



**Occupancy Tax Coordination Committee  
AGENDA  
March 22, 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.*

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- I. Committee meeting called to order.
  - II. Motion to approve minutes of the February 22, 2023 Occupancy Tax Committee.
  - III. Privilege of the floor and public comment
  - IV. Action Agenda/New Business Items:
    - a. Res# 20 - Amend Resolution # 84 of 2023 to delete Adirondack Cycling Advocates, Inc \$1,500 Special Funding.  
Reason: This is a 2022 expense
    - b. Res# 20 - New Resolution to allow \$1,500 expense in the year 2022 for the above.
    - c. Address application from F.Cavone Productions for Wild in the Trees Music and Skate Festival 2023
    - d. Appropriate \$15,000 from A.881 to A.6417.0002 \_\_\_\_ to fund the Lake George Event Manager position  
Reason: Robert Blais, Lake George Village Mayor to fill this position.
  - V. Discussion Items:
    - a. Treasurer's Report – Mike Swan
  - VI. Referrals:
    - a. County Attorney to review Occupancy Tax Spending Plan History and Local Law and provide any updates required. (06.20.22) Update: The county Attorney presented two slides regarding information pertaining to the New York State Statute involving occupancy tax. (11.21.22)

- b. It was the consensus of the Tourism and Occupancy Tax Coordination Committees to invite Gina Mintzer, Director, Lake George Chamber of Commerce & CVB, to attend the next meeting to explain the increase in the contract with the Lake George Chamber of Commerce & CVB at the next meeting. (12.12.22)

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

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Attachment #1: Resolution # 20 – delete Adirondack Cycling Advocates, Inc. \$1,500 from Resolution # 84 of 2023

Attachment #2: Resolution #20 – Revise 2022 Occupancy Tax contract for Adirondack Cycling Advocates, Inc. for \$1,500 to include as an expense the continuation of the planning and design work on the Rabbit Pond Trail in Ski Bowl Park in North Creek

Attachment #3: F. Cavone Productions application for Wild in the Trees Music and Skate Festival 2023

# ***RESOLUTION REQUEST FORM NO. 20***

## ***MISCELLANEOUS***

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

**DEPARTMENT NAME: Tourism/ Occupancy Tax Coordination Committees**

**DATE: 3/22/23**

- (a) Purpose of Request: Remove Adirondack Cycling Advocates, Inc. from Resolution #84 of 2023.
- (b) Details: The request was for 2022.
- (c) Previous Resolution Number: Resolution# 84 of 2023
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.600 (A.6417.0002 480, Tourism - Special Events \$1,500 of \$20,000 award)

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 84 OF 2023

RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, WILD, GERCI, STROUGH, RUNYON AND DIAMOND

AMENDING RESOLUTION NO. 37 OF 2023, AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2023 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING TO SILVER BAY YMCA; ADIRONDACK CYCLING ADVOCATES, INC.; ADIRONDACK FESTIVALS, LLC; ADIRONDACK HOT AIR BALLOON FESTIVAL; ADIRONDACK SPORTS COMPLEX, LLC; ALBANY RODS & KUSTOMS, INC.; AMERICADE, INC.; HYDE COLLECTION; PRIME TIME LACROSSE; SPECIAL OLYMPICS NY; WARRENSBURG GARAGE SALE; TOWN OF HORICON; TRI-LAKES COMMUNITY ALLIANCE; WARRENSBURG BIKE RALLY, LLC AND ADIRONDACK FOLK SCHOOL

WHEREAS, pursuant to Resolution No. 37 of 2023, 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 February 1, 2023 and February 9, 2023 meetings, the Occupancy Tax & Coordination Committee considered written applications from the following applicants for 2023 occupancy tax funding and approved special event funding and municipal application funding requests, as follows:

<u>Applicant</u>	<u>Event</u>	<u>Dates</u>	<u>Amount of Award</u>
Silver Bay YMCA	Bluegrass in Heaven	9/15/23- 9/17/23	\$15,000.00 <i>Special Event Funding</i>
Adirondack Cycling Advocates, Inc.	Promotion of Bicycling <i>*continuing on an annual basis for three years</i>	2023	\$20,000.00 <i>Special Event Funding</i>
Adirondack Festivals, LLC	2023 Adirondack Wine and Food Festival	6/24/23- 6/25/23	\$45,000.00 <i>Special Event Funding</i>
Adirondack Hot Air Balloon Festival	Adirondack Hot Air Balloon Festival 50 <sup>th</sup> Anniversary	9/20/23- 9/24/23	\$50,000.00 <i>Special Event Funding</i>
Adirondack Sports Complex, LLC	ADKSC Travel Team Fastpitch Softball Tournaments	1/1/23- 12/31/23	\$50,000.00 <i>Special Event Funding</i>
Albany Rods & Kustoms, Inc.	Adirondack Nationals Car Show	9/6/23- 9/10/23	\$35,000.00 <i>Special Event Funding</i>
Americade, Inc.	Americade	5/30/23- 6/4/23	\$50,000.00 <i>Special Event Funding</i>
Adirondack Cycling Advocates, Inc.	Planning and Design Work on the Rabbit Pond Trail in Ski Bowl Park in North Creek	N/A	\$1,500.00 <i>Special Event Funding</i>

Hyde Collection	Boost Year Round Marketing Efforts	1/28/23-12/31/23	\$25,000.00 <i>Special Event Funding</i>
Prime Time Lacrosse	Lake George National Invitational	7/21/23-7/23/23	\$40,000.00 <i>Special Event Funding</i>
Special Olympics NY	Special Olympics NY Fall Games	10/20/23-10/21/23	\$50,000.00 <i>Special Event Funding</i>
Warrensburg Garage Sale	World's Largest Garage Sale	9/29/23-10/1/23	\$35,000.00 <i>Special Event Funding</i>
Town of Horicon	Food Truck Friday's on the Pond	6/30/23-9/1/23	\$25,065.00 <i>Municipal Application Funding</i>
Tri-Lakes Community Alliance	Adirondack Woof Stock	6/3/23-6/4/23	\$6,000.00 <i>Municipal Application Funding</i>
Warrensburg Bike Rally, LLC	Warrensburg Bike Rally	5/27/23-6/3/23	\$10,000.00 <i>Municipal Application Funding</i>
Adirondack Folk School	Marketing and Production	2023	\$15,000.00 <i>Special Event Funding</i>

now, therefore, be it

RESOLVED, that Resolution No. 37 of 2023 be, and hereby is, amended to approve and award 2023 occupancy tax awards to each applicant named above in the amounts set forth above; and it is further

RESOLVED, that the Chair of the Board of Supervisors is authorized to execute the Warren County Tourist and Convention Development Agreement, in a form approved by the County Attorney, with the above referenced applicants, for 2023 funding in the amount of Four Hundred Seventy-Two Thousand Five Hundred Sixty-Five Dollars (\$472,565.00) and to increase the total amount of occupancy tax funding to Five Hundred Twenty-Eight Thousand Six Hundred Dollars (\$569,665.00), to be expended from Budget Code A.6417.0002 480, Tourism/Occupancy, Occupancy Tax, Tourism-Special Events (\$528,600.00) and Budget Code A.6417.0002 469.05 Tourism/Occupancy, Occupancy Tax, Municipal Application Funding (\$41,065.00), as listed on the revised Schedule "A", and be it further

RESOLVED, that other than the changes outlined herein, all other terms and conditions of Resolution No. 37 of 2023 will remain the in effect.

**SCHEDULE "A"**  
**2023 Occupancy Tax Awards**

	<b>APPLICANT</b>	<b>EVENT</b>	<b>DATE</b>	<b>AMOUNT OF AWARD</b>
1	Lake George Winter Carnival, Inc.	Lake George Winter Carnival	11/16/22 - 1/26/23	\$50,000.00
2	Greater Glens Falls Amateur Athletic Championship Association	NYSPHSAA Boys Basketball Championships	3/17/23- 3/19/23	\$47,100.00
3	Silver Bay YMCA	Bluegrass in Heaven	9/15/23- 9/17/23	\$15,000.00
4	Adirondack Cycling Advocates, Inc.	Promotion of Bicycling <i>*continuing on an annual basis for three years</i>	2023	\$20,000.00
5	Adirondack Festivals, LLC	2023 Adirondack Wine and Food Festival	6/24/23- 6/25/23	\$45,000.00
6	Adirondack Hot Air Balloon Festival	Adirondack Hot Air Balloon Festival 50 <sup>th</sup> Anniversary	9/20/23- 9/24/23	\$50,000.00
7	Adirondack Sports Complex, LLC	ADKSC Travel Team Fastpitch Softball Tournaments	1/1/23- 12/31/23	\$50,000.00
8	Albany Rods & Kustoms	Adirondack Nationals Car Show	9/6/23- 9/10/23	\$35,000.00
9	Americade, Inc.	Americade	5/30/23- 6/4/23	\$50,000.00
10	Adirondack Cycling Advocates, Inc.	Planning and Design Work on the Rabbit Pond Trail in Ski Bowl Park in North Creek	N/A	\$1,500.00
11	Hyde Collection	Boost Year Round Marketing Efforts	1/28/23- 12/31/23	\$25,000.00
12	Prime Time Lacrosse	Lake George National Invitational	7/21/23- 7/23/23	\$40,000.00

**RESOLUTION No. 84 OF 2023**

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13	Special Olympics NY	Special Olympics NY Fall Games	10/20/23- 10/21/23	\$50,000.00
14	Warrensburg Garage Sale	World's Largest Garage Sale	9/29/23- 10/1/23	\$35,000.00
15	Adirondack Folk School	Marketing and Production	2023	\$15,000.00
<b>TOTAL</b>				<b>\$528,600.00</b>
<i>to be paid from A.6417.0002 480, Special Event Funding</i>				
	<b>APPLICANT</b>	<b>EVENT</b>	<b>DATE</b>	<b>AMOUNT OF AWARD</b>
1	Town of Horicon	Food Truck Friday's on the Pond	6/30/23- 9/1/23	\$25,065.00
2	Tri-Lakes Community Alliance	Adirondack Woof Stock	6/3/23- 6/4/23	\$6,000.00
3	Warrensburg Bike Rally, LLC	Warrensburg Bike Rally	5/27/23- 6/3/23	\$10,000.00
<b>TOTAL</b>				<b>\$41,065.00</b>
<i>to be paid from A.6417.0002 469.05, Municipal Application 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: Tourism/ Occupancy Tax Coordination Committees**

**DATE: 3/22/23**

- (a) Purpose of Request: Revise 2022 Occupancy Tax contract with Adirondack Cycling Advocates, Inc. to include as an expense the continuation of the planning and design work on the Rabbit Pond Trail in Ski Bowl Park in North Creek.
  
- (b) Details: Work started in 2021
  
- (c) Previous Resolution Number:
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480, Tourism - Special Events \$1,500 of \$20,000 award

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

\* as listed in budget and LOGOS



**APPLICATION FORM**

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

Amount of Occupancy Tax Funding Requested: \$ 12,000

**A. CONTACT INFORMATION**

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact  
F.Cavone Productions
- 2.) Address:  
35 25th Street - Troy, NY 12180
- 3.) Email/Cell phone:  
fcavoneproductions@gmail.com
- 4.) Estimated Event Duration (including set-up/clean up times):  
10/11 - 10/18/23
- 5.) Anticipated Number of Attendees 650
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 30

**B. EVENT INFORMATION**

- 1.) Name of Event: Wild in the Trees Music and Skate Festival 2023
- 2.) Date & Time of Event: 11 - 2:00 pm 10/11 - 10/15/23  
 Peak Season (June-September)     Off-Peak (October-May)
- 3.) Location of Event:  
Lake George Skate Plaza(Charles R. Wood Park)
- 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: \$ \_\_\_\_\_  NO

4.) Total Cost to be borne by the organizer for the event: \$ 12,000

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 \$ 24,000

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.* \$ \_\_\_\_\_

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

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 1500 # of yrs. 1  
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?  
Lake George Steamboat Company, SF Janitorial, 42 Degrees, Sullys West, WEQX 102.7, Seasons Skateshop, Adirondack Broadcasting  
ADK Pub and Brewery, Prosperity Glass, The Barnsider, Ginter Electric, 40 Oak

11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ 3500 #of yrs 1

Municipality? Village of Lake George, NY | 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? \_\_\_\_\_

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) 50  NO

14.) Please describe community benefit opportunity if answered YES to the previous question:  
Ronald McDonald House



**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) \_\_\_\_\_

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

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
New York(The Whole State), Mass, Vermont, Maine, New Hampshire, Northern New Jersey, Connecticut, Philadelphia  
\_\_\_\_\_

5.) Who is your target audience and/or demographic?  
All Ages Event  
\_\_\_\_\_

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

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

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

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.

**Frank Cavone**

Signature of Responsible Party

**Frank Cavone**

Name

**F.Cavone Productions**

Organization

**2/21/2023**

Date

**Organizer**

Title



**APPENDIX A**

**LOGO USAGE REQUIREMENTS & LOGO USAGE AGREEMENT**

The Warren County Tourism Logo must appear prominently in all advertising and publicity (both written and/or electronic) in order to receive Special Event Marketing Funding.



**LOGO APPLICATION/PRINTING INSTRUCTIONS:**

- **PRINT/WEB PLACEMENT:** Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.
- **ONE-COLOR PRINTING:** The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.
- **FOUR-COLOR PRINTING:**

Logo prints 100% with no screens. No color changes allowed.

Please contact Peter Girard at [Girardp@warrencountyny.gov](mailto:Girardp@warrencountyny.gov) for specific logo files or for any placement questions.

**AFFIRMATION**

I, Frank Cavone, as representative for Wild in the Trees (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

**Frank Cavone**

Signature

**2/21/2023**

Date



**APPENDIX B**  
**ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING FOR COUNTY WIDE EVENTS \*\***

**ELIGIBLE USES OF EXPENDITURES**

- Paid advertisements: print, radio, television and Internet advertisements, email campaigns, social media campaigns promoting events, attractions, activities, packages, conventions, sporting events, tradeshow, encouraging overnight stays
- Outdoor signage/banners/billboards
- Posters/flyers/brochures
- Design, production and placement of out-of-county advertising
- Fireworks displays
- Event-related postage for direct mail campaigns
- Rental or fee of traveling/special exhibits
- Promotional items promoting the event
- Re-enactors, musicians, entertainers, umpires for games
- Maps, free guides tours of regional area, bicycle routes, snowmobile trails
- Hosting/bid fees
- Venue rental, EXCLUDING any and all county/municipal-owned properties
- Event-related rentals & expenditures (tents, chairs, tables, etc.)
- Portable toilets/handwashing stations/public health-related expenses
- Promotional videography, photography promoting the event
- Signage/advertising on trolley/bus promoting the event
- Advertising in trade journals
- Paid brochure distribution
- Production of promotional materials
- Hanging banner ads
- Public relations to promote event
- Insurance
- Event security/emergency Services
- Event-specific website design/development/updates
- Event-specific directional signage
- Event-specific logo design
- Event-specific external marketing services

**INELIGIBLE USES OF EXPENDITURES**

- Payroll/salaries
- Staff hotel/meals
- Staff travel expenditures
- Alcohol
- Staff mileage
- Annual operating, administrative, and maintenance costs
- Awards to participants
- Capital programs
- Set up/clean-up of event
- Volunteer stipends

**\*\* Please note: This is not an all-inclusive list and expenditure approval is at the discretion of the Warren County Tourism and Occupancy Tax Committee, Legal and County Auditor.**



**APPENDIX C**  
**ECONOMIC IMPACT VISITOR SURVEY - Visitor Questionnaire**

EVENT NAME: \_\_\_\_\_ EVENT DATE: \_\_\_\_\_

What is your zip code? \_\_\_\_\_

What was the PRIMARY reason for your trip to the Lake George Area?

- Special Event \_\_\_\_\_     
  Vacation/Leisure     
  Visit friends/relatives  
 Business/Convention     
  Sporting Event     
  Other: \_\_\_\_\_

How did you travel to the Lake George Area?

- Car     
  Bus tour/group     
  Other: \_\_\_\_\_

How many nights did you stay in the Lake George Area? \_\_\_\_\_ Nights     
 Day Trip Only

Where are you staying while in the Lake George Area?

- Hotel/Motel     
  Vacation Rental/Condo (STR)     
  With Friends/relatives  
 Bed & Breakfast     
  Campground     
  Other: \_\_\_\_\_

Name of Accommodation (if willing to provide)? \_\_\_\_\_

In addition to this event, what other activities did you participate in while in the Lake George Area?

- Shopping     
  Dining     
  Outdoor Recreation (hiking, biking, rafting, etc.)  
 Beach     
  Cultural & Arts     
  Evening Activities (fireworks, etc.)  
 Other: \_\_\_\_\_

Is this your first time coming to the Lake George Area?   
 Yes, would you return? \_\_\_\_\_   
 No

How did you hear about the Lake George Area ?

- Event promotion/advertisement     
  Friends/family     
  VisitLakeGeorge.com  
 Radio     
  Hotel/motel/campground staff     
  Other \_\_\_\_\_  
 Lake George Area newsletter, Lake George Area social media, (website bullet above)

Thank you for participating in our survey!!!



**APPENDIX D**

**MARKETING/ADVERTISING PLAN FORM** *(required)*

Event Name: Wild in the Trees Music and Skate Festival  
 Event Date (and rain date if any): October 7-8 2023  
 Event Type: Music Festival/Skateboarding Competition  
 Special Comments: Half of ticket sales go to Ronald McDonald House59

*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	\$ _____	\$ _____ Newspaper (indicate which) <u>Times Union</u>
	\$ <u>250</u>	\$ _____ Magazine (indicate which) <u>Xperience Monthly</u>
	\$ _____	\$ _____ 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
	\$ <u>200</u>	\$ _____ Poster
	\$ _____	\$ _____ Other Outdoor Advertising
Other Advertising Expenses	\$ <u>500</u>	\$ _____ Radio, TV (indicate stations)
	\$ <u>2500</u>	\$ _____ Creative Design
	\$ <u>2500</u>	\$ _____ Other advertising expenses
<b>TOTAL EVENT MARKETING/ADVERTISING EXPENSES</b>	\$ <u>5950</u> (estimated)	\$ _____ (actual)



Marketing/Advertising Plan p. 2

1) When will your event marketing campaign begin/end? March 27th-October 6th

2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?

We plan on having many avenues to promote Wild in the Trees Music and Skate Festival. To give some background, my company F.Cavone Productions is a full service marketing/media company and we have the ability to create all advertising in house from Videos to Print and online advertising. Our first avenue will be through radio. We are signing on to have commercials played throughout all of their stations. We also plan on sending out a press release to every media publication TV/Radio/Newspaper within a 300 mile radius. For print, we plan on reaching out to Times Union for our advertising. For online, we will have multiple paid video ads that is distributed across all platforms throughout the duration of our marketing campaign. For social media and google, we have a week by week marketing strategy that will consist of all forms of media

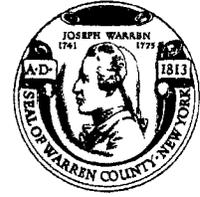
3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)

We plan on Marekting our event all across New York, The New England area and all surrounding states. Due to the populairty of the musical acts we will have all of the northeast as our target audience

4) Who is the primary audience you are trying to attract with your event (i.e. families, auto enthusiasts, food/wine enthusiasts, cultural travelers, etc) We are trying to make our festival open to all ages and a comfortable place to bring your kids. This festival will serve fans of live music, craft foods, skateboarding and more

5) What opportunities do you foresee with your event to collaborate your marketing efforts with Warren County Tourism to help promote your event (i.e. joint press events, cross marketing on social media, etc).

Due to our background in multi-media we would love to collaborate with Warren County Tourism by utilizing video capabilities, graphic design marketing and a presser opened to the public.



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

Event Name: \_\_\_\_\_

Event Date (and rain date if any): October 7-8, 2023

Event Type: Music Festival and Skateboarding Competition

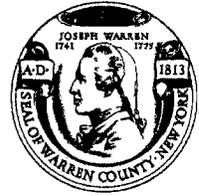
Special Comments: \_\_\_\_\_

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
	\$ 1600	\$ _____	Staging
	\$ 2400	\$ _____	Sound Production
	\$ 5000	\$ _____	Headlining Band 1
	\$ 5000	\$ _____	Headlining Band 2
	\$ 500	\$ _____	Band 1
	\$ 500	\$ _____	Band 2
	\$ 250	\$ _____	Band 3
	\$ 250	\$ _____	Band 4
	\$ 150	\$ _____	Band 5
	\$ 150	\$ _____	Band 6
	\$ 100	\$ _____	Band 7
	\$ 100	\$ _____	Band 8
	\$ 500	\$ _____	Food/Beverages for Staff
	\$ 650	\$ _____	Insurance
	\$ 1000	\$ _____	Merchandise
	\$ 500	\$ _____	Park Rental Fee
	\$ 500	\$ _____	Misc. Supplies
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

19,150  
5,950  
 25,100

VISIT THE  
**Lake George Area**  
 IN NEW YORK'S ADIRONDACKS



Revenue	Estimated	Actual	Detail
	\$ 12,000	\$ _____	<u>Occupancy Tax grant – Warren County</u>
	\$ 4000	\$ 4000	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ 2,000	\$ _____	<u>Sponsorship/external funding (detail): _____</u>
	\$ _____	\$ _____	<u>Sponsorship/external funding (detail): _____</u>
	\$ 30,000	\$ _____	<u>Ticket Sales/Registration fees</u>
	\$ _____	\$ _____	<u>Fundraising/donations:</u>
	\$ 2,000	\$ _____	<u>Merchandise sales</u>
	\$ 1500	\$ _____	<u>Vendor fees:</u>
	\$ _____	\$ _____	<u>Other: _____</u>
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ -15,000	\$ _____	<u>50 percent of ticket sale go to Charity</u>
	3k, 500		
TOTALS	\$ 24,450 <i>25,100</i>	\$ _____	TOTAL EXPENDITURES
	\$ 1300-	\$ _____	TOTAL INCOME
	11,400		



APPENDIX F

**Warren County Emergency Services Event Request**

Welcome to the Lake George Area. We are thrilled you have selected our area for your event and would like to work collaboratively with you to ensure that your event is the safest it can be for you and your attendees. Please take a few moments to fill out the form below so that we may coordinate with you for any emergency services needs you may have. If you have specific questions regarding the safety of your event or emergency services options, please email [EventsEMS@warrencountyny.gov](mailto:EventsEMS@warrencountyny.gov)

Name of Event: \_\_\_\_\_

Dates of Event: \_\_\_\_\_

Number of attendees expected (Adult/youth): \_\_\_\_\_

Host Municipality/Location: \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Main Organization Point of Contact:**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

\_\_\_\_\_

# ***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: 3/22/23**

- (a) Purpose of Request: to appropriate \$15,000 from the Occupancy Tax Reserve to A.6417.0002 480.05 Tourism - Business Promotion
  
- (b) Details: Warren County will contribute \$15,000 through an intermunicipal agreement towards the Lake George Event Manager position. The person in this position will be an employee of the Village of Lake George.
  
- (c) Previous Resolution Number:
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.881.00 Reserve - Occupancy Tax - \$15,000

**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: 3/22/23**

- (a) Purpose of Request: to authorize an intermunicipal agreement, in a form approved by the County Attorney, with the Village of Lake George and Town of Lake George to provide funding for the Lake George Event Manager position, a new position being created at the Village.
  
- (b) Details: Event Coordinator position to manage events for the Charles R. Wood Park. Contract is for a three-year term (4/1/2023 - 3/31/2026); County Share is \$15,000 per year
  
- (c) Previous Resolution Number:
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480.05 - Tourism-Business Promotion \$15,000

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

\* as listed in budget and LOGOS