



**Occupancy Tax Coordination Committee
AGENDA
November 21, 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 October 24, 2022 Occupancy Tax Committee Meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. Resolution – appropriate \$274,800 from the Occupancy Tax Reserve, 881.00 to A.6417.0002 480.04, Tourism – Warren county Projects for LGTV
Rationale: Contact approved at October 21, 2022 Board Meeting; funding not in 2022 budget
- V. Discussion Items:
 - a. Treasurer's Report, Mike Swan
 - b. De-icer and Bubbler Safety Initiative – Ethan Gaddy
 - c. Warren County Historian Stan Cianfarano and Queensbury Historian John Berry to discuss request for occupancy tax funds relating to the celebration of the Revolutionary War anniversary
 - d. Chairman Dickinson to continue discussion of how Occupancy Tax Special Event funding is distributed
 - e. County Attorney to review Occupancy Tax Spending Plan History and Local Law and provide any updates required. (06.20.22)
- VI. Referrals:
 - a. Referral from the ARPA Advisory Committee regarding the request from Par 27 LLC/Db a Sunnyside Par 3 for funding in the amount of \$175,000 to include the Local Development Corporation, Warren-Washington Industrial Development Agency & Civic Development Corporation as alternative funding solutions to refer them to. (10.14.22)

- b. The consensus of the Committee was to discuss the proposal for a contract with Lake George Radio, which had been tabled at the August 19, 2022 Board Meeting and returned to Committee for further consideration at the next Committee meeting. (10.24.22)

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: Resolution Request Form No.7- to appropriate \$274,800 from the Occupancy Tax Reserve for the Hood Communications, Inc. contract for LGTV.

Attachment #2: Request for funding for the 250th Anniversary of the American Revolution Commission

Attachment #3: Referral from ARPA for Par 27 LLC dba Sunnyside Par 3

Attachment #4: Previous request for funding for Loud Media LLC – Warren County radio feature

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Occupancy Tax Coordination Committee (Tourism)

DATE: 11/21/22

- (a) Purpose of Request: **to appropriate \$274,800 from the Occupancy Tax Reserve to A.6417.0002 480.04 Tourism - Warren County Projects for the Hood Communications, Inc. contract for LGTV**
- (b) Details: **Contract approved at October 21, 2022 Board Meeting**
- (c) Previous Resolution Number: **Res 570 of 2022**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **881.00 Reserve, Occupancy Tax- \$274,800**

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

* as listed in budget and LOGOS

Request for Funding for the 250th Anniversary of the American Revolution Commission from the Occupancy Tax Committee

On June 13th of this year a Resolution to establish a committee to commemorate the 250th Anniversary of the American Revolution was passed by the Town Board of Queensbury and such a Commission has also been endorsed by the Warren County Board of Supervisors. We have also discussed this proposal with all of the Warren County Town Historians, and all are extremely supportive.

The County of Saratoga has already established such a committee, with the Saratoga Board of Supervisors not only endorsing, but providing seed funding for such an endeavor. Our plan is to partner with the Counties of Washington and Saratoga to work to one common end: to support and not compete with each County's activities in commemoration of this historic anniversary.

In addition, the office of The New York State Historian, Devin R. Lander, has been informed of the creation of such a Committee and has added us to his field guide of such Committees for the State. As the State has not yet formally established its Committee members, funds have not yet been allocated, but will be. We would like this area to be among the first in line to acquire any funding available. However, the need for immediate revenue, exclusive of State funds, is a first priority for the 250th Anniversary of American Revolution Commission.

Below are anticipated startup costs. Reenactor costs are an estimate and would vary by area, but the items listed below are standard expenses incurred at any time, and are dependent on size of event. We also have the added advantage of time on our side to seek outside funding and grants. As an added benefit all expenditures will be to local companies thus keeping business within our area.

Five Initial Expenditures;

Website and Logo Development:

We have been most fortunate to have the help of the Warren County Planning Department, most notably Sara Frankenfeld and Amanda Peck. Their efforts at creating the website and logos' have saved us the expense

of hiring a Marketing firm, who I doubt could have done better yet cost thousands.

Publishing: \$ 5,000

Newspaper- Chronicle, Post Star- Cost dependent on size of ad and if they have a free PSA program.

Handouts, Flyers- \$ 88.65 per 500, in color, black and white less Mailers, Bag stuffers -\$78.00 per 1000 in color, black and white less.

Flyers, mailers, and bag stuffers would have to be printed for events each town would have, so cost could multiply by quantity Town feels they need. Also propose creating tri-fold color brochures based upon website content, to be located county wide.

Radio: Possibly no cost

Since the Commission is a non-profit entity most ads are free, as they are considered PSA's. However, any event scheduled where tickets or admittance fee is charged would have a cost.

Marketing: \$13,000

Items such as Decals, Memo Pads, Lanyards, Tote Bags, etc. All these would carry Commissions logo and website name. As the price decreases with higher quantities ordered, initial orders would range in the 2,000 to 2,500 range. And again local companies would be used.

Reenactors/ Events: \$ 5,000

These are the items most commonly required for the use of reenactors. Cost would be determined by size of event and number of reenactors available.

Fee or Donation to reenactors

Rental of space/venue used

Rental of tables, chairs, audio-visual equipment

Staffing costs

Advertising for event

Amenities for reenactors:

Firewood

Straw (common 18th century bedding)

Ice (to preserve food)
Portable Toilets (If weekend event).
Drinking and washing water source

Total Request: \$ 23,000

A final point: in this increasingly hostile climate of partisan politics facing our country, such a bi-partisan focus on this event would send a message to all who can hear that despite our political differences, we are all Americans first, and this is how we fought for and established our Republic and the ideals first set forth in the Declaration of Independence. The opportunity now exists for us to both educate a younger generation, and re-enforce for older generations, the lessons learned and price paid to perpetuate the ideals of the Declaration of Independence and the Constitution which followed, guarantying those ideals and rights.

Respectfully Submitted,

John Berry

Town of Queensbury Historian

Dr. Stan Cianfarano

Warren County Historian

Possible Schedule of Events to be discussed by Commission- 9/21/2022

Year 2024 representing Colonial years 1754 to 1774

1754 to 1763- French and Indian War- The Seeds of Discontent in Charlotte County. How the French and Indian War began the march to the Revolution.

1764 to 1774- Conditions existing in Charlotte County prior to Revolution. Input from Town Historians as to:

A. Economic conditions relating to various tax acts passed by Parliament.

B. Political climate after "Boston Massacre" 1770

C. Movers and shakers in community, Patriot and Loyalist.

Year 2025 representing 1775

April 1775 Battles of Concord, Lexington and Bunker (Breeds) Hill. Impact on area.

Impact of capture of Ft. Ticonderoga and General Montgomery and Benedict Arnold's campaign in Canada on the area, regarding supplies, care of sick and wounded, and buildup of Skenesborough (Whitehall).

Coordinate with Ft. Ticonderoga for reenactment of General Henry Knox bringing artillery from Fort to Boston.

Year 2026 representing 1776

July 4th- Reading of Declaration of Independence by uniformed reenactors in public.

Series of round table discussions regarding meaning of the Declaration and if its spirit is still alive or not in NY. Mediated by Town Historians, keep it a-political, NO partisan politics, this is to educate not reform.

August to October coordinate programs on Benedict Arnold and role in Battle of Valcour Island. Importance of Skenesborough (Whitehall) as

birthplace of US Navy. How the battle, although a defeat, affected Burgoyne's plans.

Year 2027 representing 1777

The campaign by Burgoyne from Skenesborough to battles at Fort Ann, Hubbardton Vermont, Fort Edward leading to Saratoga and defeat. Work with Washington and Saratoga Counties to coordinate events.

Warren County Board of Supervisors

RESOLUTION NO. 465 OF 2022

RESOLUTION INTRODUCED BY SUPERVISORS STROUGH, DRISCOLL, CONOVER, FRASIER, THOMAS, MCDEVITT AND SEEBER

RESOLUTION IN SUPPORT OF THE ESTABLISHMENT OF THE 250TH AMERICAN REVOLUTION COMMITTEE

WHEREAS, milestone anniversaries of significant national and world events can provide citizens with opportunities to reflect on our heritage and the people and events that have influenced the shaping of our nation, and

WHEREAS, the County of Warren played a significant role in events, battles, raids, and supply and transportation routes during the American Revolutionary War and throughout the upstate area from Fort Ticonderoga to Saratoga, and

WHEREAS, the 250th anniversary of the American Revolutionary War will be observed from 2025 to 2033 and the Town of Queensbury established a 250th American Revolution Committee to be a collaboration of members from Warren and Washington Counties to plan events, ceremonies, activities and celebrations, and

WHEREAS, the Legislative, Rules & Governmental Operations Committee recommended that Warren County support the establishment of the 250th American Revolution Committee, now, therefore, be it

RESOLVED, that the Warren County Supervisors supports the 250th American Revolution Committee to be a collaboration of members from Warren and Washington Counties to plan events, ceremonies, activities and celebrations.



ARPA: Warren County NY Application for Funding

Submitted Time: June 22, 2022 3:12 PM

Applicant Information

A. Organization or Business Name:

Par 27 LLC /DBA Sunnyside Par 3

Project Location:

170 Sunnyside Road Queensbury

Is Your Mailing Address the Same as the Project Location?

No

Mailing Address:

Par 27 LLC 1645 Ridge Road Queensbury NY 12804

Does Your Organization Have a Brick-and-Mortar Location within Warren County?

Yes

Owner or Director's Name:

Whitney Russell

Person Submitting Grant Application:

Whitney Russell

List of organizations, businesses or government entities partnering for this request:

Office Phone:

518-538-7784

Cell Phone:

518-538-7784

Email Address:

Whitney@storiedboards.com

Website:

sunnysidepar3.com

Tax I.D. Number:

83-1707176

UEI Number:

Is this organization registered as a charitable organization under Section 510(c)(3) of the Internal Revenue Code?

No

Project Description and Budget

Project Name:

Sunnyside Par 3 Business Improvement Project

Select the ARPA category under which your project falls:

Address negative economic impacts: Respond to economic harms to workers, families, small businesses, and nonprofits, or impacted industries and re-hiring of public sector workers

Public Health Category:

Select Negative Economic Impacts Category:

Assistance to Tourism, Travel and Hospitality Industries

Small Business Category:

Rehabilitation of Commercial Properties or Other Improvements

Select Infrastructure Category:

Brief Project Summary/Description:

Project will add 1600 Sq ft to the existing clubhouse to allow for the installation of golf simulators. This project will help the business be operational during the winter months and will allow us to maintain staff through the winter months. Once complete the business will hire 2-3 additional full time, year-round employees. Sunnyside Par 3, has been a

member of the regional business community for over 60 years and with these improvement will continue to be for 60 more.

Project Benefits:

Since the current ownership purchased the business 4 years ago we have invested over \$250,000 to improve the clubhouse and golf course. at the time of purchase the business had 4 employees, currently we employ 14 full and part time employees and with the expansion we will be able to maintain staff year round. During the pandemic our restaurant provided takeout service and our golf course reopened to allow the public to get out and exercise in a safe way. July and August are currently our busiest months as we see many of the tourists that visit the area spend time on our golf course.

Additional Information:

, MB

Is this Project Associated with the Community Services Board?:

No

Explain how your project fits into the category selected:

Maintain and build a year round workforce of quality employment (staff average salary is currently \$18.00 per hour.) Provide health benefiting exercise option for the residents and visitors of Warren County.

How does your project fit into your organization's strategic plan?:

The project is the key to sustainability of the business.

How have your operations changed during the pandemic?:

We, as most other businesses, had to reinvent ourselves to provide take out meals during the closures and had to make changes to our golf operations to meet the requirements to reopen golf operations..

Project Start Date:

September 1, 2022

Project Completion Date:

January 1, 2023

Total Project Cost:

350,000

Total Funding Requested:

175,000

Organization Contributions

Monetary, Volunteer

Contribution Details

The owners will provide approximately 50% of the labor to construct the project with the balance of the work being completed by local contractors Owners will provide all required funds for the project.

Have you received any pandemic related funding from any government entity?

Yes

Please provide the source of funding:

SBA

Please provide the amount of funding received:

305,000

Have you applied for and been denied any pandemic related funding from any government entity?

No

Please provide the name of the program that denied funding:

Please provide the date of denial:

Has your organization received any funding from Warren County within the last five years?

No

What was the funding source?:

Please provide the amount of funding received:

Has the pandemic caused your organization to cancel major programs and/or fundraisers?

Yes

Please indicate the experienced and/or expected revenue loss from these instances:

We maintained all of our staff throughout the pandemic and used SBA funding to do so.

How will you measure the success of this funding towards addressing the category identified above? How will you sustain the program if the need continues after ARPA funding is exhausted?

The completion of the project will make the business sustainable year round by providing additional revenue streams.

Signature and Acceptance Page

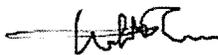
By electronically signing and submitting this application for funding you acknowledge and agree that the information stated upon the application is true, complete, and accurate, and shall become a record filed with the County of Warren. The applicant further acknowledges and agrees that:

- The applicant reviewed and understands all federal laws, regulations, rules and guidelines concerning ARPA and the eligible uses for ARPA funding stated by the United States Department of Treasury' final rule and that your entity shall comply with those rules and requirements.
- The applicant shall comply with all federal and New York State statutes, regulation, and rules.
- The applicant shall conform and comply with all federal, New York State, and local statutes, regulations, rules, policies, and grant agreement obligations if awarded ARPA funds to include, but not limited to: Article 15 of the New York State Executive Law; sections 220-e and 230 of the New York State Labor Law; and the Warren County Policy Against Discrimination and Harassment.
- The applicant represents and warrants to the County of Warren that if awarded ARPA Funds, then the applicant will disclose and report a complete accounting with backup documentation, as requested, concerning all ARPA Funds awarded to the applicant, on either a monthly or quarterly basis.
- The applicant acknowledges that submission of this application does not guarantee or form any obligation or expectation that the applicant will receive an award of ARPA funds.
- The County may require the applicant to submit additional or supplemental information or documentation in support of this application, and may request the applicant to appear and discuss the proposed use of ARPA Funds during a public meeting.
- The applicant acknowledges and represents that your organization does not discriminate on the basis of race, national origin, religion, age, gender, gender expression, disability, marital status, sexual orientation, or military status, as a part of any of its activities or operations, and shall not do so in the future.

CERTIFICATION

By signing below, on behalf of the applicant, I do hereby state that, being duly sworn I certify, under the pains and penalties of perjury, that the statements set forth by this application are true, complete, and accurate, to the best of my knowledge. I acknowledge that false statements made herein are punishable as a class A misdemeanor, as provided by section 210.45 of the New York Penal Law and that offering a false statement for filing is punishable as a class A misdemeanor under section 175.30 of the New York State Penal Law.

Signature:



Printed Name: Whitney Russell **Title:** co owner **Date:** June 22, 2022

ARPA: Warren County NY Application - Detailed Budget
Submitted Time: August 2, 2022 11:25 PM

Organization: Par 27 LLC /DBA Sunnyside Par 3

Budget Narrative

Personnel

None of the requested funding will be used for payroll or personal expense. Ownership will provide all construction work with the exception of the foundation and grading.

Supplies and Materials

The timber frame materials are being purchased From Mead Lumber in Queensbury and Storiedboards Reclaimed Lumber located in Lake George will provide the balance of the lumber materials. Foundation, electrical, heating and roofing will be supplied by local suppliers.

Local Travel

N/A

Small Operating Equipment

A "Square"brand POS system will be purchased and added to the existing system already in use.

Large Capital Equipment

Par 27 LLC will purchase "5" state of the art, Golf simulator systems. Systems will have the largest screens available at 10' in height and 16' wide, simulator booths will be largest in the area at 18'x20' Simulators will allow customers to play any professional golf course in the world. The Kitchen area will add a new combination walk-in cooler/freezer that will be energy efficient and allow food to be purchased in larger quantities which will save on delivery costs as well as food costs and energy.

Communication/Promotion

Sunnyside already has a large summer time following and our customer base is eagerly awaiting the addition of the pro shop and golf simulators which will increase customer satisfaction and loyalty in the winter months. In addition we plan to do an advertising blitz and grand opening to bring new customers to Sunnyside.

Other Expenses

Par 27 LLC has been working with the Hutchins Engineering team and attorney Jon Lapper since June 2021 to secure approval to expand the clubhouse and outdoor seating area.

Professional/Contracted Services

Foundation excavation and site work will be completed by local excavating contractor Ellsworth excavating and foundation will be poured by a local contractor to be secured in the next few weeks.



Project Budget Worksheet

Project Period Start Date: 10/1/2022

Project Period End Date: 1/1/2023

Par 27 LLC /Dba Sunnyside Par 3

Golf Simulator / Pro Shop Addition

8/2/2022

	Requested Warren County Amount	In-Kind	Total Project Budget
Personnel (include hourly or weekly salary rate)	\$ -	\$ 165,000.00	\$ -
			\$ -
			\$ -
			\$ -
Subtotal	\$ -	\$ 165,000.00	\$ -
Supplies and Materials			
Complete timber frame and material package	\$ 100,000.00	\$ 141,755.00	\$ 241,755.00
			\$ -
Subtotal	\$ 100,000.00	\$ 141,755.00	\$ 241,755.00
Local Travel			\$ -
			\$ -
			\$ -
Subtotal	\$ -	\$ -	\$ -
Small Operating Equipment (less than \$25k)			
POS System		\$ 2,350.00	\$ 2,350.00
			\$ -
Subtotal	\$ -	\$ 2,350.00	\$ 2,350.00
Large Capital Equipment (more than \$25k)			
Purchase/ install 5 complete golf simulator systems	\$ 70,000.00	\$ 78,300.00	\$ 128,300.00
Purchase walk-in Cooler / Freezer	\$ 2,100.00	\$ 18,900.00	\$ 21,000.00
Subtotal	\$ 72,100.00		\$ 149,300.00
Communication/Promotion			
Radio advertising	\$ 1,500.00	\$ 3,500.00	
			\$ -



Project Budget Worksheet

Project Period Start Date: **10/1/2022**
 Project Period End Date: **1/1/2023**

Par 27 LLC /Dba Sunnyside Par 3

		8/2/2022	
Golf Simulator / Pro Shop Addition			
Subtotal	\$ 1,500.00	\$ 3,500.00	\$ 5,000.00
Other Expenses			\$ -
Engineering for site plan and approval		\$ 6,911.00	\$ 6,911.00
Attorney Fees for site plan and approval		\$ 8,200.00	\$ 8,200.00
Design Fees for drafting and stamp on construction plans		\$ 4,200.00	\$ 4,200.00
Subtotal	\$ -	\$ 19,311.00	\$ 19,311.00
Professional/Contracted Services			\$ -
Foundation and site work	\$ 12,300.00	\$ 40,000.00	\$ 52,300.00
			\$ -
			\$ -
Subtotal	\$ 12,300.00	\$ 40,000.00	\$ 52,300.00
Project Total	\$ 185,900.00	\$ 450,216.00	\$ 470,016.00

7/2022 Ver.1

After uploading this budget, please be sure to complete the budget narrative explaining the budgeted line items. A more detailed budget may be requested at a later date.

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

Hello to Whom it May Concern,

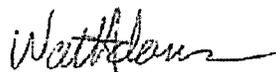
19 May 2022

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%

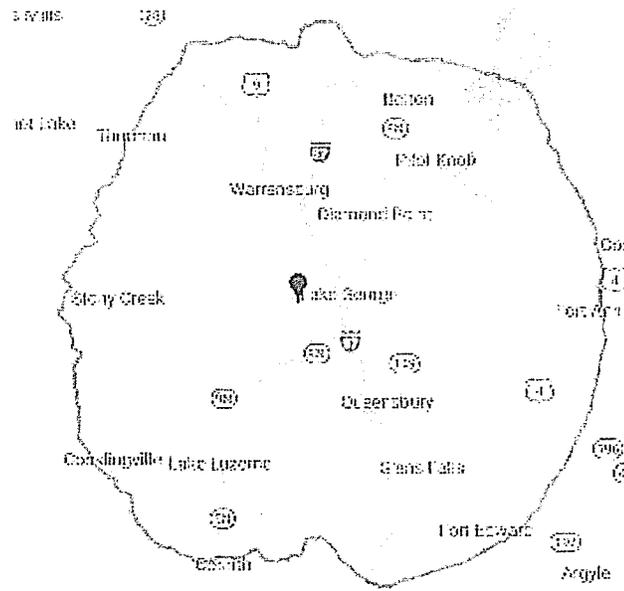
Android 14%

Data Set: May 1, 2021 - Apr 30, 2022



"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

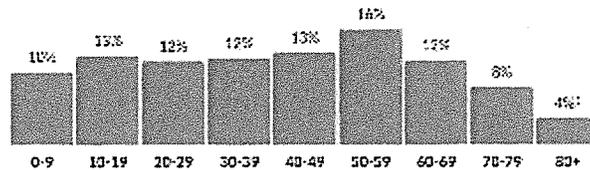
42.8

Median age

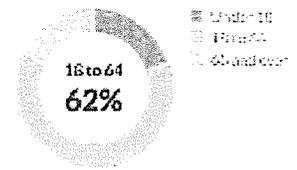
about 10 percent higher than the figure in New York (39)

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 80 percent of the amount in New York (\$82,108)

about the same as the amount in United States (\$64,710)

Transportation to work

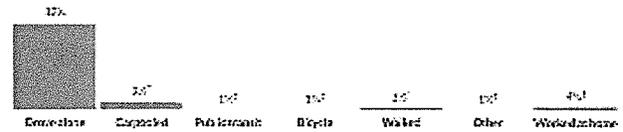
22.9 minutes

Mean travel time to work

(Average, in 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



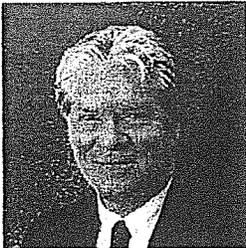
from Census Report - censusreporter.org (April 2021)

Data



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)

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

With Allow

SWORN to before me this 19th

day of May 2022

202 Notary Public:

Patricia McKinney-Schuster

Patricia McKinney-Schuster
Notary Public, State of New York
Residing in Warren County
No. 01MC6008147
My Commission Exp. June 8, 2026

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, Ricki Lee, of Lord 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.

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?

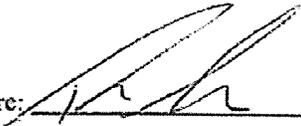
A4. Ryan Moore, County Administrator will be the point of contact for any contracts resulting from this RFP.

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 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.

- 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