



**Joint Tourism/Occupancy Tax Coordination Committee  
AGENDA  
December 12, 2022**

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

Occupancy Tax 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.*

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- I. Committee meeting called to order by Chairman Dickinson
  
- II. Motion to approve minutes of the November 21, 2022 Tourism and Occupancy Tax Committee Meeting.
  
- III. Privilege of the floor and public comment
  
- IV. Action Agenda/New Business Items:
  - a. Resolution #1: Approve Notice of Intent to Fill Vacant Position – Permanent Part-Time Principal Account Clerk  
Rationale: Position has been filled on a temporary part-time per diem basis through December 31, 2022
  - b. Resolution #2: Approve Creation of Temporary Tourism Coordinator position and Intent to Fill Vacant Position  
Rationale: To allow for continuity of essential office functions and partnership obligations in the absence of, and ongoing support of, the Tourism Director
  - c. Resolution #3: Amend 2022 contract with Adirondack Cycling Advocates to approve spending \$8,500 of the original award for excavator work at Dynamite Hill Recreation Area.  
Rationale: This expenditure will replace the \$5,000 initially requested for French Mountain signage and \$4,000 for Fix It Stations/Bike Lights & Bells.
  - d. Address 2023 Lake George Winter Carnival application
  - e. Address 2023 Greater Glens Falls Amateur Athletic Championship Association application  
- Boys Basketball Tournament application

- V. Discussion Items:
- a. Treasurer's Report, Mike Swan
  - b. Warren County Audit/Management Letter relating to Occupancy Tax – Mike Swan
  - c. Workshop available to discuss 2023 Winter Media Campaign strategies
  - d. Address former Tourism Director's comments in resignation letter - Craig Leggett, Acting Warren County Administrator
  - e. Reconsider Hunden Strategic Partners proposal under WC-33-22 - Request for Proposals for Tourism Revitalization and Rejuvenation Services - tabled at August 19,2022 Board Meeting

VI. Referrals: None

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

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Attachment #1: Resolution Request Form No.12 – Notice of Intent to Fill Vacant Position –  
Permanent Part-Time Principal Account Clerk

Attachment #2: Principal Account Clerk Job Description

Attachment #3: Resolution Request Form No. 11- Request to Create New Position – Temporary  
Tourism Coordinator

Attachment #4: Resolution Request Form No. 12 – Notice of Intent to Fill Vacant Position –  
Temporary Tourism Coordinator

Attachment #5: Tourism Coordinator Job Description

Attachment #6: Resolution Request Form No. 20 – Adirondack Cycling Advocates

Attachment #7: Application – Lake George Winter Carnival

Attachment #8: Application – Greater Glens Falls Amateur Athletic Championship Association

Attachment #9: Hunden Strategic Partners proposal

RESOLUTION REQUEST FORM NO. 12

Schedule "A"

NOTICE OF INTENT TO FILL VACANT POSITION

This notice of intent is filed whenever a department head plans to fill an existing funded position in their budget that is vacated due to a retirement, resignation, termination or promotion. This notice may not be used for requests to create a new position. For complete instructions on the procedure to be followed, see the reverse of this form.

DEPARTMENT HEAD COMPLETES THIS SECTION

Department: Tourism Department Payroll Dept. No: 5303
Title of Position: Principal Account Clerk Base Salary of Position: \$47,667 Grade: 10
Filling at Step # (If Known): 22 (\$28.1942/hr)
Budget code and title: Salaries -Part Time Tourism A.6417.0001.130 Union Non-Union
This position is vacated due to: Retirement Resignation Termination Promotion Other
Employee No./Last Name: 9949/Grant (part-time per diem) Date of Vacancy: January 1, 2023
Is this position mandated? Yes No Is the position reimbursable? Yes No
Source of reimbursement: Federal % State % Other %

CIVIL SERVICE STATUS AND HUMAN RESOURCES DIRECTOR APPROVAL

Competitive-active eligible list Competitive-no list (hiring would be provisional) Non-Competitive Other
Actual Impact to Budget Report will be provided monthly by Human Resources Director
Candidate's qualifications must be approved by Personnel Officer prior to hiring.
Human Resources Director has approved this form when initialed.

COUNTY ADMINISTRATOR COMPLETES THIS SECTION

The Administrator has no objection to the filling of the vacancy.
The Administrator objects to the filling of the vacancy.

Administrator Signature Date 12-7-22

BUDGET OFFICER COMPLETES THIS SECTION

The Budget Officer has no objection to the filling of the vacancy.
The Budget Officer objects to the filling of the vacancy.

Budget Officer Signature Frank E. Thomas Date

SUPERVISORY COMMITTEE COMPLETES THIS SECTION

Name of Committee Tourism
The committee has no objection to the filling of the vacancy.
The committee objects to the filling of the vacancy.
In the case of an emergency, Committee Chair has no objection to the filling of the vacancy.
In the case of an emergency, Committee Chair objects to the filling of the vacancy.

Ranking Committee Member Signature Date 12/12/22

**PRINCIPAL ACCOUNT CLERK- TOURISM**  
**(Part-time/ Per-Diem)**

**DISTINGUISHING FEATURES OF THE CLASS:** An incumbent in this position is responsible for independently performing difficult and complex account keeping functions in the Tourism Department as well as for the Occupancy Tax Committee and Park Operations & Management Committee. The work is performed under general supervision in accordance with outlined policies or procedures allowing for independent judgment in planning and carrying out the details of the work. Difficult technical or policy problems are referred to the Director for decision making or review of recommendations. Does related work as required.

**TYPICAL WORK ACTIVITIES:** (Illustrative only)

*For the Tourism Department and Occupancy Tax Committee:*

Plans and performs the processes relating to maintaining and checking a wide variety of financial records and reports;  
Oversees and assists in the classification of a complex variety of receipts and expenditures and the distribution of costs according to prescribed codes;  
Performs the audit of varied accounts, claims and records and the preparation of reports thereon;  
Performs the compilation, preparation and analysis of a variety of complex financial and statistical records and reports;  
Assists in the preparation of annual operating budgets and ensures the maintenance of necessary financial controls;  
Assists in the preparation of five-year projection reports;  
Reviews contract terms for compliance with payment terms, proof of insurance, county policies, etc.;  
Processes purchase orders and related reports;  
Conducts correspondence in connection with financial matters;  
May attend meetings and draft related resolutions;  
Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;  
Performs related work as assigned.

*For Park Operations & Management Committee:*

Assists the Village of Lake George in obtaining necessary documentation for rental of Festival Space including insurance and payment;  
Attends Committee meetings;  
Prepares resolutions.

**REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:**

Thorough knowledge of current methods used in keeping and checking financial records and reports;  
Thorough knowledge of office terminology, procedures and equipment;  
Thorough knowledge of business English;  
Good knowledge of current general and government accounting;  
Proficiency in the use of computer applications such as spreadsheets, word processing, calendar, e-mail and computer applications used for accounting and financial management;

Ability to plan, assign and supervise the work of account keeping and clerical assistants;  
Ability to understand and carry out complex oral and written directions;  
Ability to make arithmetic computations rapidly and accurately;  
Ability to prepare correspondence and reports;  
Ability to secure the cooperation of others;  
Ability to deal effectively with the public;  
Ability to readily acquire familiarity with departmental organization, functions, laws, policies and regulations;  
Sound judgment in solving complex account keeping problems;  
A high degree of accuracy, initiative and resourcefulness;  
Initiative, tact; courtesy; integrity.

**MINIMUM QUALIFICATIONS:**

Graduation from high school or possession of a high school equivalency diploma and:

- A. Bachelor's Degree or higher in accounting, finance, business administration or related field:  
or
- B. Associate's Degree in accounting, finance, business administration or related field and two (2) years of progressively responsible experience in maintaining financial accounts and records; or
- C. Four (4) years of progressively responsible experience in maintaining financial accounts and records.

**NOTE:** Education beyond the secondary level must be obtained from an institution that is a regionally accredited or New York State registered college or university.

WC: 2004; 2022  
JC: Competitive

# RESOLUTION REQUEST FORM NO. 11

## Request to Create New Position

DEPARTMENT NAME: Tourism

DATE: 12/7/22

- (a) Title of Requested Position: **Tourism Coordinator (Temporary)**
- (b) Annual **Base** Salary (and Grade if Applicable): **\$66,781 (OOU-12, I-3)**
- (c) Effective Date for New Position\*: **December 19, 2022**  
*\*Please do not backdate unless the purpose is to correct an error.*
- (d) List Any Position in the Department's Table of Organization Being Deleted as a Result of this Request: (Include annual salary and grade if applicable):  
  
N/A
- (e) Where are Funds in the Budget for this Position?  
List Budget Code, Object Code, Full Title and Amount:  
  
YES
- (f) Is a Budget Transfer needed?  YES  NO  
If yes, please complete Resolution Request Form No. 10 – Transfer of Funds  
If no, please provide details on how the increase will be funded with the current budget:
- (g) Has Personnel Officer Reviewed and Approved of the New Position Title?  YES  NO  
*(This is necessary **BEFORE** bringing the request to committee)*
- (h) Is this a mandated position?  YES  NO  
If yes, please explain:
- (i) Is there expected revenue from this position?  YES  NO  
If , please explain and complete Resolution Request Form No. 07 – Amend County Budget to recognize revenue:

# RESOLUTION REQUEST FORM NO. 12

Schedule "A"

## NOTICE OF INTENT TO FILL VACANT POSITION

This notice of intent is filed whenever a department head plans to fill an *existing* funded position in their budget that is vacated due to a retirement, resignation, termination or promotion. This notice may not be used for requests to create a *new* position. For complete instructions on the procedure to be followed, see the reverse of this form.

### DEPARTMENT HEAD COMPLETES THIS SECTION

Department: TOURISM DEPARTMENT Payroll Dept. No: \_\_\_\_\_  
Title of Position: TOURISM COORDINATOR (Temporary) Base Salary of Position: \$66,781 (OOU-12, I-3) Grade: \_\_\_\_\_  
Filling at Step # (If Known): \_\_\_\_\_  
Budget code and title: A. 64.7.0001 110 Union  Non-Union   
This position is vacated due to:  Retirement  Resignation  Termination  Promotion  Other  
Employee No./Last Name: N/A Date of Vacancy: \_\_\_\_\_  
Is this position mandated?  Yes  No Is the position reimbursable?  Yes  No  
Source of reimbursement:  Federal \_\_\_\_\_%  State \_\_\_\_\_%  Other \_\_\_\_\_%

### CIVIL SERVICE STATUS AND HUMAN RESOURCES DIRECTOR APPROVAL

Competitive-active eligible list  Competitive-no list (*hiring would be provisional*)  Non-Competitive  Other \_\_\_\_\_  
**Actual Impact to Budget Report will be provided monthly by Human Resources Director.**  
**Candidate's qualifications must be approved by Personnel Officer prior to hiring.** Pass 12/1/22  
**Human Resources Director has approved this form when initialed.** 12/7/22

### COUNTY ADMINISTRATOR COMPLETES THIS SECTION

The Administrator has no objection to the filling of the vacancy.  
 The Administrator objects to the filling of the vacancy.  
Administrator Signature [Signature] Date 12-8-2012

### BUDGET OFFICER COMPLETES THIS SECTION

The Budget Officer has no objection to the filling of the vacancy.  
 The Budget Officer objects to the filling of the vacancy.  
Budget Officer Signature Frank C. Thomas Date 12/12/22

### SUPERVISORY COMMITTEE COMPLETES THIS SECTION

Name of Committee Tourism  
 The committee has no objection to the filling of the vacancy.  
 The committee objects to the filling of the vacancy.  
 In the case of an emergency, Committee Chair has no objection to the filling of the vacancy.  
 In the case of an emergency, Committee Chair objects to the filling of the vacancy.  
Ranking Committee Member Signature [Signature] Date 12/12/22

## TOURISM COORDINATOR

**DISTINGUISHING FEATURES OF THE CLASS:** An employee of this position is responsible for oversight of daily administrative functions in the Warren County Tourism Department. Duties may include coordinating and monitoring departmental program activities, as well as administrative oversight of support staff. The work involves the frequent exercise of independent judgement. Supervision on major Department activities is received from the Chairperson of the Warren County Tourism Committee with leeway for input on scope and direction of Tourism activities. Performs related work as required.

**TYPICAL WORK ACTIVITIES:** (illustrative only)

Oversees administrative functions and performs administrative tasks relating to Department programs and grants;  
Oversees contractual programs with outside agencies involved in promotional activities for Warren County;  
Exercises administrative authority to sign documents relating to Department programs and grant requirements;  
May represent agency at travel shows, chambers of commerce meetings or other promotion type activities;  
Reviews with Tourism Committee on-going programs and finances within Department;  
Implements directives from Tourism Committee on planning, policy and direction of Tourism programs;  
Maintains complex records on the activities of the department;  
Maintains good working relationships with media representatives;  
Performs those functions normally associated with daily administration of a public department.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of publicity and public relations principles and methods;  
Good knowledge of the programs, policies and practices of the Warren County Tourism Department;  
Good knowledge of the geographical attractions and activities of Warren County;  
Working knowledge of procedures of producing and distributing printed tourism public relation and informational material;  
Ability to effectively prepare written correspondence and technical reports;  
Reliability, initiative, good judgment; initiative.

**MINIMUM QUALIFICATIONS:** Graduation from high school or possession of a high school equivalency diploma and

- A. Bachelor's degree or higher in public relations, journalism, tourism, public information, hotel and restaurant management or related field and two (2) years of experience in a position dealing with public relations, publicity or tourism promotion, hotel management or restaurant management; or
- B. Associate's Degree in public relations, journalism, tourism, public information, hotel and restaurant management or related field and four (4) years of experience in a position dealing with public relations, publicity or tourism promotion, hotel management or restaurant management; or
- C. Six (6) years of experience in public relations, journalism, tourism, public information, hotel and restaurant management or related field and two years of experience in a position dealing with public relations, publicity or tourism promotion, hotel management or restaurant management.

WC: 1993, 2022

JC: Competitive

# ***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/ Occupancy Tax Coordination Committees**

**DATE: 12/12/22**

- (a) Purpose of Request: Revise 2022 Occupancy Tax contract with Adirondack Cycling Advocates, Inc. to include as an expense excavator work at the Dynamite Hill Recreation Area for \$8,500
  
- (b) Details: This expense will replace the \$5,000 requested for French Mtn signage and \$4,000 for Fix It Stations/Bike Lights & Bells
  
- (c) Previous Resolution Number: Res# 570 of 2021
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480, Tourism - Special Events \$8,500 of \$20,000 award

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

\* as listed in budget and LOGOS



**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: \$ 50,000. —

**A. CONTACT INFORMATION**

- 1.) Name of Applicant/(s) Organizer(s)/ Main Point of Contact  
Lake George Winter Carnival Inc
- 2.) Address:  
PO Box 663 Lake George, N.Y 12845
- 3.) Email/Cell phone:  
518 744-1556 / LGWC Chair Nichols@gmail.com
- 4.) Estimated Event Duration (including set-up/clean up times):  
6 weeks
- 5.) Anticipated Number of Attendees 150,000 plus over 4 weekends
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): All

**B. EVENT INFORMATION**

- 1.) Name of Event: Lake George Winter Carnival
- 2.) Date & Time of Event: 11/26, 1/28, 2/4, 5, 11, 12, 18, 19, 25, 26  
 Peak Season (June-September)     Off-Peak (October-May)
- 3.) Location of Event:  
Town and Village of L.G and Area
- 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.



- 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: 61 years                      Date started: 1961

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.*

See Sheet

9.) Total number of attendees projected? 200,000 plus                      Previous year's attendees? 200,000 plus

10.) How will you track attendance and room nights?  
Surveys from hotels, zip codes, event registrations, parking lots

11.) Number of day visitors projected? 25% to 50% weekend depended

12.) How did you determine this percentage (surveys, zip codes, etc.)?  
Zip Codes at Registrations, Surveys from hotels

13.) Number of overnight guests projected? 50% to 95%

14.) How did you determine this percentage (surveys, zip codes, etc.)?  
Survey's with hotels

15.) Number of overnight accommodations used in previous year? 5,000 plus

16.) Average length of stay per guest? 1-7 days

17.) How did you determine total number of overnight rooms?  
Hotel Survey's comparing January to February

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.

We work with the LG Chamber

**C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING**

1.) Amount of Occupancy Tax Funding Requested: \$ 50,000. —

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



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

4.) Total Cost to be borne by the organizer for the event: \$ 94,105 per NN 12/8/22 by

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 \$ 25,000. - 50,000 per NN 12/8/22 by

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.)  
 \$ \_\_\_\_\_

7.) Anticipated total revenue from the event: \$ 105,700.00

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

To put heads in beds during the winter, and create tourism in the winter months for families

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 50,000. - # of yrs. 5+  
 NO

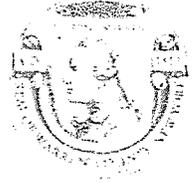
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?  
NONE

11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ 10,000. - # of yrs 6 yrs ago  
 Municipality? Village / Town Lake George  
 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? NA

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:  
 \_\_\_\_\_  
 \_\_\_\_\_



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) The LGWC promotes this event year long.

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 80%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
Local, Regional NY and neighboring states in print, T.V., Radio and Social media. National by Social media and TV

5.) Who is your target audience and/or demographic?  
Young families to senior citizens

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](mailto:hanifink@warrencountyny.gov) for further clarification)  
DOH, DEC, Village of L.G.

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  
Police for parade and EMT for motorized events

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.

Nancy Beattie-Nichols  
Signature of Responsible Party

Nov. 29, 2022  
Date

Nancy Beattie - Nichols  
Name

Co-Chair  
Title

Lake George Winter Carnival  
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](mailto:Girardp@warrencountyny.gov) for specific logo files or for any placement questions.

AFFIRMATION

I, Nancy Beattie-Nichols, as representative for Lake George Winter Carnival (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Nancy Beattie-Nichols  
Signature

November 29, 2022  
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, tradeshows, 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: Lake George Winter Carnival EVENT DATE: 11/26, 1/29, 2/4, 5, 11, 12, 18, 19, 25, 26

What is your zip code? 12845

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, Evening Activities

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, 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: Lake George Winter Carnival  
 Event Date (and rain date if any): 11/26, 1/29, 2/4, 5, 11, 12, 18, 19, 25, 26  
 Event Type: Family Winter Fun  
 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	\$ <u>5,000</u> -	\$ _____ Newspaper (indicate which) _____
	\$ <u>2,000</u>	\$ _____ Magazine (indicate which) _____
	\$ <u>3,000</u>	\$ _____ Brochure (indicate distribution) _____
	\$ _____	\$ _____ Direct Mailer (indicate distribution) _____
	\$ <u>5,000</u> -	\$ _____ Other print advertising: <u>Booklet</u>
Digital Ads	\$ _____	\$ _____ Google Display/Search Engine Marketing
	\$ _____	\$ _____ Facebook
	\$ _____	\$ _____ Instagram
	\$ _____	\$ _____ Other social media _____
	\$ _____	\$ _____ Purchased email lists
	\$ <u>6,000</u>	\$ _____ Other digital advertising <u>TV</u>
Billboards/Outdoor Advertising		
	\$ <u>1,000</u> -	\$ _____ Billboard/banner
	\$ <u>3,000</u> -	\$ _____ Poster <u>Selfies Cut outs</u>
	\$ <u>1,000</u> -	\$ _____ Other Outdoor Advertising
Other Advertising Expenses		
	\$ <u>8,500</u> -	\$ _____ Radio, TV (indicate stations)
	\$ <u>6,500</u> -	\$ _____ Creative Design
	\$ <u>1,500</u> -	\$ _____ Other advertising expenses
<b>TOTAL EVENT MARKETING/ADVERTISING EXPENSES</b>	<b>\$ <u>42,500</u> (estimated)</b>	<b>\$ _____ (actual)</b>

- 1) When will your event marketing campaign begin/end? Year Round
- 2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?  
See Marketing Plan Attached
- 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)  
Tri State area and New England States. Many of our participants are from Western NY ; NYC area and N.J.
- 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)  
We target all age groups for activities, The LGWC has many family activities along with motorized events. We have car, snowmobile and Motorcycle sanctioned events.
- 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).  
We have already met with IceCastles and Winterfest at the LG Chamber, to go over a plan for 2023. LGWC participate with Warren County Tourism and our Chamber to cross market all events





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](mailto:EventsEMS@warrencountyny.gov)

Name of Event: Lake George Winter Carnival Parade

Dates of Event: Feb 4, 2023

Number of attendees expected (Adult/youth): 4,000 plus

Host Municipality/Location: Lake George Village

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

Parade from Fort William Henry to  
Amburst St.

Main Organization Point of Contact:

Name: Marissa Marco / Jessyca Durrah

Organization: Lake George Winter Carnival

Phone: 518 307-9638 / 518 496-6777

Email: lgwcsecretary@gmail.com / lgwcchairdurrah@gmail.com

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

Police for lane closure

4X4 Races	\$3,000.00	
Ambulance	\$3,000.00	
ATV Scavenger Hunt	\$1,000.00	\$4,000.00
Awards/Plaques	\$750.00	
Bands/Entertainment	\$3,000.00	
Banners	\$1,000.00	
Basket raffle	\$200.00	
Bed Tax County		\$50,000.00
Bed Tax Town		
Bed Tax Town/Village		
Bon Fire	\$600.00	
Booklet	5,000.00	\$9,500.00
Car Races	\$3,500.00	
Carvers	\$4,000.00	
Carvings/Slide	\$6,500.00	
Chamber Membership	\$120.00	
Childrens Activities (indoor)	\$1,000.00	
Concession	\$3,000.00	\$6,000.00
Cook-offs	\$1,500.00	\$4,500.00
Cooking Show	\$2,000.00	
Distribution/Gas	\$1,000.00	
Fees and Licenses	\$500.00	
Fire Works	\$10,000.00	
Gala Auction	\$200.00	\$4,000.00
Gala Dinner	\$7,000.00	\$5,000.00
Games	\$1,000.00	
Gas/Security	\$750.00	
Golf	\$500.00	\$700.00
Helicopters/Vendors		\$5,000.00
Hot Choc Bar	\$4,000.00	\$5,000.00

Insurance	\$17,000.00	
Jackets	\$1,000.00	
Mascots	\$1,000.00	
Motorcycle Races	\$6,000.00	
Newspaper Advertising	\$6,500.00	
Non Ice Events	\$2,000.00	
Office Supplies	\$1,500.00	
Opertation Expenses	\$3,000.00	
Outhouse Race	\$2,000.00	
Parade	\$500.00	
Pet Show/Dogs have Talent	\$400.00	
Petting Zoo		
Post Office Box	\$85.00	
Radio Advertising	\$8,500.00	
Raffle	\$13,000.00	\$4,000.00
Samores	\$2,000.00	
Snow Cross	\$6,500.00	
Snowblowing	\$300.00	
Souveniers	\$3,000.00	\$7,000.00
Sunday Activities(Beach,Snow	\$1,000.00	
Sunshine	\$500.00	
Tents	\$700.00	
Thank You Night	\$1,500.00	
Trifolds	\$1,500.00	
Tye Dye	\$5,000.00	\$5,000.00
Web-Site/Social Media	\$2,500.00	
	Budget 2023	Anticipated Income

	\$144,105.00	
		\$105,700.00

144105  
105700  

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38405



# Lake George Winter Carnival

Post Office Box 663

Lake George, New York 12845

## Marketing Plan for 2023 Lake George Winter Carnival

### **Print:**

**Trifolds** to be distributed during the Summer Tourist season advertising the upcoming 61th year of The LGWC

**Lake George Winter Carnival Booklet** distributed throughout the state

### **Newspaper articles and ads:**

The Post Star

The Lake George Mirror

The Sun

The Chronicle

The Saratogian

The Times Union

The Gazette

Articles are also sent to papers in Utica, Syracuse, Rochester and Down State

The AAA booklet distributed in NY State

North Country Living Magazine distributed also  
distributed in Canada

Lake George Guide

Adirondack Balloon Festival Booklet

Warren County Tourism Booklet and events

**Electronic and Social Media**

Facebook followers on the LGWC site with 328.000  
likes

Web page <http://www.lakegeorgewintercarnival.com/>  
hosted by Mannix marketing

Our posts are shared by local businesses, sport  
participants and visitors.

We also are featured on LakeGeorge.com

### **Television**

All local stations and some national cover LGWC  
events throughout the month.

LGWC is working on this year's 60th Anniversary,  
National Coverage with personalities who vacation in  
the area. We are hoping for our contacts to make this  
work.

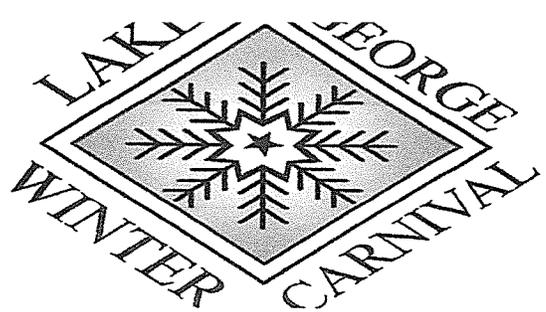
### **Radio**

Weekly paid spots with all the major local and Vermont Radio Stations along with PSA's that reach the Tri-State area.

# LAKE GEORGE WINTER CARNIVAL

Post Office Box 663

Lake George, New York 12845



Dear Warren County Board of Supervisors Bed Tax Committee

Once again The Lake George Winter Carnival would like to thank you for granting us Bed Tax money. We are proud of being an all volunteer-organization in our 60th year. Our members consist of all ages, some are business owners, school teachers, lawyers, nurses, retirees, artists, and students who work together to bring tourism to Warren County.

This year mother nature gave us ice on the lake and a beautiful old fashioned winter. LGWC had an amazing month with four successful weekends that filled the hotels, restaurants, stores, and gas stations to capacity, especially the middle weeks.

Saturday's ever- popular Cookoffs where all four weekends had record breaking attendance, Other events such as,complimentary "Make your own Sundae Sunday", "Hot chocolate bar", along with a bonfire and s'mores prior to the fireworks proved to be a big hit. On the beach, this year's design featured the Warren County Tourism logo that is now being proudly worn by 1153 children and adults showing their creativity. Arts and crafts featured for a little warm up time were offered at the Marriott. Families enjoyed the new games, petting zoo, horse carriage and pony rides. The Glacier golf tournament sporting 9 holes on the smoothest ice course ever was a major hit with attendance the highest ever.

The ever popular Out House race is making plans to expand on next year's contest.

ATV Scavenger hunt has been expanded to 2 weekends with great enthusiasm.

Our 4 legged friends look forward to every Saturday and Sunday to show their talent at our weekly Dogs Have Talent Show winning bragging rights for the pooch and for their owners local gift certificates.

That event followed by the Polar Plunge that this year had the most participants ever who were very brave to go into the chilly water.

The newest additions as a fan favorite is the frying pan toss and keg toss. The LGWC have some great stories on these events and the participants' techniques and seriousness to win.

The Carnival weekends had plenty of ice for activities except the car and motorcycle races at the last minute had to be canceled due to the rain storm with heavy wet snow that was hard to plow. Many of the participants still came to our area to enjoy the Carnival and are looking forward to 2023 races.

In addition to the Ice Castles event, the two events Lake George Winter Carnival and Ice Castles complemented each other with visitors in attendance with time to attend both activities. This made the trip to Lake George a wonderful family experience for people to enjoy our area.

This Winter did bring a lot of visitors to our area over 150,000. who totally enjoyed the experience in Lake George and surrounding areas, for multiple nights in area hotels. (See enclosed data) The Lake George Winter Carnival members feel we had a totally successful Winter Carnival and look forward to many more creative activities next year. We are pleased with the many people who came to the area. Lake George Winter Carnival received the best validation by locals and visitors alike who felt this was one of the best and most attended carnivals in a long time.

Enclosed in our folder are the zip codes, hotel information, email addresses of some participants and digital questionnaire of attendees and suggestions for improvement for our Winter activities in Warren County.

Once again Thank You from Lake George Winter Carnival for your help in making the Winter Tourism in this area such a big success.

Nancy Nichols Co Chair  
Jessyca Darrah Co Chair



**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: \$ 40,000

**A. CONTACT INFORMATION**

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: Greater Glens Falls Amateur Athletic Championship Association (CGFAACA)
- 2.) Address: PO Box 4680
- 3.) Email/Cell phone: Chip Corlew cell: (518) 744-0043
- 4.) Estimated Event Duration (including set-up/clean up times): 3-Day Events 3/17/23 - 3/19/23
- 5.) Anticipated Number of Attendees: 300+ Athletes / 15,000+ Attendees
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 75+

**B. EVENT INFORMATION**

- 1.) Name of Event: NYS PHSAA Boys Basketball Championships
- 2.) Date & Time of Event: 3/17/23 - 3/19/23  
 Peak Season (June-September)      Off-Peak (October-May)
- 3.) Location of Event: Cool Insuring Arena
- 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.



- 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: 38 years Date started: 1981

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.*

Please see the Attached

9.) Total number of attendees projected? 15,000+ Previous year's attendees? 11,500

10.) How will you track attendance and room nights?  
Hotel partnerships, zip codes, and direct correspondence

11.) Number of day visitors projected? 5,000+

12.) How did you determine this percentage (surveys, zip codes, etc.)?  
Window sales, online ticket sales, data collection

13.) Number of overnight guests projected? 2,000+

14.) How did you determine this percentage (surveys, zip codes, etc.)?  
Hotel Partnerships, zip codes/data collection

15.) Number of overnight accommodations used in previous year? 2,000

16.) Average length of stay per guest? 1-2 nights

17.) How did you determine total number of overnight rooms?  
Schedule working with hotels using a code to determine overnight stay and track guests

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.

Not at this time

**C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING**

1.) Amount of Occupancy Tax Funding Requested: \$ 40,000

2.) Ticketed event:  YES Price of tickets: \$ N/A at this time  NO



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: \$ 47,100

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 \$ 47,100

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.)

\$ Please see Attached

7.) Anticipated total revenue from the event: \$ All Proceeds go to NYSPHSAA

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

The event is a NYSPHSAA event. we will crown a champion in each of the five (5) classifications - AA, A, B, C & D.

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 30,000 # of yrs. 1 year (since Covid)  
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?  
We are asking Glen Falls & Queensbury.

11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ \_\_\_\_\_ # of yrs \_\_\_\_\_  
 NO

Municipality? Glen Falls in Nothing during Covid-19

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? N/A

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:



**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) January 1, 2023

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 50%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
All 11 Sections throughout New York State

5.) Who is your target audience and/or demographic?  
18+, M+F

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](mailto:hanifink@warrencountyny.gov) for further clarification)  
N/A

**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  
Coal Insuring Agency, City of Glens Falls Police, Glens Falls Fire Dept. and EMS

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.

Timothy J. LaSasso  
Signature of Responsible Party

12-7-22  
Date

Timothy J. LaSasso, Secretary  
Name

Secretary  
Title

Greater Glens Falls Amateur Athletic Championship Assoc.  
Organization

Page 1**Print Ads: \$3,000**

- The Post-Star
- The Chronicle

**Billboards/Outdoor: \$4,500**

- Large Double-Sided Street Banner (Crandall Library on Glen Street) - \$2,200
- 24x4 Banners (Lamp posts throughout Downtown Glens Falls Central Business District) - \$1,000
- Posters & Flyers (Distributed throughout Warren County) - \$250
- Invites (State Officials Meet & Greet Dinner) - \$50
- Street Art (Local Artists & Students)- \$1,000

**Digital Ads: \$7,000**

- Facebook & Instagram - \$5,000
- LinkedIn - \$250
- Google - \$250
- Warren County Tourism E-Blasts: \$1,000
- Mannix Marketing (Guide Sites): \$500

**Radio: \$2,000**

- Regional Radio Group (WCKM & Hits 95.9FM)
- Adirondack Broadcasting (Froggy & Various other stations)

**Marketing Management (Normandin Marketing): \$7,500**

- Strategic Planning
- Brand Development
- Website & Technical Consulting
- Creative Production
- Digital Marketing
- Community Fan Engagement & Experience Creative (Before & During the Event)
- Advertising & Media Buying
- Event Photography
- Video Production (For Paid Social Content)
- Public Relations
- Comprehensive Event Growth Management

**Other: \$6,000**

- NYS Tournament Officials Meet & Greet Event (Pre-Event Dinner)
- NYS Basketball Hall of Fame Induction Ceremony
- Video Filming & Post-Production

PAGE 2

TOTAL 30,000



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](mailto:Girardp@warrencountyny.gov) for specific logo files or for any placement questions.

**AFFIRMATION**

I, Timothy J. LaSasso, as representative for Greater Glens Falls Amateur Athletic Championship Assoc. (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Timothy J. LaSasso Secretary  
Signature

12-7-20  
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.**

Championship Association, Inc. (GGFAACA, Inc.)			
Budget			
2022-2023 Basketball Tournament			
Revenues		\$ 7,100	
Estimated expenses:			
Civic Center Rental		\$ 20,000	
Printing & Advertising		20,000	
Entertainment · Reception		1,500	
Food Committee/Volunteer Meals		1,650	
Supplies		1,100	
Security		700	
Other · Music at Event		500	
Other · Insurance		1,300	
Other · Dues		350	
Total estimated expenses		47,100	
Total Occupancy Tax Grant Funds Requested		40,000	

3 year commitment - No 2021 (Covid 19)  
#2022, 2023 + 2024

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1) Marketing campaign will kick off January 1, 2022 with save the dates. Campaign will start with save the dates and supporting content. February 1, will begin full comprehensive push digitally and traditional advertising two weeks out from the event.

2) Our promotional plan is an inclusive, comprehensive one in partnership with Warren County, NYSPHSAA, Normandin Marketing, Cool Insuring Area, hundreds of local businesses, and more than 10,000 selfless volunteers who've been instrumental in putting on a high quality event for over 30 years now. Normandin Marketing and our Board of Directors work together every step of the way to ensure the strategy, creative, digital and traditional efforts are in place to maximize interest, enthusiasm and guest experience at the event. Each year, we track and analyze key data to improve effectiveness and efficiency of our marketing. We're very excited to launch even more new ideas this year in partnership with our valued community partners to provide the thousands of visitors at this tournament with an unforgettable guest experience.

3) Core demographics are students and their families. Our statistics show it's a very strong 50/50 mix of males and females 18+ after that. We have been very successful working in partnership with Warren County and NYSPHSAA to expand our delivery of messaging throughout all regions of New York State. While actual guests are largely determined by teams in respective sections, our approach is to be proactive in garnering interest and excitement for the tournament statewide and bordering states so that fans can come and experience our area at its best during highly competitive and entertaining games our local arena.

4) Our goal is to attract more new families, coaches, national level college recruiters, and other officials to our for this Tournament. There is no shortage of high level D-1 and even NBA caliber athletes that have either played or attend this Tournament every year. Improving every year to be more creative and thoughtful in how we approach attracting and then providing each guest with a memorable experience is something we take very seriously, as we've realized that it has a large impact on our economy in the short term and the long term.

5) There are so many neat ideas that we'd like to continue to explore with the amazing team at Warren County. You've been very supportive in the past of this event and we couldn't put on such a major undertaking without your support. We appreciate you very much. The email blasts and cross platform content and advertising is very important and we look to continue this. Additionally, we'd like to meet soon to discuss more new ideas together. Our Board would really like to see if we can get the schools and other groups involved, to really embrace this major event, help us build excitement around it, and provide all visitors with an awesome experience - before, during, and post-event.



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](mailto:EventsEMS@warrencountyny.gov)

Name of Event: NYS PHAA Boys Basketball Championships

Dates of Event: MARCH 17, 18 & 19th

Number of attendees expected (Adult/youth): 15,000 +

Host Municipality/Location: Cool Insuring Arena

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

Seated AND standing room event

Main Organization Point of Contact:

Name: Greater Glens Falls Amateur Athletic Championship Assoc.

Organization: Arthur Corlew

Phone: 518-744-0043

Email: Acorlew@hfcsd.org

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

none



## 2022 New York State Basketball Tournament

Director: Chip Corlew

10 Quade Street

Glens Falls NY 12801

The NYS Basketball Championships crowns champions in all five classifications (AA, A, B, C and D). This year is the first of a three-year commitment (Due to COVID we were given an extension of the bid originally supposed to have started in 2021) This is the first year back to the Glens Falls area after a three-year absence.

During this tournament we utilize local hotels to house the traveling teams and the officials. Glens Falls hosted the tournament from 1981-2015 and within that time the attendance was up and generated a great source of income for the county. (Please see attached). The funds that we are requesting are to offset the cost of the tournament marketing to help generate interest from fans outside of Warren County.

Thank you

A handwritten signature in blue ink, appearing to read "Chip Corlew".

Chip Corlew



Dennis Dickinson Supervisor  
Vincent Crocitto Dep. Supervisor  
Daniel Hurley Councilperson  
Marisa Muratori Councilperson  
Nancy Stannard Councilperson

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Lori Barber Assessor • Dan Sarusch Director of Planning & Zoning  
Dan Davis Superintendent of Highway • Deborah Foley Town Clerk • Jim Martine Buildings & Grounds

October 3, 2018

To Whom It May Concern:

The Greater Glens Falls Amateur Basketball Federation has been informed that Warren County will contribute \$15,000.00 per year for three years. The total amount of \$45,000 will be paid from occupancy tax funds to NYSPHSAA for the promotion and marketing of the 2020-2022 NYSPHSAA Boys Basketball State Finals.

We, the County, are committed to bringing this basketball tournament back to Glens Falls and the Cool Insuring Agency Arena.

Should you need any additional information or documentation please let me know.

Sincerely,

Dennis Dickinson, Supervisor

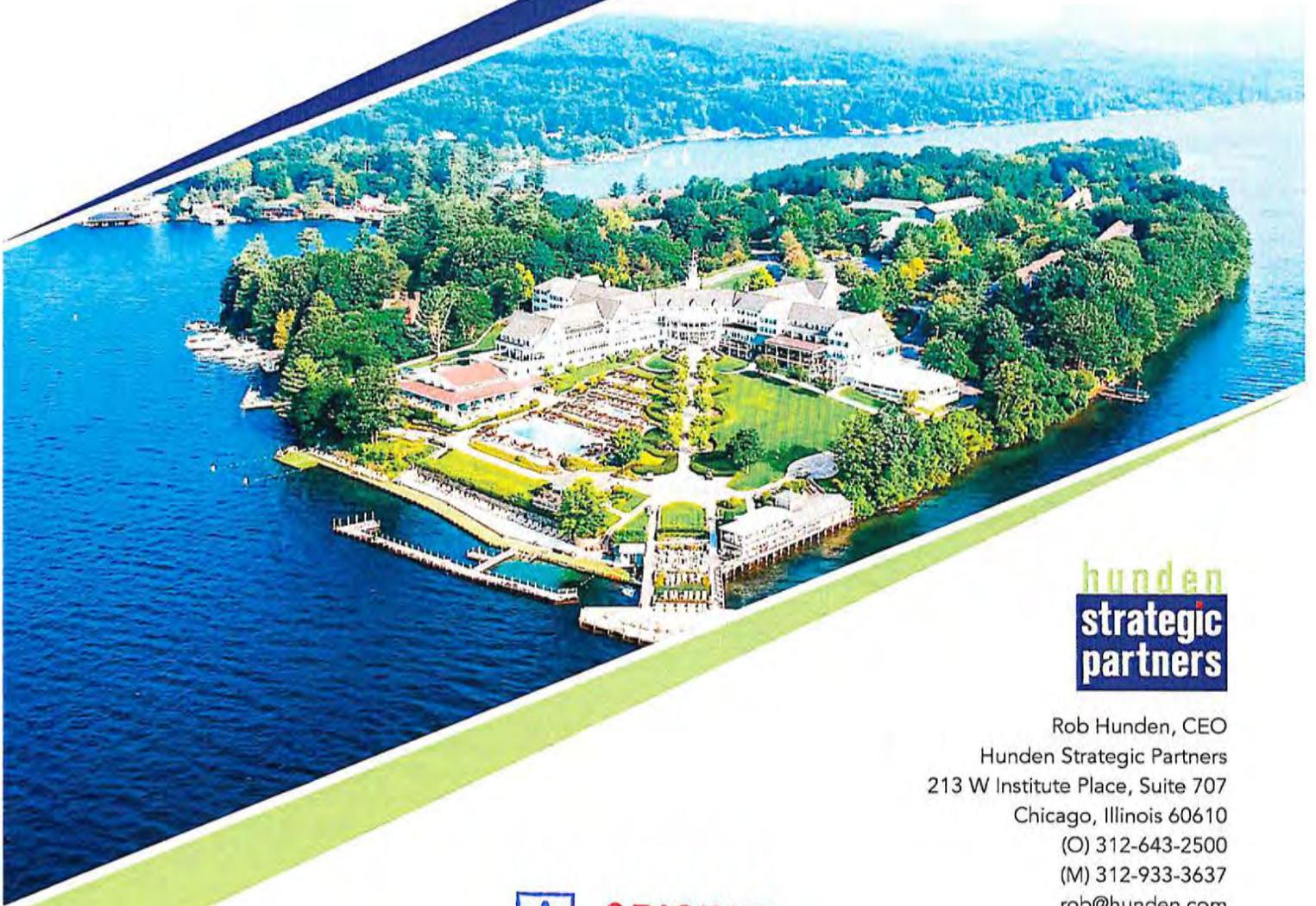
DLD/ce

May 19, 2022

## WC 33-22- Tourism Revitalization and Rejuvenation Services

Submitted to:

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



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



**ORIGINAL**

May 19, 2022

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

### WC 33-22- Tourism Revitalization and Rejuvenation Services

Dear Ms. Butler,

Hunden Strategic Partners (Hunden) is pleased to respond to Warren County's (County or Client) request for proposals for opportunities to rejuvenate and revitalize the local economy by expanding the tourism season and further improving the County's collaborative message and vision. The Hunden team is **currently wrapping up a comprehensive tourism, marketing and placemaking analysis process for the County that has resulted in a 500+ page report of tourism market analytics, visitor tracking, competitor destination benchmarking, and performance dashboard.** This active experience working with the County gives the Hunden team an unmatched foundation of knowledge, familiarity and understanding of where the County's tourism operations are currently and what kind of work needs to be completed in the future to ensure revitalization and growth. We have used the resulting recommendations of the current study to influence this proposal submission. An excerpt of the work product sample from the current Warren County study can be downloaded at the following link (please note that this report is still in the draft phase and is not yet finalized): <https://hundenpartners.box.com/s/74phzvmz0mlceg62teom189asb11jl6>

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

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

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

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

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

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

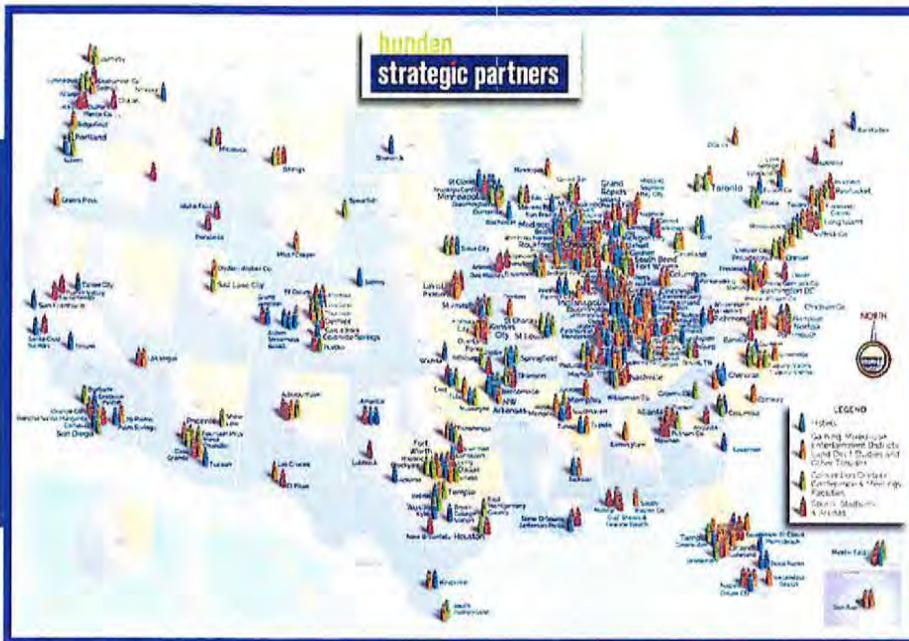
Hunden has worked on more than 1,000 projects or studies in the past 25 years, with more than \$20 billion in projects built and successful, or currently underway. Our clients seek to achieve economic development through critical asset growth. Hunden Strategic Partners will provide you with a strong,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

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

Sincerely,



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



*Full Service Real Estate Development Advisory Practice*

**CHICAGO**  
MINNEAPOLIS SAN DIEGO

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

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

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

The firm's areas of expertise include:

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

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

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

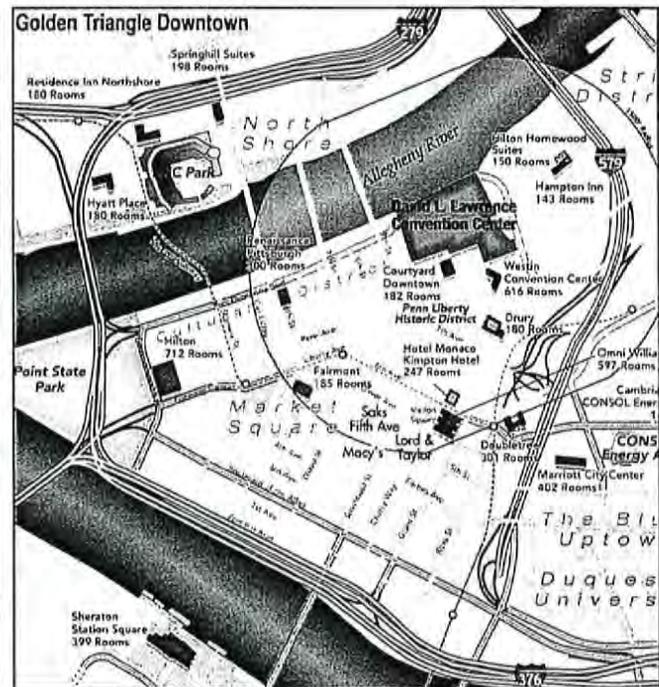
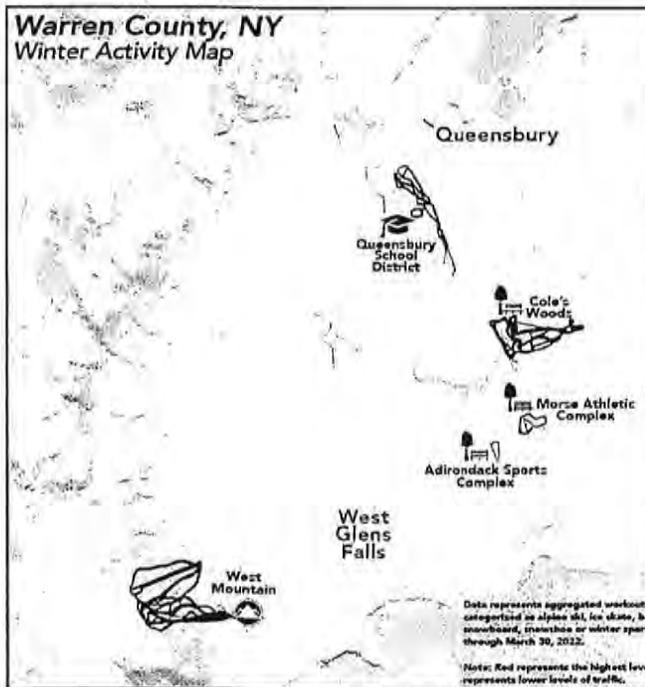
**Multidisciplinary.** Hunden specializes in the intersection of tourism development, economic development, and destination real estate development. Hunden has a passion for data-driven analytics and recommendations that lead to sound and actionable strategies for development success. We cannot and will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

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

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

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

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



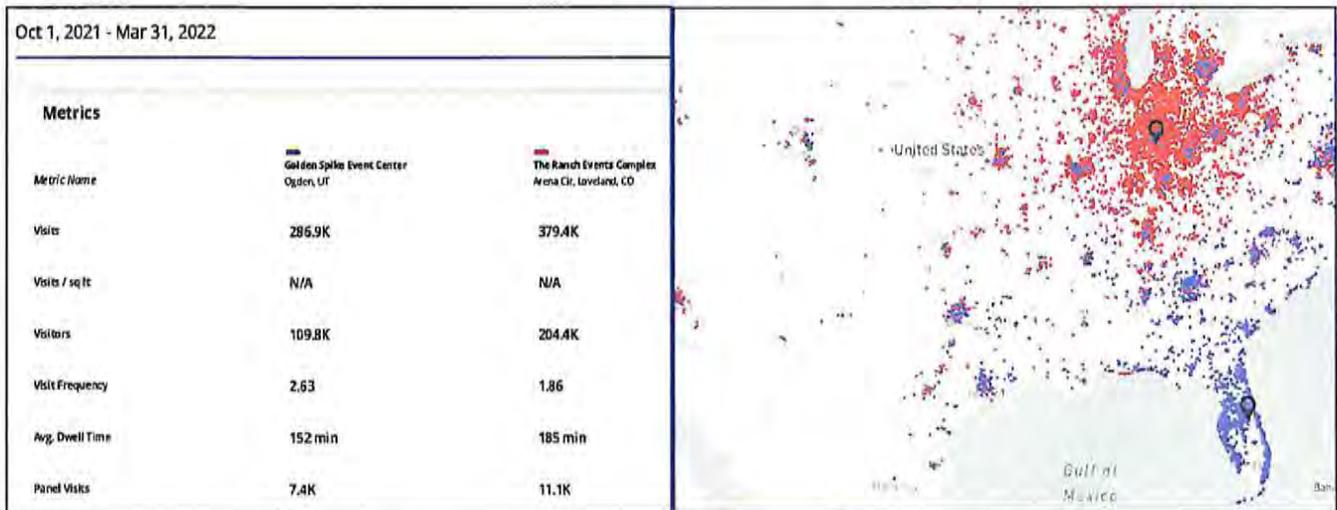
## Market Research

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

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

### Commercial Market Research Providers

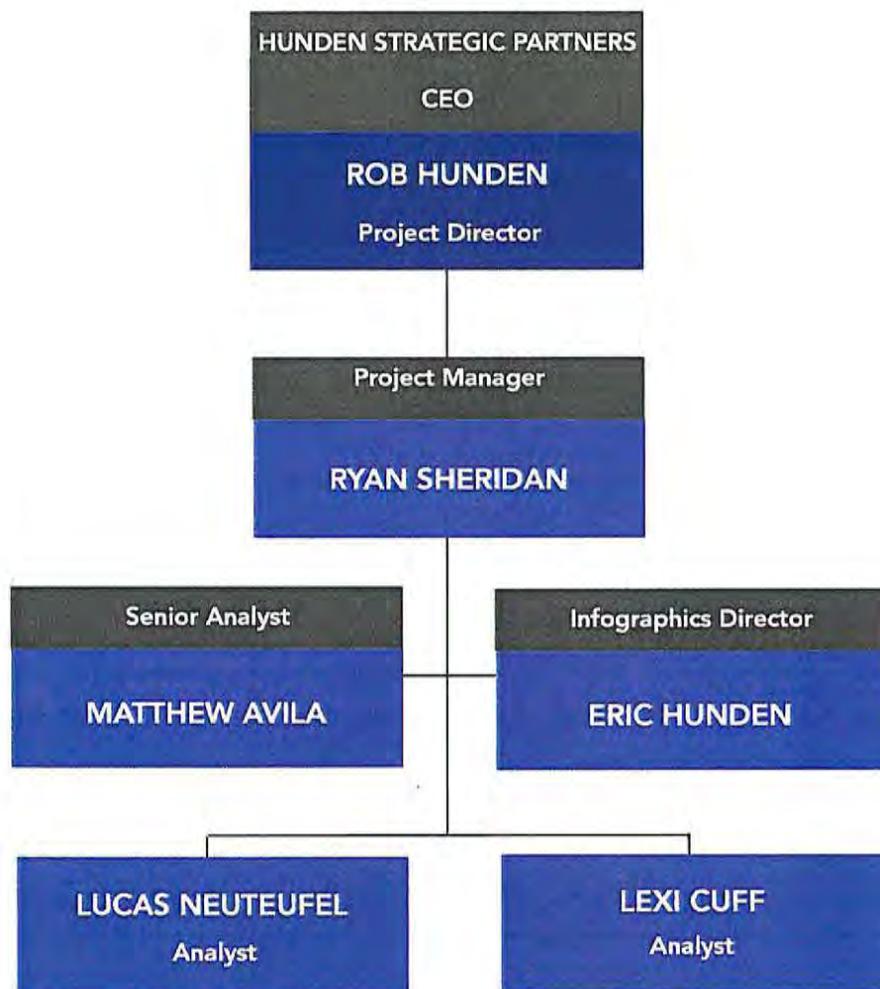
- Pollstar – A live entertainment data source in the U.S. and internationally,
- CoStar – CoStar Group provides information and analytics for commercial property,
- ESRI – provides GIS mapping and spatial analytics,
- STR – Smith Travel Research is a hospitality analytics tool used to measure and benchmark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



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

## Organizational Chart

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



## Approach

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

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

## Timeline

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

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

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

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

## Price Proposal

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

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

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

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

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

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

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

PROPOSAL OF: Hunden Strategic Partners  
COMPANY NAME

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

**Please read the following carefully.**

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

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

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

**NOTE:**

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

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

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

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

**THURSDAY, MAY 19, 2022**

**TIME: 3:00 P.M.**

**PLACE: HUMAN SERVICES BUILDING**

**PROPOSAL**

**CERTIFICATION**

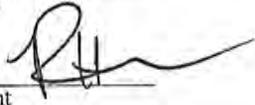
Non-Collusive Certification required of all bidders under Section 103-d of the General Municipal Law as amended by Chapter 675 of the Laws of 1966, and further amended by Chapter 56 of the Laws of 2010, effective June 22, 2010.

- (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

By \_\_\_\_\_  
Partner  
Hunden Strategic Partners  
\_\_\_\_\_  
Corporation

By Rob Hunden   
\_\_\_\_\_  
President



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

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

CERTIFICATION OF COMPLIANCE WITH THE IRAN DIVESTMENT ACT

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

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

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

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

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

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

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



SIGNED

SWORN to before me this

17th day of May

2022

Notary Public:



WARREN COUNTY PURCHASING DEPARTMENT

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



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

MEMO

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

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

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

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

**Addendum #1**

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

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

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

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

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

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

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

A5. Yes. See A3 above.

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

Signature:  \_\_\_\_\_

Date: 5-17-22 \_\_\_\_\_

WARREN COUNTY PURCHASING DEPARTMENT

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



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

MEMO

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

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

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

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

**Addendum #2**

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

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

**Q4. Is there existing creative that is to be used as part of this campaign or is all creative to be created new? If the latter, are there overall branding standards the vendor should abide by for new creative?**

**A4. The Warren County Tourism Department maintains branding standards and produces creative materials. Whether such would apply to, or be available for utilization, by a vendor would depend upon the vendor's proposed services.**

**Q5. What is the biggest misconception people have about Warren County which may currently deter them from visiting?**

**A5. The County has no way of determining and cataloguing misconceptions held by individuals who do not interact with us.**

**Q6. Is there any historical data or customer data available to leverage?**

**A6. Depending upon the vendor's proposed services, it may be possible to utilize data held by the County subject to the execution of any applicable non-disclosure agreements.**

**Q7. How soon will this be awarded or how soon can an awarded organization implement the proposed project? Would we be able to use funds as soon as this summer (Summer 2022)?**

**A7. Awards would be made subject to review and approval by the evaluation team, then the appropriate committee(s) of the Board of Supervisors, then by the full Board of Supervisors. Commencement of work during the summer is a possibility.**

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

Signature:  \_\_\_\_\_

Date: 5-17-22 \_\_\_\_\_



## Warren County Winter - Spring (Jan - Apr) 2023

2022 TACTICS & THEMES		TARGETING					JANUARY					FEBRUARY					MARCH					APRIL					BUDGET
							26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24			
<b>CONNECTED TV</b>		<b>LANDING PAGE</b>	<b>GEO</b>	<b>DEMOGRAPHICS</b>	<b>INTERESTS</b>	<b>IMPRESSIONS</b>																					
WINTER CONNECTED TV	<a href="https://visittakegeorge.com/">https://visittakegeorge.com/</a>	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Rochester, Springfield, Boston, Hartford, Burlington/Plattsburgh, Montreal	Age 25 - 65+	Travel, winter travel, vacation travel, winter sport, outdoor enthusiast	530,000						\$25,000.00										\$25,000.00						
												CONNECTED TV					\$25,000.00										
<b>PAID SOCIAL</b>		<b>LANDING PAGE</b>	<b>GEO</b>	<b>DEMOGRAPHICS</b>	<b>INTERESTS</b>	<b>RESULTS</b>																					
OUTDOOR WINTER ACTIVITIES	<a href="https://www.visittakegeorge.com/main-outdoors/winter-activities/">https://www.visittakegeorge.com/main-outdoors/winter-activities/</a>	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Rochester, Springfield, Boston, Hartford, Burlington/Plattsburgh, Montreal	Age 25 - 64	Nordic skiing, cross-country skiing, outdoor recreation, winter sport, snowboard, alpine skiing, snowboarding	7,100						\$7,500.00										\$7,500.00						
ICE BARS	<a href="https://www.visittakegeorge.com/coolest-ice-bars/">https://www.visittakegeorge.com/coolest-ice-bars/</a>		Age 21+	Alcohol, brewery, cocktail, craft beer, happy hour, bars, beer, wine	3,800						\$4,000.00										\$4,000.00						
EVENTS	<a href="https://www.visittakegeorge.com/events/">https://www.visittakegeorge.com/events/</a>		Age 26-65+	Interested in upcoming events, events, festival, entertainment	3,800						\$4,000.00										\$4,000.00						
ICE CASTLES	<a href="https://www.visittakegeorge.com/event/ice-castles/">https://www.visittakegeorge.com/event/ice-castles/</a>		Age 25-65+	Interested in upcoming events, events, festival, entertainment, frequent travelers, travel	3,300						\$3,500.00										\$3,500.00						
WINTER CARNIVAL	<a href="https://www.visittakegeorge.com/event/lake-george-winter-carnival/">https://www.visittakegeorge.com/event/lake-george-winter-carnival/</a>		Age 25-65+	Interested in upcoming events, events, festival, entertainment, winter sport, outdoor recreation	2,800						\$3,000.00										\$3,000.00						
MAPLE WEEKENDS	<a href="https://www.visittakegeorge.com/series/thurman-maple-days/">https://www.visittakegeorge.com/series/thurman-maple-days/</a>		Age 25-65+	Maple syrup, natural product, organic farming, organic product, agriculture	1,900						\$2,000.00										\$2,000.00						
LODGING	<a href="https://www.visittakegeorge.com/day-year-round/">https://www.visittakegeorge.com/day-year-round/</a>		Age 25-65+	Travel, frequent travelers, adventure travel	3,800						\$4,000.00										\$4,000.00						
FOOD & DRINK	<a href="https://www.visittakegeorge.com/main-food-drink/">https://www.visittakegeorge.com/main-food-drink/</a>		Age 25 - 65+	Dining out, foodies, restaurants, food & beverage, craft beverages, breweries	2,300						\$2,500.00										\$2,500.00						
CULTURE - ART & HISTORY	<a href="https://www.visittakegeorge.com/culture/">https://www.visittakegeorge.com/culture/</a>		Age 25 - 65+	Performing arts, history, museums, visual arts	4,700						\$5,000.00										\$5,000.00						
HIKING	<a href="https://www.visittakegeorge.com/main-outdoors/hiking/">https://www.visittakegeorge.com/main-outdoors/hiking/</a>		Age 25 - 64	Hiking, nature, outdoor recreation, outdoor enthusiast, trekking, backpacking	1,400											\$1,514.00					\$1,514.00						
WHITWATER RAFTING	<a href="https://www.visittakegeorge.com/main-outdoors/rafting/">https://www.visittakegeorge.com/main-outdoors/rafting/</a>	Age 25 - 54	Whitewater rafting, whitewater kayaking	950											\$1,000.00					\$1,000.00							
FISHING	<a href="https://www.visittakegeorge.com/main-outdoors/fishing/">https://www.visittakegeorge.com/main-outdoors/fishing/</a>	Age 25 - 65+	Fishing, anglers, fishing derbies, sport fishing, recreation fishing	950											\$1,000.00					\$1,000.00							
												PAID SOCIAL					\$39,014.00										
<b>NATIVE ADVERTISING</b>		<b>LANDING PAGE</b>	<b>GEO</b>	<b>DEMOGRAPHICS</b>	<b>INTERESTS</b>	<b>IMPRESSIONS</b>																					
WINTER ACTIVITIES FOR PEOPLE WHO DON'T LIKE THE COLD	<a href="https://www.visittakegeorge.com/30-winter-activities-people-who-dont-like-cold/">https://www.visittakegeorge.com/30-winter-activities-people-who-dont-like-cold/</a>	Albany, NYC, Hartford, Philadelphia, Syracuse, Utica, Rochester, Boston, Springfield, Montreal	Age 25-64	Travel, winter travel, vacation travel	897,500						\$7,500.00										\$7,500.00						
12 BEST TOWNS FOR A WINTER ESCAPE	<a href="https://www.visittakegeorge.com/12-best-towns-winter-escape/">https://www.visittakegeorge.com/12-best-towns-winter-escape/</a>			Travel, winter travel, vacation travel, winter sport, outdoor enthusiast	598,000						\$5,000.00										\$5,000.00						
WHAT TO DO WHEN VISITING THE ICE CASTLES	<a href="https://www.visittakegeorge.com/event/ice-castles/">https://www.visittakegeorge.com/event/ice-castles/</a>			Travel, winter travel, vacation travel, winter sport, outdoor enthusiast	598,000						\$5,000.00										\$5,000.00						
APRIL BREAK IN THE LAKE GEORGE AREA	<a href="https://www.visittakegeorge.com/spring-break-lake-george-area/">https://www.visittakegeorge.com/spring-break-lake-george-area/</a>			Travel, vacation travel, family travel, parents	598,000											\$5,000.00					\$5,000.00						
												NATIVE					\$22,500.00										
<b>DISPLAY</b>		<b>LANDING PAGE</b>	<b>AUDIENCE</b>	<b>IMPRESSIONS</b>																							
RETARGETING	<a href="https://visittakegeorge.com/">https://visittakegeorge.com/</a>	Previous website visitors from the past 30 days; users who completed the audio ad	Dependent on site traffic & audio completions						\$5,000.00										\$5,000.00								
												DISPLAY					\$5,000.00										
<b>GOOGLE ADS</b>		<b>AD TYPE</b>	<b>GEO TARGET</b>	<b>AD GROUPS - Keywords and landing pages are specific to each ad group</b>																							
BRANDING	Search/Text	New York, Pennsylvania, Connecticut, New Jersey, Massachusetts, Quebec, Ontario		Branding							\$2,507.00										\$2,507.00						
OUTDOORS	Search/Text			Hiking, Fishing, Scenic Drives, Winter Activities							\$9,400.00										\$9,400.00						
TOP ATTRACTIONS	Search/Text			Arts & Theatre, Attractions, Museums & History, Shopping							\$9,400.00										\$9,400.00						
EVENTS	Search/Text			Events, Ice Bars, Winter Carnival, Holidays, Ice Castles							\$9,400.00										\$9,400.00						
STAY	Search/Text			BBQ's & Inns, Cabins, Lodging, Packages, Pet Friendly, Resorts							\$6,267.00										\$6,267.00						
FOOD & DRINK	Search/Text			Craft Beverages, Dining							\$3,134.00										\$3,134.00						
WINTER VIDEO	YouTube/Video			Winter Vacation							\$1,233.00										\$1,233.00						
SHOPPING VIDEO	YouTube/Video			Shopping, Holiday Shopping, Black Friday, Factory Outlets, Discount Stores							\$1,410.00										\$1,410.00						
ICE BARS	YouTube/Video			Ice Bars							\$1,202.00										\$1,202.00						
MAPLE WEEKENDS	YouTube/Video			Maple Weekends							\$940.00										\$940.00						
SPRING INDOOR ACTIVITIES	YouTube/Video	Spring Indoor Activities												\$1,593.00					\$1,593.00								
												GOOGLE ADS TOTAL					\$46,486.00										
												TOTAL BUDGET					\$138,000.00										

Note: All rates are estimated and for planning purposes only