



**Occupancy Tax Coordination Committee
AGENDA
April 25, 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.
- II. Motion to approve minutes of the March 22, 2023 Occupancy Tax Committee.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. Appropriate \$477,100 from A 881.00, Occupancy Tax Reserve to A.6417.0002 469, Other Payments/Contributions
Rationale: 2023 Budget based on \$5,800,000; Collections \$7,708,283.66; additional funding needed to make 25% payments to towns, City of Glens Falls, and Village of Lake George
 - b. Adirondack Sports Complex – approve use of Property and General Liability insurance for backup for 2022 and 2023 expenses
 - c. Application from F.Cavone Productions for Wild in the Trees Music and Skate Festival 2023 - \$12,000
 - d. Application from Warren County Historical Society – promote history of Warren County - \$4,000
 - e. Application from Warren County DPW – Adirondack Hot Air Balloon Festival expenses - \$30,000 yearly; \$20,00 for 2023
 - f. Application from Adirondack Community College – Synthetic Turf Recreational Complex – \$500,000
- V. Discussion Items:
 - a. Treasurer's Report – Mike Swan

- b. Lake George TV update – Jesse Jackson
- c. Cool Insuring Arena – 1st Quarter report - Jeff Mead
- d. Lake George Regional CVB – 1st Quarter report – Gina Mintzer

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)

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: Res# 20 – Appropriation from Reserve

Attachment #2: F. Cavone Productions application

Attachment #3: Warren County Historical Society application

Attachment #4: Warren County DPW application

Attachment #5: Adirondack Community College application

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: 4/25/23

- (a) Purpose of Request: to appropriate \$477,100 from the Occupancy Tax Reserve to A.6417.0002 469- Other Payments/Contributions

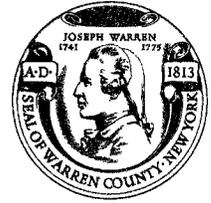
- (b) Details: The 2023 Occupancy Tax budget was based on collections of \$5,800,000; \$7,708,283.66 was collected in 2022. Additional funding needed to make the 25% due the towns, Village of Lake George, and City of Glens Falls.

- (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 - \$477,100

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

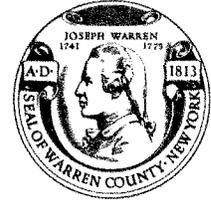
A. CONTACT INFORMATION

- 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):
10/17 - 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 - 7:00 PM 10/17 - 10/18/23
 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

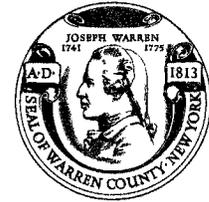
NO

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.

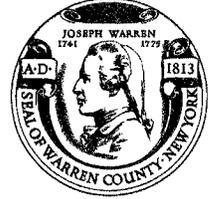
7.) Do you need assistance with the permitting/licensing process? YES NO

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

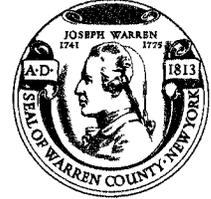
Organization

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 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, Business/Convention, Vacation/Leisure, Sporting Event, Visit friends/relatives, Other

How did you travel to the Lake George Area?

- Car, Bus tour/group, Other

How many nights did you stay in the Lake George Area? _____ Nights [] Day Trip Only

Where are you staying while in the Lake George Area?

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

Name of Accommodation (if willing to provide)? _____

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

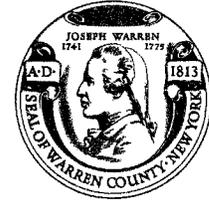
- Shopping, Beach, Other, Dining, Cultural & Arts, Outdoor Recreation, Evening Activities

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

How did you hear about the Lake George Area ?

- Event promotion/advertisement, Radio, Lake George Area newsletter, Friends/family, Hotel/motel/campground staff, VisitLakeGeorge.com, Other

Thank you for participating in our survey!!!



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: 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	\$ _____
\$ _____		\$ _____ Facebook
\$ _____		\$ _____ Instagram
\$ _____		\$ _____ Other social media _____
\$ _____		\$ _____ Purchased email lists
\$ _____		\$ _____ Other digital advertising _____
Billboards/Outdoor Advertising		\$ _____
	\$ <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
	TOTAL EVENT MARKETING/ADVERTISING EXPENSES	\$ <u>5950</u> (estimated)



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

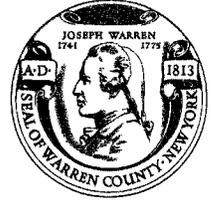
3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)

We plan on Marekting our event all across New York, The New England area and all surrounding states. Due to the popularity 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: _____

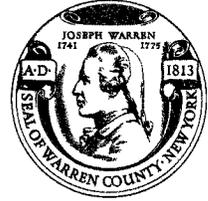
Use this form for estimated budget at time of event and complete with actual budget for submission of **Post Event Final Report**. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue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

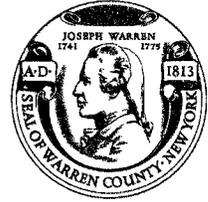
19,156
 5,950

 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>
	312,500		
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

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.)?



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 for Occupancy Tax money for 2023 will include furthering our mission by publishing several new books that range from the many memories of local residents in our Community Voices book to the complete biography of Seneca Ray Stoddard. We will be expanding our education mission as we have formed a working committee with several local homeschool mom and pops, plus their child/students to create a curriculum on Joseph Warren and the county's role in the American Revolution. This will be important as we celebrate the 250th anniversary of the Revolution in 2025.

We are continuing work on the Joseph Warren Center, the executive director is working with the county planning office on the First Wilderness Project, and we are continuing to perform our mission to promote the history of the county.

Sincerely,

Don Rittner, Executive Director



APPLICATION FORM

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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@wcnrhs.org/518-743-0734
- 4.) Estimated Event Duration (including set-up/clean up times): Continuous/Annual, Jan1 to Dec 31, 2023
- 5.) Anticipated Number of Attendees 10,000
- 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: Continuing the mission of educating the public about the unique history of Warren County
- 2.) Date & Time of Event: Year long, Jan to December, 2023
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event: County wide locations
- 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, 19917

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? 10,000 Previous year's attendees? 8,000

10.) How will you track attendance and room nights?
 We keep a sign in book at the society and track analytics online

11.) Number of day visitors projected? 208

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 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: \$_4,000

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



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

4.) Total Cost to be borne by the organizer for the event: \$44,000

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 \$4,000

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: X YES (amount & # of years): \$3,500 #of yrs 10

Municipality? Town of Queensbury

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? X 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.



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) Jan 1 and daily after until the end of the year.

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

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)
None

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

A handwritten signature in black ink, appearing to read "D. Rittner".

Don Rittner,
Name

Warren County Historical Society
Organization

March 30, 2023
Date

Executive Director
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.

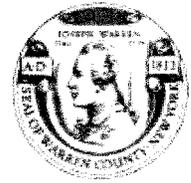
Please contact Peter Girard at Girardp@warrencountyny.gov for specific logo files or for any placement questions.

AFFIRMATION

I, Don Rittner, as representative for Warren County Historical Society (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Signature

March 20, 2023
Date



APPENDIX B

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

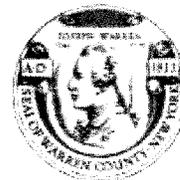
ELIGIBLE USES OF EXPENDITURES

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

INELIGIBLE USES OF EXPENDITURES

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

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



APPENDIX C
ECONOMIC IMPACT VISITOR SURVEY - Visitor Questionnaire

EVENT NAME: _____ EVENT DATE: _____

What is your zip code? _____

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

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

How did you travel to the Lake George Area?

- Car
- Bus tour/group
- Other: _____

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

Where are you staying while in the Lake George Area?

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

Name of Accommodation (if willing to provide)? _____

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

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

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

How did you hear about the Lake George Area ?

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

Thank you for participating in our survey!!!



APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: Continuing the mission of Warren County Historical Society

Event Date (and rain date if any): Daily, Jan through Dec, 2023

Event Type: Education and exhibits on local history

Special Comments: _____

*Please fill in this form in detail with Estimates and submit at time of application. An updated and detailed Marketing plan form will be REQUIRED after the event as part of the **Post Event Final Report**. If you use your own spreadsheet, please follow the format below and answer all questions.*

	<u>Estimated</u>	<u>Actual</u>
Print Ads	\$250	\$_____ Newspaper (indicate which) The Chronical
	\$_____	\$_____ Magazine (indicate which) _____
	\$250	\$_____ Brochure (indicate distribution)online and events
	\$1000	\$_____ Direct Mailer (indicate distribution) to members
Digital Ads	\$1000	\$_____ Other print advertising: Books, ISBN
	\$_____	\$_____ Google Display/Search Engine Marketing
	\$_____	\$_____ Facebook
	\$_____	\$_____ Instagram
	\$_____	\$_____ Other social media _____
Billboards/Outdoor Advertising		\$_____ Purchased email lists
	\$_____	\$_____ Other digital advertising _____
	\$_____	\$_____ Billboard/banner
	\$_____	\$_____ Poster
Other Advertising Expenses		\$_____ Other Outdoor Advertising
	\$_____	\$_____ Radio, TV (indicate stations)
	\$300.	\$_____ Creative Design
	\$_____	\$_____ Other advertising expenses

TOTAL EVENT MARKETING/ADVERTISING EXPENSES \$2,800 (estimated)

\$_____ (actual)



Marketing/Advertising Plan p. 2

- 1) When will your event marketing campaign begin/end? Jan 1
- 2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how? We have an active Web site, Facebook and Instagram account, Twitter, newspapers (local), Radio, and we publish a newsletter.

- 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) New York State, Capital District, and Global

- 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: Individuals and families interested in local history, heritage tourists.

- 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). Joint press releases in print and online.



Revenue	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$4,000\$ _	\$ _____	<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	\$21,200	\$ _____	TOTAL EXPENDITURES
	\$ _____	\$ _____	TOTAL INCOME



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

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.)?

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUL 18 2002

WARREN COUNTY HISTORICAL SOCIETY
PO BOX 769
LAKE GEORGE, NY 12845

Employer Identification Number:
14-1802216
DLN:
17053096757072
Contact Person:
MICHAEL A LUDWIG ID# 31470
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
September 1998
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)

**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

7275- Adirondack Regional C of C	\$315

7274- Misc. Memberships	\$150

Newsletter/ Publications;

7292- Printing	\$3,000

7294- Postage	\$300

7352- Book Printing/ Acquisition	\$4,000

7354- Marketing / Advertising Expense	\$1,000

COLLECTIONS/RESOURCE CENTER - 7310
SUB ACCOUNTS:

7312- Archival Supplies	\$750

7314- Resource Center	\$0

7315- Acquisition of Books/Publications	\$250

7317- Scanner Expense (Toner, Paper)	\$0

7318- Proposed Dr. Joseph Warren Center Project * See Separate Budget	

COMMITTEE EXPENSE- 7362
SUB ACCOUNTS:

7262- Archival Committee	\$0

7320- Audit/ Finance Committee	\$0

7375- Book& Gift Shop Committee	\$50

7376- Collections Committee	\$0

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



SUPPLEMENTAL FUNDING REQUEST APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application. All budget, financial and project 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.

A. CONTACT INFORMATION

- 1.) Municipality requesting funding
Warren County Department of Public Works

- 2.) Funding Requestor/Main Point of Contact
Kevin J Hajos - Superintendent

- 3.) Address:
4028 Main Street Warrensburg, NY 12885

- 4.) Email/Cell phone:
khajos@warrencountydpw.com / (518) 260-7071

- 5.) Amount of Supplemental Funding Requested: \$ 30,000 on a yearly basis, \$20,000 for 2023

B. FUNDING REQUEST INFORMATION

- 1.) Please attach a detailed 1-2-page typed description of the tourism activity, project or event for which you are seeking supplemental funding. In your summary, please address the following questions.
 - a. How does the funding request directly benefit and enhance tourism within your municipality?
 - b. How does the funding request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region and municipality?
 - d. How (if applicable) does the funding request support capital projects which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction?
 - e. How does the request (if applicable) support a unique tourism opportunity, event or activity which will further enhance visitation to the region and to your municipality?
 - f. If the funding request is to support a new event, please include event details, dates, times, location, number of anticipated attendees.



e. If the funding request is to support new capital projects, marketing, other tourism-related activities, please provide details regarding the type of project or activity, if the project is currently part of an overall county or municipal-wide recreation plan, and how this activity or project will enhance and improve tourism long and short-term.

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

1.) Total amount of supplemental funding requested: \$ 30,000 on a yearly basis, \$20,000 for 2023

2.) Will these funds be used in conjunction, and/or matched with any other funding sources?

YES, which sources of funding and how much?

NO

3) Was this event, activity or project anticipated in your annual budget or is the request to support an unanticipated expenditure?

A portion of the overtime salaries was budgeted for 2023 in the amount of \$11,241.00

4) **Budget – please attach a total budget for the activity, project or event and indicate total costs, revenue stream and line item expenditures for requested supplemental funding. Please use attached sheet to submit budget.**

AFFIRMATION

I have read the "Warren County Supplemental Funding Request 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

Kevin J Hajos

Name

Warren County DPW

Municipality

04/05/23

Date

Superintendent of Public Works

Title



SUPPLEMENTAL FUNDING REQUEST BUDGET FORM *(Required)*

Name of Requestor: Kevin J Hajos

Municipality: Warren County Department of Public Works

Email/Phone: khajos@warrencountydpw.com

Reason for Requesting Supplemental Funding (name of event, activity, project or other):
Adirondack Balloon Festival

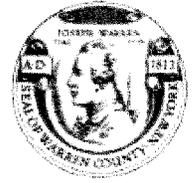
Special Comments: _____

Use this form to submit supplemental budget request. Please feel free to attach estimates of anticipated costs as back-up. *Budget must list all event/activity/project-related expenditures in detail (as well as projected revenue & sources.)*

Expenses	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$ 18,500	\$ _____	5 Year average of Overtime Salaries
	\$ 2,700	\$ _____	5 Year average of Benefits
	\$ 1,500	\$ _____	5 Year average of Supplies (paper supplies, trash bags, card stock, etc.)
	\$ 50	\$ _____	5 Year average of Mailings
	\$ 3,700	\$ _____	3 Year average of Salaries for Towns (contracted)
	\$ 400	\$ _____	5 Year Average of Trash disposal
	\$ 1,500	\$ _____	5 Year average of Food and Ice for Staff
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

Revenue	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding – Supplemental Request</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Sponsorship/external funding (detail):</u> _____

VISIT THE
Lake George Area
 IN NEW YORK'S ADIRONDACKS



\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____
\$ _____	\$ _____

Sponsorship/external funding (detail): _____

Fundraising/donations: _____

TOTALS \$ 28,350 *JM* \$ _____

 \$ _____ \$ _____

TOTAL EXPENDITURES

TOTAL INCOME



GENERAL SPENDING GUIDELINES

General Guidelines

Generally, uses of occupancy tax revenues provided to Municipalities by the County, must be expended for the Promotion of Tourist activities, conventions, sports, trade shows, special events and other directly related and supported tourism activities. Promotion or promoting is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be "related" to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.

Application of General Guidelines to List Below

The listing is intended to provide a suggested list of possible expenditures under the general guideline provided above. In order to maintain the listing below as an easy and practical tool, elaborate or extensive descriptions have, generally, been avoided. Therefore, the examples should always read together with the general guideline, above, to ascertain the extent to which funds may be expended for the example provided.

Special Events/Festivals/Activities/Sports

Production, development of new event, activities (i.e. Outdoor drama, civic center events, Elvis Festival and the advertisement of the same)

Production/installation/rental/creation of programs/directories for specific events

Firework displays

Banner/flags/billboards

Business cards

Buttons, pins, decals, letterhead, envelopes, postcards, postage

Event consultation fee

Re-enactors, musicians, entertainers

Town tours, itineraries, maps

Sponsorship, hosting fees

Rental of traveling/special exhibits

Event crowd control, safety concerns

Promotional items – giveaways

Recreational Attractions

Advertisements and enhancements of existing and new recreational activities and attractions to be developed to accommodate and increase the number of tourists, for enhancements to water access and riverfronts, snowmobiling trail system, hiking trails, cycling routes, with displays or improvements to accommodate tourists such as benches, or a gondola for transportation.

Mapping and/or brochures

Wayfaring/directional signage

Clearing/preparation of property for tourist or convention activity or event

Any eligible criteria from other spending guideline categories

Website Development/Electronic Promotion

Expenditures for the following provided that the same is for purposes of promoting tourism, conventions, special events, trade shows, sports and other tourist activities.



Website design/construction
Purchase of images/sound
Promotions, purchase of hyperlinks
Interactive informational kiosk
Email appends
Broadcast design/delivery of
Newsletters/banner ads
Purchase of photography/videography
Purchase of photo enhanced listings
Search engine optimization

Brochure Production/Distribution

General tourism guide, seasonal guide, themed events, flyers, promotional literature, niche – publication (i.e. walking/driving tours, packages, itineraries, coupons, heritage, birding, sports, etc.), post cards, maps, posters.

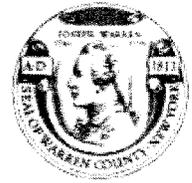
Paid brochure distribution locations
Design fees
Reproduce brochures to CD/DVD
Copywriting/Typesetting
Postage/permit fees
Printing/reproduction/production
Photography

Advertisements/Promotions

Paid advertisements promoting events, activities, packages, attractions, conventions, tradeshows for general tourism development to Warren County communities – Destination Marketing Programs.

Co-op partnerships with Warren County- Adirondack Regional Tourism Council, New York State publications, as well as national publications and directories, radio, newsprint/magazine opportunities, television campaigns, and trade/consumer show brochure distribution and exhibit space co-op.

Local, regional and/or national advertising, promotional opportunities
Production/placement of ads (print, radio, tv)
Clipping Service
Advertising in trade journals
Exhibit graphics
Consumer/trade show registration
Show staffing expenses
Logo development/design/tag line/branding
Business reply cards
Product Development (i.e. tour packages, itineraries, special events, familiarization tours for operators or media)
Coupons
Public relations – press kits, press releases, messaging development, printing, mailing, broadcast, services



Membership/Association/Affiliations

For the furtherance of Tourism Promotion, (i.e. American Bus Association (ABA), New York State Travel and Tourism Association (NYSTIA), National Tour Association (NTA)).

Specialized Professional Services

Expenditures for the following, provided that the same is for purposes of promoting tourism, conventions special events, sport, trade shows and other tourism activities:

Shoot photographer/videographer

Graphic designer

Step on guide services

Public relations/marketing agency

Speakers/musicians/entertainers/models

Airplane/helicopter rentals

Ad/brochure/web design

Market research, feasibility study

Event sponsorship/bid fees

Outsourcing to call centers/fulfillment houses

Update portions of local history in furtherance of promoting tourism, conventions, special events, sports

Educational Tourism

Informational kiosk

Hospitality training

Hosting/attending workshops (i.e. how to market your destination, property or event)

Beautification

Community signage – welcome/directional signage

Plantings/landscaping/streetscaping/lighting/water features furthering establishment or growth of tourism, conventions, sports, special events, trade shows and other tourist activities

Informational kiosk

Fountains, benches, trail development & enhancement

Audio/Visual production, duplication and distribution

DVD/CD/VHS

Miscellaneous promotion

Purchase mailing lists

Mailings/social media targeted lists for specific audiences

Capital projects

Expenditures may be made for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department.

When spending funds for capital projects, it is necessary that the primary benefit and end result of the project is to increase, enhance and promote tourism and tourist activities. Funding of capital projects that predominantly benefits residents and only incidentally promotes tourism should be avoided. **** 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.**



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: \$ \$500,000

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Adirondack Community College/ Dr. Kristine Duffy
- 2.) Address:
640 Bay Road Queensbury NY 12804
- 3.) Email/Cell phone:
duffy@sunyacc.edu / 518-743-2237
- 4.) Estimated Event Duration (including set-up/clean up times):
will vary, the College plans to host multiple events, see attached discussion
- 5.) Anticipated Number of Attendees will vary, the College plans to host multiple events, see attached discussion
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): This will depend on the size of various events SUNY Adirondack plans to host. The College has a Special Events Coordinator to market and work with external groups seeking to use the new complex. The College also has a Director and Assistant Director of Athletics who will be part of event coordination and programming at the complex.

B. EVENT INFORMATION

- 1.) Name of Event: Multiple events to be hosted through the proposed project: SUNY Adirondack Synthetic Turf Recreational Complex
- 2.) Date & Time of Event: Multiple events throughout the year
 Peak Season (June-September) Off-Peak (October-May)
- 3.) Location of Event:
SUNY Adirondack Queensbury: 640 Bay Road Queensbury 12804
- 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
 Impact will increase over time as the College is able to promote its new facilities. Again, SUNY Adirondack will use the complex to support college athletic programs, as well as to attract other large-scale athletic events, competitions, and tournaments.

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.*

See supplemental documents



6.) Type of Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)
 Multiple event types (new, multi-day, annual) New Event Annual Multi-Day Multi-week/month

7.) How long has this event been in existence: n/a see attached Date started: Complex available Spring 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.*
N/A complex is still being constructed

9.) Total number of attendees projected? will vary across events and over time Previous year's attendees? n/a

10.) How will you track attendance and room nights?
SUNY Adirondack has the infrastructure to implement surveys and can utilize internal resources to collect and analyze data. We would also engage partnering vendor contacts on their data collection methods. If through particular events additional partnerships with hotels and businesses were established, the College would coordinate data access and survey distribution with these partners. A multi-modal data collection strategy would be used.

11.) Number of day visitors projected? This will vary across events, see attached discussion We would either use the provided economic impact survey or develop one that closely aligns with it

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Projections described in the attached documents are based on data from the Lake George Convention and Visitors Bureau, NJCAA colleges that have hosted Region III Championships, and data on previous roster make ups across teams. Data from previous NJCAA Men's Soccer Nationals was also used.

13.) Number of overnight guests projected? See attached discussion

14.) How did you determine this percentage (surveys, zip codes, etc.)?
Using similar data described in Question 12. We used roster data to estimate families coming to watch games, team and visitor data for Region III Championships hosted at other NYS community colleges, tournament data on Mountain Mayhem Soccer, and publicly available data on the Firecracker Baseball Showcase

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

16.) Average length of stay per guest? will vary across events

17.) How did you determine total number of overnight rooms?
See above data sources, we use data from existing events only. Notably, however, the proposed project will also support new events and thus the numbers presented are an underestimate.

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 do not anticipate this at this time. SUNY Adirondack has a Special Events Coordinator to lead this.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 500,000

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

Unknown at this time



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ _____ NO Unknown at this time

4.) Total Cost to be borne by the organizer for the event: \$ 1,050,000 by SUNY Adirondack

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 \$ 500,000

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. \$ 5.7 Million

7.) Anticipated total revenue from the event: \$ see supplemental document

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 see supplemental document

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? SUNY Adirondack: 1.05 million from chargeback appropriations Adirondack Housing Association: \$500,000 Faculty Student Association: \$500,000
SUNY Adirondack Foundation: \$200,000 Private Donor: \$25,000 Stewart's Shops: \$75,000
50% of the funds raised/procured will be matched by New York State

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ _____ #of yrs _____
Municipality? Not for tourism related projects. SUNY Adirondack's operational budget is funded in part by
 NO Warren and Washington Counties

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:
This is possible but currently unknown. This would depend on the vendor renting the field space and whether it was for the benefit of a charitable organization.



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 will vary, our marketing plan is based on a 4 month campaign.

3.) What percentage of your marketing budget is being allocated to outside of Warren County? This will be determined based on the events and the teams that will participate in tournaments and the make up of their rosters. See attached discussion.

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?) This will vary across events. At this time we anticipate marketing across the state, including downstate/NYC and across the NJCAA Region 3 geographic area. We will also advertise locally to support and recruit local high school athletes into our programs.

5.) Who is your target audience and/or demographic?
This will vary depending on the event, team rosters, and the function/purpose of the 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 for further clarification) not known at this time

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

not known at this time

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event? YES NO
This is not necessary at this phase of the project, but will be considered as specific events are planned.



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.

Kristine Duffy
Signature of Responsible Party

Kristine Duffy Ed.D.

Name

Adirondack Community College

Organization

10/19/22

Date

President

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 for specific logo files or for any placement questions.

AFFIRMATION

I, Kristine Duffy, as representative for Adirondack Community College (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Kristine Duffy
Signature

10/19/22
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: Multiple, below reflects a 4 month campaign for a high impact/large scale event

Event Date (and rain date if any): Multiple

Event Type: Sports tournaments, training camps, showcases

Special Comments: We do not need assistance with marketing funds. Marketing will be funded by SUNY Adirondack's operating budget and run by our Marketing Department. Estimates below are based on a standard 4-month campaign.

*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>college will issue press releases</u>
	\$ _____	\$ _____ Magazine (indicate which) _____
	\$ _____	\$ _____ Brochure (indicate distribution) _____
	\$ 1200 _____	\$ _____ Direct Mailer (indicate distribution) _____
	\$ _____	\$ _____ Other print advertising: _____
Digital Ads	\$ _____	\$ _____ Google Display/Search Engine Marketing
	\$ 350 _____	\$ _____ Facebook
	\$ 350 _____	\$ _____ Instagram
	\$ 350 _____	\$ _____ Other social media <u>TikTok</u>
	\$ _____	\$ _____ Purchased email lists
	\$ 6000 _____	\$ _____ Other digital advertising <u>5000 high-impact digital ad impressions per month, 100,000 targeted display impressions per month, 7,500 over the top impressions per month, 7500 streaming audio impressions per month</u>
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	\$ <u>8,250</u> (estimated)	\$ _____ (actual)



Marketing/Advertising Plan p. 2

1) When will your event marketing campaign begin/end? This will vary between events and attendance/participant goal numbers

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

SUNY Adirondack has a dedicated marketing department that would oversee campaigns that promote events at the new multi-sport complex. SUNY Adirondack uses multi-tiered marketing to target specific audiences and to ensure communications are being received by people interested in the subject-matter. Each marketing campaign is developed with a variety of potential audiences in mind. SUNY Adirondack builds campaigns by analyzing national statistics and anecdotal observations of how a particular audience uses media, obtains news, and pursues interests. Through this approach, SUNY Adirondack can reach a targeted audience where they are physically and virtually. Campaigns developed for events on the new turf field could include any combination of search engine marketing, pay-per-click digital display advertisements, over the top streaming video advertisements, digital and/or terrestrial radio commercials, social media advertising, emails, hard-copy mailers, billboards, bus wraps, signage, and other data-informed marketing tools. The specific combination of marketing tools for athletic events and programs will depend on the goals of the campaign and the event.

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)

This will vary across events. SUNY Adirondack will consider the teams participating in the events, their geographic location, and the geographic representation of team rosters. In the attached documents, for example, we discuss the Firecracker Baseball showcase, which features teams from Canada and New England and northeastern states in the U.S. By contrast, the Region III tournaments for the NJCAA will target audiences across the state with a particular focus on the areas of participant teams. There will also be local marketing so local high school athletes and their families are made aware of the new athletic facilities and can experience events at the new complex. Local promotion will serve as a recruiting tool to encourage local athletes to pursue collegiate sports here.

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) Sports enthusiasts, families of athletes, local high school athletes, youth athletes, prospective student athletes from across the state, vendors looking for modern facilities to expand or develop new events.

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

SUNY Adirondack welcomes the opportunity to co-market future events at its new synthetic turf complex. SUNY Adirondack recognizes the importance of showcasing the vibrancy of Warren County and creating positive experiences for those who visit. As an institution of higher education that seeks to increase enrollments, upholding the area's reputation as a recreational oasis will mutually benefit the county and the college. Warren County Tourism is welcome at the ribbon cutting ceremony for the new complex and joint press events and cross marketing on social media will be highly appreciated. Additional details are in the attached documents.



Revenue	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$ 500,000	\$ _____	<u>Occupancy Tax grant – Warren County</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Sponsorship/external funding (detail):</u> _____
	\$ _____	\$ _____	<u>Sponsorship/external funding (detail):</u> _____
	\$ _____	\$ _____	<u>Ticket Sales/Registration fees</u>
	\$ _____	\$ _____	<u>Fundraising/donations:</u>
	\$ _____	\$ _____	<u>Merchandise sales</u>
	\$ _____	\$ _____	<u>Vendor fees:</u>
	\$ _____	\$ _____	<u>Other:</u> _____
	\$ 1,050,000	\$ _____	<u>SUNY Adirondack: chargebacks</u>
	\$ 500,000	\$ _____	<u>Adirondack Housing Authority</u>
	\$ 500,000	\$ _____	<u>SUNY Adirondack Faculty/Staff Association</u>
	\$ 200,000	\$ _____	<u>SUNY Adirondack Foundation</u>
	\$ 2,850,000	\$ _____	<u>NYS Share 50% of total budget, to be reimbursed by DASNY</u>
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
TOTALS	\$ 5,700,000	\$ _____	TOTAL EXPENDITURES
	\$ 5,700,000	\$ _____	TOTAL INCOME



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

Name of Event: Project: SUNY Adirondack Synthetic Turf Field

Dates of Event: TBD, Multiple

Number of attendees expected (Adult/youth): will vary across events, see attached discussion

Host Municipality/Location: Queensbury, Warren County

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

Various athletic events including tournaments, training camps, showcases, and other competitions or recreational programming.

Main Organization Point of Contact:

Name: Kristine Duffy

Organization: Adirondack Community College

Phone: 518-743-2237

Email: duffy@sunyacc.edu

What emergency services do you require (police, fire, EMT, emergency services, road closures, police details, etc.)?
none specifically at this time

B.5) Event Information: Event Detail:

Project Description

SUNY Adirondack requests funds to transform its outdated and deteriorating athletic fields into a multi-recreational synthetic turf complex. The complex will be located on SUNY Adirondack's Queensbury campus and will feature state-of-the-art athletic facilities, including dugouts, batting cages, bull pens, practice fields, scoreboards, a press box, spectator seating, a filming station, and field lighting that will allow for extended game play. The new complex will support SUNY Adirondack's athletic teams, bolster student recruitment and retention, and serve as a community resource for hosting tournaments and other recreational programming. The revitalization of SUNY Adirondack's athletic fields will spur economic growth by attracting hundreds of athletes, coaches, parents, and sports enthusiasts to the region. By providing modern facilities that will attract large-scale public, private, and youth club athletic events, this project will ultimately serve as a catalyst for growing and diversifying the region's tourism industry by supporting one of tourism's fastest growing sectors, sports tourism.

Event Details and Impact

SUNY Adirondack strategically developed this project with community economic revitalization as a key objective. By completing the proposed project, SUNY Adirondack will assist with creating a sports tourism hub and generate new opportunities for attracting visitors to the highly desirable Lake George region. The new facility will enable SUNY Adirondack to host multiple events and tournaments that will attract hundreds of athletes, coaches, parents, and sport enthusiasts. Research conducted by the National Association of Sports Commission shows there has been a 37% increase in direct community spending related to sports events and tourism, along with a 27% increase in privately owned and operated amateur recreational sports leagues and club programs in the U.S. since 2012.

Through comprehensive planning across multiple college departments, and data collection from the Lake George Visitors Bureau and other colleges and facilities, SUNY Adirondack has identified multiple event and program examples that would have a local economic impact. To begin, SUNY Adirondack expects that families of student athletes will travel from out of town to support players during games on campus. Nearly 50% of SUNY Adirondack athletes are from outside of the local area. This is expected to increase as new facilities enhance SUNY Adirondack's ability to recruit from across the state. This will also increase as a result of adding a new lacrosse program, the recruits of which are expected to largely come from downstate New York. To draw more visitors to the area, SUNY Adirondack could coordinate and host weekends for parents and family members to come and watch students compete. Current and projected roster and housing data indicate that Family Weekends for baseball could bring in 24 visitors requiring overnight accommodations, 30 visitors for lacrosse, and 12 visitors for soccer and softball. For athletic programming supported by the new complex, Family Weekends could thus bring in approximately 66 visitors each year.

Another event SUNY Adirondack's new facility could support is the Mountain Mayhem Soccer Tournament. For multiple years, SUNY Adirondack has been asked to host games for this tournament. However, because of the poor quality of its athletic fields, SUNY Adirondack has had to decline. With the new athletic complex, SUNY Adirondack would provide brand new facilities to support this popular event. In 2018, the Mountain Mayhem Soccer Tournament attracted 4300 visitors, including 200 that utilized overnight accommodations. The tournament

generated over \$407,000 in direct business sales, with a net direct tax return on investment of over \$18,000. The addition of SUNY Adirondack's facilities will enhance the Mountain Mayhem Soccer Tournament experience and sustain its popularity and tourism impact. It could also help support tournament expansion in the future, which would increase the number of visitors and overnight stays.

SUNY Adirondack's new complex could also support and expand the Firecracker Battle at the Border Baseball Showcase. This showcase has been hosted in Saratoga over the past four years. In 2022, 90 teams participated in the tournament. Teams from across New York, Vermont, Connecticut, Massachusetts, New Hampshire, and Ontario were in attendance. The tournament spanned multiple venues within the Capital Region. The addition of SUNY Adirondack as a tournament venue would bring more overnight visitors to the Lake George and downtown Glens Falls area and would also provide attendees with an impressive sports entertainment experience. This would, in turn, serve to attract vendors in the future as well as potential athletes for SUNY Adirondack's baseball team. Given that 90 teams participated in the showcase in 2022, SUNY Adirondack projects that the combination of players, families, coaches, and recruiters totaled 3,650. When divided across the number of participating venues, SUNY Adirondack conservatively estimates the area would receive 185 overnight visitors for 2-3 nights.

Existing events such as the Mountain Mayhem Soccer Tournament, the Firecracker Baseball Showcase, and weekends dedicated to hosting the families of SUNY Adirondack athletes would occur annually and support approximately 463 overnight visitors each year. In addition to these events, SUNY Adirondack would bid to host a National Junior College Athletic Association (NJCAA) Region III Championship, an event SUNY Adirondack has not previously been in a position to bid for because of poor field conditions. Using roster data for teams expected to reach the Region III Championships this year, anywhere from 83 to 222 visitors would require overnight accommodations (women's soccer: 83 men's soccer: 156, baseball: 222, and softball: 87). These are conservative estimates based solely on the number of teams, coaches, and close family members who will attend and do not consider additional fans, officials, videographers, recruiters, and spectators. Between annual events and at least one Region III Championship, SUNY Adirondack's new complex would support at least 2,358-2,425 overnight visitors over a five-year period. Notably, once a college has successfully hosted a Region III Championship, they are competitive in the bidding process to host again. Genesee Community College, for example, hosted the Men's Soccer Region III Championship in 2021 and will host Women's Soccer Region III Championships in 2022. Thus, it is possible for SUNY Adirondack to host multiple Region III Championships in the upcoming years.

The new complex would also make SUNY Adirondack competitive for a National Championship bid. Based on participation and attendance data from Herkimer Community College, SUNY Adirondack would have the facilities and capacity to host a NJCAA National Championship for Men's Soccer. National Championships bring teams and coaches to the area for six nights to participate in practices, a large dinner banquet, and the championship games. Herkimer Community College reports that Men's Soccer National Championships have brought in at least 275 overnight visitors for six nights. That is 275 visitors who also need three meals per day over the course of a week. Given that men's soccer rosters also tend to have more international athletes, there is opportunity to impress upon a broader audience the tourism appeal of Warren County and Lake George and further enhance the area's reputation as a tourism hotspot. While the international team rosters for men's soccer often result in fewer family members attending the championship events, SUNY Adirondack could utilize this opportunity to

promote the facilities locally. For example, SUNY Adirondack could invite local high school and youth soccer teams to play on the fields during half time. This would bring in local athletes and their families and expose them to the facilities and championship experiences surrounding collegiate competition.

Beyond NJCAA championships, SUNY Adirondack would also be well positioned to help support or expand the annual Primetime Lacrosse in Lake George (the Lake George National Invitational), which has had a significant economic and tourism impact. The 2019 Prime Time Lacrosse Tournament hosted over 10,500 visitors, 1,025 of them utilizing overnight accommodations while generating \$1.2 million in direct business sales and over \$42,000 in new direct tax return on investment. In 2022, the tournament took place across five different facilities, Golden Goal Sports Park (Fort Ann), Fort Ann Youth Athletic Fields, Lake George Elementary School Fields, Lake George Recreation Park, and Harry J. Betar Jr. Recreation Park (Moreau). SUNY Adirondack would be an ideal partner to support expanding or maintaining this tournament as it has large seating and parking capacity and is situated in close proximity to both Lake George and downtown Glens Falls, two areas with exceptional dining, retail, and hospitality sectors.

In addition to supporting existing events, SUNY Adirondack is also poised to attract athletes and visitors through the creation of new events. As an example, SUNY Adirondack plans to organize its own softball tournaments. Softball tournaments are popular in the summer and have become the primary contexts where recruiters evaluate players. Softball recruiting has evolved such that recruiters only want to see players competing against top talent. As a result, tournaments, as opposed to local high school games, are the primary vehicle for recruiting. SUNY Adirondack is well-positioned to create and regularly host softball tournaments because there will be fewer SUNY Adirondack teams utilizing the complex during the summer months. Using data from a comparable community college tournament (Jamestown Community College), SUNY Adirondack projects that an annual summer softball tournament would bring in at least 16 overnight hotel bookings for players and recruiters. While softball tournaments are an ideal fit given the sport's competitive season (summer) and recruiting practices, SUNY Adirondack could also explore hosting its own soccer, baseball, and lacrosse tournaments and showcases in future years.

SUNY Adirondack will also host summer training camps and clinics for youth sports. Two-day clinics would require overnight stays for participants and their families. For 4-5 day training camps, youth participants would stay in the residence halls. Some parents, however, may opt to stay nearby and utilize local hotels for overnight accommodations. For both overnight and day visits connected to clinics and camps, SUNY Adirondack would engage local businesses and prepare experience packages for participants and their families to use. These would promote recreational, dining, and retail businesses in Warren County and the Lake George area.

The publicity surrounding SUNY Adirondack's new athletic complex has already started to attract inquiries from vendors that do not currently have a presence in Warren County and the Lake George region. For example, SUNY Adirondack has been engaged by organizers and stakeholders who host the Lake Placid Lacrosse Summit, one of the largest lacrosse tournaments in the United States. Lake Placid was selected as the location for this summit as part of a desire to further promote the area's recreational offerings and scenic charm. Organizers have expressed interest in doing the same for Lake George and publicity surrounding SUNY Adirondack's new facility helped prompt discussion over the possibility of hosting a new event here. Given that

Queensbury Union Free School District and Glens Falls School District are also upgrading to turf fields, there is ample opportunity for community collaboration to host large-scale events, including potentially a new lacrosse summit.

The completion of the field complex is sure to attract additional vendors in need of more field space to host their events. Other known and potential vendors include Special Olympics Regional Fall Games, USSSA Softball Fastpitch, USA Ultimate Frisbee, and US Quidditch/Quadball. This past September, Queensbury hosted its first Wizard Fest, a one-day event featuring a Quidditch/Quadball competition between the University of Rochester, Cornell University, Vassar College, and Rensselaer Polytechnic Institute. Volunteers from Rochester Institute of Technology and Syracuse University also traveled here to offer a training clinic for kids. These kinds of organically developed events can play a key role in bringing visitors to the area and additional athletic facilities like SUNY Adirondack's can help facilitate their expansion over time.

Request and Publicity

The proposed project has a total budget of \$5.7 million, with 50% of the budget requiring local funding that will then be matched by New York State. To date, SUNY ADK has committed \$1.05 million of its existing chargeback appropriations. The Adirondack Housing Association and the Faculty Student Association have each donated \$500,000. SUNY Adirondack's affiliate nonprofit foundation is providing \$300,000 from its assets and has secured \$25,000 from a private donor and \$75,000 from Stewart's Shops. To meet the project budget, SUNY Adirondack still needs to raise \$500,000. Under the Warren County Occupancy Tax Grant opportunity, SUNY Adirondack is requesting \$500,000.

Funding support for this project will have economic and community benefit and will also have publicity incentives. SUNY Adirondack has an award-winning marketing and communications team that can provide sophisticated advertising campaigns for events, as well as print and electronic coverage on funder support. SUNY Adirondack has a large social media presence and prints multiple community pieces each year that would feature and promote partnerships and funding support. SUNY Adirondack will feature Warren County and Visit Lake George Area logos on its publication materials and tag them in social media posts, alongside other modes of promotion.

Construction of the new athletic complex is underway and SUNY Adirondack anticipates the venue will be available for event use by Spring 2023. The completion of the synthetic turf recreational complex will be marked by a high-profile ribbon-cutting ceremony involving multiple stakeholders, including New York State officials, City of Glens Falls and Town of Queensbury officials, members of the Warren and Washington Counties Board of Supervisors, and other elected officials. In 2018, SUNY ADK had significant success attracting elected officials to a publicity event showcasing the expansion of its academic and conference facilities. The event featured local media coverage with the (then) NYS Lt. Governor Kathy Hochul in attendance. SUNY Adirondack looks forward to involving Warren County and the Warren County Tourism Department in this opportunity to elevate athletic offerings in the community. This project will have wide reaching impacts

C.7) Fiscal Stability of the Event/Activity Requesting Funding: Anticipated Total Revenue

The addition of a modern athletic complex will create multiple opportunities to generate revenue. To begin, it will enable SUNY Adirondack to provide more attractive athletic programs that appeal to prospective students and student athletes. This will help increase student enrollment and generate increased tuition revenue. The complex will improve overall student satisfaction, which will improve student retention and contribute to increases in more predictable revenue from tuition.

SUNY Adirondack anticipates both local and out of county enrollments will increase as a result of the new athletic complex. Diversifying revenue streams in this way is important given declining enrollments from SUNY Adirondack's service area high schools. SUNY Adirondack has already seen a 107% increase in new athlete recruits since last year because of the publicity and promotion surrounding the new turf complex. In addition, the total number of enrolled athletes at SUNY Adirondack has increased 31% compared to last year. With substantial increases occurring even prior to the final completion of the field, SUNY Adirondack is confident that recruiting and retention will continue to increase as prospective athletes are able to visit and experience the new venue and the college is able to train and field more competitive teams. Moreover, the new facilities will enable SUNY Adirondack to launch a new lacrosse program, which is expected to bring in 16 new lacrosse players in Year 1 and 30 new players by Year 4. In other words, the addition of the lacrosse program alone will increase athlete enrollment another 24% within 4 years.

SUNY Adirondack will also be able to generate revenue through the leasing or renting of its facilities to other vendors, as well as by expanding personal enrichment and camp programs on campus. There is demonstrated local and regional demand for athletic facilities and SUNY Adirondack already has established relationships with athletic organizations and event vendors. SUNY Adirondack welcomes the opportunity to serve as a community and organizational partner to host athletic and recreational events and enhance the area's reputation as a sports tourism hub. Revenue generation will both directly benefit the college, local area businesses, and the tourism and hospitality industries.

C.8) Fiscal Stability of the Event/Activity Requesting Funding: Special Event/Activity Objectives

SUNY Adirondack has developed multiple objectives under the proposed project. These objectives have both college and community impact. Key objectives for this project are:

- 1) Revitalize SUNY Adirondack's soccer, baseball, and softball programs and launch new lacrosse programs. Revitalize club and intramural athletic programs.
- 2) Increase student enrollment by attracting more student athletes from the college's sponsoring counties. Provide complementary support to local high school athletes.
- 3) Increase student retention by providing strong athletic programs that appeal to both athletes and students who support/attend college athletic and recreational events. Improved facilities will improve overall student satisfaction at the college and therefore positively impact retention.
- 4) Increase student enrollment from counties outside of Warren and Washington County.
- 5) Provide a community asset for local school districts and other sports organizations in need of athletics fields and facilities. SUNY Adirondack wants to host established

events/vendors and also support the development of new camps, tournaments, programs etc.

- 6) Help establish the area as a sports tourism hub that will strengthen the tourism and hospitality industries in the region.

In 2017, SUNY Adirondack's athletic facilities were evaluated by an external consultant and deemed to be in poor condition. Deteriorating athletic facilities are unappealing to prospective students and unusable for competitive games. A SUNY System Student Opinion Survey comparing student perceptions of athletic facilities across 26 community colleges found ADK's facilities were rated much lower by students compared to other participating colleges. The consultant concluded that, "updating or maintaining all of the athletic facilities outweighs any concerns the college should have about other issues related to the program."

Since the 2017 evaluation, the conditions of SUNY Adirondack's fields and facilities have worsened. This comes at a time when the need to recruit and retain students has become even more critical to SUNY Adirondack's fiscal stability. The multi-sport complex will attract students seeking a viable option to compete at the collegiate level. SUNY Adirondack is particularly focused on using the new athletic complex to support and recruit local high school athletes. Without competitive athletic resources, local high school athletes will continue to enroll in colleges outside of the county. Providing competitive athletic facilities and sports entertainment experiences helps to keep local athletes and sports enthusiasts from leaving the area, which in turn supports local economic initiatives to retain a young workforce.

In addition to appealing to and retaining local talent, SUNY Adirondack wants to help support Capital Region strategic initiatives to grow the local population and workforce. The proposed program will contribute to this effort by strengthening SUNY Adirondack's ability to recruit out of county residents to participate in collegiate athletics. This will expose athletes and families to the area who otherwise may not have had reason or opportunity to experience all of what Warren County and the Lake George area has to offer. Strong athletic programs will not only aid in attracting these populations, but will also foster team building and feelings of belonging and inclusiveness in the community. In turn, these positive experiences will build community connections that leave students and their families wanting to establish roots here.

SUNY Adirondack truly conceives of this project as having broad community and economic impact. This project will create a valuable community asset that will support local youth and high school athletes. It will attract both new and established events and vendors, bringing multiple visitors to the area and helping to enhance the tourism industry. SUNY Adirondack looks forward to partnering with Warren County to support this opportunity to invest in students and elevate athletic offerings in the community.