy development, and data driven strategies.

15.) Number of overnight accommodations used in previous year? Over 1000

16.) Average length of stay per guest? 2

17.) How did you determine total number of overnight rooms?
 Please see answer to number 14.

18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

For a portion of January 2023, we expect World University Games however, NYSEF is running all events at Gore and Gore Ski Bowl

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 25,000

2.) Ticketed event: YES Price of tickets: \$ _____ NO

There is no ticket to attend but they pay for their registration which includes a lift ticket. Every event is different.



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ _____ NO

4.) Total Cost to be borne by the organizer for the event: \$ For events: NYSEF event expenses are over 250K

For the project needed per this grant request: \$10,000 - \$15,000 (some in kind)

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ \$50,000 // For the project needed per this grant request: \$10,000 - \$15,000 (some in kind)

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. *Failure to provide a complete budget will result in the application being disqualified.*

Project budget for chalet attached.
\$ _____

7.) Anticipated total revenue from the event: \$ Per the project, there will no revenue from purchasing and the buildout of the new storage chalet but more seamless competitions and adding more events year after year.

8.) Clearly identify the special event/activity objectives. (i.e.: *the purpose of this event is to create a unique car show which will attract car aficionados from across the Northeast. The purpose of this activity is to create a stronger cultural asset in the region.*) Attach additional pages if necessary

Retention of more competition events due to being seamless on the hill

Large economic impact in the region to satisfy partners like Warren County.

~~More competition events.~~

~~More retention of staff and members.~~

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ _____ # of yrs. _____
 NO

\$6886 in 2022. We were approved for \$15,000 in fall '22 but County only approved \$6,886 after expenses were made and totaled over \$15,000.

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
None for the project but some inkind support and NYSEF operations.

Some expenses were deemed non-refundable in the end and we have fundraised to make up for dollars spent to make sure we were not negative in event operations for the 21-22 season.

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ _____ #of yrs _____

Municipality? _____
 NO

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? Would have to learn more and understand this more.

13.) Will the proceeds from the event benefit any other organization or does the event provide an opportunity to support a local charitable organization or group? YES (what %/\$ amount) _____ NO

14.) Please describe community benefit opportunity if answered YES to the previous question:

Our new strategic plan was developed in 2021 to make an emphasis on community engagement and support --making snowsports available to most rather than a few in the local communities where we serve. We work with local North Creek businesses and the Gore SKi Club on these efforts.



D. EVENT MARKETING & PROMOTION

1) Marketing Plan (See Appendix D)

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? (*pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event*) Summer 2022

3.) What percentage of your marketing budget is being allocated to outside of Warren County? We do not have a marketing budget but most of our
our traveling groups are OUTSIDE Warren County.

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)

State, mostly.

5.) Who is your target audience and/or demographic?

NY State and New England--- families with children ages 7 - 21 +

6.) PERMITS AND LICENSES – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process? YES NO

8.) What permits and licenses are anticipated for your event? (if unsure, please email hanifink@warrencountyny.gov for further clarification)
None.

9.) SAFETY AND LAW ENFORCEMENT NEEDS (*police, fire, EMT, Public Health, DPW, Office of Emergency Services*). Please fill out Appendix F.

Do you require these services? YES, if yes, what services and when? Explain. NO

Ski Patrol

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event? YES NO



AFFIRMATION

I have read the "Warren County Rules and Guidelines," agree to abide by them and attest that all information provided in the Warren County Funding Application is truthful and accurate.

Signature of Responsible Party
Danielle LaCavalla

6/14/2022

Date

Development Director

Name

Title

NY Ski Educational Foundation (NYSEF)

Organization



APPENDIX A

LOGO USAGE REQUIREMENTS & LOGO USAGE AGREEMENT

The Warren County Tourism Logo must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Funding.



LOGO APPLICATION/PRINTING INSTRUCTIONS:

- PRINT/WEB PLACEMENT: Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.
- ONE-COLOR PRINTING: The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.
- FOUR-COLOR PRINTING:

Logo prints 100% with no screens. No color changes allowed.

Please contact Peter Girard at Girardp@warrencountyny.gov for specific logo files or for any placement questions.

AFFIRMATION

I, Danielle LaCavalla, as representative for NYSEF @ Gore (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

A handwritten signature in blue ink, appearing to read "Danielle LaCavalla".

6/16/2022

Signature

Date



APPENDIX B

ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING FOR COUNTY WIDE EVENTS **

ELIGIBLE USES OF EXPENDITURES

- Paid advertisements: print, radio, television and Internet advertisements, email campaigns, social media campaigns promoting events, attractions, activities, packages, conventions, sporting events, tradeshow, encouraging overnight stays
- Outdoor signage/banners/billboards
- Posters/flyers/brochures
- Design, production and placement of out-of-county advertising
- Fireworks displays
- Event-related postage for direct mail campaigns
- Rental or fee of traveling/special exhibits
- Promotional items promoting the event
- Re-enactors, musicians, entertainers, umpires for games
- Maps, free guides tours of regional area, bicycle routes, snowmobile trails
- Hosting/bid fees
- Venue rental, EXCLUDING any and all county/municipal-owned properties
- Event-related rentals & expenditures (tents, chairs, tables, etc.)
- Portable toilets/handwashing stations/public health-related expenses
- Promotional videography, photography promoting the event
- Signage/advertising on trolley/bus promoting the event
- Advertising in trade journals
- Paid brochure distribution
- Production of promotional materials
- Hanging banner ads
- Public relations to promote event
- Insurance
- Event security/emergency Services
- Event-specific website design/development/updates
- Event-specific directional signage
- Event-specific logo design
- Event-specific external marketing services

INELIGIBLE USES OF EXPENDITURES

- Payroll/salaries
- Staff hotel/meals
- Staff travel expenditures
- Alcohol
- Staff mileage
- Annual operating, administrative, and maintenance costs
- Awards to participants
- Capital programs
- Set up/clean-up of event
- Volunteer stipends

*** Please note: This is not an all-inclusive list and expenditure approval is at the discretion of the Warren County Tourism and Occupancy Tax Committee, Legal and County Auditor.*



APPENDIX C
ECONOMIC IMPACT VISITOR SURVEY - Visitor Questionnaire

EVENT NAME: _____ EVENT DATE: _____

What is your zip code? _____

What was the PRIMARY reason for your trip to the Lake George Area?

- Special Event _____
- Business/Convention
- Vacation/Leisure
- Sporting Event
- Visit friends/relatives
- Other: _____

How did you travel to the Lake George Area?

- Car
- Bus tour/group
- Other: _____

How many nights did you stay in the Lake George Area? _____ Nights _____ Day Trip Only

Where are you staying while in the Lake George Area?

- Hotel/Motel
- Bed & Breakfast
- Vacation Rental/Condo (STR)
- Campground
- With Friends/relatives
- Other: _____

Name of Accommodation (if willing to provide)? _____

In addition to this event, what other activities did you participate in while in the Lake George Area?

- Shopping
- Beach
- Other: _____
- Dining
- Cultural & Arts
- Outdoor Recreation (hiking, biking, rafting, etc.)
- Evening Activities (fireworks, etc.)

Is this your first time coming to the Lake George Area? Yes, would you return? _____ No

How did you hear about the Lake George Area ?

- Event promotion/advertisement
- Radio
- Lake George Area newsletter, Lake George Area social media, (website bullet above)
- Friends/family
- Hotel/motel/campground staff
- VisitLakeGeorge.com
- Other _____

Thank you for participating in our survey!!!



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: _____

Event Date (and rain date if any): _____

Event Type: _____

Special Comments: _____

Please fill in this form in detail with Estimates and submit at time of application. An updated and detailed Marketing plan form will be REQUIRED after the event as part of the Post Event Final Report. If you use your own spreadsheet, please follow the format below and answer all questions.

	<u>Estimated</u>	<u>Actual</u>
Print Ads	\$ _____	\$ _____ Newspaper (indicate which) _____
	\$ _____	\$ _____ Magazine (indicate which) _____
	\$ _____	\$ _____ Brochure (indicate distribution) _____
	\$ _____	\$ _____ Direct Mailer (indicate distribution) _____
	\$ _____	\$ _____ Other print advertising: _____
Digital Ads	\$ _____	\$ _____ Google Display/Search Engine Marketing
	\$ _____	\$ _____ Facebook
	\$ _____	\$ _____ Instagram
	\$ _____	\$ _____ Other social media _____
	\$ _____	\$ _____ Purchased email lists
	\$ _____	\$ _____ Other digital advertising _____
Billboards/Outdoor Advertising		
	\$ _____	\$ _____ Billboard/banner
	\$ _____	\$ _____ Poster
	\$ _____	\$ _____ Other Outdoor Advertising
Other Advertising Expenses		
	\$ _____	\$ _____ Radio, TV (indicate stations)
	\$ _____	\$ _____ Creative Design
	\$ _____	\$ _____ Other advertising expenses
TOTAL EVENT MARKETING/ADVERTISING EXPENSES	\$ _____ (estimated)	\$ _____ (actual)



1) When will your event marketing campaign begin/end? _____

2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?

3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)

4) Who is the primary audience you are trying to attract with your event (i.e. families, auto enthusiasts, food/wine enthusiasts, cultural travelers, etc)

5) What opportunities do you foresee with your event to collaborate your marketing efforts with Warren County Tourism to help promote your event (i.e. joint press events, cross marketing on social media, etc).



APPENDIX F

Warren County Emergency Services Event Request

Welcome to the Lake George Area. We are thrilled you have selected our area for your event and would like to work collaboratively with you to ensure that your event is the safest it can be for you and your attendees. Please take a few moments to fill out the form below so that we may coordinate with you for any emergency services needs you may have. If you have specific questions regarding the safety of your event or emergency services options, please email EventsEMS@warrencountyny.gov

Name of Event: _____

Dates of Event: _____

Number of attendees expected (Adult/youth): _____

Host Municipality/Location: _____

Brief Description/nature of the event (type, motorized, non-motorized, specific location):

Main Organization Point of Contact:

Name: _____

Organization: _____

Phone: _____

Email: _____

What emergency services do you require (police, fire, EMT, emergency services, road closures, police details, etc.)?



Warren County
Occupancy Tax Department

RE: NYSEF Occupancy Funding Request: Storage Chalet to support event management

Dear Warren County Occupancy committee:

At Gore, NYSEF demonstrates their commitment to providing programs that help young athletes develop athletically and emotionally, with a strong sense of self-discipline and solid work ethic. Our coaching staff instills a passion and love for skiing and riding while ensuring that these snow sports remain fulfilling, lifelong activities for all participants. Our programming is at its peak and we are eager to advance our competition venue with this funding from Warren County.

Narrative for funding: NYSEF has been able to make a large impact in the region economically - attracting more families from the greater Albany and metropolitan area while hosting over 30 events annually and bringing athletes, families, coaches to the area to compete (we had athletes come as far as Charlotte, NC this season)! As we begin to add more events and competitions year after year, we want to give our program participants, families, traveling competitors and coaches a high-level experience while maintaining our venue which includes the equipment necessary to put on these events.

NYSEF is requesting funds to help purchase a 14 x 36 storage and race crew maintenance building (**photo 1 attached**) plus the interior buildout which includes materials and labor. The building will be located near the Gore Training Center (**photo 2 and 3 attached** location/s identified with red stars) and will be similar to the exterior fabric of the other Gore buildings for visual consistency. The shed-style building will serve as the homebase for our events team and will store safety and competition equipment such as b-net, gates, salt, radios, drills, shovels and rakes - opening up more space in the NYSEF training center for staff and event volunteers to support the needs of athletes, spectators and coaches. In addition, the built-out will include a workshop for race crew to efficiently fix broken gates, a charging station for radios and drills, cubbies to organize specific gates and be the prime meeting space for key event staff to prepare for the competition or training for the day. It would be a functional, secure and reliable space for the key items that support our growing event calendar.

The above equipment is either left outside or taking up space in the training center and/or in a variety of locations.

Sustainability: With the new building, NYSEF will be able to host more events efficiently and support our growing athletes numbers while better protecting our training and competition venues at Gore. With this funding, we will be able to keep essential event equipment secure and make adjustments in a reliable space without disturbing the daily operations in the Gore training center and spending dollars on more equipment due to ongoing wear and tear (leaving the gear outdoors). By eliminating these

annual equipment costs, we can keep our enrollment affordable and not pass on additional fees to families.

We understand what it takes to create a great event venue and we are excited to make a home for our events team. In 2019, Whiteface invested in a similar project and the upgrade has positively transformed the competition venue and the overall experience of the coaches, athletes and visitors (**photo 4 exterior and interior**).

BUDGET

What	Vendor	Cost	Details
14x36 shed	North Country Storage Barns or Adirondack Storage Barns	\$24,530 (sample estimate attached)	Requesting more bids so price may change slightly
Signage	Garnet Signs	\$500	Town of Johnsburg, NYSEF, Gore, Warren County?
Buildout materials	Various	\$2,000	(flooring, wood, dividers, some in-kind)
Labor for buildout (\$25/hour)	Some paid and some in-kind/volunteer	\$2,500 +	
In-kind support from Gore Mountain staff (clearing of site, electrical hookup)	Gore Mountain	\$5,000 - \$10,000 (not included in budget since it will be provided in collaboration with Gore Mountain)	
Additional buildout		\$5,000-\$10,000	
TOTAL		\$30,000 - \$40,000	

Warren County Occupancy

Image: Style shed and location at Gore.

→ Brown wood exterior



Warren County Occupancy

Image: Location with a red star.



Warren County Occupancy

Additional image to show location.



2019 Whiteface shed and buildout

Whiteface storage shed with buildout



initial
buildout



PROPOSAL

North Country Storage Barns, LLC

32660 US Route 11
Philadelphia, NY 13673

Phone: (315) 642-0209
Fax: (315) 642-3305



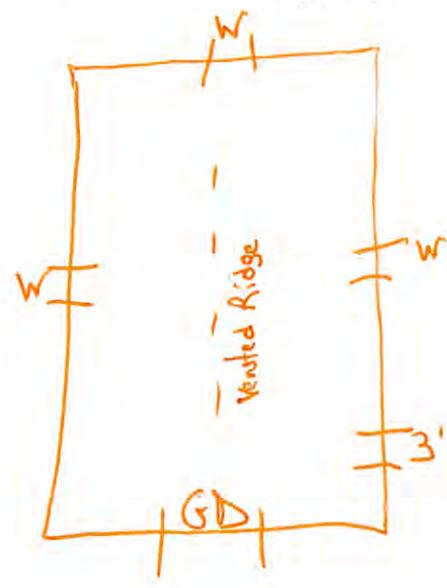
Proposal To:

NYSEF
5021 Route 86
PO Box 300
Wilmington, NY 12997
Home Phone: 518.946.7001
Mobile Phone: 845.323.7979

Proposal ID 13905
Date 4/14/2022
Sales Person EDWIN
Job Name NYSEF
Job Location 5021 Route 86, Wilmington NY

Quantity	Item ID	Description	Unit	Amount
1.00	CG14X36	<p>14x36 Cottage Shed With Overhead Door</p> <p>14x36 Cottage Shed with Overhead Door Base Price - \$14730.00 Barn Color - Chestnut Trim Color - Brown Drip Edge Color - Brown 90 lb Snow Load Roof (Standard) pounds-per-square-foot Architectural Shingles Shingle Color - Dual Brown (30) Ft Ridgevent \$210.00 14x36 Insulated Flooring \$680.00 Upgrade to 30x48 Vinyl Window \$330.00 2) 30x48 SH White Vinyl Window Pella Encompass Clear Insulated Glass, Half Screen, No Grids 1) Extra Window \$260.00 1) 30x48 SH White Vinyl Window Pella Encompass Clear Insulated Glass, Half Screen, No Grids 1) Single Metal Door w/Window \$200.00 3/0 x 6/8 White Metal Door 9 Lite 4 9/16 Wood Jambs and brick molds / Ext. Grids Upgrade to WITH WINDOWS \$215.00 1) 9x7 White Garage Door - Windows 4200 Series - Holmes 12" Track Electrical Package #3 Includes: 6-Rec, 3-Light, 1- Light Switch, 1- Panel Box Includes: 100 Amp Box without main breaker. Two 20 amp circuits for outlets gfcı protected. One 15 amp circuit for lights and switch.</p> <p>NCSB can connect service for an additional fee. NCSB electrical packages are compliant to NYS electrical code. \$695.00</p>	17,320.00	17,320.00
1.00	PERMITDECLINE	<p>NOTICE - PLEASE NOTE</p> <p>Customer is responsible for permits I (the customer) agree that I will be responsible for obtaining any / all permits that may be required for said project / installation(s).</p>		

Cottage = 101"
HW = 103"
3+ \$400



PROPOSAL

North Country Storage Barns, LLC

32660 US Route 11
Philadelphia, NY 13673

Phone: (315) 642-0209
Fax: (315) 642-3305



Proposal To:

NYSEF
5021 Route 86
PO Box 300
Wilmington, NY 12997
Home Phone: 518.946.7001
Mobile Phone: 845.323.7979

Proposal ID 13905
Date 4/14/2022
Sales Person EDWIN

Job Name NYSEF
Job Location 5021 Route 86, Wilmington NY

Quantity	Item ID	Description	Unit	Amount
		14x36 Cottage Shed With Overhead Door		
1.00	NOSITEPREP	Customer will prepare the site NCSB Delivery only. I (the customer) agree that I will be responsible for the site work for the said project / installation(s). Needed warranty repairs to the structure caused from the site prep will be billed at current labor and material rates.		
1.00	LABOR-CUSTOM	Hrs * Labor and Materials to complete the following 1-insulate the walls and ceilings with r-21 2-install proper vents for the ceiling 3-install vented dripedge to the building to breath as needed 4-Upgrade to insulated overhead door	3,290.00	3,290.00
1.00	LABOR-CUSTOM	Hrs 1-Upgrade to 2x6 walls (\$600) 2-Labor and Materials to install OSB on the walls and ceilings to cover up the insulation	3,920.00	3,920.00
1.00	DEL CHARGE	Delivery Charge \$6.00 per mile after the first 20 miles. Please note any fuel surcharge	630.00	630.00
1.00	FUELSU	Fuel Surcharge \$50	100.00	100.00
1.00	DISCMANAGER	Thank you for considering us for another large purchase.	-730.00	-730.00
NO TAX - exempt form will be sent in ..				

We Propose hereby to furnish material and labor -- complete in accordance with above specifications, for the sum of:
 twenty-four thousand five hundred thirty and xx / 100 _____ dollars **24,530.00**

Payment to be made as follows: Net 30 days

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents, or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workman's Compensation Insurance.

Authorized Signature _____

Note: This proposal may be withdrawn by us if not accepted within 30 days

Acceptance of Proposal -- The above prices, specifications, and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date of Acceptance: _____

Signature _____

Signature _____



NEW YORK SKI EDUCATIONAL FOUNDATION

Please see a snapshot of our economic impact survey answers this season on page 2. A more formal economic impact statement from Steve Kroll Innovations will be provided shortly.

Please list the date(s) of the event	Please list your home club/program:	How many athletes travelled in your group?	How many non-athletes (coaches/family) traveled with your group?	Did your group stay overnight in a hotel?	If YES, what hotel?	Did your group stay at a rental property? (airbnb, vrbo, family friend)	How many total rooms did your group rent (bedrooms if rental home)?	What was the nightly room rate?	For how many nights did you rent these rooms?	How much did your group spend on food/drink/gifts/sports equipment?
12/18 & 12/19	Oak	4	6	No		No	0			200
12/18 and 12/19	Ski Roundtop Race Club	1	1	Yes	Hampton Inn lake George	No	1	\$165	2	\$150
18-19 December 2021	SMS	3	3 or 4	Yes	Wyndgate but not all in group	No	2		2	100 maybe on some food only
Dec 18-19 2021	Hunt Hollow	1	1	Yes	North Creek Lodge	No	1	Around \$160	2	\$120
12/18/2021 and 12/19/2021	BMRA	5	10	Yes	Super 8 warrensburg	No	6	\$90	2	\$300 per family roughly
December 18-19	Ski Roundup Race Club	12	30	Yes	Marriott	Yes		Not sure	2	\$400

December 18-19	SRRC	13 racers, 8 training	20	Yes	Primarily Courtyard Lake George but also Hampton Inn and small number elsewhere	No	20	Courtyard was \$145, no idea on others	2	Guesstimate: \$1200
12/19/21	BMR	5	6	Yes	Motel 8	No	3	Not sure	1	\$50
January 18 & 19, 2021	Ski Roundtop Race Club (SRRC)	25	20	Yes	Courtyard and Hampton, Lake George	No	25	\$119-\$199	2	Unknown
12/18, 12/19	Woods Valley Ski Team	1	1	Yes	Hampton Inn	No	1	117	1	1200 (includes ski equipment)
1/29-30/2022	Hunter	1	2	No		Yes	4	400	2	400
1-28-22	Winter4Kids	2	2	Yes	Comfort Inn	No	3	108	3	300
12/18 & 12/19	Oak	4	6	No		No	0			200
12/18 and 12/19	Ski Roundtop Race Club	1	1	Yes	Hampton Inn lake george	No	1	\$165	2	\$150

2019 - 2020 Summary
2020 - 2021 Summary unavailable due to COVID-19

NYSEF has at least a \$2.3 million annual impact on the economy in the Gore Mountain region. This does not include the year round revenue that comes from NYSEF families that have chosen the area as an off-season destination to take advantage of what ORDA and the region have to offer in summer outdoor activities. Below is how I arrived at that conclusion:



In the September 2020 Economic Impact

Study we suggested the following over all 3 mountains (Belleayre, Gore and Whiteface):

NYSEF has a total economic impact of at least \$7 million per year

Races: \$3.8 million

NYSEF Payroll \$2.2 million

Out Town Athletes and Families Spending Dollars on Training Weekends: \$986,000

To calculate the impact of Gore Mountain, I have allocated these numbers based on the proportion of NYSEF participation by Gore and came up with the below impact:

Races: \$1,178,000 (Gore accounted for 31% of the athletes)

Payroll: \$733,000 (1/3 of NYSEF's total payroll)

Training Weekends: \$395,000 (Out of Town Athletes: Gore has a high percentage of out-of-town athletes, accounting for 40% of the NYSEF out-of-town athletes for training weekends)

Total: \$2.3 million

Many NYSEF families have realized the beauty and quality of life in Warren County and have invested in both business ventures and homes, adding their overall investment and participation to the communities. Here are just a few recent examples:

- NYSEF is a big reason why the Parobecks came to North Creek and they are now investing in a growing hotel and restaurant (Hotel being expanded)
- Alex and Sarah Faust bought a home
- Stephanie and Patrick Doherty built a house
- Marty and Radka Ferillo purchased a home

Those are just a few. There are many more real estate purchases due to the NYSEF attracting the kids to the mountain and the family's second residence following.

Steven Kroll

Steve Kroll Innovations

Strategic Leadership Optimization

SteveKInnovations@krollnet.com

(518) 376-7228

Warren County Board of Supervisors

RESOLUTION NO. 229 OF 2021

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

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

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

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

SCHEDULE "A"

2021 Occupancy Tax Awards

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

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



Gore Mountain Region
Purely Adirondack™

Request for Proposal

Project Name: Tourism Marketing Digital Specialist

Proposal Submission Deadline: 5/14/21

Project Start Date: TBD

Project Timeframe: 1 year; Optional renewal annually

Point Persons: Deb Morris, Chair Town of Johnsbury Marketing Committee & Andrea Hogan, Town of Johnsbury Supervisor

Award Requirements: All or partial award may be granted.

Contact Information:

Deb Morris: dmorris@barkeaterchocolates.com 518-369-2078

Andrea Hogan: Supervisor@johnsburgny.com 518-251-2421

About the Town of Johnsbury & the Gore Mountain Region

About

Scope of Services Requested

Overview

The Town of Johnsbury has a tourism website (www.visitgoreregion.com) and a Marketing Plan developed in 2018 by Website Development Shop.

The Town of Johnsbury Marketing Committee meets regularly to discuss tourism and promotion with the town. In addition, the town has the beginnings of an asset inventory described in the Marketing Plan, which currently contains primarily summer and autumn video and images of local businesses. It should be noted that the Warren County Planning Department has already created an inventory of any trails and other recreational resources for the Town of Johnsbury and the First Wilderness Heritage Corridor, which can be found here: www.warrencountyny.gov/recmapper.

This intent of this project is to promote the Town of Johnsbury as a tourist destination, generate social media and website content for one year (increasing reach and engagement), to design and implement an events calendar on the website and help to build a list for email marketing. Working with the Town of Johnsbury Marketing Committee, the consultant(s) will complete the following:

1. Develop Social Media Content for One Year

The Town of Johnsbury currently maintains an Instagram presence here: <https://www.instagram.com/p/B9R6ZmAJPHS/> and a Facebook page here: <https://www.facebook.com/visitgoreregion/>.

The goal is to rapidly grow social media (Facebook and Instagram) reach and engagement using various strategies including contests and promoted content.

During **Month 1**, the consultant should meet with the Town of Johnsbury Marketing Committee to gain an understanding of the Town's guidelines and make sure that the Town's unique tourism goals are understood.

During **Months 2-12**, the consultant should create between 4 and 8 Facebook and Instagram posts per month, based on monthly editorial guidelines provided by the Marketing Committee. Content should focus on recreation, culture, history, shopping, events, things to do with families, etc, and should be seasonally appropriate. Posts should focus on experiences unique to the Town of Johnsburg, and tie in to broader regional marketing and awareness campaigns such as the relationship to the First Wilderness Heritage Corridor. Existing photos from the Asset Inventory or supplied by the Marketing Committee may be used, but the consultant will be responsible for creating new content as well.

Deliverables: A brief plan outlining the social media strategy and an editorial calendar for the year. Between 4 and 8 Facebook posts and between 4 and 8 Instagram posts per month for 11 months. Produce and coordinate two contests per year to encourage likes and sign ups for email newsletters. Marketing Committee will procure prizes for contests. Provide monthly reports showing the reach and engagement on social media platforms.

2. Maintain and Update visitgoreregion.com For One Year

The consultant will be responsible for updating content on the Visit Gore Region website. Updates will include adding and/or deleting assets and changing photos seasonally. Updates will be supplied by the Marketing Committee.

Deliverables: Monthly updates to visitgoreregion.com for one year.

3. Develop Bi-weekly Blog Posts on visitgoreregion.com for One Year

The Town of Johnsburg has a blog feature on its tourism website. The consultant will be responsible for developing bi-weekly blog posts for one year, based on monthly editorial guidelines provided by the Marketing Committee. Blog posts will focus on recreation, culture, history, local businesses, events, etc. The consultant may use photos contained in the Asset Inventory or supplied by the Marketing Committee, but will also be responsible for supplying additional media as necessary.

Deliverables: 26 bi-weekly blog posts on visitgoreregion.com to be approved by the Chair of the Marketing Committee or their designee.

4. Design, Embed and Manage an Events Calendar on visitgoreregion.com

The consultant will develop and embed an online events calendar on the website. The calendar must be attractive and user-friendly for both prospective visitors and representatives of local businesses and organizations. It must include a method for event submission and approval. The

consultant will approve events submitted based on guidelines provided by the Marketing Committee.

During **Month 1**, the consultant should meet with the Town of Johnsburg Marketing Committee to understand the functional goals of the calendar and the guidelines. The consultant will provide detailed instructions for the submission of events to the Marketing Committee (to be shared with businesses and organizations located within the Town of Johnsburg).

During **Months 2-12**, the consultant will update the calendar's functionality as necessary. The consultant will approve events submitted and request additional information as needed.

Deliverables: Design and embed an events calendar on visitgoreregion.com. Provide detailed instructions to submit events. Manage and approve submitted events for 11 months. Coordinate with area businesses and organizations to compile list of events.

5. Create a Form on visitgoreregion.com to Grow List for Email Marketing

The consultant will design and embed a form to collect email addresses of those who visit visitgoreregion.com and want to receive news and updates.

Deliverables: Design and embed a form on visitgoreregion.com to collect email addresses.

6. Design and Add a "Contact Us" Form to the visitgoreregion.com Website

The consultant will be responsible for designing and embedding a user-friendly and secure form on the website that allows individuals to request more information about visiting the Gore Region.

Deliverables: Create a secure "Contact Us" form on visitgoreregion.com.

7. Design and Execute monthly email blasts to email subscribers

The consultant will be responsible for designing a monthly email newsletter that features that month's blog post(s) and events. This email will be sent to email subscribers.

Deliverables: Design and sent out monthly email newsletter.

Schedule for Completion

Those interested in submitting proposals will be expected to complete the project within twelve (12) months from execution of the contract.

Submission Instructions

Please email submissions to: Supervisor@johnsburgny.com or mail to:
Andrea Hogan, Supervisor
Town of Johnsborg
219 Main Street
North Creek, NY 12853

Questions

If there are any questions concerning this RFP, please contact Andrea Hogan or Deb Morris

General Terms and Conditions

The Town of Johnsborg reserves the right to terminate the contract early in the event of unsatisfactory performance.

Proposal

Proposal must include

1. Background information on the person, group or company submitting the proposal. Specifically a resume or sell-sheet.
2. Please use the form to submit bids in each of the 7 blocks and subsets. A partial award may be possible; it is important to quote each item accordingly.
3. References, including past employers, customers or clients.
4. Cover letter.
5. Samples of work.

Task	Deliverable	Expected delivery from start of project	Cost
	Project Initiation Meeting		\$
1	Develop Social Media Content for One Year		
	Brief report outlining the social media strategy and an editorial calendar for the year.		\$
	Social media content (Facebook and Instagram) for one year.		\$
	Provide monthly reports showing the reach and engagement on social media platforms.		\$
2	Maintain and Update <u>visitgoreregion.com</u> For One Year		
	Monthly updates to <u>visitgoreregion.com</u> for one year.		\$
3	Develop Bi-weekly Blog Posts on <u>visitgoreregion.com</u> for One Year		
	26 bi-weekly blog posts on the website.		\$
4	Design, Embed and Manage an Events Calendar on <u>visitgoreregion.com</u>		
	Design and embed an events calendar on <u>visitgoreregion.com</u> . Provide instructions.		\$
	Manage and approve submitted events for 11 months.		\$
5	Create a Form on <u>visitgoreregion.com</u> to Grow List for Email Marketing		
	Design and embed a form on the website to collect email addresses.		\$
6	Design and Add a "Contact Us" Form to the <u>visitgoreregion.com</u> Website		
	Create a secure "Contact Us" form on <u>visitgoreregion.com</u> .		\$
7	Design and Execute a Monthly Email to subscribers		
	Design and Execute a Monthly Email to subscribers		\$



APPLICATION FOR OCCUPANCY TAX FUNDING

Please check those municipalities listed below you will be applying to or have already applied to for funding this event or tourism-related initiative (attach copy if applied for):

- Checkboxes for municipalities: Bolton, Chester, Hague, Horicon, Johnsburg (checked), Town of Lake George, Village of Lake George, Joint Town/Village of Lake George, Lake Luzerne, Queensbury, Stony Creek, Thurman, Warrensburg, City of Glens Falls.

I. ORGANIZATION AND CONTACT INFORMATION

Town of Johnsburg

Applicant: _____

above

Legal name of entity: _____

Andrea Hogan

Contact person: _____

219 Main St. North Creek, NY 12853

Mailing Address: _____

Warren County

Principal place of business: _____

518-251-2421

Daytime phone number: _____ Cell phone number (optional): _____

supervisor@johnsburgny.com

Email address: _____

Is the above name the only name under which you conduct business or fundraising activities?

- Radio buttons for Yes and No.

If No, please provide all other names you use for business and fund raising purposes.

II. EVENT BACKGROUND INFORMATION

1. Type of Event: Not for Profit For Profit Individual
2. One time event: Yes No
Town of Johnsborg Website Maintenance
3. Name of Event: _____
N/A
4. Location of Event: _____
ongoing
5. Dates of Event: _____
N/A
6. How did you choose these dates? _____
Marketing and website maintenance for the Town of
7. General description of event: _____
Johnsborg events and businesses- see attached RFP

(Include a list of activities during the event, if possible)
\$15,000 per year for 5 years

8. Amount of Occupancy Tax requested: _____
9. Anticipated cost of event (attach budget showing anticipated income and expenditures; indicate the items in your budget for which you are seeking funding): _____
Request for proposals is still out, but anticipated annual cost will be \$35,000 or more

\$20,000 or more

10. Anticipated amount to be contributed by applicant toward cost of event: _____
11. Is this a new event? Yes No If not, please provide details.
2018
- A. Date started: _____
3
- B. Number of years in existence: _____
N/A
- C. Where located: _____
- D. If multi-year event, new marketing or activity(ies) to be added this year: _____
See attached RFP

12. Previously funded with Occupancy Tax? Yes No
Town of Johnsborg
- A. If yes, by whom _____
- B. Amount: \$16,000
- C. For how many years? 3

13. Will proceeds benefit any other organizations? Yes No
 All businesses and events in Town of Johnsburg
 If yes, who? _____
 _____ unspecified, ongoing
14. A. Estimated number of attendees _____
 _____ N/A
 B. How did you determine this number of attendees? _____

 _____ N/A
 C. Percentage of day trippers: _____
 _____ N/A
 D. How did you determine this percentage? _____

 _____ N/A
 D. Percentage of overnight guests: _____
 _____ N/A
 E. How did you determine this percentage? _____

 _____ N/A
15. A. Estimated number of rooms used for overnight accommodations _____
 _____ N/A
 B. Length of stay per party _____
 _____ N/A
 C. How did you determine this number of rooms? _____

III. MARKETING

1. Please attach your marketing plan showing how you intend to market your event, i.e. print, electronic, social media, television, radio, public relations or:
 See attached
 Other: _____
 _____ local, regional, state
2. Anticipated reach of your marketing _____
 _____ (Specify local, regional, state, national)
 _____ Travelers, prospective businesses and
3. What demographic or audience are you trying to reach? _____
 future residents

IV. SAFETY AND LAW ENFORCEMENT

1. Have you consulted with the appropriate agencies regarding the potential public safety impacts of your event (e.g. police, fire, EMS, Warren County DPW, Warren County Office of Emergency Services)?

Yes

No

2. Do you need assistance with this?

Yes

No

V. COMMUNITY AWARENESS

1. Are there any other major events that you are aware of on your selected dates? Yes No

N/A

List: _____

If awarded funding, we reserve the right to request a modification of the date should there be a conflict with other events that were scheduled prior to your event.

VI. AFFIRMATION

I have read the "Application Helpful Hints" and agree to abide by them.
Andrea Hogan

NAME

SIGNATURE
Supervisor

TITLE
04/22/21

DATE

Funding application 2/16/21Ing