



**Occupancy Tax Coordination Committee
AGENDA
November 20, 2023**

Committee Members: DICKINSON, Merlino, Wild, Geraci, Strough, Runyon and Diamond

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

- I. Committee meeting called to order by Chairman Dickinson.
 - II. Motion to approve minutes of the October 24, 2023 Occupancy Tax Committee.
 - III. Privilege of the floor and public comment
 - IV. Action Agenda/New Business Items:
 - a. Committee to consider Occupancy Tax applications for Special Event funding per Attachment #1
 - b. **Resolution Request:** To authorize the reimbursement of the Warren County Coalition of costs incurred outside of the Occupancy Tax eligible expenses
Rationale: To assist with funding outside of the eligible occupancy tax expenses
 - c. **Resolution Request:** To approve a three-year contract with the Lake George Regional CVB in the amount of \$650,000 in year one, \$700,000 in year two, and \$750,000 in year three.
Rationale: To continue contract obligations for three years.
 - d. **Resolution Request:** Authorizing Warren County Tourist and Convention Development Agreement with the Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding
Rationale: To continue contract obligations for another year.
 - e. **Resolution Request:** To authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within The Lake George Visitor Center, a New York State designated Tourist Information Center.
Rationale: To continue contract obligations for another year.
 - V. Discussion Items:
 - a. Winter Coalition update
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
-

Attachment #1: Spreadsheet, and Occupancy Tax Applications received to date

Attachment #2: Resolution Request Form No. 4 Amend Contract with Warren County Coalition

Attachment #3: Resolution Request Form No. 3 New Contract with Lake George Regional CVB

Attachment #4: Resolution Request Form No. 20 Continuation of Contract with Civic Center Coalition

Attachment #5: Resolution Request Form No. 20 Continuation of Contract with Lake George Visitor Center

Suggested Events to be sponsored by Warren County - Special Events funding - .480

2024

2024 Occupancy Tax Budget: \$500,000

Event Sponsor/Applicant	Event Name/Details	Event Dates	For Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Amount Suggested	2024 Award
Hyde Collection 2024 Exhibitions	2024 Exhibitions, boost marketing efforts	Jan - Dec 2024	Non-Profit	30,000	2,900	\$25,000	\$25,000	\$25,000		
Adirondack Weddings/Total Entertainment	Lake George DJ Takeover Music & Arts Festival	6/7 - 6/9/24	For Profit	1,000+	100-500	\$0	\$0	\$10,000		
Adirondack Axe LLC	Battle at the Barn Axe Throwing Tournament, Fall Fest	9/26 - 9/29/24	For Profit	4,000 to 5,000	1,000	\$0	\$0	\$15,000		
Silver Bay YMCA	Bluegrass in Heaven - to cover cost of talent	9/13 - 9/15/24	Non-Profit	400	100-200	\$0	\$15,000	\$15,000		
Sembrich Museum	A Century of Sembrich, 2024 Summer Festival	6/5 - 8/31/24	Non-Profit	1500+	1,000	\$0	\$20,000	\$20,000		
Lake George Music Festival - Alexander Lombard	Lake George Music Festival 2024	8/11 - 8/22/24	Non-Profit	5,000	3,250+	\$25,000	\$30,000	\$30,000		
Warren County Historical Society	The Joseph Warren Museum of Warren County	1/1 - 12/31/24	Non-Profit	15,000		\$0	\$4,000	\$4,000		
Greater Glens Falls Amateur Athletic Championship Assn	NYSPHSAA Boys State Basketball Championships	3/14 - 3/17/24	For Profit	10,000 - 20,000	6,000+	\$30,000	\$47,100	\$46,000		
Eastern New York Marine Trades Association (ENYMTA)	The Great Upstate Boat Show	3/22 - 3/24/24	Not for Profit	4,000 - 5,000	2,000+	\$0	\$25,000	\$25,000		
Lake George Steamboat Company	Rock The Dock Music Festival	7/13/2024	For Profit	3,000-4,000	800+	\$0	\$0	\$20,000		
						\$80,000	\$166,100	\$210,000	\$0	\$0

2024 Balance after requested, above, and awarded, below: \$290,000

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APPLICATION FORM

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

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

A. CONTACT INFORMATION

1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact

The Hyde Collection/John Lefner

2.) Address:

161 Warren Street, Glens Falls, NY 12801

3.) Email/Cell phone:

jlefer@hydecollection.org

4.) Estimated Event Duration (including set-up/clean up times):

Year-round, with an emphasis on summer exhibitions and shoulder seasons

5.) Anticipated Number of Attendees 30,000

6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 20

B. EVENT INFORMATION

1.) Name of Event: 2024 Exhibitions at The Hyde Collection

2.) Date & Time of Event: January 2024 through December 2024, museum hours

Peak Season (June-September)

Off-Peak (October-May)

3.) Location of Event:

The Hyde Collection, 161 Warren Street, Glens Falls, NY 12801

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.*

5. EVENT DETAIL

The Hyde Collection's exhibition schedule offers a dynamic, year-round opportunity for cultural tourists, as well as casual tourists and crossover visitors, to the Glens Falls/Lake George region. We have built upon the visitation growth we have experienced in 2023. As we close the Museum's 60th anniversary season, we are confidently poised to leverage the momentum and successes of the last year, which featured the landmark exhibition *Songs of the Horizon: David Smith, Music, and Dance*. The Hyde will continue the robust marketing plan it implemented last year targeting out-of-town visitors. Given the general public's continued desire to travel, The Hyde is positioned to attract both regional visitors looking for new experiences as well as overnight guests and day trippers to the region through our exhibition schedule and increased promotion of The Hyde as a cultural destination.

The Hyde offers 1) a world-class group of artworks that span six thousand years of art history from antiquity to the present; 2) the most complete visual arts experience between New York City and Montreal; and 3) an historic and contemporary connection to Glens Falls, Lake George, and the natural beauty of the Adirondacks. Cultural tourists or occasional patrons of the arts who visit the Adirondacks, Saratoga Springs, and Lake George often visit the Museum and the city of Glens Falls. The Hyde is an example of what makes Warren County vibrant and unique. We aim to shine a light on The Hyde as a key regional asset and destination through video, digital marketing, and new outreach, but we need capital to set the marketing plan in motion.

With funding from the Occupancy Tax program, The Hyde will showcase the Museum and Warren County as a destination for cultural tourists, especially for those from Western New England (VT, western NH, MA, northwest CT), Central New York, the lower Hudson Valley, as well as New Jersey and Pennsylvania. We are requesting \$25,000 from the Occupancy Tax program to boost our year-round marketing efforts aimed at attracting these audiences between January 28 and December 31, 2024, with an emphasis on the summer tourist season (our largest, highest profile exhibitions). Pending any COVID surprises, we believe these efforts will result in an increase in stays and spending by both overnight guests and day trippers.

The following is a selection of the exhibitions that will drive our marketing efforts in 2024. The Hyde, continuing its work with Trifecta Communications, will leverage these exhibitions, as well as increased visibility of our outdoor campus, to promote The Hyde as a must-see cultural destination in Warren County.

Paul Anthony Smith (January – April 2024): A solo exhibition featuring Smith's celebrated *picotage* technique, where he uses a pointed tool to pierce thousands of holes in large-scale color photographs, creating a mesmerizing atmospheric veil that both shrouds and enhances the subjects. Smith is a Jamaican-born New Yorker whose "piqued" photos feature Black, mostly urban communities, thematizing migration and slavery.

Venetian Vistas (January 20 – April 21, 2024): The city of Venice, with its grand canals, distinctive architecture, and romantic charm, has held a continuous allure for artists over the centuries. This exhibition explores the various approaches taken by those artists, identifying key monuments in Venice that were frequently depicted, and the interest of many artists in capturing the effects of light, water, and reflections. The exhibition features a number of loans from regional museums.

Furniture from the Permanent Collection (January – April 2024): Charlotte and Louis Hyde's collecting practices extended beyond painting and sculpture, to also encompass furniture and decorative arts. Many of

the pieces of furniture in Hyde House have become a backdrop for the fine art around them; this exhibition draws attention to a number of those pieces, while also showcasing furniture and decorative art from the vault that have rarely been displayed.

A Long Affair: Surrealism 1924 to Now (June – September 2024): An encyclopedic exhibition celebrating the hundred-year anniversary of André Breton’s famed *Surrealist Manifesto*, the text that laid the foundation for one of the most enduring movements in the arts. On view will be paintings, drawings, prints, and three-dimensional objects from every decade from the 1920s to the present, including work by Jean Arp, Leonora Carrington, Salvador Dalí, Julio De Diego, Dorothy Dehner, Max Ernst, Wifredo Lam, Man Ray, André Masson, Wangechi Mutu, Kay Sage, Yves Tanguy, and other luminaries of the movement.

Daniel Giordano: Crystal Blue Persuasion (June – September 2024): A solo exhibition of sculpture by a rising star on the contemporary art scene. Giordano’s mysterious work features a complex lexicon of biographical typologies and an equally complex array of materials and techniques, from deep-fried motorcycles to cast aluminum, lipstick, Tang drink mix, and found objects. Giordano currently has a solo show at MASS MoCA.

Growing Up in a Renaissance Palazzo (October 6, 2024 – January 5, 2025): Guest-curated by Prof. Penny Jolly, Professor Emerita, Skidmore College, this exhibition examines childhood in Renaissance Italy, as seen in the artwork of that time. Divided into five parts, each section explores a different phase of life, from conception and pregnancy through to childhood and youth. The exhibition features a number of significant loans from major museums around the country. The companion exhibition *Growing Up in Hyde House* will explore what life was like for the children who grew up in Hyde House, built in the style of a Renaissance Palazzo.

Pre-COVID, The Hyde’s average attendance was 24,000 with approximately 36 percent of these visitors (8,640) coming from beyond a three-hour radius (determined by zip code analysis at front desk). Converting a portion of those visitors into overnight guests remains a priority for the Museum, as does tracking the conversion rate. Surveys conducted in previous years indicated that approximately 25 percent of those long-distance visitors stayed overnight for at least one night. This is the equivalent of 2,160 people. If double occupancy is assumed for the majority, we estimate The Hyde will generate 1,050 to 1,100 rooms (in a typical, non-COVID year). As The Hyde closes its 60th anniversary season and sets its’ sights on the future of the institution, the world-class exhibitions recounted above play a crucial role in attracting regional, overnight, and day trip travelers alike.

History has shown that The Hyde can play an active role in attracting tourists. Our multi-faceted re-engagement strategy has the potential to attract art lovers and cultural tourists as well as general tourists to Warren County, Lake George, and the greater region. We thank you in advance for your consideration.



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 12, \$19, \$6 (for many) NO

4.) Total Cost to be borne by the organizer for the event: \$ 141,426

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 \$ 44,800

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.*
\$ See attached budget

7.) Anticipated total revenue from the event: \$ 43,732

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

Beyond The Hyde's direct mission-driven purpose to "cultivate and promote the improvement of the fine arts" in the Glens Falls community, one purpose of the Museum's year-round temporary exhibition schedule is to attract cultural tourists to the region, raising the profile of The Hyde Collection, GLens Falls, and Warren County as a cultural destination. See attached.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 25,000 # of yrs. 11 (different levels)
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?

We will request funds from both the City of Glens Falls and the Town of Queensbury. When combined, the funds from all of these sources plus the internal marketing dollars represent a major investment in The Hyde's ability to attract cultural tourists and convert them to overnight guests.

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 10-16,000 #of yrs not every year

Municipality? Town of Queensbury, City of Glens Falls

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? No

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:

N/A



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) December 2023/January 2024

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 88

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Western New England (VT, NH, western MA, northwestern CT), lower Hudson Valley, Central New York, as well as targeted areas of northern NJ and northern PA

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

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?
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

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



AFFIRMATION

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

Signature of Responsible Party

John Lefner

Name

The Hyde Collection

Organization

09/29/2013

Date

Chief Executive Officer

Title

**APPENDIX E
EVENT BUDGET**

PROJECTED EXPENSES:

<u>Item</u>		<u>Note</u>
Hyde Personnel / Fringe	--	In-kind/Hyde
Installation of five exhibitions	--	In-kind/Hyde
Exhibition fees, loan fees	--	In-kind/Hyde
Contract & Professional (Trifecta Communications)	60,000	
Contract & Professional (Video production, App creation)	--	
Facilities	--	In-kind/Hyde
Utilities	--	In-kind/Hyde
Advertising & Promotion (in general budget)	25,000	
Additional Advertising & Promotion	<u>56,426**</u>	
Total Marketing/Promotion Costs (Highlighted)	141,426	

PROJECTED INCOME:

<u>Source</u>	<u>Amount</u>	<u>Note</u>
Warren County	\$25,000	This request
Town of Queensbury	\$10,000	Anticipated
City of Glens Falls	<u>\$9,800</u>	Anticipated
Total Fundraising	\$44,800	
<u>Partial Admissions Revenue (Hyde internal)</u>	<u>\$43,732</u>	<u>Anticipated</u>
TOTAL INCOME	\$88,532	

Internal funds come through individual giving, membership, and potential sponsorships. These revenue categories help to offset personnel, exhibition service, and installation fees.

**Additional advertising & promotion funds outside of 2024 budget that were allocated during the 2023 60th anniversary season.



THE HYDE COLLECTION

Final Report Summary for Warren County Occupancy Tax Grant

For the first time since the COVID pandemic, we were able to offer guests the ability to experience our exhibitions in-person for the entirety of the season. The season included all five exhibitions as planned, beginning with *Robert Blackburn & Modern American Printmaking* in January and closing with *Wall Power! Spectacular Quilts from the American Folk Art Museum*. We supported these exhibitions with robust schedule of programming, implemented by The Hyde's new curator of Education and Engagement Katelyn Foley.

Visitation was robust as we work our way back to pre-COVID levels. Throughout the year, the museum welcomed 10,915 guests through its doors, almost double our 2021 levels (6,754). The museum experienced its highest visitor traffic from April through September. Whenever possible, we collect geographic, lodging, and media information from guests. Guests are asked to report voluntarily, and this year, 1,064 guests reported staying in various regional lodgings, with another 147 guests staying with relatives. Guests stayed at a variety of local hotels and inns. The Queensbury Inn was the favored choice of lodging, with the Sagamore, Marriott, and Holiday Inn following. While we did not track what restaurants people visited, the impact these guests have on local eateries cannot be discounted. Furthermore, 4,469 guests reported being repeat visitors. The reports also reveal a majority of guests came to the museum after learning about our exhibitions and programming from our website, social media channels, and word of mouth.

For 2023, we are looking to build upon the successes of the year while leveraging The Hyde's 60th anniversary of becoming a public museum. We recently welcomed two new curators, Derin Tanyol, Curator of Modern & Contemporary Art, and Bryn Schockmel Curator of the Permanent Collection. Together they will implement a provocative schedule of exhibitions planned for the year. The keystone exhibition for the year is *Songs of the Horizon: David Smith, Music, and Dance*. Celebrating the influence of the greater Bolton Landing landscape on Smith's practice, the exhibition will bring a variety of works which demonstrate Smith's love of music and dance on his work. The show will pair works from private collections with holdings from the collection. We anticipate an interest in the exhibition akin to that of the museum's 2016 Georgia O'Keefe exhibition, which brought over 50,000 guests to the museum.



APPLICATION FORM

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Amount of Occupancy Tax Funding Requested: \$10,000.00

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Adirondack Weddings/Total Entertainment, Inc - Mark Brenneiser
- 2.) Address:
19 Westland Avenue, Queensbury, NY 12804
- 3.) Email/Cell phone:
mark@allwedoisepic.com / 515-361-2584
- 4.) Estimated Event Duration (including set-up/clean up times):
250
- 5.) Anticipated Number of Attendees 1000 +
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 100+

B. EVENT INFORMATION

- 1.) Name of Event: Lake George DJ Takeover Music & Arts Festival (2nd annual)
- 2.) Date & Time of Event: June 7: 5-11 pm, June 8: 12-10 pm, June 9: 12-6 pm
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
Wild West Ranch, 5 Mill Road, Lake George, NY 12845
- 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.*

2024 dj festival outline for special event funding: Lake George DJ Takeover Music & Arts Festival

- We are still in the planning stages and revamping our overall format for 2024 after we held the inaugural event in July 2023. Some of the plans for themes / events in event may change.

Ongoing all weekend: vendor village, food trucks, disc golf plays/tournament, other fun activities

FRI: Country / Rock night: DJ's, line dancing, (we added this night for 2024)

630-830 pm Kevin Richards Line Dance Party

830-1130 country rock party w/ DJs

SAT: Kids Party, EDM, Groups, Workshops (EDM=electronic dance music)

12-3 pm super kids party/family event

3 pm -10 pm EDM main stage

5 pm – 10 pm saloon stage open genres or themed stage

SUN:

12-6 pm Main stage pride event

Possible themed stage in saloon space

In 2023 we did a Saturday/Sunday event. Had a couple hundred people come, didn't have but only a couple months to plan it so for the short time we had it was a success. We also didn't have any sponsors and only a handful of vendors. In 2024 we plan to shoot for 1000+ people and increase the vendors and get sponsors. Three day event should increase local hotel and campground activity as well as draw people to the area. Our attendance in 2023 had performers from Maine, Boston, local area, Hudson Valley and Florida. Our attendees were from a 3 hour radius including Vermont, Hudson Valley and Albany area as well as locals.



- 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: 1 year Date started: July 2023

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.*

We got off the ground the first year with only 4 months planning, in 2024 we'd like to involve a marketing agency to design and promote the event more, increasing attendance and tourism.

We'll be adding more vendors, activities and theming the different days and stages as well as adding a family portion.

9.) Total number of attendees projected? 1000 + Previous year's attendees? 250

10.) How will you track attendance and room nights?

online portal collecting purchase data, and partnering with hotels for room blocks

11.) Number of day visitors projected? 25% the rest we're aiming to make a weekend of it.

12.) How did you determine this percentage (surveys, zip codes, etc.)?

due to the format we're creating, we're hoping to draw from a 5 hour radius, people who will come in Friday/Saturday and leave later Sunday.

13.) Number of overnight guests projected? 75%

14.) How did you determine this percentage (surveys, zip codes, etc.)?

Same as 12 above

15.) Number of overnight accommodations used in previous year? under 50

16.) Average length of stay per guest? 1 night, it was only a 2 day event in 2023

17.) How did you determine total number of overnight rooms?

from our few partner hotels

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 as of yet, still in the planning stages

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$10,000.00

2.) Ticketed event: YES Price of tickets: \$20.00 and up NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 20.00 and up NO

4.) Total Cost to be borne by the organizer for the event: \$ 32,000.00

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 \$ 10,000.00

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.*)
\$ 250

7.) Anticipated total revenue from the event: \$ 2000.00 or more

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 create another weekend festival in Lake George to support the local economy with out of town people. Our unique music festival uses DJs instead of live music and multi genre formats, something live music can't do as easily.

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

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
event sponsors, vendor spaces

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

Municipality? _____

NO

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? sure, we'd be happy to kickback 10% if we make money

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:

we toyed around with the idea of involving a local chantable cause, but still in the planning stages.



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) By January 2024

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?)
5 hour driving distance, target heavy within 3 hours.

5.) Who is your target audience and/or demographic?
families, festival goes, music lovers

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?
none, it's held on private property

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

would most likely have EMS on-site only.

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.

[Handwritten Signature]

Signature of Responsible Party

Mark Brenneisen

Name

Adirondack Weddings/Total Entertainment, Inc.

Organization

9/29/23

Date

President

Title



**APPENDIX E
EVENT BUDGET FORM (Required)**

Event Name: Lake George Dj Takeover Music & Arts Festival

Event Date (and rain date if any): June 7-9, 2024

Event Type: Music festival

Special Comments: _____

Use this form for estimated budget at time of event and complete with actual budget for submission of **Post Event Final Report**. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

Expenses	Estimated	Actual	Detail
	\$ 2000	\$ _____	Pa rentals
	\$ 3500	\$ _____	Print
	\$ 1000	\$ _____	Operational
	\$ 5000	\$ _____	ad agency
	\$ 2000	\$ _____	security
	\$ 10,000	\$ _____	venue rental (max price)
	\$ 5000	\$ _____	ads run
	\$ 5000	\$ _____	performers pay
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____



APPLICATION FORM

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

Amount of Occupancy Tax Funding Requested: \$ ~~25,000.00~~ 15,000

A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: STEVEN GREENE (ADIRONDACK AXE LLC)
- 2.) Address: 12 OAKWOOD DRIVE Queensbury NY 12804
- 3.) Email/Cell phone: STEVE@ADIRONDACKAXE.COM 518-769-0945
- 4.) Estimated Event Duration (including set-up/clean up times): 5-6 DAYS
- 5.) Anticipated Number of Attendees: 4K-5K
- 6.) Anticipated Number of employees/staff (Inclusive of vendors and contractors): 40-50

B. EVENT INFORMATION

- 1.) Name of Event: Battle at the Barn Axe Throwing Tournament & Fall Festival
- 2.) Date & Time of Event: SEPT 26TH-29TH 2024 Breakfast
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event: BARN @ FRENCH MT
- 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: NEW Date started: SEPT 2023

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.*

This is a NEW EVENT.

9.) Total number of attendees projected? 4K-5K Previous year's attendees? NA

10.) How will you track attendance and room nights?
ATTENDANCE will be tracked by entry payments ^{AND} a total number of
quoted people

11.) Number of day visitors projected? 700-800 a Day

12.) How did you determine this percentage (surveys, zip codes, etc.)?
BASED ON AXE TOURNAMENT ATTENDEES plus DMA for the Region and
other like events.

13.) Number of overnight guests projected? 400-500

14.) How did you determine this percentage (surveys, zip codes, etc.)?
BASED ON NUMBER OF PAID ENTRIES for the AXE TOURNAMENT plus families.

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

16.) Average length of stay per guest? 3-4 Days for AXE ATTENDEES

17.) How did you determine total number of overnight rooms?
BASED ON est of ADDRESS from AXE throwing tournament

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 are working through that, we certainly will work anyone for this data.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ ~~10,000~~ 15,000

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

Pending - IF yes then \$ 5⁰⁰ - 10⁰⁰



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: \$ 10K-15K

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 \$ 5K

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.)
\$ See attach

7.) Anticipated total revenue from the event: \$ See Attached

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

Create a unique event that relates to our Region History. Goal to generate a long term Ave event here in the region. Plus add a festival for a total experience.

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

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?

We would be looking for local sponsors of the event.

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

Municipality? NA
 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? Open to discussion

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 Pending (may do Donation)

14.) Please describe community benefit opportunity if answered YES to the previous question:
We would like to incorporate some type of donation to Military. Families working on.



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) Dec 2023 - Feb - 2024

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 60% - 70%

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

Northeast - Region from Penn - NJ - Maine

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

Family & Age Unknown Audience

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?

Beer & Wine
Public Health.

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

Food Beverage
Health
EMT

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 true and accurate.

[Handwritten Signature]

Signature of Responsible Party

Steven Greene

Name

Adirondack Axe LLC

Organization

9/19/2023

Date

OWNER

Title



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: \$ 15,000

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Silver Bay YMCA / Uriah Rodriguez
- 2.) Address:
87 Silver Bay Road, Silver Bay, NY 12874
- 3.) Email/Cell phone:
urodriguez@silverbay.org/413-273-2041
- 4.) Estimated Event Duration (including set-up/clean up times):
10am 9/12/24 - 6pm 9/16/24
- 5.) Anticipated Number of Attendees 400
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 30 Staff; 25 Volunteers; 20 Vendors

B. EVENT INFORMATION

- 1.) Name of Event: Bluegrass in Heaven
- 2.) Date & Time of Event: 10am 9/13/24 - 6pm 9/15/24
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
Silver Bay YMCA 87 Silver Bay Road Silver Bay, NY 12874
- 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: 1 year Date started: September 15, 2023

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.*

Our first year included, news, radio, online, and print advertising. We recieved advertising n the home pages of each artist, local bluegrass websites, and local marketing avenues. We will add additional online sales and marketing pages like "Eventbrite" to enhance ticket sales and marketing.

9.) Total number of attendees projected? 400 Previous year's attendees? 367

10.) How will you track attendance and room nights?

Both overnight and day-use attendance will be tracked through Silver Bay YMCA's ticket sale and registration software, Maestro

11.) Number of day visitors projected? 280

12.) How did you determine this percentage (surveys, zip codes, etc.)?

We made a small increase over this seasons actuals. We gathered the data from ticket sales this season.

13.) Number of overnight guests projected? 120

14.) How did you determine this percentage (surveys, zip codes, etc.)?

We used data from this seasons Bluegrass in Heaven festival.

We made a small increase over this seasons actuals. We gathered the data from ticket sales this season.

15.) Number of overnight accommodations used in previous year? 99

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

17.) How did you determine total number of overnight rooms?

Both overnight and day-use attendance will be tracked through Silver Bay YMCA's registration software, Maestro

We used data from this seasons Bluegrass in Heaven festival.

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.

No

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 15,000

2.) Ticketed event: YES Price of tickets: \$ 36-\$135 (day/full festival/VIP) NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 36-\$135 (day/ NO

4.) Total Cost to be borne by the organizer for the event: \$ 39,888

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 \$ 18,000

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. \$ 57888

7.) Anticipated total revenue from the event: \$ 77,025

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 purpose of Bluegrass in Heaven is to become a premier Fall Bluegrass event in the Lake George area. While there are many successful Bluegrass events in our area, our combination of setting at Silver Bay with comfortable lodging, and historic auditorium, boat house, INN porch, and Moose Hall as performance spaces, event goers will be treated to a "slice of Heaven".

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 15,000 # of yrs. 1 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity? None, Silver Bay will cover the operational costs of this event using revenue generated from ticket sales, lodging, and meal service. The occupancy TAX will be used to cover the cost of booking artist and talent for the festival.

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

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? Not at this time.

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)* Once funding is secure. Ideally Jan, 1 2024 via our website

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 60%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Warren County, Saratoga County, Washington County, Essex County, Montreal, Northeast United States, Nationaly.

5.) Who is your target audience and/or demographic?
Lovers of Bluegrass Music, Families, Students, Musicians, Travelers, Event Seekers.

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?

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

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.

[Handwritten Signature]

Signature of Responsible Party

Uriah Rodriguez

Name

Silver Bay YMCA

Organization

10/2/2023

Date

Vice President of Program

Title



APPENDIX E
EVENT BUDGET FORM (Required)

Event Name: Bluegrass In Heaven

Event Date (and rain date if any): Event: 9/13/24 - 9/15/24

Event Type: All ages Music Festival

Special Comments: _____

Use this form for estimated budget at time of event and complete with actual budget for submission of **Post Event Final Report**. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

Expenses	Estimated	Actual	Detail
	\$ 7000	\$ _____	Headlining Band
	\$ 6500	\$ _____	Tier 1 Band
	\$ 3500	\$ _____	Tier 2 Band
	\$ 2500	\$ _____	Tier 2 Band
	\$ 2000	\$ _____	Regional Band
	\$ 1500	\$ _____	Regional Band
	\$ 1000	\$ _____	Regional Band
	\$ 800	\$ _____	Dance Caller
	\$ 800	\$ _____	Sound Tech 1
	\$ 500	\$ _____	Sound Tech 2
	\$ 300	\$ _____	Programs
	\$ 8600	\$ _____	Publicity/Marketing
	\$ 2460	\$ _____	Volunteer Services
	\$ 6252	\$ _____	Merchandise
	\$ 6300	\$ _____	Production Costs
	\$ 556	\$ _____	Sanitation
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

Application Form Section B
5) Event Detail

Bluegrass in Heaven

Bluegrass in Heaven is a Northern Lake George premiere musical event. Hosted on the pristine Northern shores of Lake George at historic Silver Bay YMCA, a conference and family retreat center, and built on the foundation of the YMCA's highly successful community concert series, Bluegrass in Heaven is a music festival like no other. Boasting lodging opportunities from premier lake-view hotel rooms to economical group housing options, Silver Bay also possesses the perfect indoor venue for the family friendly music festival in its gorgeous historic Auditorium.

The family friendly nature of this multi-night event will attract attendees of all ages, with globally renowned headliner bands, multiple regional bands, arts and crafts, music instruction opportunities, dining options, and of course all the recreation activities normally available at Silver Bay YMCA (Pickle ball, disc golf, tennis, kayaking, archery, hiking trails, shuffleboard, and more). Attendees will be able to choose all-inclusive amenities, day-pass, or any level in-between.

While Silver Bay will have a variety of lodging options and meals available at the dining hall, attendees of the festival will have the option to choose lodging at any other establishment, including many local short-term rentals, campgrounds, hotels, and resorts, and meals at any local eatery. Silver Bay will also offer vendor opportunities for concessions, artisans, and other local businesses.

Bluegrass in Heaven has established a robust marketing strategy involving a promotional partnership with Caffe Lena and several other local entities! Silver Bay plans to purchase advertising space in several bluegrass magazines, local radio stations, and regional magazines and papers. Even though this event is in its first year of development, a strong operational plan, solid local partners, and a strategy to develop into an independent operation within three years are sure to grow Bluegrass in Heaven into a top tier event on the North end of Lake George!

Amount of Occupancy Tax Funding Requested: \$20,000

A. CONTACT INFORMATION

- 1.) **Name of Applicant/(s)Organizer(s)/ Main Point of Contact:** Caleb Eick, Director of Outreach
- 2.) **Address:** 5012 Lake Shore Drive, Bolton Landing, NY 12814
- 3.) **Email/Cell phone:** Office: (518) 644-2431x102; Cell: (518) 605-8965
- 4.) **Estimated Event Duration (including set-up/clean up times):** June 5 – August 31 (multiple events)
- 5.) **Anticipated Number of Attendees:** 1,500
- 6.) **Anticipated Number of employees/staff (inclusive of vendors and contractors):** 46

B. EVENT INFORMATION

- 1.) **Name of Event:** A Century of Sembrich, 2024 Summer Festival
- 2.) **Date & Time of Event:** Peak Season (June-September)
- 3.) **Location of Event:** 4800 Lake Shore Drive, Bolton Landing, NY 12814
- 4.) **Which category BEST describes your event:** 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.*

The Sembrich's Summer Festival is a key component of the cultural community and diversity of summer events in the Town of Bolton. The Sembrich's 2023 summer festival (supported by Occ Tax funds) drew a total of 2854 visitors (1,598 event attendees and 1,472 museum visitors). Based on data from visitor survey responses, the 2023 summer festival and museum exhibitions contributed to approximately 1,083 room nights in the region (see following questions for calculations & data). Despite a season challenged with wildfire smoke and heavy rain, The Sembrich was able to continue to achieve a 26% increase in overall visitorship (2,854 in 2023 vs 2,102 in 2022).

The Sembrich's 2023 and 2024 summer festivals and exhibitions are part of a project supported by a grant from Empire State Development's Market New York Initiative, helping to expand marketing efforts for these events and activities through 2024. As part of this project, the organization is working with several contractors including Mannix Marketing, Trampoline Design, and others to create video and photo assets and expand its marketing presence throughout the northeast.

The 2024 Summer Festival, titled *A Century of Sembrich*, will bring together a selection of today's finest concert artists to celebrate the centennial of the iconic pink stucco studio that has been a center for cultural and musical events in our region since its construction in 1924.

Highlights of the 2024 Summer Festival include:

- **A Juneteenth Celebration (June 19, 2024):** The Sembrich will celebrate Juneteenth with a studio talk and performance by Pulitzer prize-winning composer Anthony Davis. He will be joined by Christine Jobson, soprano, Carl DuPont, bass-baritone, and pianist Alan Johnson who will perform excerpts from Davis's acclaimed operas, *X – The Life and Times of Malcolm X*, *Amistad*, *Tania* and *The Central Park Five*, all portraying momentous actions and engagements crucial to black Americans.
- **A Night at the Museum (July 17, 2024):** For one night only, the most delicate and unique treasures from The Sembrich's collection will be on display for the first time in nearly four decades. This presentation, led by The

Sembrich's professional staff and scholars, will feature some of Marcella Sembrich's most treasured possessions including fine art pieces, a collection of jewelry crafted by Tiffany's, and much more.

- **At That Hour - A Chamber Opera After James Joyce (August 24, 2024):** The Sembrich, in partnership with the acclaimed Hyperion String Quartet, the Seagle Festival, and the Center for New American Works will produce the world premiere of this exciting new work by The Sembrich's Artistic Director and Composer in Residence Richard Wargo.
- **Free Film Series (five events):** The Sembrich will also continue its free film series comprised of new and classic films. A special feature of this year's film series is the US premiere of a new film on the life of Marcella Sembrich by Polish filmmaker Radka Franczak.
- **World Music Wednesdays (three events):** The Sembrich's popular series returns to the lakeshore with new groups and musical traditions from across the globe. This year's series features the *Harmonia Ensemble*, celebrating the musical traditions from Marcella Sembrich's homeland, *Jomion and The Uklos*, exemplifying the musical traditions from West Africa, and the *Nordic Fiddlers Bloc*, bringing fiddle styles from their native lands of Norway, Sweden, and the Shetland Islands.
- **Family Events (two events):** The Sembrich will continue its annual presentation of the Seagle Festival Children's Opera which drew over 100 local children from the region in 2023. In addition, award-winning ensemble WindSync (The Sembrich's 2024 Flonzaley Resident Ensemble), will present "Interstellar Cinderella," an interactive musical program and reading of the popular children's book by Deborah Underwood.
- **Promenade Series (three events):** Bringing an eclectic mix of classical, light classics, jazz, and more, this outdoor performance series is the perfect evening out in Bolton Landing. The 2024 series will feature a performance by resident ensemble WindSync, an evening of jazz and Puccini with violinist Leah Zeger and accordionist Cory Pesaturo, and the mixed-genre violin-guitar duo ArcoStrum. In 2022, approximately 50% of people who attended these events had never been to a performance in Bolton Landing before.
- **Masterworks Series (three events):** Bringing today's best concert artists to The Sembrich Studio, the Masterwork Series in 2024 will celebrate the composers and artists that Sembrich herself knew. Featured Artists include pianist Ahmed Alom, mezzo-soprano Rosario Armas, violinist Kinga Augustyn, and members of The Philadelphia Orchestra.

6.) Type of Event: Non-Profit 501(c)3, Annual, Multi-week/month

7.) How long has this event been in existence: 25 years **Date started:** Summer 1998

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.

The Sembrich is currently the recipient of a Market NY grant from Empire State Development and the NY Department of Tourism. This grant provides matching funds to expand The Sembrich's marketing efforts. As part of this grant The Sembrich has invested in the creation of additional video and photo assets, SEO and web upgrades, and an expansion of asset placement in Upstate NY and the northeastern US. The expanded marketing presence can already be credited in part for the overall increase in 2023 visitorship.

9.) Total number of attendees projected? 1,550+ **Previous year's attendees?** 1,472

10.) How will you track attendance and room nights?

Room nights are tracked via a voluntary survey sent to each event attendee and museum visitor. The data gathered from this survey is used to project the number of room nights across the entire visiting population.

11.) Number of day visitors projected?

Based on visitor data collected, The Sembrich anticipates 1,427 day visitors in addition to 1,500+ event attendees. Approximately 40% of event attendees live within driving distance and the other 60% make overnight trips.

12.) How did you determine this percentage (surveys, zip codes, etc.)?

This percentage was derived from visitor data collected in surveys sent to attendees and visitors, following their visit.

13.) Number of overnight guests projected?

The Sembrich anticipates drawing at least 959 overnight visitors.

14.) How did you determine this percentage (surveys, zip codes, etc.)?

This percentage was derived from the percentage of 2023 survey respondents who answered they stayed in the area for at least 1 night.

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

The number of overnight accommodations was approximately 1083 between confirmed rooms used by our artists and rooms inferred from the data collected in attendee surveys.

16.) Average length of stay per guest?

Based on the data from the 2023 visitor survey, 55% of visitors come for an overnight trip. Of those that stay overnight, 96% responded they stayed more than 4 nights.

17.) How did you determine total number of overnight rooms?

The total number of overnight rooms was calculated using the percentages from post event surveys plus the number of rooms confirmed and used by our artists.

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.

No, we will not work with a 3rd party for this purpose.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$20,000

2.) Ticketed event: Yes Price of tickets: Based on Event (\$0 - \$275)

3.) Does this event provide an opportunity for local discounted community tickets? No

4.) Total Cost to be borne by the organizer for the event: \$74,000

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: \$20,000

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. **Total Budget: \$124,834**

7.) Anticipated total revenue from the event: \$125,100

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.)

The Marcella Sembrich Memorial Association (The Sembrich) honors international opera singer Marcella Sembrich at her former teaching studio and woodland retreat on Lake George. Our mission is to:

- Preserve and protect the museum collection, historical significance and legacy of Marcella Sembrich;
- Present performances and exhibits that foster an appreciation for music, including opera, and the arts;
- Provide educational opportunities for the study of classical music.

The Sembrich's summer festival events directly support our mission and seeks to build a vibrant and diverse community in the Lake George region through artistic and musical programs. The area has long been a hub for artistic activity. This festival broadens the programming available to both residents and visitors and encourages dialog and exploration of diverse cultures.

9.) Previously funded by Warren County Occupancy Tax? Yes. \$20,000 for 1 year.

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?

The Sembrich receives sponsorships, grants from foundations, ticket sale revenue, and fundraising events to support the event. Foundations that provide support on a continuing basis include the Touba Family Foundation, Alfred Z. Solomon Charitable Trust, and The Stewart's/Dake Family Foundation.

11.) Previously funded by other local municipalities:

Yes, The Sembrich receives support from the Town of Bolton. The town has supported the festival since 2012 in amounts ranging from \$2,000 to \$20,000.

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?

No

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. Any revenue that is made through this festival will be used to support future programs and operating expenses of The Sembrich which is a 50(c)3 nonprofit museum, performing arts venue, and national historic site.

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

Founded in 1940, The Sembrich actively contributes to the livability and cultural vibrancy of the surrounding region through exhibits, performances, and educational programs. Located in Bolton Landing, NY, The Sembrich is a premiere museum in New York's Lower Adirondack Region, preserving the artistic history of the area and enriching the lives of community members from children to adults. The Sembrich's festival events welcome a large number of seasonal visitors and local residents consisting of diverse racial, cultural, and economic backgrounds. The visitors drawn to the area patronize local businesses, restaurants, short-term rental accommodations, hotels, and attractions.

A portion of programs offer free or low-cost opportunities, which we do to eliminate financial barriers and increase access to quality arts programming. The Sembrich's local audience consists of individuals, largely of Caucasian descent,

with approximately 37% of families qualifying for reduced price lunch programs who may not have reliable access to arts programs.

Offering over 25 events annually, including concerts, films, and lectures, The Sembrich's Summer Festival actively enriches the cultural landscape in the Lower Adirondack Region. Notable performers who have appeared include the Canadian Brass, mezzo-soprano Stephanie Blythe, the Villa Lobos Brothers, and members of The Philadelphia Orchestra, among many others. In addition to classical music, The Sembrich presents programs of contemporary and folk styles. When designing programs, audience surveys conducted at the end of the previous season are used to gauge program efficacy and improve future offerings.

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?

Marketing will begin in February 2023. Campaigns will run through mid-October, when the facility closes for the season.

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

Approximately 69% of our budget is allocated to vendors and to advertisements outside of Warren County.

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

Eastern Adirondacks (NY); Champlain Region/Montreal (NY & Canada); Greater Capital Region including Saratoga, Albany, Clifton Park, and Schenectady (NY); Hudson Valley (NY); New York City (NY); Berkshires (MA); Southern Vermont

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

Summer Festival programs are mainly aimed at cultural tourists and a general adult audience (approx. 25-75 years of age). A limited number of programs are geared towards children and families.

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? No.

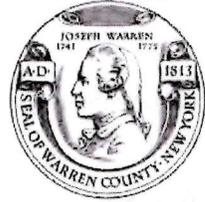
8.) What permits and licenses are anticipated for your event? (if unsure, please email hanifink@warrencountyny.gov for further clarification)

Town of Bolton – Noise Permit; Outdoor Banner Permits
NYS – Charity Liquor License; Temporary Beer/Cider License

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? No.

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?

Yes.



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.

Virginia Britt
Signature of Responsible Party

Virginia Britt
Name

Marcella Sembrich Memorial Association dba The Sembrich
Organization

10/2/2023
Date

Director of Administration
Title

APPENDIX E - EVENT BUDGET FORM

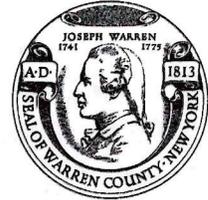
Event Name: A Century of Sembrich - 2024 Summer Festival

Event Date(s): June 2024 - August 2024

Event Type: Performing Arts Festival

Special Comments:

	Budget	Actual	Detail
Expenses			
	39,100.00		Artist/Performer Fees
	2,529.00		Artist/Performer Lodging
	3,600.00		Artist/Performer Travel
	750.00		Film Screening Fees
	875.00		Piano Tuning
	3,150.00		Sound System Rental
	2,300.00		Sound Engineer
	64,965.00		Marketing (See Appendix D Attachment)
	1,440.00		Performance Tent Setup/Teardown
	500.00		Temporary NYS Beer/Cider Licenses
	5,625.00		Production Assistant Salary
Total Expenses	124,834.00		
Revenue			
Contributions			
	29,000.00		Festival & Event Sponsorships
Grants - Municipal			
	20,000.00		Town of Bolton Occupancy Tax (Marketing)
	20,000.00		Warren County Occupancy Tax (Artist Fees)
Grants - Foundation			
	4,000.00		Touba Family Foundation
	1,500.00		Stewarts/Dake Family Foundation
	600.00		Stewarts Holiday Match
	5,000.00		Alfred Z. Solomon Charitable Trust
Festival Ticket Sales			
	40,000.00		Event Ticket Sales (Regular & Fundraiser)
Program Ad Sales			
	5,000.00		Ad sales in 2023 Festival Program Booklet
Total Revenue	125,100.00		



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: \$30,000

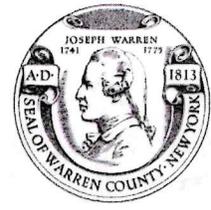
A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
Lake George Music Festival, Inc. - Alexander Lombard
- 2.) Address:
7 Stone Pine Lane, Queensbury, NY 12804
- 3.) Email/Cell phone:
alombard@lakegeorgemusicfestival.com 518-791-5089
- 4.) Estimated Event Duration (including set-up/clean up times):
August 9-23, 2024 (two weeks)
- 5.) Anticipated Number of Attendees 5,000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 100+

B. EVENT INFORMATION

- 1.) Name of Event: Lake George Music Festival 2024
- 2.) Date & Time of Event: August 11-22, 2024
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
Fort William Henry Hotel - Carriage House
- 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.*



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ \$20 (\$150 for full season pass) NO

4.) Total Cost to be borne by the organizer for the event: \$ 300,100

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 \$ 150,000

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.*

\$ August 9-23, 2024 (two weeks) _____

7.) Anticipated total revenue from the event: \$ 307,312

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 primary objective is twofold. A) to create a powerful cultural asset in the region with an inviting venue and to B) drive cultural tourists to our region via a destination classical music event

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

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
As a non-profit, we receive funding from a number of private foundations, donors, and business sponsorships. We also receive income from the sale of advertisements, tuition, and ticket sales.

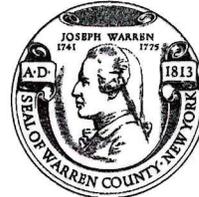
11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 4,000 #of yrs 1

Municipality? Town/Village Joint
 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? YES

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) Promotion occurs year-round, but elevates after January 1st

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 90-95%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
National, mostly throughout the northeast. To drive cultural tourists from the northeast to the Lake George Area.

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

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

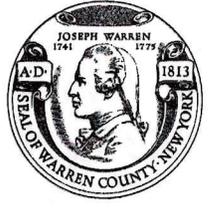
7.) Do you need assistance with the permitting/licensing process? YES NO

8.) What permits and licenses are anticipated for your event?

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

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



AFFIRMATION

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

Signature of Responsible Party

Alexander Lombard

Name

Lake George Music Festival, Inc.

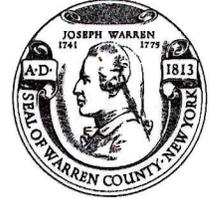
Organization

10/10/23

Date

CEO & Founder

Title



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: Lake George Music Festival 2024

Event Date (and rain date if any): August 11-22, 2024

Event Type: classical music festival

Special Comments: **Please see attached detailed marketing plan. We are requesting 40% of our marketing budget for season 2024.**

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

2024 Lake George Music Festival | August 11-22

Marketing Budget Draft developed by Lake George Music Festival

Marketing & Promotions

Our long-term goal is to make the Lake George Music Festival (LGMF) a “destination for classical and new music,” focusing on attracting cultural tourists to our festival and Lake George on a national basis; with the primary focus being cultural tourists in the northeast. We feel the draw for such an event in a historic and scenic location like Lake George, with all of its available hotels and amenities, is high.

Visitors to our region enjoy the benefit of immersion in beautiful scenery in peaceful communities. A place to fish, walk in the woods, relax around a campfire, or take a quick swim in the lake is often right out the back door. Indeed, visitors to the Lake George region and Adirondack communities enjoy the best of both worlds – rural vacation with easily accessible urban amenities like brewpubs, ethnic restaurants, libraries, theaters, book shops, and coffee houses. The LGMF is one of the cultural draws.

On the shores of Lake George, our unique location is where music and natural beauty collide. We are Lake George’s Destination for Classical Music. The Lake George Music Festival offers diverse and engaging programming in an intimate setting with up-close encounters with world-class artists.

Over the past two years, our marketing and advertising focus has shifted from local advertising towards a more national approach. We handle marketing efforts in house with the help from regional and national consulting firms (see budget below).

Together, we have developed a two-prong approach to our visibility campaign.

1. We are targeting leading cultural travel writers and broadcasters to learn more about what we all know – the region's excitement combined with a destination for classical and new music. We connect with writers from USA Today, Wanderlust, Travel & Leisure, Road and Travel, Lonely Planet, and regional outlets like New York Times, Boston Globe, Philadelphia Inquirer, WBUR, WNYC, podcasters, bloggers, and influencers.
2. We are also targeting high-profile classical music magazines and publications to raise the awareness of the LGMF and our new venue, the historic and acoustically perfect Carriage House at Fort William Henry. In addition, we are connecting with internationally known musicians, composers, writers, radio hosts, and social media influencers to help share the news of this gem. We are also targeting headliner acts to draw national attention.

2023-24 partners include: Symphony Magazine, Chamber Music America, The Strad, Musical America, The Violin Channel, Gramophone, the BBC, and Performance Today. Our priority with features in these publications is attracting national attention among cultural tourists, resulting in overnight guests for Lake George.

We have reformatted our website to highlight and focus on overnight visits to our region. Highlighting the region as a whole (to the eyes of a cultural tourist).

At our peak in 2021 we hit 5,000 guests. Based on the zip codes we collect from our audience = 40% overnight guests and 60% day trippers. With the average night stay being 3 nights that gives us a total of

3,500-3,750 room nights generated for our region. This is in addition to the 100+ musicians, interns, and staff members we house in Warren County for 2-3 weeks each summer.

Photographers and video producers will develop engaging content that showcases the Lake George area as the ‘place to be’ for cultural tourists. This content highlights our scenic and historical location as well as our top-notch classical music festival. Content is shared with our media partners to tag cultural tourists. This year, we are taking it a step further and engaging with our musicians to create short video bites showcasing their love for the arts and Lake George. These videos will be stored on our YouTube channel and used within our promotion to drive cultural tourists to the area and unveil the personal side of our musicians.

Enhancements for 2024

- Working with the PR firm Unison Media to fine tune our message
- Working with local marketing firm Advokate to handle local media
- Promote the LGMF as an opportunity for an intimate setting – with a chance to connect with world-class performers – meet and greets, receptions, etc.
- Explore collaboration with cultural travel and classical performing arts outlets to engage and entice cultural tourists to visit the region and immerse in beautiful music.
- Deepen relationships with local businesses and restaurants to create an authentic Lake George experience while at the festival.
- Grow our social media base and deepen engagement.
- Expand regional press relationships and partnerships.
- Develop promotional content to match the excitement of the LGMF by using great content that is moving, full of energy, and that shares the talent and personalities of the musicians with the beauty of music.
 - **Action photos that have energy in them:** Fantastic shots that are captivating and full of passion.
 - **Videos of the musicians to show their personality and talents:** Why are they performing this piece, this time, and with this ensemble? Even if it is a short clip saying hello to the audience.
 - **Showcasing personal facts about the musicians within promotion:** The more we can spotlight them as authentic individuals and truly connect with them, the better. Why are they musicians in the first place? What is their story? Why did they choose the LGMF? What do they do in their free time?

Target Audience for the LGMF

- Overnight Cultural Tourists: adults, ages 40-75, median income \$100,000
- Philadelphia, New York City, Boston, New Jersey, and Connecticut
- Northeast (driving distance)

Marketing Budget

Print Advertising	
Direct Mail <ul style="list-style-type: none"> • Execute a postcard mailing to the current LGMF mailing list, top cultural tourist targets, and local contacts to promote ticket sales. 	\$2,000
Ad Trades	In-kind

<ul style="list-style-type: none"> Conduct ad trades with regional art venues, such as SPAC and Tanglewood, to have prominent placement in their publications, online listings, and event programs. 	
Regional Advertising <ul style="list-style-type: none"> Print ads to promote ticket sales and well-respected musicians in local outlets such as The Chronicle, The Lake George Daily Mirror, Adirondack Life Magazine (full-page ad), etc. 	\$8,000
Flyers <ul style="list-style-type: none"> Develop and distribute flyers (print and digital) to promote the event to local/regional schools, businesses, and arts organizations to help spread the word about the LGMF. 	\$500
Classical Music Publications Advertising <ul style="list-style-type: none"> Purchase print ads to promote ticket sales with well-known classical music publications such as Symphony Magazine, Chamber Music America, The Strad, Musical America, The Violin Channel, and Performance Today. 	\$40,500
Digital Advertising	
Google Advertising (\$10,000 grant per month) <ul style="list-style-type: none"> Regional advertising Google campaign targeting cultural tourists in the Northeast to drive new individuals to the area to experience the festival and all that Lake George offers. 	Grant funded by Google
Facebook Advertising <ul style="list-style-type: none"> Paid advertising to target appropriate demographic of cultural tourists focused in the Northeast. 	\$3,000
Instagram & YouTube <ul style="list-style-type: none"> Increase organic posting on LGMF Instagram and YouTube feeds to generate buzz and showcase our artists. 	\$3,000
Radio <ul style="list-style-type: none"> Increase enhanced partnership with the regional public television and radio outlets and explore underwriting opportunities to align with the target cultural tourist audience. 	\$2,000
Email (MailChimp) <ul style="list-style-type: none"> Monthly email marketing to LGMF email distribution list to promote season passes, event updates, and showcase musicians. 	\$1,000
Online Calendar Listings <ul style="list-style-type: none"> Research online listings local and regionally to post the LGMF event. Listings opportunities include Chamber of Commerce, WAMC, NCPR, WMHT, The Post Star, Times Union, ADK Life Magazine, etc. 	In kind
Media/Communications	
Earned Media <ul style="list-style-type: none"> Outreach to cultural travel outlets and classical performing arts publications to build relationships, pitch articles, and interview opportunities. 	In Kind
Local Organization Collaborations	
Local Businesses	\$0/in kind

<ul style="list-style-type: none"> Conduct outreach and enhance relationships with local businesses to create an event buzz and develop potential packages to drive the Lake George experience during the LGMF event (restaurants, hotels, breweries, wineries, etc.). 	
<p>Lake George CVB</p> <ul style="list-style-type: none"> The Lake George Convention and Visitor's Bureau is developing a series of room package options to house cultural travelers and other attendees during the week-long event. 	\$0/in kind
<p>Local Schools</p> <ul style="list-style-type: none"> Build relationships with local high schools to drive local attendee participation and young individuals interested in classical music future performance opportunities. 	\$0/in kind
Administrative	
Consulting	\$5,000
Graphic Design	\$3,000
Website Improvements	\$1,500
Photography/videography	\$5,000
Purchase email marketing lists for promotional use	\$500
TOTAL 2024 Marketing Budget	\$75,000



Projected Budget (FY: 1/1/2024-12/31/2024 - Lake George Music Festival, Inc.
(EIN#: 45-3041321)

REVENUE

Print Advertising	\$2,432
Composition Competition Application Fees	\$890
Composer Institute Application Fees	\$1,620
Instrumental Fellowship Application Fees	\$1,750
Conducting Fellowship Application Fees	\$420
Tuition	\$71,872
Local Performance Income	\$0
On-Tour Performance Income	\$0
Venue equipment rental income	\$0
Checking Account Bank Interest	\$90
Endowment Account Realized Income	\$0
Door Ticket Sales	\$12,500
Season Passes	\$20,077
Plus Pass	\$100
Parking Pass	\$500
Merchandise	\$250
Concessions/Raffle	\$475
Guild Luncheon	\$0
Victorian Tea	\$3,836
Annual Uncorked Gala	\$0
Foundation Grants	\$18,500
State Grants	\$45,000
Local Municipal Grants	\$30,000
Federal Grants	\$0
Individual Donations	\$51,500
Corporate Gifts	\$5,000
Restricted Grants or Gifts	\$40,500
Total Revenue:	\$307,312

EXPENSES

<u>Primary Staff</u>	
President & CEO	\$6,000
Artistic Director	\$13,000
Composer Institute Director	\$4,000
Music Director	\$4,000
General Manager/Music Librarian	\$3,000
<u>Contracted Staff</u>	
Audio Recording and Production	\$2,000
Arts Administration Intern	\$0
Production Manager	\$2,000
Production Intern	\$0
Piano Moving/Rental	\$3,000
Piano Technician	\$0
Technical/Lighting/Sound	\$0
Accounting	\$0
Legal/Consulting	\$0
Program Notes	\$0
Pre-Concert Workshops	\$0
Fundraising Benefits/Special Events	\$0

Post-Concert Receptions	\$0
<u>Composition Competition:</u>	
Jury stipends	\$500
Administrator/website	\$500
Winner/Travel	\$500
<u>Contracted Artistic Services:</u>	
Mentors	\$40,000
Guest Artists	\$12,000
Guest Ensemble	\$4,000
Composer Institute Resident Ensemble	\$4,000
Concertmaster	\$1,000
Resident/Visiting Composers	\$0
Composer Institute Guest Composers	\$1,000
Auxiliary	\$6,500
On-Tour	\$0
Special Events	\$0
<u>Artistic Additional Benefits:</u>	
Musician Cruise	\$3,500
Activities	\$100
After Party	\$500
<u>Housing</u>	
Staff Hotel Rooms	\$9,000
Mentor/Aux Hotel Rooms	\$4,000
Guest Artist Housing	\$6,890
Fellow/Aux Housing	\$40,849
<u>Travel:</u>	
Institute Guest Artist Travel	\$250
Large Instrument Travel Reimbursement	\$200
Guest Artist Travel	\$0
Other travel	\$2,338
<u>Food/Bev:</u>	
Artist Lunches and lunch supplies	\$4,414
Other Food/Bev	\$2,500
Victorian Tea	\$2,000
<u>Music:</u>	
Music and supplies	\$600
Performance License (ASCAP)	\$480
Performance License (BMI)	\$0
New Music Commissions	\$24,500
Special Instrument Rental/Purchase	\$599
<u>Insurance:</u>	
General Liability	\$450
NYS Workers Compensation	\$0
NYS Disability	\$0
Employee Health	\$0
Directors & Officers	\$0
<u>Taxes:</u>	
Federal Withholding	\$459
NYS Withholding	\$0
Capital Gains Tax	\$0

<u>Marketing:</u>	
Total (see detailed plan)	\$75,000
 <u>Printing:</u>	
Merchandise	\$450
T-Shirts	\$1,360
Program Book	\$2,200
Office Printing	\$240
 <u>Performance and Rehearsal Space:</u>	
Caldwell	\$250
St. James	\$1,800
High School	\$0
Late Night	\$0
Gala Lake George Club	\$0
Shepard Park	\$0
Carriage House	\$0
Fort William Henry Conference Center	\$0
Other Venues	\$0
 <u>Other space expenses</u>	
Production (stage) Equipment Rental	\$4,950
Carriage House Venue Improvements	\$250
Shuttle rental	\$0
Year-Round Office	\$0
 <u>General Operating Expenses:</u>	
Telephone/Internet/Phone	\$1,230
Acceptd	\$0
Interest	\$0
Media expenses (Powr, Zoom, Distrokid)	\$50
Postage	\$150
Office Supplies/Equipment	\$150
Credit Card Processing Fees	\$0
Bank Fees	\$275
Licenses, Permits, Fines	\$0
Annual IRS/AG Filings	\$116
Special Purchases	\$250
Concert Concessions	\$0
Misc.	\$750
 Total Expenses:	 \$300,100



Warren County Historical Society

50 Gurney Lane, Queensbury, New York 12804

518-743-0734 Fax: 518-824-5861

E-mail: mail@wcnyhs.org

Website: <http://wcnyhs.org>

OFFICERS

Dr. Stan Cianfarano
Co-President

Teri Rogers
Co-President

Tom Lynch
Vice President

Marianne Moran
Secretary

John Berry
Treasurer

Trustees:

Bob Bayle
Patricia Berry
Cherie Brooks
Dr. Paul Derby
Patricia Dolton
Chuck Farrar
Gerri Groff
Bruce Hazard
Wally Hirsch
Kurt Kilmer
Andrea Matte
Steve Matte
Eloise O'Neil
Dr. John Simon
Dr. Marilyn Van Dyke
Wayne Wright

Don Rittner
Executive Director

To Warren County Occupancy Tax members:

The mission of the Warren County Historical Society (WCHS) is to promote the history of Warren County, New York and its environs by supporting research and preservation efforts and encouraging public participation. The historical society was chartered in 1997 by the New York State Education Department for the collection, preservation, and promotion of the heritage of Warren County. The Society offers a permanent exhibit as well as temporary displays, historical collections and archives, a comprehensive resource center, publications, a book and gift shop, an oral history project, community history and culture initiatives, and a student internship program. The WCHS is a non-profit, 501C (3) membership organization funded through dues, donations, grants, and gifts.

Our request is for Phase One of the Joseph Warren Museum. This includes exterior and interior renovation of the building. With the upcoming 250th anniversary of the American Revolution, and Warren's pivotal role, this project will be nationally significant as the only such project to honor this American hero. The museum will attract visitors from all over the United States as well as from foreign visitors interested in the origins of democracy in America.

Sincerely,

Don Rittner, Executive Director



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: \$ 4,000

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact: Warren County Historical Society/Don Rittner, Executive Director
- 2.) Address: 50 Gurney Lane, Queensbury, NY 12804
- 3.) Email/Cell phone: execdir@wcnyhs.org/518-743-0734
- 4.) Estimated Event Duration (including set-up/clean up times): Continuous/Annual, into the future
- 5.) Anticipated Number of Attendees Thousands of visitors over time
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 9. (8 Volunteers, 1 paid part time)

B. EVENT INFORMATION

- 1.) Name of Event: The Joseph Warren Museum of Warren County
- 2.) Date & Time of Event: Year long, Continuous
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event: stand alone building next to 50 Gurney Lane, Queensbury
- 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: Non-Profit (501-c-3) Not-for-Profit (501-c-6) New Event
 Annual

7.) How long has this event been in existence: 1997 Date started: Jan, 1997

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.* We have been utilizing all forms of social media

9.) Total number of attendees projected? Thousands over time Previous year's attendees?

10.) How will you track attendance and room nights?

We keep a sign in book at the museum and track analytics online

11.) Number of day visitors projected? 300. Will be open year round

12.) How did you determine this percentage (surveys, zip codes, etc.)?

Number of days open, guest book sign ins, online tracking

13.) Number of overnight guests projected? unknown

14.) How did you determine this percentage (surveys, zip codes, etc.)?

N/A

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

16.) Average length of stay per guest? visitors will spend on average two hours

17.) How did you determine total number of overnight rooms?

N/A

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. No.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$600,000

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

4.) Total Cost to be borne by the organizer for the event: \$600,000

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 \$600,000

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**
 \$ see attached

7.) Anticipated total revenue from the event: \$0

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: This is being used in general operations to complete our mission of educating the public about our history. We have in house exhibits in our museum, offer several lectures by experts bimonthly, publish numerous educational materials which include ten books this year, working with local homeschool and public school in creating an American Revolution 250th anniversary curricula and educational materials, a debate club, "college bowl" tournament in the high schools, and utilizing social media to educate and inform the public.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$3,500 # of yrs. 10
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity? Grants, memberships, donations.

11.) Previously funded by other local municipalities: YES (amount & # of years): \$3,500 #of yrs 10

Municipality? Town of Queensbury

YES 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? N/A. We are non-profit.

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 100% NO

14.) Please describe community benefit opportunity if answered YES to the previous question: Continue to support our mission of offering quality educational programming to the public. The museum will showcase the life of Joseph Warren and his contribution to the formaton of the American Exprience and creation of the United States though his involvement in the time span up to and during the American Revolution. Warren County is named in his honor and Warren has not received enough credit with his role during the American Revolution. The museum will showcase his life through paintings and memorabilia loaned by Warren Historian Shane Newell, a recreation of his living room, medical exam and lab, and library, with active multimedia presentations. A welcome office will also make available tourism information for Warren County. This will be the only such musuem in his honor in the country which ironically has 14 counties named for him.



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) This grant is for restoration of the building into a museum.

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 0

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?) Local but also global through social media.

5.) Who is your target audience and/or demographic? Adults and children, general public, those interested in local history, Tourist.

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

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

8.) What permits and licenses are anticipated for your event? (if unsure, please email hanifink@warrencountyny.gov for further clarification) Any building or construction permits will be obtained by the county building department.

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

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



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

Signature of Responsible Party

Oct 19, 2023

Date

Executive Director

Title

Don Rittner,

Name

Warren County Historical Society
Organization



APPENDIX E
EVENT BUDGET FORM (Required)

Event Name: The Joseph Warren Musuem

Event Date (and rain date if any): Continously

Event Type: Hertiage education

Special Comments:

Use this form for estimated budget at time of event and complete with actual budget for submission of Post Event Final Report. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

Table with 4 columns: Expenses, Estimated, Actual, Detail. Includes a row with \$600,000 and a note 'Please see attached budget and plan'.



Revenue	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$600,000\$ _	\$ _____	<u>Occupancy Tax grant - Warren County</u>
	\$3,000	\$ _____	<u>Municipal/town/village funding</u>
	\$ _ _ _ _ _	\$ _____	<u>Municipal/town/village funding</u>
	\$ _ _ _ _ _	\$ _____	<u>Municipal/town/village funding</u>
	\$9,000	\$ _____	<u>Sponsorship/external funding (detail):</u> _____
	\$ _ _ _ _ _	\$ _____	<u>Sponsorship/external funding (detail):</u> _____
	\$ _____	\$ _____	<u>Ticket Sales/Registration fees</u>
	\$1,200	\$ _____	<u>Fundraising/donations:</u>
	\$4,000	\$ _____	<u>Merchandise sales</u>
	\$ _ _ _ _ _	\$ _____	<u>Vendor fees:</u>
	\$ _ _ _ _ _	\$ _____	<u>Other:</u> _____
	\$ _ _ _ _ _	\$ _____	_____
	\$ _ _ _ _ _	\$ _____	_____
	\$ _ _ _ _ _	\$ _____	_____
	\$ _ _ _ _ _	\$ _____	_____
	\$ _ _ _ _ _	\$ _____	_____
	\$ _ _ _ _ _	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
TOTALS	\$617,200.00	\$ _____	TOTAL EXPENDITURES
	\$617,200.00	\$ _____	TOTAL INCOME

**WARREN COUNTY HISTORICAL SOCIETY
BUDGET – 2023**

REVENUE:

	BUDGET	ACTUAL
7010-Membership	\$ 9,000	
7015- Annual Appeal	\$ 6,000	
7020-Gifts/Donations	\$ 2,000	
7021- Joan Aldous Scholarship	\$ 500	
7082- Annual Meeting Income	\$ 300	
7050- Warren County Contract	\$3,500	
7051- Grants	\$4,000	
7052- Queensbury Contract	\$2,000	

**FUNDRAISING-7033
SUBACCOUNTS:**

7029- BBQ	\$2,000	
7022- WCHS Calendar	\$400	
7034- Miscellaneous	\$3,000	
7036- Chronicle Book Fair	\$0	

**BOOK/GIFT SHOP – 7049
SUBACCOUNTS:**

7040- Book Sales	\$8,500	
7041- Gift Items	\$100	

7042- Photos/ Posters	\$100
7058- Consignment Sales	\$0

**MISCELLANEOUS REVENUE-7064
SUBACCOUNTS:**

7065- Genealogical/ Historical Research Income	\$0
7066-Micc. Income	\$50
7070- Interest Income	\$3
7083- Advertising Income	\$0
7084- Scanner Income	\$0
7081- Other Revenue	\$0

Totals- \$41,453

EXPENSE:

	BUDGET	ACTUAL
Salaries;		
7205-Executive Director	\$10,400	

7206- Executive Director Development	\$0	

Administration -7220		
Sub accounts;		
7207- Trustees Training/Strategic Planning Meeting-	\$ 0	

7214- Annual Meeting Postage	\$100	

7216- Joan Aldous Scholarship	\$500	

7218-Annual Meeting Luncheon	\$1,800	

7230- Ancestry	\$300	

7280- Annual Appeal Postage	\$200	

7282- Membership Postage	\$100	

7284-WCHS Calendar	\$525	

7285-John Austin Award	\$300	

7400- Grants Payout	\$2,000	
=====		
Building Expense: 7240		
Sub accounts;		
7242- Maintenance/Upgrades	\$500	

7244- Insurance	\$1,200	

7245- Electricity	\$2,900
7246- Telephone	\$850
7247- Alarm	\$500
7248- Internet	\$1,400
7251- Computer Software	\$1,000
7253- Computer Hardware	\$1,000
7254-Computer Maintenance	\$1,000

/Equipment: 7249
Sub accounts;

7250- Copy Paper	\$50
7252- General Office	\$500
7255- Toner	\$400
7256- TSYS Expense	\$580
7257- Office Equipment	\$0
7258- Pay Pal	see online acct.
7259- General Postage	\$300
7260- Copier Lease-	\$1,300
7376-Exhibits Expense	\$250

Organizational Dues /Fees;

7241-Grant Station	\$100
7270- North Warren C of C	\$0
7271- Lake George C of C	\$120

7273- AASLH	\$100
<hr/>	
7275- Adirondack Regional C of C	\$315
<hr/>	
7274- Misc. Memberships	\$150
<hr/>	

Newsletter/ Publications;

7292- Printing	\$3,000
<hr/>	
7294- Postage	\$300
<hr/>	
7352- Book Printing/ Acquisition	\$4,000
<hr/>	
7354- Marketing / Advertising Expense	\$1,000
<hr/>	

**COLLECTIONS/RESOURCE CENTER - 7310
SUB ACCOUNTS:**

7312- Archival Supplies	\$750
<hr/>	
7314- Resource Center	\$0
<hr/>	
7315- Acquisition of Books/Publications	\$250
<hr/>	
7317- Scanner Expense (Toner, Paper)	\$0
<hr/>	
7318- Proposed Dr. Joseph Warren Center Project * See Separate Budget	
<hr/>	

**COMMITTEE EXPENSE- 7362
SUB ACCOUNTS:**

7262- Archival Committee	\$0
<hr/>	
7320- Audit/ Finance Committee	\$0
<hr/>	
7375- Book& Gift Shop Committee	\$50
<hr/>	
7376- Collections Committee	\$0
<hr/>	

7377- Computer, IT, Website & Social Media Committee \$0

7319- Education Committee \$1,000

7264- Executive Committee \$0

7372- Facilities Committee \$0

7385- Fundraisers, Development & Gala Committee \$1,200

7265- Genealogy & Research Requests Committee \$0

7298- Historic Sites Committee \$500

7316- Jack Mannix Oral History Project Committee \$0

7378- Membership & Annual Appeal Committee \$0

7360- Nominating Committee \$0

7358- Programs & Historic Day Committee \$200

7299- Publications Committee \$0

7370- Publicity Committee \$300

7381- Resource Center Committee \$0

7350- Volunteers Committee \$0

Totals- \$43,240

Income- \$41,453

Expense-\$43,240



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: \$ 46,000

A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
Greater Glens Falls Amateur Athletic Championship Association (GGFAACA)
- 2.) Address:
P.O. Box 4680 Queensbury, NY 12804
- 3.) Email/Cell phone:
Chip Corlew, Executive Director, 518-744-0043
- 4.) Estimated Event Duration (including set-up/clean up times):
Five Days
- 5.) Anticipated Number of Attendees 10,000-20,000 (Varies based on section schools participating)
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 75+

B. EVENT INFORMATION

- 1.) Name of Event: NYS PHSAA Boys State Basketball Championships
- 2.) Date & Time of Event: 3/14/24 - 3/17/24
 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: 42 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 attached: "Appendix D Part II - Marketing "

9.) Total number of attendees projected? 10,000-20,000 Previous year's attendees? 10,000 - 20,000

10.) How will you track attendance and room nights?
Hotel Partnerships, Ticket Sales & Zip Code Collection

11.) Number of day visitors projected? 6,000+

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Direct Ticket Sales (Online & Box Office) & Data Collection (Based on Avg. Previous Years)

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

14.) How did you determine this percentage (surveys, zip codes, etc.)?
Hotel Partnerships Data Collection (Avg. Participating Hotels)

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

16.) Average length of stay per guest? 2-3 Nights

17.) How did you determine total number of overnight rooms?
Schedule Working with Hotels Using Promo Code / ID for Tournament 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.

The Lake George Chamber & CVB - Gina Mintzer & Emily Frost have been AMAZING partners!

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$46,000

2.) Ticketed event: YES Price of tickets: \$N/A (set by NYSPH) NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ N/A (set 1) NO

4.) Total Cost to be borne by the organizer for the event: \$ 53,550

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 \$ 46,000

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.* \$ 53,550

7.) Anticipated total revenue from the event: \$ N/A - All proceeds 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

We will crown a NYSPHSAA champion in each of the five state classifications: AA, A, B, C & D

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 47,100 # of yrs. 2022-2023
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
N/A

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

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? 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) December 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+ Females & Males

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?

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

Cool Insuring Arena, City of GF Police, GF Fire Dept. & 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 LaSasso Secretary
Signature of Responsible Party

11/13/2023
Date

Timothy LaSasso
Name

Secretary
Title

Greater Glens Falls Amateur Athletic Championship Assoc
Organization

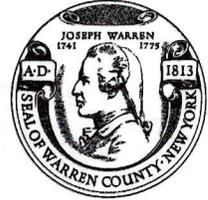
BUDGET

**Greater Glens Falls Amateur Athletic Championship Association
(NYSPHSAA Boys Basketball Championships)**

2023- 2024

Revenues:	\$7,000
Estimated Expenses:	
Civic Center Rental	22,000
Printing & Advertising	22,000
Entertainment- Reception	2,000
Food Committee/Volunteer Meals	2,000
Supplies- Trophies	2,600
Security	800
Other:	
Music at event	500
Insurance	1,300
Dues	350
	<hr/>
TOTAL EXPENSES	\$ 53,550

Total Occupancy Tax Grant Funds Requested \$46,550.00



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, requests. If you are submitting information which is considered proprietary "trade secrets" and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

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

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Joel Holden, Eastern New York Marine Trades Association (ENYMTA)
- 2.) Address:
P.O. Box 4604 Queensbury, NY 12804
- 3.) Email/Cell phone:
enymta@gmail.com
- 4.) Estimated Event Duration (including set-up/clean up times):
Six Days - 294,000 - PLEASE SEE ATTACHED
- 5.) Anticipated Number of Attendees 4000-5000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 250+

B. EVENT INFORMATION

- 1.) Name of Event: The Great Upstate Boat Show
- 2.) Date & Time of Event: March 22-24, 2024
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
Adirondack Sports Complex "The Dome"
- 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.*



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ \$12/\$10 NO

4.) Total Cost to be borne by the organizer for the event: \$ 294,000

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

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.* \$ Six Days - 294,000 - PLEASE SEE ATTACHEI

7.) Anticipated total revenue from the event: \$ 295,000 Gross/\$1,000 Net

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 drive 4000+ boating and outdoor enthusiasts to our county to educate them on the latest boating technologies and for our local marine dealers to sell as much product early in the season as possible.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 25,000 # of yrs. 2022-2023
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
Sponsorships by automotive and insurance partners.

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

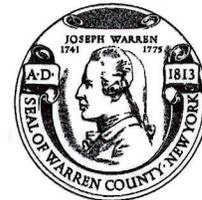
Municipality? _____

NO

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

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, 2024

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?)
New York and New England, although our search results pull as far South as Florida and as far North as Canada.

5.) Who is your target audience and/or demographic?
25+, Female & Males, Outdoor Enthusiasts, Families, Boaters

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

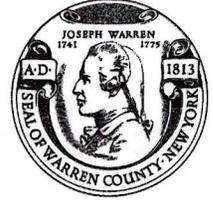
7.) Do you need assistance with the permitting/licensing process? YES NO

8.) What permits and licenses are anticipated for your event?
N/A - all under Dome property

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

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.

Joel Holden

Signature of Responsible Party

10/30/23

Date

Joel Holden

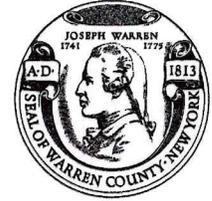
Name

Executive Director

Title

ENYMTA

Organization



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: The Great Upstate Boat Show

Event Date (and rain date if any): March 22-24, 2024

Event Type: Trade Show

Special Comments: SEE ATTACHED 2024 MARKETING PLAN & TIMELINE

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



The Great Upstate Boat Show is the largest boating sales event between New York City and Montreal. Boat dealers and lifestyle vendors traditionally have their largest selection ready in early March. It's key selling season at this time and they're eager to move inventory.

The most reputable dealers and lifestyle boating vendors throughout the Capital and Adirondack regions of New York will be showcasing the latest technologies for the ultimate on-water experience. Boats being displayed include: Bowriders, Deck Boats, Jet Boats, Ski Boats, Aluminum & Fiberglass Fishing Boats, Classic Wood Boats, Pontoons, Cuddy Cabins, and Cruisers. Personal Watercrafts, Docking Systems, and Engine Outboards will also be on display.

Everyone loves a deal and this show's organizers have created a wonderful event with a primary focus on saving attendees money on a wide variety of new and preowned boats, as well as a plethora of boating lifestyle accessories.

A True One-Stop Shopping Experience:

- New & Preowned Boat Sales
- Service
- Storage
- Dockage
- Docks
- Boat Lifts
- Parts
- Boating Lifestyle Accessories

Compare, Select & SAVE:

- Over 1500 New & Preowned boats available
- Over 175 Boats on display at the show
- Over 60 Top Boat Brands
- Over 20 Leading Upstate, NY Dealers
- Over 25 Boating Lifestyle Vendors

Discover Something New & Enter For A Chance To Win BIG:

- Daily Live Seminars
- Daily Contests & Giveaways

Tickets are ONLY available online this year. \$13, with a \$2 coupon on the show website. Kids 14 & Under are Free.

Partners: Romeo Auto Group, Lake George Area, State Farm Insurance, Adirondack & Lake George Chambers of Commerce, The Town of Queensbury, M&T Bank, and Spruce Hospitality Group.

For more information, please visit thegreatupstateboatshow.com

The Great Upstate Boat Show - Budget Eastern NY Marine Trades Association 03/18/2024 - 03/25/2024 Production	
Estimated Revenues:	
Floor Space Rental	225,000
Ticket Sales	30,000
Sponsorship	15,000
Occupancy Tax Grant Funds	25,000
Total Revenues	295,000
Estimated Expenses:	
ADK Sports Complex (The Dome) Rental	55,000
Drapery / Display / Signage	15,000
Equipment Rental	10,000
Parking Rental	2,000
Shuttles	4,000
Total Labor / Entertainment	70,000
Move in/out meals	7,000
Sales Training	10,000
Plowing	2,000
Prizes	3,000
Media Advertising	75,000
Advertising Production	36,000
Website	5,000
Total Expense	294,000
Net Revenue	1,000

NORMANDIN MARKETING

(518) 791-4597
 george@normandinmarketing.com
 www.normandinmarketing.com

PO Box 512
 Glens Falls, NY
 12801 U.S.A.

prepared for
WARREN COUNTY

ISSUED: 10.30.23

CREATIVE PRODUCTION & MATERIALS

Website Design, Development & Hosting	\$5,000
Video (Online Promos, TV Spots Production & Show Footage)	\$3,000
Banners	\$3,000
Tickets & Show Map Prints	\$3,000
Normandin Marketing Comprehensive Show Production	\$36,000
TOTAL	\$50,000

ADVERTISING

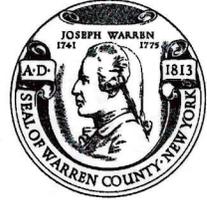
Social Media (Paid Facebook & Instagram Ads)	\$12,000
Email Marketing (Current list and Third Party)	\$3,000
Online Display Ads (Outside of Sponsorships)	\$6,000
Search Engine Marketing (Paid Google Ads)	\$9,000
TV	\$20,000
Print, Advertorial & Direct Mail	\$12,000
Radio	\$8,000
TOTAL	\$70,000

OTHER/MISCELLANEOUS

ADK Thunder/Cool Arena Partnership OTS Photo	\$5,000
Boatload of Money Promo & In-Show Giveaways	\$3,000
TOTAL	\$8,000

TOTAL COST

\$128,000



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: \$ 20,000

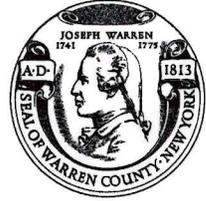
A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Lake George Steamboat Company, Luther Dow
- 2.) Address:
57 Beach Road Lake George, NY 12845
- 3.) Email/Cell phone:
518-932-8433
- 4.) Estimated Event Duration (including set-up/clean up times):
Three Days
- 5.) Anticipated Number of Attendees 3000-4000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 50

B. EVENT INFORMATION

- 1.) Name of Event: Rock The Dock Music Festival
- 2.) Date & Time of Event: July 13, 2024
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
Lake George Steamboat Company Pier
- 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: 6 years Date started: 2017

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.*

Each year we feature a major national touring act on the bill. Diving into their digital brand following has been a major success for the event in terms of attendance. Paid digital ads on social media have proven to be a gamechanger when paired with music industry trades PR stories.

9.) Total number of attendees projected? 4000 Previous year's attendees? 3500

10.) How will you track attendance and room nights?

Partnering Hotel Coorespondence, Digital Analytics & Ticket Sales/Zip Code Collection Data

11.) Number of day visitors projected? 1-2 days

12.) How did you determine this percentage (surveys, zip codes, etc.)?

Past Partnering Hotel Correspondence, Digital Analytics & Ticket Sales/Zip Codes Data

13.) Number of overnight guests projected? 1000+

14.) How did you determine this percentage (surveys, zip codes, etc.)?

Past Partnering Hotel Correspondence, Digital Analytics & Ticket Sales/Zip Codes Data

15.) Number of overnight accommodations used in previous year? 800+

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

17.) How did you determine total number of overnight rooms?

Past Partnering Hotel Correspondence/Feedback

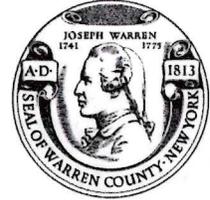
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

Lake George Chamber of Commerce & CVB, Fort William Henry, Holiday Inn Resort, etc.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 20,000

2.) Ticketed event: YES Price of tickets: \$ 35adults/10 Kids NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 35adults/ NO

4.) Total Cost to be borne by the organizer for the event: \$ 106,600

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 \$ 20,000

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.* \$ Three Days

7.) Anticipated total revenue from the event: \$ 95,000

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 Lake George Area is rich in adventure, arts and entertainment. This event is to add a nationally recognized brand of music and culture event to attract visitors throughout all over NY and New for a couple days of fun in and around our amazing area.

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

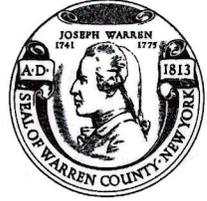
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity? In the past, we've relied solely on our own funding and that of in-kind and cash sponsor/partners. Past headliners have included global touring artists: Goose, Twiddle & Galactic. We're seeking some funding now to be able to book even larger names, improve guest experience, and grow.

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

12.) If the event receives Warren County Occupancy tax funding, is it willing to consider profit-sharing, and if yes at what threshold and what percentage point? 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) 25% NO

14.) Please describe community benefit opportunity if answered YES to the previous question: In the past we've donated 25% of revenues to the LGA. Last year and in 2024, we will donate a minimum of \$10,000 to the Lake George American Legion Post 374 to help support our Veterans.



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) December 1, 2023

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 60%

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

5.) Who is your target audience and/or demographic?
18+ Male & Female, Outdoor & Music Enthusiasts

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

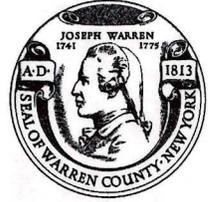
7.) Do you need assistance with the permitting/licensing process? YES NO

8.) What permits and licenses are anticipated for your event?
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

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.

Luther Dow

Signature of Responsible Party

Luther Dow

Name

Lake George Steamboat Co.

Organization

10/30/23

Date

Vice President

Title

ROCK *the* DOCK

MUSIC FESTIVAL

MUSIC FESTIVAL

JULY 13TH, 2024

WARREN COUNTY TOURISM EVENT OVERVIEW

Lake George, NY - Rock The Dock Music Festival is back at Lake George Steamboats Pier on Saturday, July 13, 2024. The annual event began in 2017 as an effort to ring in the Lake George Steamboat Company's 200th year in business. "I brought up the idea of doing a major concert event for our 200-year celebration on the pier with folks watching from the steamboats and my parents got behind it," said Luke Dow, Vice-President of Lake George Steamboat Co. "My father (the late, Bill Dow) was always civic-minded, so he gave his blessing to continue Rock The Dock in following years, as long as we continue to give back to our community." The event has been a means to attract new guests to the beautiful Lake George Region and raise funds for local causes such as the Lake George Association, Ronald McDonald House of Lake George, and this year's beneficiary, American Legion Post 374 in Lake George.

After a two-year hiatus in 2020 - 2021 due to Covid shutdown, Rock The Dock Music Festival bounced back with a successful 2000+ turnout in 2022, and another 3500+ person turnout in 2023 with the band Galactic as its headlining act. In previous years, the event had featured regional favorite, Formula 5, along with International touring bands, Twiddle & Goose, which both have gained tremendous popularity Globally. Goose is now a staple at SPAC each summer.

It's the best concert value of the summer at just \$35 for adults and \$10 for kids under 15 where folks get to see artists who've shared the stage with Dave Mathews Band, The Allman Brothers, The Roots, and many others. This year's lineup is in the works.

Past Music Lineup & Schedule has included:

Hilltop: 4 - 4:45pm
 Neon Avenue: 4:45 - 5:05pm
 Chestnut Grove: 5:05-5:50pm
 Neon Avenue: 5:50-6:10pm
 Eastbound Jesus: 6:10-7:10pm
 Neon Avenue: 7:10-7:30pm
 Eggy: 7:30-8:45pm
 Neon Avenue: 8:45-9:15pm
 Galactic: 9:15-11pm

Past Craft Food & Brew Vendors include:

All Fired Up
 The Mac Factor
 Tres Mijas
 The Extra Mile Pizza
 Freddy's Rockin' Lemonade
 Cooley's Ice Cream
 Common Roots Brewery

Past Art Vendors:

Anthony Zichichi
 Gypsea & Company
 Leigh Homemade Crafts
 Painted by Catelyn

Sponsored by:

Adirondack Trust, Fort William Henry, Common Roots Brewing Co., Normandin Marketing, Askco Electric, The Erin Sipowicz Real Estate Team, Better Than New Painting, Wine Outlet of Lake George, Christie's On The Lake, WEQX, The Chronicle, New Way Lunch, Glens Falls National Bank, Mannix Marketing, Adirondack Winery, Mama Riso's Restaurant, The Lagoon, Top Of The World Golf Course, and M&M Digital Printing.

Lake George Steamboat Company | 57 Beach Road, Lake George, NY.

CREATIVE PRODUCTION & MATERIALS

Website Design, Development & Hosting	\$1,000
Video (Video Hype & Show Footage - Mirth Films)	\$2000
Banners & Rack Card Prints (M&M Printing)	\$4,000
Photography (Local Partner Vendors/NC)	N/C
TOTAL	\$7,000

ADVERTISING

Social Media (Paid Facebook & Instagram Ads)	\$10,000
Email Marketing (County, Sponsors & RTD List)	\$500
Online Display Ads (Sponsors, Partners & County)	\$2,500
Search Engine Marketing (Paid Google Ads)	\$1,000
Advertorial (Post-Star, Chronicle & LG Mirror)	\$1,000
Radio (WEQX & Albany Broadcasting)	\$2,000
Regional Partner & Sponsor In-Kind Social	N/C
TOTAL	\$17,000

OTHER/MISCELLANEOUS

Opportunity Fund	\$1,000
TOTAL	\$1,000

TOTAL COST

\$25,000

Rock the Dock 2024 Appendix E	
Revenues:	
Ticket Revenues	\$ 45,000.00
Merchandise Sales	\$ 5,000.00
Beverage Sales	\$ 25,000.00
Sponsors/Vendors	\$ 20,000.00
Occupancy Tax	\$ 20,000.00
Total Revenues	\$ 95,000.00
Expenses:	
Entertainment	\$ 45,000.00
Advertising	\$ 25,000.00
Equip Rental (stage, band trailer, etc)	\$ 25,000.00
Merchandise	\$ 100.00
Licensing & Insurance	\$ 1,500.00
Donation to LG American Legion Post 374	\$10,000.00
Total Expenses	\$ 106,600.00
Net Revenue	\$ (11,600.00)

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism (Occupancy Tax)

DATE: November 20, 2023

- (a) Purpose of Contract Change: **To authorize the reimbursement of the Warren County Coalition of costs incurred outside of the Occupancy Tax eligible expenses**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **327 of 2023**
- (c) Name of Contractor: **Warren County Coalition, Inc.**
- (d) Address of Contractor: **48 Canada Street, Lake George, NY 12845**
- (e) Contractor's Contact Person and Telephone Number:
Vincent Crocitto, Jr. 518-796-5590
- (f) Commencement Date of Extension: **N/A - addendum to existing contract**
- (g) Termination Date of Extension: **N/A - addendum to existing contract**
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.
- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: **A.6417.0001 470 - CONTRACT****

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

*as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism (Occupancy Tax)

DATE: November 20, 2023

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To consider a three-year contract with the Lake George Regional CVB**
- (c) Name of Contractor: **Lake George Regional Convention and Visitors Bureau**
- (d) Address of Contractor: **2176 State Route 9, PO Box 272, Lake George, NY 12845**
- (e) Contractor's Contact Person and Telephone Number:
Gina Mintzer, Executive Director, 518-668-5755
- (f) Has or will the Contract be provided, if so, please attach:
- (g) Commencement Date of Contract:
- (h) Termination Date of Contract:
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **To approve a three-year contract with the Lake George Regional CVB in the amount of \$650,000 in year one, \$700,000 in year two, and \$750,000 in year three.**
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **A.6417.0001 470 - CONTRACT****

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

*as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 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)

DATE: 11/20/23

- (a) Purpose of Request: Authorizing Warren County Tourist and Convention Development Agreement with the Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding

- (b) Details: as expiring

- (c) Previous Resolution Number: Res# 637 of 2022

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480.02 - Tourism-Convention Event Development Fund 250,000

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

* as listed in budget and LOGOS

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)

DATE: 11/20/23

- (a) Purpose of Request: to authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within The Lake George Visitor Center, a New York State designated Tourist Information Center.

- (b) Details: as expiring

- (c) Previous Resolution Number: Res# 638 of 2022

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480.05 - Tourism-Business Promotion \$25,000

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

* as listed in budget and LOGOS