



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
January 25, 2022**

Committee Members: MERLINO, Dickinson, Braymer, Wild, Runyon, Strough, and Leggett

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 Merlino

- II. Motion to approve minutes of December 7, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.

- III. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize an agreement with the Adirondack Regional Tourism Council to continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking.

Rationale: Annual funding supports a Regional Tourism Marketing program that includes digital and social media, website, email marketing, and mobile tracking analytics. Funding is matched by the New York State Matching Funds grant program in the amount of \$49,004.

 - b. **Resolution Request:** To re-appropriate \$35,000 from the Occupancy Tax Reserve for Granicus.

Rationale: Contract was scheduled to start in 2021 but was not received in the County Attorney's Office until January 12, 2022.

 - c. **Resolution Request:** To re-appropriate \$50,000 from the Occupancy Tax Reserve for Lake George Winterfest.

Rationale: Insurance certificate not received in 2021 for contract preparation.

IV. Discussion Items:

- a. Occupancy Tax Update, Mike Swan, Treasurer
- b. Hunden Strategic Research Project Update
- c. 2021 Year-in-Review, Joanne Conley, Director

V. Referrals:

- a. County Attorney directed to prepare an updated municipal agreement and occupancy tax spending guidelines to be presented at the next Committee meeting for review. (06.22.21)
Update: Supervisor Geraghty noted this would be addressed after he was able to meet with the County Attorney. (10.19.21)

VI. Privilege of the floor and public comment

VII. Motion to adjourn

Attachment #1: Resolution Request Form No. 20 to authorize an agreement with the Adirondack Regional Tourism Council.

Attachment #2: Resolution Request Form No. 7 to re-appropriate funds from the Occupancy Tax Reserve to pay Granicus.

Attachment #3: Resolution Request Form No. 7 to re-appropriate funds from the Occupancy Tax Reserve to pay Winterfest.

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: Tourism

DATE: 1/ /22

- (a) Purpose of Request: to continue the contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services

- (b) Details: Funding supports a Regional Marketing program that includes digital and social media, website, email marketing, and mobile tracking. Funding is supported by Matching Funds from NYS.

- (c) Previous Resolution Number: Res# 440 of 2021

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0001 470 - Tourism-Contract Business Promotion up to \$49,004

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

* as listed in budget and LOGOS



The Adirondack Regional Tourism Council (ARTC) is a consortium of seven counties that share resources to promote economic development through destination marketing. With funding provided by the member counties of Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren, and with the benefit of the ILNY Matching Funds, the Adirondack Regional Tourism Council will promote the Adirondack Region of New York State as a year-round vacation destination.

ARTC entered 2021 with a new website, refreshed logo, and a unifying brand mark, that helped to strengthen the awareness of the region as a top destination for outdoor enthusiasts, adventure travelers, history buffs, and cultural and culinary aficionados. These efforts will continue at a higher level in 2022 with a reinstatement of Matching Funds from New York State.

The plan will focus on attracting new visitors to the Visit Adirondacks website, SEO, Email Marketing, Public Relations and Social Media. The new website is more accurately tracking the flow of users, with the goal of linking them directly to their area of interest, both geographically to the respective county partner, and by desired activity.

The ARTC Board plans to contract with an individual or agency in 2022 for Administrative Assistant services, with direct oversight from the Board. These duties and responsibilities were divided among the Board members when a cut in Matching Funds forced the loss of a long-time program director. An Administrative Assistant will facilitate day-to-day operations, correspondence, monthly meetings, act as a project coordinator, and generally ease the extra workload placed on Board Members.

Adirondack Regional Tourism Council Officers and Board Members

President	Kristy Kennedy	Clinton
Vice President	Joanne Conley	Warren
Secretary	Brook Rouse	St Lawrence
Treasurer	Mary Jane Lawrence	Essex
Board Member	Jeremy Evans	Franklin
Board Member	Kristen Aucter	Lewis
Board member	Michelle Clement	Hamilton

Adirondack Regional Tourism Council Revenue

County	NYS Award Regional Amount	County Match	Total Regional Transfer
Clinton	24,502	24,502	49,003
Essex	24,502	24,502	49,003
Franklin	24,502	24,502	49,003
Hamilton	16,334	16,334	32,669
Lewis	7,191	7,191	14,382
St Lawrence	4,350	4,350	8,700
Warren	24,502	24,502	49,003
Total	125,882	125,882	251,764

Note: The above table and calculations are provided by I Love New York.

<p><u>Search Engine Optimization (SEO)</u></p> <p>ARTC will contract with Workshop to coordinate SEO. The team will coordinate content development to ensure that the content is optimized, while also focusing on the site goals of attracting first-time visitors and sending users to the appropriate county sites.</p>	<p>\$36,000</p>
<p><u>Social Media</u></p> <p>Each county is responsible for posting on Facebook, Instagram and Twitter, on a weekly rotating basis. Workshop will facilitate boosted posts throughout the year. Facebook, 114,000 followers; Instagram, 69,000 followers; Twitter, 15,700 followers.</p>	<p>\$36,000</p>
<p><u>Email Marketing</u></p> <p>The ARTC will work with Board members and the ROOST team to create our monthly Email Marketing newsletter, with a focus on outdoor recreation and seasonal activities. ROOST is providing design services and utilizing the ARTC mailing list to send via their software platform at no cost to the region.</p>	<p>\$0</p>
<p><u>Public Relations</u></p> <p>Workshop is providing Public Relations services to engage with travel media through strategic pitching and proactive outreach, with a goal of increasing media coverage and visits to the area.</p>	<p>\$16,941</p>
<p><u>Collateral</u></p> <p>Print and distribution of Adirondack Hiking (23,000), Paddling (12,000) and Fishing (10,000) Guides.</p>	<p>\$24,000</p>
<p><u>Research</u></p> <p>ROVE/AirDNA Short-term Rental Analytics and Mobile Location Tracking Analytics.</p>	<p>\$28,000</p>
<p><u>Website Maintenance, Hosting, Domain Renewals</u></p> <p>Contract with Workshop to cover various Hosting and Domain renewal fees, in addition to any new or additional functional elements for Website updates.</p>	<p>\$41,000</p>
<p><u>Accounting</u></p> <p>Meister Accounting will provide monthly financials and compile quarterly Regional Matching Funds reports.</p>	<p>\$15,750</p>
<p><u>Audit</u></p> <p>Alexander Edwards and Co, CPA, will provide annual audit reporting.</p>	<p>\$6,075</p>
<p><u>Simpleview</u></p> <p>Simpleview feed from I Love NY to www.VisitAdirondacks.com populates website listings.</p>	<p>\$8,000</p>
<p><u>Administration</u></p> <p>ARTC oversight is provided by the Board of Directors, one from each participating County. In 2022 the Board will seek a part-time administrative assistant to alleviate extra work done by board members.</p>	<p>\$40,000</p>
<p><u>Total</u></p>	<p>\$251,766</p>

RESOLUTION REQUEST FORM NO. 7***Request to Amend County Budget****

**If this is the result of a grant award, also complete and submit Form No. 5 or 6*

DEPARTMENT NAME: Tourism & Occupancy Tax Coordination

DATE: 1/25/22

- (a) Purpose of Amendment: to re-appropriate \$35,000 from the Occupancy Tax Reserve for Granicus; contract was not received in the County Attorney's Office until January 12, 2022. (See Res# 390 of 2021 attached)
- (b) Appropriation Code, Object Code, Full Title and Amount: A.6417.0001 470, Contract - \$35,000
- (c) Revenue Code (with title), and Amount: 881.00 Reserve, Occupancy Tax - \$35,000

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- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0002 470, Contract - \$35,000**

- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$35,000**

Warren County Board of Supervisors

RESOLUTION No. 390 OF 2021

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

AUTHORIZING AGREEMENT WITH GRANICUS TO LOCATE ALL SHORT-TERM RENTALS IN WARREN COUNTY

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with Granicus, 408 St. Peter Street, Suite 600, Saint Paul, Minnesota 55102, to locate all short-term rentals in Warren County for a term commencing September 20, 2021 and terminating September 19, 2022, in an amount not to exceed Thirty-Five Thousand Dollars (\$35,000), in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for said agreement shall be paid from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract, through an appropriation from the Occupancy Tax Reserve (Budget Code A.881.00) which shall be authorized by separate resolution.

RESOLUTION REQUEST FORM NO. 7

*Request to Amend County Budget**

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DEPARTMENT NAME: Tourism & Occupancy Tax Coordination

DATE: 1/25/22

- (a) Purpose of Amendment: to re-appropriate \$50,000 from the Occupancy Tax Reserve for Lake George Winterfest; insurance certificate not received in 2021 for contract preparation. (See Res# 494 and 508 of 2021 attached)
- (b) Appropriation Code, Object Code, Full Title and Amount: A.6417.0002 480, Tourism- Special Events - \$50,000
- (c) Revenue Code (with title), and Amount: 881.00 Reserve, Occupancy Tax - \$50,000

Warren County Board of Supervisors

RESOLUTION No. 494 OF 2021

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

AMENDING RESOLUTION NO. 229 OF 2021, AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2021 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING TO THE LAKE GEORGE WINTERFEST AND THE ADIRONDACK CHRISTKINDLMARKT

WHEREAS, pursuant to Resolution No. 229 of 2021, and amended by Resolution Nos. 280 of 2021, 332 of 2021, 391 of 2021 and 442 of 2021, the Chair of the Board of Supervisors was authorized and directed to execute standard form Warren County Tourist and Convention Development Agreements for occupancy tax funding with certain applicants, and

WHEREAS, at the October 19, 2021 Tourism & Occupancy Tax Coordination meeting, the Committee considered and approved a request from the following applicants for occupancy tax funding:

<u>Applicant</u>	<u>Event</u>	<u>Dates</u>	<u>Amount of Award</u>
Christian Dutcher	Lake George Winterfest	12/1/21 - 3/31/22	\$50,000.00
The Glens Falls Collaborative and the City of Glens Falls	Adirondack Christkindlmarkt	12/3/21 - 12/5/21	\$20,000.00
Nancy Nichols	The Lake George Winter Carnival, Inc.	1/28/22 - 2/27/22	\$50,000.00 <i>to be funded from 2022 occupancy tax revenues by separate resolution</i>

now, therefore, be it

RESOLVED, that Resolution No. 229 of 2021, as subsequently amended by Resolution Nos. 280 of 2021, 332 of 2021, 391 of 2021 and 442 of 2021 be, and hereby is, amended to authorize the Chair of the Board of Supervisors to execute the standard form Warren County Tourist and Convention Development Agreement with the above referenced applicants, for 2021 funding in the amount of Seventy Thousand Dollars (\$70,000) and to increase the total amount of occupancy tax funding to Six Hundred Two Thousand Dollars (\$602,000), to be expended from Budget Code A.6417.0002 480 Tourism/Occupancy, Occupancy Tax, Tourism-Special Events, as listed on the revised attached Schedule "A" with said agreements to be in a form approved by the County Attorney, and be it further

RESOLVED, that other than the changes outlined herein, all other terms and conditions of Resolution No. 229 of 2021, as amended by Resolution Nos. 280 of 2021, 332 of 2021 and 391 of 2021, will remain the same.

Warren County Board of Supervisors

RESOLUTION No. 508 OF 2021

RESOLUTION INTRODUCED BY SUPERVISORS BEATY, THOMAS, MCDEVITT, MERLINO, BRAYMER, DIAMOND AND BRUNO

**AUTHORIZING THE APPROPRIATION OF FUNDS FROM
THE OCCUPANCY TAX RESERVE TO THE TOURISM BUDGET;
AMENDING 2021 WARREN COUNTY BUDGET**

RESOLVED, that the Warren County Board of Supervisors hereby sets aside the rules previously established by the Board concerning the use of occupancy tax funds, and appropriates funds in an amount not to exceed Seventy Thousand Dollars (\$70,000) from the Occupancy Tax Reserve (A.881.00) to the following budget code:

CODE	DEPARTMENT	AMOUNT
A.6417.0002 480	Tourism/Occupancy, Tourism, Tourism-Special Events	\$70,000.00

and be it further

RESOLVED, that the Warren County Budget for 2021 be, and hereby is, amended accordingly.