



**Occupancy Tax Coordination Committee
AGENDA
January 23, 2023**

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.
- II. Motion to approve minutes of the December 12, 2022 Tourism and Occupancy Tax Committee Meetings.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request No. 20 – 2023 Spending Plan**
Rationale: There has been no Spending Plan since 2020 when it was discontinued for financial reasons; includes additional funding for Heritage Hall renovation (Civic Center)
 - b. **Discuss Occupancy Tax procedure – fund major events**
 - c. **Revisit Lake George Radio request – Resolution Request Form No. 3**
Rationale: Approved by committee in July 2022 and tabled at August 2022 Board Meeting
 - d. **Resolution Request No. 20 – To amend Resolution #735 of 2022 to remove Glens Falls National Trust award of \$3,000 and authorize funding for Up Yonda Environmental Center to support programming for the Summer Nature programs.**
Rationale: Applicant should be Up Yonda Environmental Center and funding should be continuous year after year starting in 2023; supports Warren County Department
- V. Discussion Items:
Treasurer's Report, Mike Swan
- VI. Referrals: none

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: Resolution Request Form No.20 – 2023 Spending Plan

Attachment #2: Resolution Request Form No. 3 – Lake George Radio

Attachment #3: Resolution Request Form No. 20 – Amend Res #735 of 2022 to remove Glens Falls National Trust Grant of \$3,000.

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Tourism (Occupancy Tax Coordination Committee)

DATE: 1/23/23

- (a) Purpose of Request: to approve the Spending Plan for 2023 as it applies to the towns and City of Glens Falls.

- (b) Details: The amount in the 2018 plan was \$405,000; 2019 was reduced to approve a few Occupancy Tax awards; 2020 was discontinued due to inadequate funding; not approved in 2021 or 2022; increase amounts to the nine smaller municipalities to \$20,000 and include \$250,000 additional funding for the Civic Center for renovation of Heritage Hall.

- (c) Previous Resolution Number: Resolution # 456 of 2017

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 469, Other Payments/Contributions \$700,000

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. ___ OF 2023

Resolution introduced by Supervisors

APPROVING THE 2023 OCCUPANCY TAX SPENDING PLAN AND AUTHORIZING AGREEMENTS BETWEEN MUNICIPALITIES IN WARREN COUNTY AND OTHER ORGANIZATIONS FOR TOURISM PROMOTION AND TOURIST AND CONVENTION DEVELOPMENT SERVICES

WHEREAS, the County derives revenues from the Occupancy Tax authorized by act of the New York State Legislature (Chapter 422 of the Laws of 2003) and, after deducting the amount provided for administering such tax, is to allocate the funds to enhance the general economy of the County of Warren and its cities, towns and villages through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supported activities, and

WHEREAS, the Warren County Board of Supervisors has previously authorized contracts with the various municipalities in Warren County to provide funds, annually, to enhance the general economy of the various municipalities and therefore, the County of Warren, through the promotion of tourist activities, conventions, trade shows, special events, and other directly related and supported activities, and

WHEREAS, the Occupancy Tax Coordination Committee has approved the 2023 Occupancy Tax Spending Plan to authorize the contracts with various municipalities for 2023 as outlined above, as well as to provide funding for the following: the Adirondack Civic Center Coalition, Inc. for the following stated amounts in January of 2023 or as soon thereafter as agreements between the municipalities and the various organizations can be executed and payment thereunder processed:

2023 Occupancy Tax Spending Plan

| | | |
|------------------------------------|-----------|---|
| Lake George | \$150,000 | (Combined Town and Village allocation) |
| Bolton | \$ 60,000 | |
| Queensbury | \$ 60,000 | |
| Towns & City of Glens Falls | \$180,000 | \$20,000 each of the eight remaining towns & City of Glens Falls |
| Tourism-Civic Center Capital Costs | \$250,000 | Adirondack Civic Center Coalition, Inc. funding for Heritage Hall |

now, therefore, be it

RESOLVED, that the Chair of the Board of Supervisors be, and hereby is, authorized and directed to execute agreements providing additional funds for the various municipalities listed above, as well as for the Adirondack Civic Center Coalition, Inc., as approved in the 2023 Occupancy Tax Spending Plan stated in the preambles of this resolution in a form approved by the County Attorney, and be it further

RESOLVED, that the Warren County Treasurer be, and hereby is, authorized and directed to pay the amounts specifically set forth herein above as soon as possible upon receipt of a fully executed agreement, and be it further

RESOLVED, that the remaining amounts provided to the municipalities under the previously existing agreements to be distributed as provided therein and based on the formula previously approved by the Warren County Board of Supervisors in distributing one percent (1%) to the municipalities in Warren County.

COOL INSURING ARENA

The Cool Insuring Arena has undergone a transformation these past seven years with the Adirondack Civic Center Coalition operating the city owned arena. The coalition has been able to invest over four million dollars into the 1979 built arena. Recently, the arena roof was replaced; which had major water leaks; including damage to the Heritage Hall space.

Heritage Hall, a seven thousand square foot space has not had an investment in over 30 years. The large space; with investment; has the opportunity to draw visitors, events, and new revenues into Warren County and the City of Glens Falls. This renovation would also lead to job creation and a greater partnership between local hotels and restaurants.

The budget for a full renovation is detailed below:

| | |
|--|---------------------------|
| Walls—replace all the drywall in the room | \$12,000 estimate |
| Painting—paint the new walls | \$80,000 estimate |
| Ceiling—Ad new drop ceiling | \$55,000 estimate |
| Flooring—New Carpet and flooring | \$35,000 estimate |
| Lighting and Electrical | \$135,000 estimate |
| Walls—replace air walls | \$70,000 estimate |
| Audio Video—update audio / video | \$30,000 estimate |
| Doors—replace doors | \$15,000 estimate |
| Bar—build new bar for service | \$25,000 estimate |
| Kitchen—upgrade kitchen to allow for service | \$50,000 estimate |
| HVAC—replace HVAC system | \$130,000 estimate |
| Demolition, Misc. | \$50,000 estimate |
| Chairs | \$50,000 estimate |
| Total Expense | \$737,000 estimate |

Funding Areas and Potential Funding

\$250,000 from ARPA funding—Warren County—approved and contract signed

\$200,000 from City ARPA—verbal approval has been given—waiting on formal contract

We are formally requesting a one-time \$250,000 investment for this Heritage Hall project out of the Occupancy Tax fund.

Any overages in this project will be covered by internal funds.

Thank you for your consideration.

Jeff Mead
General Manager
Cool Insuring Arena

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 1/23/23

- (a) Is this a Result of a Bid or Request for Proposal? **Yes (WC 33-22)**
- (b) Purpose of Contract: **to create a weekly Warren County radio feature that airs five times daily during prime listenership**
- (c) Name of Contractor: **Loud Media LLC**
- (d) Address of Contractor: **34 Congress Street Suite103
Saratoga Springs, NY 12866**
- (e) Contractor's Contact Person and Telephone Number:
Ricki Lee 518-933-2000
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **upon signing**
- (h) Termination Date of Contract: **upon completion**
- (i) Payment Provisions:
 - i) lump sum amount **\$24,000**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$24,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **monthly**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **A.6417.0002 480.05 Tourism- Business Promotion - \$24,000****

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

*as listed in budget and LOGOS

Hello to Whom it May Concern,

19 May 2022

Lake George Radio and Loud Media is pleased to propose a weekly radio feature highlighting the unique attributes and characteristics of Warren County in response to the unexpected challenges the Covid 19 pandemic have caused. During the pandemic the county has had a surprising surge in visitorship that to some degree has been reactionary. Some businesses have benefited yet many have been hurt financially. The pandemic has taught us that change is a constant. As the pandemic releases its grip, some visitorship can be expected to shift to other places. Our county's resilience, then, will be in expanding visitor experiences.

We have felt so strongly about the importance of this region that a number of years ago we secured the domain name lakegeorgeradio.com having always felt that establishing a radio station at Lake George would have a wide appeal and that the region deserves the kind of consistent radio narratives can help instill a sense of place in a listening audience. We were fortunate to join multi-station owner Ricki Lee, in manifesting that intention. It was strategically demanding to acquire the radio tower on Prospect Mountain, initiate the station and even to get the call letters WLGR. But we believe that local radio has a tremendous impact and that the residential and visitor listenership of the area has been informationally underserved. Ultimately our objective is to be a local station with a world-wide reach. For people who live out of the area or up and down the Northway corridor, the station itself becomes a place to visit when they are not here, to stay in touch with the Lake George Region.

The responsibility of Lake George Radio is for companionship, entertainment, information, and good stewardship. Warren County is an extraordinarily interesting and beautiful region and we would love to be a part of expanding its potential and rejuvenation.

Thank you for the opportunity to respond to this request,



Walt Adams
(518) 330-9310
walt@loudmedia.com

Proposal

Loud Media's Lake George Radio, under the direction of Walt Adams, proposes to create a **weekly Warren County Radio Feature that airs twice daily at the same time each day during prime listenership (7:20 am and 5:20 pm)** to bring greater awareness to the many functions and facets of county operations and places of interest. **Lake George Radio proposes a year long contract with the option to continue the service for up to five years.** As with any broadcast messaging, maximum results are obtained with consistent, long term reporting.

The emphasis would be promoting the very best of Warren County including its numerous hidden gems and under-recognized yet remarkable features.

Lake George radio will provide a list and consult with officials on the most important points to make about the profiles of Warren County places, entities, traditions, and partnerships.

Emphasis could be placed on Warren County functions such as:

The Floyd Bennett Memorial Airport
Up Yonda Farm
Warren County Soil and Water
Charles R. Wood Park
Northway Visitor Center
Warren County Fish Hatchery

...and also include initiatives and projects involving:

First Wilderness Corridor
Warren County Historical
Economic Development

...traditions like:

Maple sugar season
Adirondack Balloon festival
White water Derby

...include outdoor experiences:

Best beaches
River and Lake access
Hiking and X-country skiing

The feature cost is the current rate that is offered to any station sponsor:

Package Feature Rate:

1) 60 Feature Spots @ \$30 each, plus a \$50 per week charge for audio production includes research, writing, voice over, sound effects, editing, mix down

Total investment per month \$2000.

Yearly investment \$24,000 per year

In Addition at no charge

- Warren County would be the sole proprietor of each weekly feature. Features can be sent as an Mp3 file for county use.
- Includes on-air interviews with Warren County leaders, every Saturday morning at 11:20AM.
- Warren County Special Reports and press releases aired as requested (such as Warren County COVID updates)
- 60 promos per month

Company Profile

LOUD MEDIA

Loud Media is a family owned multimedia company specializing in local radio, digital and social media. Run by lifelong radio people, Loud Media LLC owns several local signals including WLGR Lake George Radio, 93.5FM, WSSV Saratoga's Star Radio, 93.3FM, and WNYV K94.1 94.1FM, Glens Falls. All Loud Media stations have web sites and are streaming online world wide. Loud Media also has radio stations in Plattsburgh, NY, Burlington, VT, Knoxville, TN, and Fort Collins Co.

WLGR

Lake George Radio programs music, local/national news, weather and relevant information to listeners living in the Warren County region. The station offers local and national news updates at the top of the hour during prime times, M-F and weekends, and connects Warren county area listeners with what's happening in their community.

Staff

Ricki Lee - CEO and Technical advisor of Loud Media LLC, and radio tech company *Aiir*

Fran Dingeman - General Manager and Sales Director

Walt Adams - Operations Manager, On-Air Host, morning drive 6a - 10a

Aaron Ishmael - Technical consultant

Tracy Villaume - On-Air Host, afternoon drive 3p-7p.

Peter Killeen - News Director

Adam Chapelle - News Anchor

Neal Estano - Meteorologist News WNYT Channel 13

John Meaney - Announcer

Brianne Young - Announcer

Cathy Rock - Business Office Administrator

The Warren County Radio Feature cost is based on the current Lake George Radio rate card. The **Package Feature Rate** option proposed for Warren County is a standard rate.

Lake George Radio Rate Card

Standard spot rate:

- 1) :15 sec. spots @ \$15 each
- 2) :30 sec spots @ \$20 each
- 3) :60 sec spots @ \$30 each
- 4) Walt Adams live read endorsement @ \$40 each

Spots run M-F 6AM-7PM on 93.5 FM and Streaming at lakegeorgeradio.com

\$50 per week charge for audio production.

Package Feature Rate:

1) 60 Feature Spots @ \$30 each, plus 60 promos per month at no charge - Total \$1,800 per month. \$50 per week charge for audio production includes research, writing, voice over, sound effects, editing, mix down.

Total investment per month \$2000.



Online Listening Report

Total Unique Listeners

49,448

Total Listening Sessions Completed

165,918

Total Listening Hours

103,852

Devices

iOS 49%

Desktop 37%

Android 14%

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



"A Local Radio Station, Playing the songs you love"

93.5 Lake George Radio
target audience is Adults
25-54 in Lake George, Glens
Falls, Warrensburg,
Queenbury and beyond.
Locally focused, providing
local news, community
events and information.

Coverage Area Demographic

Age

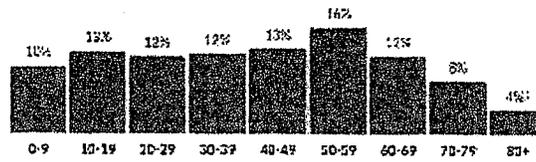
42.8

Median age

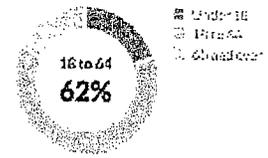
about 10 percent higher than the figure in New York State

about 10 percent higher than the figure in United States: 38.2

Population by age range



Population by age category



Warren County, NY

\$64,985

Median household income

about 90 percent of the amount in New York: \$72,108

about the same as the amount in United States: \$65,712

Transportation to work

22.9 minutes

Mean travel time to work
*60 seconds = 1 minute

the lowest travel time in New York State
the 180th highest in the United States

Means of transportation to work



Data from Census Report - censusreporter.org (April 2021)



93.5 Lake George Radio

Broadcasting from the heart of Lake George!



Wake up
with Walt Adams

93.5 Lake George Radio is part of the Loud Media family

Visit loudmedia.com

Submission of a proposal constitutes agreement to all terms and conditions set forth herein. By submitting a signed proposal, the Proposer: a) warrants that the contents of its proposal are accurate and binding upon the Proposer; b) represents that its staff is knowledgeable about the services to be provided as identified in this RFP, and c) warrants that it will use reasonable and appropriate efforts to provide such services in a professional and timely manner. In addition, the Proposer further warrants that it has become sufficiently acquainted with the conditions, facts, and circumstances relating to providing the requested services. Failure or omission of the Proposer to adequately acquaint itself with existing conditions, facts and circumstances shall not in any way relieve it of any obligations with respect to this RFP.

To the extent required by Article 15 of the Executive Law (also known as the Human Rights Law) and all other State and Federal statutory and constitutional non-discrimination provisions, the Provider will not discriminate against any employee or applicant for employment because of an individual's age, race, creed, color, national origin, sexual orientation, military status, sex, disability, predisposing genetic characteristics, marital status or domestic violence victim status. Furthermore, in accordance with Section 220-e of the Labor Law, if this is a contract for the construction, alteration or repair of any public building or public work or for the manufacture, sale or distribution of materials, equipment or supplies, and to the extent that this contract shall be performed within the State of New York, Provider agrees that neither it nor its subcontractors shall, by reason of race, creed, color, disability, sex, or national origin: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. If this is a building service contract as defined in Section 230 of the Labor Law, then, in accordance with Section 239 thereof, Provider agrees that neither it nor its subcontractors shall by reason of race, creed, color, national origin, age, sex or disability: (a) discriminate in hiring against any New York State citizen who is qualified and available to perform the work; or (b) discriminate against or intimidate any employee hired for the performance of work under this contract. Provider is subject to fines of \$50 per person per day for any violation of Section 220-e or Section 239 as well as possible termination of this contract and forfeiture of all moneys due hereunder for a second or subsequent violation.

WC 33-22 - REQUEST FOR PROPOSALS FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES THURSDAY, MAY 19, 2022 TIME: 3:00 P.M. PLACE: HUMAN SERVICES BUILDING

PROPOSAL

PROPOSAL OF: *WC-33-32 Tourism Revitalization and Rejuvenation Services*
COMPANY NAME

Loud Media LLC

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

Please read the following carefully.

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

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

Date: Contractor Signature: 
Contractor name (Printed):
Name of Firm: Business Loud Media LLC
Address: Phone # () E-mail (518)-933-2000 -- ricki@loudmedia.com
Address: 34 Congress St.
Suite 103
Saratoga Springs N.Y.
12866

Federal
ID# 90-1506815

Fax
#(518)-933-2222

NOTE: The Following Required Non-Collusion Certification, Corporate Resolution (if applicable), and Iran Divestment Act Certification must accompany your proposal. Failure to include completed forms will be grounds for automatic rejection of your proposal. Financial statement, if desired, will be requested at a later date. D.B.A. and/or Certificate of Incorporation will be required from successful bidder.

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

**THURSDAY, MAY 19, 2022
TIME: 3:00 P.M.
PLACE: HUMAN SERVICES BUILDING

PROPOSAL**

CERTIFICATION

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

(a) By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies, as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

(1)

The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;

(2)

Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and

(3)

No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

(a-1)

Notwithstanding the foregoing, the statement of non-collusion may be submitted electronically in accordance with the provisions of subdivision one of section one hundred three of the General Municipal Law.

(b) A bid shall not be considered for award nor shall any award be made where (a)(1)(2) and (3) above have not been complied with; provided however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth, in detail, the reasons therefor. Where (a) (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

The person signing this bid or proposal certifies that he has fully informed himself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as to the person signing on its behalf;

(d) That attached hereto (if a corporate bidder) is a certified copy of resolution authorizing the execution of this certificate by the signatory of this bid, or proposal, on behalf of the corporate bidder.

* Individual Bidder 

Co-Partnership

Partner

Corporation

By_
President

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

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

**CORPORATE RESOLUTION
(WHERE APPLICABLE)**

RESOLVED that

(Name of)

be authorized to sign and submit the Bid, or Proposal, of this Corporation for the following project:

(Title of Project)

and to include in such Bid Proposal the Certificate as to non-collusion required by Section 103-d of the General Municipal Law as the act and deed of such corporation, and for any inaccuracies of misstatements in such certifies this Corporate Bidder shall be liable under the penalties of perjury.

The foregoing is a true and correct copy of the Resolution adopted by

=

Corporation at a meeting of its Board of Directors held
on

Day of

__ 20__

the

__ and

is still in force and effective on this

Day of

20__



SECRETARY
(Signature)

(SEAL OF CORPORATION)

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

THURSDAY, MAY 19, 2022

TIME: 3:00 P.M.

PLACE: HUMAN SERVICES BUILDING

PROPOSAL

CERTIFICATION OF COMPLIANCE WITH THE IRAN DIVESTMENT ACT

As a result of the Iran Divestment Act of 2012 (the "Act"), Chapter 1 of the 2012 Laws of New York, a new provision has been added to State Finance Law (SFL) § 165-a and New York General Municipal Law & 103-9, both effective April 12, 2012. Under the Act, the Commissioner of the Office of General Services (OGS) will be developing a list of "persons" who are engaged in "investment activities in Iran" (both are defined terms in the law) (the "Prohibited Entities List"). Pursuant to SFL § 165-a(3)(b), the initial list is expected to be issued no later than 120 days after the Act's effective date at which time it will be posted on the OGS website.

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

§ 165-a(3)(b).

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

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

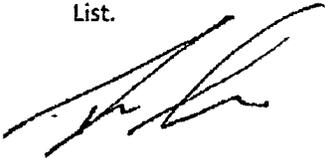
The County reserves the right to reject any bid or request for assignment for a Bidder/Contractor that appears on the Prohibited Entities List prior to the award of a contract and to pursue a responsibility review with respect to any Bidder/Contractor that is awarded a contract and subsequently appears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

_____, being duly sworn, deposes and says that he/she is the

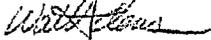
_____ of the

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

List.



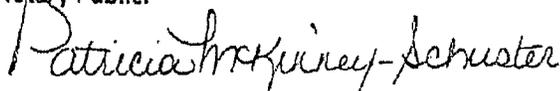
SIGNED



SWORN to before me this 19th

day of May 2022

202 Notary Public:



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

WARREN COUNTY PURCHASING DEPARTMENT

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



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

MEMO

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

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

I, Rieki Lee, of Low Media LLC
(Company)

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

Addendum #2

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

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

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

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

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

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

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

A5. Yes. See A3 above.

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

Signature: _____

Date: _____

5/18/22

WARREN COUNTY PURCHASING DEPARTMENT

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



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

MEMO

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

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

I, Ricki Lee, of Loud Media LLC
(Company)

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

Addendum #1

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

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

- Q4. Is there existing creative that is to be used as part of this campaign or is all creative to be created new? If the latter, are there overall branding standards the vendor should abide by for new creative?
- A4. The Warren County Tourism Department maintains branding standards and produces creative materials. Whether such would apply to, or be available for utilization, by a vendor would depend upon the vendor's proposed services.
- Q5. What is the biggest misconception people have about Warren County which may currently deter them from visiting?
- A5. The County has no way of determining and cataloguing misconceptions held by individuals who do not interact with us.
- Q6. Is there any historical data or customer data available to leverage?
- A6. Depending upon the vendor's proposed services, it may be possible to utilize data held by the County subject to the execution of any applicable non-disclosure agreements.
- Q7. How soon will this be awarded or how soon can an awarded organization implement the proposed project? Would we be able to use funds as soon as this summer (Summer 2022)?
- A7. Awards would be made subject to review and approval by the evaluation team, then the appropriate committee(s) of the Board of Supervisors, then by the full Board of Supervisors. Commencement of work during the summer is a possibility.

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

Signature: _____

Date: 5/18/22

Warren County Board of Supervisors

RESOLUTION No. 735 OF 2022

RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, WILD, MAGOWAN, RUNYON, STROUGH AND GERACI

AMENDING RESOLUTION NO. 570 OF 2021, AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2022 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING TO THE WARREN COUNTY HISTORIAN; THE GLENS FALLS NATIONAL TRUST GRANT AND WARREN COUNTY PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT

WHEREAS, pursuant to Resolution No. 570 of 2021, as amended by Resolution No. 136 of 2022, 185 of 2022, 235 of 2022, 346 of 2022 and 635 of 2022, the Chair of the Board of Supervisors was authorized and directed to execute standard form Warren County Tourist and Convention Development Agreements for occupancy tax funding with certain applicants, and

WHEREAS, at their November 21, 2022 meeting, the Occupancy Tax Coordination Committee considered and approved requests from the following applicants for occupancy tax funding:

| <u>Applicant</u> | <u>Event</u> | <u>Dates</u> | <u>Amount of Award</u> |
|---|---|--------------|---|
| Warren County Historian | 250 th Anniversary of the American Revolution Commission | N/A | \$23,000.00 <i>Special Event Funding</i> |
| Glens Falls National Trust Grant | Support programming for the Summer Nature Programs at Up Yonda Environmental Center | N/A | \$3,000.00 <i>Special Event Funding</i> |
| Warren County Planning and Community Development Department | Print 5,000 copies of a tri-fold brochure for the Planning and Community Development Departments De-Icing Device Education and Awareness Initiative | N/A | \$3,386.54 <i>Special Event Funding</i> |

now, therefore, be it

RESOLVED, that Resolution No. 570 of 2021, as subsequently amended by Resolution No. 136 of 2022, 185 of 2022, 235 of 2022, 346 of 2022 and 635 of 2022 be, and hereby is, amended to authorize the Chair of the Board of Supervisors to execute the standard form Warren County Tourist and Convention Development Agreement with the above referenced applicants, for 2022 funding in the amount of Twenty-Nine Thousand Three Hundred Eighty-Six Dollars and Fifty-Four Cents (\$29,386.54) and to increase the total amount of occupancy tax funding to Eight Hundred Forty Thousand Eight Hundred Eighty-Six Dollars and Fifty-Four Cents (\$840,886.54), to be expended from Budget Code A.6417.0002 480 Tourism/Occupancy, Occupancy Tax, Tourism-Special Events (\$642,886.54); Budget Code A.6417.0002 469.05 Tourism/Occupancy, Occupancy Tax, Municipal Application Funding (\$73,000) and Budget Code A.6417.0002 480.06 Tourism/Occupancy, Occupancy Tax, Tourism-Enhanced Promotion (\$125,000), as listed on the revised attached Schedule "A" with said agreements to be in a form approved by the County Attorney, and be it further

RESOLVED, that other than the changes outlined herein, all other terms and conditions of Resolution No. 570 of 2021, as amended by Resolution No. 136 of 2022, 185 of 2022, 235 of 2022, 346 of 2022 and 635 of 2022 will remain the same.

SCHEDULE "A"
2022 Occupancy Tax Awards

| | APPLICANT | EVENT | DATE | AMOUNT OF AWARD |
|----|-------------------------------------|-------------------------------------|---|-----------------|
| 1 | Adirondack Hot Air Balloon Festival | Adirondack Hot Air Balloon Festival | 9/22/22 - 9/25/22 | \$40,000.00 |
| 2 | Adirondack Cycling Advocates, Inc. | Promotion of Bicycling | 2022 | \$20,000.00 |
| 3 | Adirondack Folk School | Marketing and Production | 2022 | \$12,000.00 |
| 4 | Adirondack Nationals Car Show | Adirondack Nationals Car Show | 9/8/22-9/11/22 | \$25,000.00 |
| 5 | Adirondack Wine and Food Festival | Adirondack Wine and Food Festival | 6/25/22 - 6/26/22 | \$40,000.00 |
| 6 | Alpha Win | Lake George Triathlon Festival | 9/3/22 - 9/4/22 | \$15,000.00 |
| 7 | Americade, Inc. | Americade | 6/7/22-6/11/22 | \$50,000.00 |
| 8 | The Hyde Collection | Marketing and Publications | 1/29/22-12/31/22 | \$25,000.00 |
| 9 | Improv Records, Inc. | 3 Music Events | 5/27/22-5/29/21; 7/1/22 - 7/3/22; 9/2/22 - 9/4/22 | \$40,000.00 |
| 10 | Independence Day | Independence Day Celebration | 7/3/22 | \$5,000.00 |
| 11 | Lake George Arts & Crafts Festival | Lake George Arts & Crafts Festival | 7/29/22-7/31/22 | \$3,000.00 |
| 12 | Lake George BBQ Festival | Lake George BBQ Festival | 8/19/22-8/21/22 | \$3,000.00 |
| 13 | Lake George Music Festival | Lake George Music Festival | 8/10/22 - 8/18/22 | \$25,000.00 |
| 14 | Lake George Dinner Theatre | Lake George Dinner Theatre | 8/4/22 - 8/10/22 | \$5,000.00 |

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|----|---|---|--|--------------|
| 15 | Nearby-Faraway | Georgia O'Keefe Musical | 7/22/22 - 7/24/22; 7/29/22- 7/31/22 | \$10,000.00 |
| 16 | NYSPHSAA Boys Basketball Championships - Glens Falls | Boys Basketball Championships | 3/18/22 - 3/20/22 | \$30,000.00 |
| 17 | Prime Time Lacrosse | Lake George National Invitational | 7/22/22 - 7/24/22 | \$30,000.00 |
| 18 | Warrensburg Garage Sale | World's Largest Garage Sale | 9/30/22 - 10/2/22 | \$28,000.00 |
| 19 | Lake George Winter Carnival, Inc. | Lake George Winter Carnival, Inc. | 1/28/22 - 2/27/22 | \$50,000.00 |
| 20 | Lyme Adirondack Timberlands, LLC | Access to Hague Fire Tower | 2022 | \$2,500.00 |
| 21 | Northeast District Barbershop Harmony Society Divisional Contest and Convention | Northeast District Barbershop Harmony Society Divisional Contest and Convention <i>* total to be reduced in the amount of any award made by the Town of Queensbury</i> | 4/29/22- 5/1/22 | \$15,000.00* |
| 22 | Adirondack Sports Complex, LLC | 2022 Softball Tournaments | 1/1/22- 12/31/22 | \$45,000.00 |
| 23 | Greater Glens Falls Transit | CDPHP Cycle Program | 4/1/22- 5/1/22 | \$10,000.00 |
| 24 | Special Olympics NY | Special Olympics NY Fall Games | 10/21/22- 10/23/22 | \$50,000.00 |
| 25 | Warrensburg Bike Rally | Warrensburg Bike Rally | 6/3/22- 6/12/22 | \$10,000.00 |
| 26 | The Glens Falls Collaborative and the City of Glens Falls | Adirondack Christkindlmarkt | 12/2/22- 12/4/22 | \$25,000.00 |
| 27 | Warren County Historian | 250 th Anniversary of the American Revolution Commission | N/A | \$23,000.00 |
| 28 | Glens Falls National Trust Grant | Support programming for the Summer Nature Programs at Up Yonda Environmental Center | N/A | \$3,000.00 |

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| | | | | |
|--|---|---|--------------------|---|
| 29 | Warren County Planning and Community Development Department | Print 5,000 copies of a tri-fold brochure for the Planning and Community Development Departments De-Icing Device Education and Awareness Initiative | N/A | \$3,386.54 |
| TOTAL | | | | \$642,886.54 |
| <i>to be paid from A.6417.0002 480, Special Event Funding</i> | | | | |
| | <u>APPLICANT</u> | <u>EVENT</u> | <u>DATE</u> | <u>AMOUNT OF AWARD</u> |
| 1 | Town of Horicon | Food Truck Friday's on the Pond | 7/1/22 - 9/2/22 | \$14,000.00 |
| 2 | Up Yonda Environmental Center | Summer Nature Programs | 5/1/22-9/30/22 | \$3,000.00 |
| 3 | Town of Chester | Adirondack Woof Stock | 6/4/22-6/5/22 | \$6,000.00 |
| 4 | Village of Lake George | Weekly Summer Events | 6/1/22 - 8/30/22 | \$25,000.00 |
| 5 | Warren County Planning and Community Development Department | Matching requirement for Multi-Use Trial Study Grant for the Northern Borders Regional Commission | N/A | \$25,000.00 (contingent upon contribution of remaining local share to be contributed by the Town of Lake George, Queensbury, Hudson Falls and City of Glens Falls) |
| TOTAL | | | | \$73,000.00 |
| <i>to be paid from A.6417.0002 469.05, Municipal Application Funding</i> | | | | |
| | <u>APPLICANT</u> | <u>EVENT</u> | <u>DATE</u> | <u>AMOUNT OF AWARD</u> |
| 1 | World University Games | Sponsorship of the 2023 FISU World University Games Snowboard Competition | 1/1/23 - 12/31/23 | \$125,000.00 |
| TOTAL | | | | \$125,000.00 |
| <i>to be paid from A.6417.0002 480.06, Enhanced Promotion Funding</i> | | | | |

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Occupancy Tax Coordination Committee

DATE: 1/23/23

- (a) Purpose of Request: To amend Resolution #735 of 2022 to remove Glens Falls National Trust award of \$3,000 and authorize funding for Up Yonda Environmental Center to support programming for the Summer Nature programs.

- (b) Details: Funding to continue on an annual basis until cancelled or materially changed beginning in 2023.

- (c) Previous Resolution Number: Res# 735 of 2023

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480, Tourism - Special Events \$3,000

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

* as listed in budget and LOGOS

| Suggested Events to be sponsored by Warren County - Special Events funding - .480 | | | | | | | | |
|---|---|--|-------------------------------|----------------|---------------------------|-------------|------------------|------------------|
| | Event | Event details | Event Dates | Status | Attendance/Room nights | 2022 Award | Amount requested | Amount suggested |
| 1 | Adirondack Cycling Advocates, Inc. | Promoting 1st class cycling in Warren County | 2023 | non-profit | hard to determine | 20,000 | 23,500 | |
| 2 | Adirondack Festivals LLC | 2023 Adirondack Wine & Food Festival | 6/24 - 6/25/23 | for profit | 8,327/4770 x 3 | 40,000 | 50,000 | |
| 3 | Adirondack Hot Air Balloon Festival | 50th Anniversary | 9/20 - 9/24/23 | not for profit | 200,000 | 40,000 | 90,000 | 50,000 |
| 4 | Adirondack Sports Complex | ADKSC Travel Team Fastpitch Softball Tournaments | 1/1 - 12/31/23 | for profit | 13,500-15,000/7500-8000 | 45000 | 50,000 | |
| 5 | Albany Rods & Kustoms, Inc. | Adirondack Nationals Car Show | 9/6 - 9/10/23 | non-profit | 1500+/unknown room nights | 25,000 | 50,000 | |
| 6 | Americade, Inc. | Americade | 5/30 - 6/4/23 | for profit | 50,000-100,000/100,000 | 50,000 | 50,000 | |
| 7 | Greater GF Amateur Athletics | Boys Basketball | 3/17 - 3/19/23 | non-profit | 15,000+/2,000+ | 30,000 | 47,100 | |
| 8 | Hyde Collection | boost yr-round marketing efforts | 1/28 - 12/31/23 | non-profit | 40,000/3600 | 25,000 | 25,000 | |
| 9 | Lake George Winter Carnival | Lake George Winter Carnival | 2/27/23; weekends in February | non-profit | 200,000+/5,000+ | 50,000 | 50,000 | |
| 10 | PrimeTime Lacrosse | PrimeTime Lacrosse | 7/21 - 7/23/23 | for profit | 4486/2520 x 2.23 | 30,000 | 40,000 | |
| 11 | Special Olympics | Special Olympics NY Fall Games | 10/20 - 10/21/23 | non-profit | 2000/500-600 | 50,000 | 50,000 | |
| 12 | Warrensburg Garage Sale | Warrensburg Garage Sale | 9/29 - 10/1/23 | not for profit | 40-55k/ 2900 | 28,000 | 35,000 | |
| | | | | | | 433,000 | 560,600 | |
| Suggested Events to be sponsored by Warren County - Municipal Application Funding - .469.05 | | | | | | | | |
| 1 | Warren County - Up Yonda Environment | Summer Nature Programs | Summer | municipality | unknown | 3,000 | 3,000 | |
| | | | | | | | 3,000 | |
| Other applications received | | | | | | | | |
| City of Glens Falls | | | | | | | | |
| 1 | Adirondack Theatre Festival | Adirondack Theatre Festival - 29th Season | 5/15-8/15/23 | non-profit | 5,000/unknown | previously | 30,000 | |
| 2 | Glens Falls Collaborative | 2023 Adirondack Christkindlmarkt | 12/1-12/38/23 | not-for-profit | 5,000/50 | 25,000 | 25,000 | |
| 3 | Glens Falls Collaborative | Wingfest | 4/29/2023 | not-for-profit | 3,000/25 | New - 1 day | 10,000 | |
| 4 | LARAC | LARAC | 6/16 - 6/19/23 | non-profit | 15,000/4,500 | New | 11,000 | |
| | | | | | | | 76,000 | |
| Bolton | | | | | | | | |
| 1 | Sembrich | 2023 Summer Festival | 6/1 - 9/1/23 | non-profit | 1,650+/1050 | New | 20,000 | |
| Chester | | | | | | | | |
| 1 | Tri-Lakes Community Alliance | Woofstock | 6/3-6/4/23 | non-profit | 2500/900 | 6,000 | 6,000 | |
| Hague | | | | | | | | |
| 1 | Silver Bay YMCA | Bluegrass in Heaven - to cover cost of talent | 9/15 - 9/17/23 | non-profit | 700/300+ | New | 15,000 | |
| Horicon | | | | | | | | |
| 1 | Town of Horicon | Food Truck Fridays on the Pond | (10) Fridays in summer | municipality | 12,500/unknown | 14,000 | 25,065 | |
| Lake George (Town and Village) | | | | | | | | |
| 1 | Craftproducers | Lake George Arts & Craft Festival | 7/29 - 7/30/23 | for profit | 5,000/2,000 | 3,000 | 5,000 | |
| 2 | GenZHomes Inc. dba Alpha Win | 2023 Lake George Triathlon | 8/28 - 9/3/23 | for profit | 1200/3089 (2.5 nights) | 15,000 | 30,000 | |
| 3 | Lake Theatre Productions, Inc. | Lake George Dinner Theatre | 7/6 - 8/26/23 | non-profit | 4,000/1,000 | 5,000 | 12,000 | |
| 4 | Lake George J/Boat Racing LLC | J/24 US National Championship Regatta | 8/17 - 5/21/23 | for profit | 365-500/300x2-3 nights | New | 13,500 | |
| 5 | Lake George Music Festival | Lake George Music Festival | 8/6 - 8/17/23 | non-profit | 5,000/2000 x 3 nights | 25,000 | 30,000 | |
| | | | | | | | 90,500 | |
| Lake Luzerne | | | | | | | | |
| 1 | Adirondack Folk School | 2023 Program Year | 2023 | non-profit | 1250/650 | 12,000 | 15,000 | |
| Queensbury | | | | | | | | |
| 1 | Eastern NY Marine Trades Association | Great Upstate Boat Show | 3/31-4/2/23 | non-profit | 5,000/1,000 | New | 25,000 | |
| 2 | Northeastern District Barbershop Harmon | Division contest and convention | 4/28 - 4/29/23 | non-profit | 400-500/200 | 13,700 | 21,100 | |
| 3 | South Queensbury Fire Company | Adirondack Balloon Festival expenses | 2022 reimbursement/2023 | ? | see Balloon Festival | New | 5,000 | |
| | | | | | | | 51,100 | |
| Warrensburg | | | | | | | | |
| 1 | Hickory Legacy Foundation | boost marketing efforts | 6/1-9/30/2023 | non-profit | 2000/500 | New | 10,000 | |
| 2 | Warrensburg Bike Rally LLC | Warrensburg Bike Rally | 5/27 - 6/3/23 | for profit | 70,000/35,000 | 10,000 | 10,000 | |
| | | | | | | | 20,000 | |

WARREN COUNTY TREASURER

MICHAEL R. SWAN
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

OCCUPANCY TAX REPORT

Monday, November 21, 2022

| | |
|--|------------------------|
| Revenue Collected Through 12/31/22 as of 1/18/23 | \$ 7,109,947.87 |
| Revenue Collected Through 12-31-21 | <u>\$ 6,432,456.51</u> |
| Increase/Decrease | \$ 677,491.36 |
| Percent Change | 10.53% |

| | |
|------------------------------------|------------------------|
| Revenue Collected Through 12/31/22 | \$ 7,109,947.87 |
| Revenue Collected Through 12/31/20 | <u>\$ 4,734,588.29</u> |
| Increase/Decrease | \$ 2,375,359.58 |
| Percent Change | 50.17% |

SHORT TERM RENTALS

| | |
|-------------------------------------|---------------|
| January 1, 2022 to October 20, 2022 | \$ 426,991.00 |
|-------------------------------------|---------------|

NOTE, Most STR's do not submit payment until December/January for each year.