Occupancy Tax Coordination Committee
AGENDA
May 23, 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 April 25, 2023 Occupancy Tax Committee.

III. Privilege of the floor and public comment

IV. Action Agenda/New Business Items:

a. Appropriate $25,000 from A 881.00, Occupancy Tax Reserve to A.6417.0002 469.05, Municipal Application Funding
Rationale: Resolution approved at the November 18, 2022 Board Meeting for the Warren County Planning and Community Development Department for a matching requirement for the Multi-Use Trail Study Grant for the Northern Borders Regional Commission

b. Appropriate $50,000 from A 881.00, Occupancy Tax Reserve to A.6417.0002 469.05, Municipal Application Funding
Rationale: The Town of Lake George is requesting funds for the Adirondack Region Winter Lights Experience, Phase I charette.

c. Application for Rittner's Performing Arts Company for the production of History on the Road featuring Warren County - $36,400

d. Application from Warren County DPW for the Adirondack Hot Air Balloon Festival expenses - $30,000 yearly; $20,000 for 2023

V. Discussion Items:

a. Treasurer's Report – Mike Swan

VI. Referrals:

a. County Attorney to review Occupancy Tax Spending Plan History and Local Law and provide any updates required. (06.20.22) Update: The county Attorney presented two slides regarding information pertaining to the New York State Statute involving occupancy tax. (11.21.22)

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: Res# 20 - Appropriation from Reserve to A.6417.0002 469.05 – Municipal Application Funding – Planning Multi-Use Trail Study

Attachment #2: Res# 20 - Appropriation from Reserve to A.6417.0002 469.05 – Municipal Application Funding – Adirondack Region Winter Lights Experience

Attachment #3: Ritter's Performing Arts Company application

Attachment #4: Warren County DPW 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: 5/23/23

(a) Purpose of Request: to reappropriate funds for the matching requirement for the Multi-Use Trail Study Grant for the Northern Borders Regional Commission to A. 6417.0002 469.05 - Municipal Application Funding

(b) Details: Resolution approved at the November 18, 2022 Board Meeting for the Warren County Planning and Community Development Department

(c) Previous Resolution Number: Resolution # 635 of 2022

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.881.00 Reserve - Occupancy Tax - $25,0000

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

* as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Tourism (Occupancy Tax Coordination Committee)

DATE: 5/23/23

(a) Purpose of Request: to appropriate $50,000 from the Occupancy Tax Reserve to A.6417.0002 469.05 - Municipal Application Funding

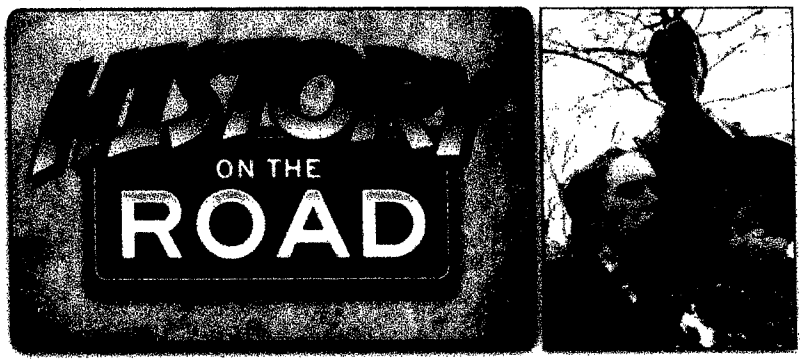
(b) Details: The Town of Lake George is requesting funds for the Adirondack Region Winter Lights Experience, a multiple year holiday and winter experience, Phase I charette

(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 - $50,000

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

* as listed in budget and LOGOS



Proposal for 2023 Funding of History on the Road

History on the Road is a TV History Adventure Series that currently is streaming on YouTube. Historian & Author Don Rittner, executive director of the Warren County Historical Society, and Justyna Kostek, Director of Just More Theatre (NYC), travel the earliest highways of America, stop at the historic communities along the way, interview historians and experts about their community, and try to solve some history mysteries along the way. The 2022 eleven episodes now streaming on YouTube (https://www.youtube.com/@historyontheroad) featured the communities along the Great Western Turnpike, the second oldest turnpike in America.

The eleven episodes feature stops and interviews in Guilderland, Duanesburg, Esperance, Sharon Springs and Cherry Valley. In those communities, Rittner and Kostek interview an Irish Pulitzer Prize winning poet and his NY Times bestseller wife, the last of the Beat Poets, a former famous San Francisco Jazz Singer, and they explore the famous medicinal springs and abandoned hotels in Cherry Valley.

In one episode they learn that the residents of one village ganged together, forged a silver bullet, and shot a woman dead because they thought she was a witch. Another community features a woman who gave birth to a "Stone baby." One episode features an 18th century city of New York mayor who wanted to make Duanesburg the Capital of New York.

One of the goals of the series is to show that major historical events and fascinating people were not just confined to large urban areas but that rural areas and small villages also had people that made major contributions to the American experience.

For the 2023 season the show wants to travel the New Netherland Highway, today's Route 9, and feature the unique history of Warren County and environs. Originally a Native American trail from New York City to Canada, Route 9 was the most direct route north and south before the advent of the Adirondack Northway.

Topics that the show is interested in alongside the Adirondacks itself include the French and Indian War, American Revolution military sites; Wiawaka, the oldest women's retreat in America; Lake George and Luzerne; history of the Dude Ranches; amusement parks, and notable Adirondack people like Georgia O'Keefe, Jean Foster, and Seneca Ray Stoddard, to name a few.

Don Rittner
835 Central Parkway
Schenectady NY 12309
518 378 9256
drittner@aol.com

Proposal for 2023 Funding of History on the Road

History on the Road is a TV History Adventure Series that currently is streaming on YouTube. Historian & Author Don Rittner and Justyna Kostek, Director of Just More Theatre (NYC), travel the earliest highways of America, stop at the historic communities along the way, interview historians and experts about their community, and try to solve some history mysteries along the way. The 2022 eleven episodes now streaming featured the communities along the Great Western Turnpike, the second oldest turnpike in America.

The eleven episodes feature stops and interviews in Guilderland, Duanesburg, Esperance, Sharon Springs and Cherry Valley. In those communities, Rittner and Kostek interview an Irish Pulitzer Prize winning poet and his *NY Times* bestseller wife, the last of the Beat Poets, a former famous San Francisco Jazz Singer, and they explore the famous medicinal springs and abandoned hotels in Cherry Valley.

In one episode they learn that the residents of one village ganged together, forged a silver bullet, and shot a woman dead because they thought she was a witch. Another community features a woman who gave birth to a "Stone baby." One episode features an 18th century city of New York mayor who wanted to make Duanesburg the Capital of New York.

One of the goals of the series is to show that major historical events and fascinating people were not just confined to large urban areas but that rural areas and small villages also had people that made major contributions to the American experience.

For the 2023 season the show wants to travel the New Netherland Highway, today's Route 9, and feature the unique history of Warren County and environs. Originally a Native American trail from New York City to Canada, Route 9 was the most direct route north and south before the advent of the Adirondack Northway.

Topics that the show is interested in alongside the Adirondacks itself include the French and Indian and American Revolution military sites; Wiawaka, the oldest women's retreat in America; Lake George and Luzerne; history of the Dude Ranches; amusement parks, and notable Adirondac people like Seneca Ray Stoddard, to name a few.

History on the Road makes economic sense in that it attracts heritage tourists.

Heritage or cultural tourists is one of the largest groups of tourists. They tend to spend more than the average tourist and stay longer which benefits local businesses. Here are some statistics:

U.S Travelers
American cultural heritage travelers have an economic impact of $123.6 billion.

The American tourism industry generates over $1 trillion from domestic and international travel every year as more Americans opt to take leisure and business trips.

30% of adults state that specific arts or a cultural or heritage event influenced their choice of destination on their last trip.

Cultural Tourism Spending

49% of cultural travelers will pay more for lodging that has a distinctive cultural or heritage component (historic building, local art or decor, architecture, etc.)

Economic Benefits of Cultural Heritage Tourism

- Injects new money into the economy, boosting businesses and tax revenues
- Creates new jobs
- Funds new businesses, events and attractions, helping diversify the local economy
- Supports small businesses, including artists, local guides, educators
- Helps increase a customer base for local businesses
- Promotes the active preservation and protection of important local resources
- Allows tribes and indigenous communities to define and tell their own stories

Americans are more willing to splurge on travel plans in 2022: 15% will upgrade rooms or flights, 16% will visit bucket-list destinations, 32% will splurge on the things that take a trip from good to great (Expedia)

Travelers age 18-34 are the most likely to go big on their next trip (80% compared to 56% of travelers over 50) (Expedia)

Millennials are the most likely to stay at a hotel in the next 3 months at 39%, followed by boomers (28%), Gen X (23%) and Gen Z (9%) (Morning Consult)

The average trip length will likely be 5-7 nights in 2022, compared to 3.8 nights in 2020 and 2021 (Evolve)

The most commonly sited reasons for leisure travel by US adults included: (Morning Consult)

- to experience adventure (27%)
- to seek out cultural experiences (19%)

About 20% of travelers worldwide plan to take more guided cultural activities than they did in 2019 (Trip Advisor)

30% of American travelers are planning more self-guided cultural activities and 22% are planning more guided cultural activities than they did in previous years (Trip Advisor)

45% of Americans said they're looking to experience something new and unique on their next trip (Trip Advisor)

The top five trending experience categories Americans are booking for spring 2022 include: 4WD, ATV & off-road tours, day trips, cultural tours, snorkeling and wine tasting/winery tours (Trip Advisor)

Baby boomers travel an average of 27 days in the US per year.

Tourists in the United States spent $267.7 billion on food, $109.6 billion on shopping, $232.2 billion on accommodations, $166.5 billion on transportation, and $112.6 billion on recreational activities.

The most popular destination in the US is New York City, which welcomes 9.8 million visitors every year. Only three hours from the Capital District.

People who visit America typically spend $4,200 in the country

46% of people indicate interest in national parks and sightseeing tours, 49% want to visit restaurants and historical sights, and 54% of people visit for shopping.

In 2017, 28% of American adults reported visiting a historic site in the previous year.

2019. The American Association for State and Local History announced that visitation to history museums, historic sites, and other historical organizations increased nearly 6% since 2013. Visitation growth has been especially evident at small historical sites, like the local museums and historical societies in towns and counties throughout the country. AASLH's National Visitation Report found that visits to institutions with budgets under $50,000 increased 18% over the past six years, far more than at their larger counterparts. Those "with" budgets between $50,000 and $250,000, meanwhile, saw visitation increase nearly 13%.

A 2017 survey by the National Endowment for the Arts found that 28% of Americans reported visiting a historic site in the previous year, an increase of

more than 4% since 2012. A survey by Conner Prairie, a living history museum in Indiana, found that nearly 90% of Americans were likely to visit a history museum if it promised to connect them more meaningfully to their past and helped them understand the world today.

NPS (National Park Service) history sites experienced increases in average annual visitation in the 2010s, and the total number of visitors has increased steadily since the 1970s, growing faster than the U.S. population. As NPS created new historic sites over the past thirty years—many of which focus on African American, Native American, Latinx, Women's, LGBTQ, and immigrant history —a growing number of people have come to experience them.

2022 A survey by Priceline predicts a banner year for historical tourism, also called heritage tourism. If you've ever traveled anywhere to experience artifacts and activities representing the stories and people of the past and present, then congratulations — you're a heritage tourist. (And by the way, that's the textbook definition given to heritage tourism by the Advisory Council on Historic Preservation, an independent federal agency.)

One-third of Americans say heritage travel is a meaningful way to travel, according to Priceline. Interestingly, the younger crowd (18-34 years old) shows the highest interest in heritage tourism this year.

GROWING INTEREST IN CULTURAL HERITAGE TOURISM

Numerous studies show that interest in cultural heritage travel experiences is increasing. A national study of cultural heritage travelers completed in 1998 and updated in 2001 showed that interest in cultural heritage tourism grew 13 percent, more than twice the increase of tourism in the United States overall. More than 43 percent of all U.S. travelers included a visit to a heritage site, battlefield, or historic community (Travel Industry Association of America: *Historic/Cultural Traveler 2002*).A 2007 survey indicates these numbers continue to grow: 51.1 percent of respondents said they visited a historic place in the past year (Destination Analysts, Inc.: *The State of the American Traveler*, January 2007).

American Bus Association, 2018. Eighty-one percent of U.S. tourists are considered "cultural tourists," and 56 percent of the U.S. population indicated it included at least one cultural, arts, historic or heritage activity or event while on a trip in the past year. Cultural tourists spend more and stay longer: Average spend is 60 percent more at approximately $1,319 per trip, as compared to $820 for the traditional, domestic leisure traveler. Cultural tourists take 3.6 trips vs. 3.4 trips annually.

Forty-one percent of cultural tourists are affluent and well-educated baby boomers. They tend to engage with locals through immersive experiences, seek to enrich their lives, and prefer leisure travel that is educational. Forty percent will pay more for distinctive lodging. Millennials are a growth market for heritage tourism, as 73 percent want to engage in a destination's arts and cultural assets, while two-thirds rated authenticity as extremely important in their travel decisions.

Characteristics of Heritage Tourists
According to a study By the U.S. Travel Association (formerly the Travel Industry Association), 81% of tourists (those who went on a trip of at least 50 miles from home) engaged in at least one heritage tourism activity and 21% of these travelers are frequent heritage tourists, making more than three such history/culture-related trips per year. Most heritage tourists also undertook their trip specifically because of historical or cultural events or attractions. Most heritage tourists traveled by automobile, most stayed overnight during their trip, and most had planned their trip within only one month of actually taking it. As far as information sources for heritage tourism trips, most found out about their destinations via word of mouth, followed by internet-based sources. About 40% of heritage tourists fell into the 35 to 54 year-old age group and more than 30% of heritage tourists have an annual household income above $75,000. Over 30% have a household that includes children. Source: U.S. Travel Association (2003): The Historical/ Cultural Traveler.

We are now seeking funding for the series to begin production this summer. Attached to this document is the budget.

PRESS COVERAGE SO FAR.

Historian Don Rittner Launches New YouTube Series
https://www.newyorkalmanack.com/2023/01/local-historian-launches-youtube-series/?fbclid=IwAR1NLkCUEiCIUayHQGMVFfbobL7iNtYRiwR_ElrJpD2aq22ZkrH5vHiu3YA

WTEN Channel 10 Interview
hhttps://www.news10.com/community/local-historian-creates-adventure-history-youtube-series/?fbclid=IwAR1DM1HFdUO1zlZCGuivLHX-rAPPnrimq1LI_1bTQn7YoA2egB9F4Hl0jcE

The Daily Star
https://www.thedailystar.com/news/on-the-bright-side-local-history-featured-on-youtube/article_a90bdac0-9e59-11ed-bcb0-fb2dd0f9260d.html?fbclid=IwAR3aXOE4yqL_0grCQHaGmKIYNSQTgryYEMVBndQKMQpm_rNcsmp8bq_O90Q

The Mountain Eagle
Local Historian Launches TV History Adventure Series
January 27, 2023
No digital yet

Former Schenectady County Historian launces history show on YouTube
https://dailygazette.com/2023/02/07/former-schenectady-county-historian-launches-history-show-on-youtube/?fbclid=IwAR3i_vc8DvCh8ZrZy783m6C_1J39xH_dx8AA0IXek7vFdJOhz1Jmst9gkks

Local Modern Day Indiana Jones Creates Youtube Adventure Series
https://q1057.com/local-modern-day-indiana-jones-creates-youtube-adventure-series/?fbclid=IwAR2ZO07MsXP07neG1TNfIpTQQ1bOXiQrvsvIBlJA4BoBwI-kdn9o8PlDAFM

Times-Journal
8/19/2020
https://www.cobleskilltimesjournal.com/article.asp?id=105152&fbclid=IwAR1DO8W41dbo2syjGSfuip0ynsH965j2LjymfwI2omPsSTu7PRibr8-67GE

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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: $ 36,400

A. CONTACT INFORMATION

1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Don Rittner, Rittner's Performing Arts Company
2.) Address:
835 Central Ave, Schenectady, NY 12309
3.) Email/Cell phone:
drittner@aol.com, 518 378 9256
4.) Estimated Event Duration (including set-up/clean up times):
July-October
5.) Anticipated Number of Attendees (Viewers) 15,000+
6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 10

B. EVENT INFORMATION

1.) Name of Event: History on the Road TV
2.) Date & Time of Event: Once edited, the episodes will be on YouTube where viewers can watch at any time
○ Peak Season (June-September) ○ Off-Peak (October-May)
3.) Location of Event:
Several Warren County 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 Event: ◉ For Profit ○ Non-Profit (501-c-3) ○ Not-for-Profit (501-c-6)

○ New Event ○ Annual ○ Multi-Day ○ Multi-week/month

7.) How long has this event been in existence: 2 years Date started: 2022

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.* History on the Road was launced in 2023. It is a TV adventure show currently on YouTube. It has received over 12,000 views in a 30 days period and is growing daily. There has been numerous newspaper and TV coverage of the show.

9.) Total number of attendees projected? 65,000+ Previous year's attendees? 12,000+

10.) How will you track attendance and room nights?
Viewership is tracked with analytics

11.) Number of day visitors projected? Constant daily viewership

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

13.) Number of overnight guests projected? 10 while filming

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

15.) Number of overnight accommodations used in previous year? 12

16.) Average length of stay per guest? 10 days

17.) How did you determine total number of overnight rooms?
We paid for them.

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 will be interviewing many Warren County people for each episode.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: $ 36,400.00

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

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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: $ 20,000.00

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is $ 20,000.00

6) **Budget (see Appendix E)**
Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. ***Failure to provide a complete budget will result in the application being disqualified.***
$_____

7.) Anticipated total revenue from the event: $ 0. This is a free TV show

8.) Clearly identify the special event/activity objectives. (i.e.: *the purpose of this event is to create a unique car show which will attract car aficionados from across the Northeast. The purpose of this activity is to create a stronger cultural asset in the region.*) Attach additional pages if necessary **To promote the unique history of Warren County by shooting separate episodes of a tv production. Each episode will feature a unique history story of Warren County such as the history of Wiawaka, Revolutionary War, the story of Dude Ranches, Lake George, archeological resources, notable people (i.e. Georgia O'Keefe, Jean Foster, Seneca Ray Stodday).**

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

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity? We will look for product placement to help reduced the costs.
We have several volunteers working on the project.

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

Municipality? _____

○ NO ◉

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

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:

_____

_____

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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)* After production and editing is finished. Usually the Fall

3.) What percentage of your marketing budget is being allocated to outside of Warren County? Abpout 10% (editing, post production)

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?). History on the Road has a worldwide audience.

5.) Who is your target audience and/or demographic? People interested in local and regional 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? None anticipated unless required by law.

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

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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 A

Signature of Responsible Party

April 21, 2023

Date

Don Rittner

Name

Director/Producer

Title

Rittner's Performing Arts Company, LLC

Organization

APPENDIX A

LOGO USAGE REQUIREMENTS & LOGO USAGE AGREEMENT

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

LOGO APPLICATION/PRINTING INSTRUCTIONS:

· PRINT/WEB PLACEMENT: Logo must be separated from other elements by a minimum of .25 inches. The logo must be easy to read by viewer.

· ONE–COLOR PRINTING: The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.

· FOUR–COLOR PRINTING:

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

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

AFFIRMATION

I, Don Rittner, as representative for Rittner's Performing Arts Company, LLC (organization), agree, that I will adhere to all logo guidelines, as designated by Warren County.

Signature

April 21, 2023

Date

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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, photogra
- Signage/advertising on trolley/bus p
- 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.***

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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!!!

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

APPENDIX D

MARKETING/ADVERTISING PLAN FORM *(required)*

Event Name: History on the Road TV

Event Date (and rain date if any): Streaming on demand

Event Type: History TV Adventure Show about Warren County and Adirondack Hist

Special Comments: This is a history show that is available to a world wide audience

*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.*

	Estimated	Actual	
Print Ads	$_____	$_____	Newspaper (indicate which) _____
	$_____	$_____	Magazine (indicate which) _____
	$_____	$_____	Brochure (indicate distribution) _____
	$_____	$_____	Direct Mailer (indicate distribution) _____
	$_____	$_____	Other print advertising: _____
Digital Ads	$_____	$_____	Google Display/Search Engine Marketing
	$_____	$_____	Facebook
	$_____	$_____	Instagram
	$_____	$_____	Other social media _____
	$_____	$_____	Purchased email lists
	$_____	$_____	Other digital advertising _____
Billboards/Outdoor Advertising			
	$_____	$_____	Billboard/banner
	$_____	$_____	Poster
	$_____	$_____	Other Outdoor Advertising
Other Advertising Expenses			
	$_____	$_____	Radio, TV (indicate stations)
	$_____	$_____	Creative Design
	$_____	$_____	Other advertising expenses

TOTAL EVENT MARKETING/ADVERTISING EXPENSES $0 (estimated) $0 (actual)

Please see attached. We receive free publicity through the media and social media So we have been fortunate not to have to pay for advertising.

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

1) When will your event marketing campaign begin/end? **We will get newspaper coverage when we begin filming**

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

We obtain articles in the newspaper and we reach 40,000 Facebook users, as well as Instagram and Twitter.

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 have a worldwide audience since our show is on YouTube. We have viewers from throughout the United States and Europe

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)

People interested in local, regional and New York State history.

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).

The show promotes the local history of the county and each episode feature a unique story about A person, place, or event so that tourists will want to visit those.

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

APPENDIX E

EVENT BUDGET FORM *(Required)*

Event Name: History on the Road TV

Event Date (and rain date if any): Streaming

Event Type: TV History Adventure Show

Special Comments: See attached budget

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.)*

	Estimated	Actual	Detail
Expenses			
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

	Estimated	Actual	Detail
Revenue			
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	
	$_____	$_____	Other: _____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
TOTALS	$_____	$_____	**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: **History on the Road TV**

Dates of Event: **TBA**

Number of attendees expected (Adult/youth): **Production crew 10**

Host Municipality/Location: **Warren County and environs**

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

TV Filming

Main Organization Point of Contact:

Name: **Don Rittner**

Organization: **rPAC, LLC**

Phone: **518 378 9256**

Email: **drittner@aol.com**

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

None

The New Netherland Highway and the Adirondacks HOTR BUDGET 2023

	Person	Position	Total Cost	Upfront to Shoot	Deferred	
ABOVE THE LINE COSTS	**Person**					
Don Rittner	Don Rittner	Host	**$10,000.00**	$5,000.00	$5,000.00	
Justyna Kostek	Justyna Kostek	Host	**$10,000.00**	$5,000.00	$5,000.00	
		TOTAL ATL	**$20,000.00**	$10,000.00	$10,000.00	
ATL	**ATL**					
BELOW THE LINE COSTS	**BTL**					
Director of Photography	Steve Cifelli		**$2,000.00**	$2,000.00		
Camera Operator 2	Alan Schroeder		**$500.00**	$500.00		
Editing	Tony Grocki		**10,000**	$5,000.00	**$5,000.00**	
Sound	Keith Dayer		**$1,000.00**	$500.00	**$500.00**	
PA/gaffer	Gina Verrelli		**$400.00**	$400.00		
Sound Mix	TBA		**$3,000.00**		**$3,000.00**	
Vendor TBD Equipment Rental			**$2000.00**	$2000.00		
Vendor TBD Hard Drives/ memory			**$1000.00**	$1000.00		
Vendor TBD Wardrobe N/A			**$1,500**	$1,500		
Vendor TBD Misc. Expenses			**$250**	$250		
Vendor TBD Meal			**$3000.00**	$3000.00		
Vendor TBD Per Diem N/A						
Vendor TBD Housing			**$2000.00**	$2000.00		
Vendor TBD Transportation			**$1000.00**	$1000.00		
Vendor TBD Other Travel			**$500**	$500		
Vendor TBD Location partly donated						
Vendor TBD Sound editing			**$2000.00**		**$2,000.00**	
Vendor TBD Color			**$250.00**		**$250.00**	

Vendor TBD Music	Steve Candlen		$1500.00		$1500.00	
Vendor TBD Title and Graphics			$500.00		$500.00	
Vendor TBD Insurance			$3,000.00	$3000.00		
	Contingency***		$1,000.00	$1,000.00		
			$36,400.00	$23,650.00	12,750	
		Plus ABL	$20,000.00	$10,000.00	$10,000.00	
	TOTALS		$56,400.00	$33,650.00	$22.750.00	

Warren County Municipal Tourism
Supplemental Funding Request

Application 2021-22

To be completed by municipalities requesting supplemental funding to support tourism activities, projects, events and initiatives

Thank you for applying for a **Warren County Municipal Tourism Supplemental Funding Request**. Tourism is such a vital economic driver for our region and we look forward to partnering with you to enhance your municipalities' tourism assets, community's vibrancy and support your tourism activities and projects. Within this application, please find the following:

1. Checklist
2. Warren County Supplemental Funding Request Guidelines
3. Application
4. Appendices –
   a. Spending Guidelines
   b. Budget Form

To ensure that your application complies with all requirements, please review the application rules, guidelines, complete all sections and submit supporting documentation, as requested. Please note that all applications are subject to FOIL (Freedom of Information Law) requirements.

APPLICATION CHECKLIST

(X) A signed & completed application which includes a brief one-two page summary detailing the funding request

(X) A comprehensive budget which includes a detailed description of funding expenditures

AFTER ACTION REPORT (required after the funds have been expended)

An after-action report will be required 60 days after the event, project or activity has been completed and such report will be required to outline in detail how the funds were expended and how it contributed to the overall enhancement of tourism to your municipality.

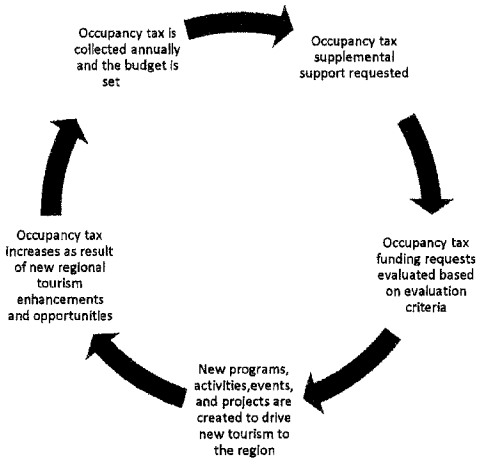
For any questions related to this application, requirements or process, please contact Kristen Hanifin, Tourism Development and Events Coordinator at 518-761-6369 or email hanifink@warrencountyny.gov

COUNTY TOURISM DEVELOPMENT STRATEGY

Occupancy tax is a 4% tax collected on all Warren County room rentals of hotels, motels, bed & breakfasts, inns, housekeeping cottages of 4 or more units, tourism facilities (i.e.: campgrounds with onsite RV rentals), as well as Short Term Rentals (STR R367 of 2018, Section 1). .

A portion of the Occupancy tax collected in Warren County is appropriated for a grant program to support the region's special events, activities, organizations and tourism assets "through the promotion of tourist activities, conventions, trade shows, special events, and other directly related and supporting activities" as stated in Local Law No. 6 of 2015. (*see Occupancy Tax law under Occupancy Tax Information and Forms* at http://warrencountyny.gov/treasurer).

Grant allocations and funding decisions shall be viewed as ***"investments"*** which will pro-actively regenerate future occupancy tax collections, increasing revenue year after year to create a self-funding mechanism, consistently re-investing in itself and creating ROI "return on investment." Programs, activities, projects and events that can clearly demonstrate their value and benefit to the region shall be prioritized and supported at the county and municipal levels, where appropriate.



WARREN COUNTY SUPPLEMENTAL FUNDING REQUEST 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, projects 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.

Expenditures may be also be made and considered 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 maintaining 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. Funding of capital projects that predominantly benefit residents and only incidentally promote tourism should be avoided.

APPLICATION OF THE GENERAL GUIDELINES (see attached "Spending Guidelines")
In addition to the *General Guidelines* outlined above, please refer to the attached "Spending Guidelines" as well. This list intended to provide a suggested list of possible expenditures under the *General Guidelines* provided above. In order to maintain the listing as an easy and practical tool, elaborate descriptions have been avoided. Therefore, the examples should always read together with the *General Guidelines*, to ascertain the extent to which funds may be expended for the example provided.

EVALUATION CRITERIA
The following application is intended to provide supplemental funding to enhance the general tourism economy of Warren County municipalities through the promotion of tourist activities, conventions, trade shows, special events, special projects and other directly related and supported tourist activities. The following evaluation criteria shall apply:

- Does the request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region?
- Does the 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?
- Does the request support a unique tourism opportunity, event or activity which will further enhance visitation to the region?

Requests will be evaluated and awarded based upon availability of funds, alignment with county-wide and municipal tourism development strategy, soundness and fiscal stability of the tourism related, project, event, or activities, and overall benefit to the municipality's tourism economy.

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

04/05/23
Date

Kevin J Hajos
Name

Superintendent of Public Works
Title

Warren County DPW
Muncipality

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 Associatoin (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.***

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

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	Estimated	Actual	Detail
	$ 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	Estimated	Actual	Detail
	$	$	Municipal/town/village funding – **Supplemental Request**
	$	$	Municipal/town/village funding
	$	$	Sponsorship/external funding (detail):

	$_____	$_____	Sponsorship/external funding (detail): _____
	$_____	$_____	Fundraising/donations: _____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
	$_____	$_____	_____
TOTALS	$ 28,350	$_____	**TOTAL EXPENDITURES**
	$_____	$_____	**TOTAL INCOME**

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Occupancy Tax Coordination Committee

DATE: 5/23/23

(a) Purpose of Request: to approve an award of Occupancy Tax funding for Don Rittner, Rittner's Performing Arts Company for History on the Road TV

(b) Details:

(c) Previous Resolution Number: add to ongoing list of awards; last under Res# 257 of 2023

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480 Tourism - Special Events - $36,400

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

* as listed in budget and LOGOS