



**Occupancy Tax Coordination Committee**  
**AGENDA**  
**October 24, 2023**

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

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

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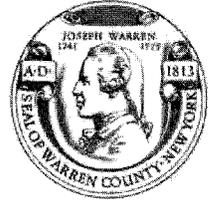
- I. Committee meeting called to order by Chairman Dickinson.
  - II. Motion to approve minutes of the September 28, 2023 Occupancy Tax Committee.
  - III. Privilege of the floor and public comment
  - IV. Action Agenda/New Business Items:
    - a. Amendment of Local Law #5 of 2018  
Rationale: Resolution to amend the amount retained by Warren County with respect to administering the Occupancy Tax from 3% to 6%.
    - b. Amendment of Resolution 334 of 2021  
Rationale: Resolution to approve the updated application with outlined edits
  - V. Discussion Items:
    - c. Treasure's Report
    - d. Occupancy Tax Budget Review 2024 – Follow-up
    - e. Lake George CVB, 3<sup>rd</sup> Quarter update
    - f. Cooling Arena, 3<sup>rd</sup> Quarter update
    - g. Lake George TV, 3<sup>rd</sup> Quarter update
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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**Attachment #1:** Occupancy Tax Grant Funding Application

**Attachment #2:** Resolution 20 – application

**Attachment #3:** Occupancy Tax Budget 2024

**Attachment #4:** Resolution 20 – administration fee



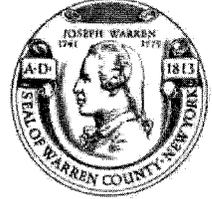
**Warren County Occupancy Tax  
Grant Funding  
(Special Events and Activities)**

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**Application 2024**

**To be completed by those requesting special event or activity funding**

**IF YOU ARE APPLYING FOR THE FIRST TIME PLEASE CONTACT  
PAUL TACKET AT 518-761-6366 TO MAKE AN APOINTMENT**



Thank you for applying for a Warren County Occupancy Tax Funding Grant. We look forward to partnering with your organization and working collaboratively to help drive tourism to our beautiful destination. We hope you find this information helpful and please feel free to reach out to us with any questions you may have or for additional guidance. Contained in this packet, please find the following:

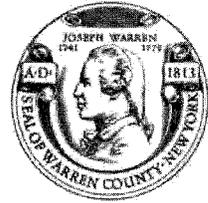
1. Checklist
2. Application Rules and Guidelines
3. Application
4. Appendices –
  - a. Appendix A – Event Budget Form
  - b. Appendix B – Eligible and Ineligible uses of Occupancy Tax Funding

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

**Incomplete applications and those that do not include the supporting documentation will not be reviewed for consideration, regardless of previous awards.**

**APPLICATION CHECKLIST**

- A COMPLETE, signed application which includes a brief one-page detail of your event
- A comprehensive budget which includes ALL sources of income and expenditures (Appendix A)
- IRS letter or documentation indicating 501-c-3 (non-profit) or 501-c-6 (not-for-profit) status (if applicable)



## **Rules and Guidelines**

### **I. Background**

Warren County currently collects a 4% occupancy tax on all overnight tourism accommodations in the County. This tax is levied on customers of hotels, motels, bed & breakfasts, inns, housekeeping cottages with four or more units and tourism facilities (i.e. campgrounds with onsite RV rentals) as well as short-term (STR) vacation rentals.

The purpose of this tax, as outlined by Occupancy Tax law under Occupancy Tax Information and Forms is to promote and increase tourism in Warren County and its municipalities "through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities."

### **II. Applicant Eligibility**

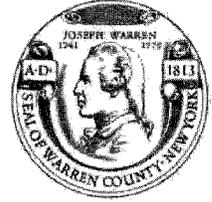
Eligible applicants may be an individual, non-profit organization, or for-profit business requesting funding in support of a multi-day (more than one day) special event, sporting event, activity or tourism-related initiative which will produce a significant impact on overnight guest stays and visitations.

All non-profit applications are required to provide IRS 501-c-3, or 501-c-6 documentation indicating their non-profit status or not-for-profit status.

### **III. Schedule**

**Winter (Jan. Feb. Dec.) 2024 and Summer  
(Jun. Jul. Aug.) 2024\***  
Applications Due: **November 1, 2023**  
Occupancy Tax Committee Meeting: **November 20, 2023**  
Board of Supervisors Approval: **December 15, 2023**

**Spring (Mar. Apr. May) 2024 and Fall (Sept.  
Oct. Nov.) 2024**  
Applications Due: **January 2, 2024**  
Occupancy Tax Committee Meeting: **April 2024**  
Board of Supervisors Approval: **May 2024**



#### IV. Rating Criteria and Evaluation

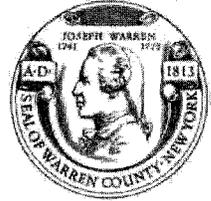
The following will be considered when evaluating application:

- The expected direct economic impact of the special event or activity on Warren County tourism.
- The impact of the special event or activity on the image and marketing of Warren County as a dynamic and unique destination.
- The prior success and managerial track record of the special event or activity.
- The completeness of the application information (including all reporting on prior year results for those who received county and local funding in previous years).
- The degree to which the special event or activity is supported by other community partners. Applications should reflect financial support from other local partners, as occupancy tax grants should not be the sole source of funding support for any special event or activity.
- The degree to which the special event or activity is likely to draw diverse overnight visitors to Warren County.
- The impact the special event or activity will have on the quality of life of the region, including charitable partnership opportunities and philanthropic attributes.

#### V. Application Rules, Grant and Award Guidelines

Warren County Occupancy Tax Grant Funding requests are reimbursable only. If funding is requested prior to the special event or activity, grants will be evaluated/awarded by the Occupancy Tax committee and may permit a portion of the expenditures to be dispersed with appropriate documentation. Funding is selective and based on the application your organization submits. Funding grant recipients are subject to county audit to ensure compliance of expenditures.

1. This application must be completed in its entirety in order for the special event or activity to be considered for funding. If any portion of the application is incomplete, it will not be reviewed or considered.
2. The applicant(s) must present reasonable evidence that the special event or activity will increase overnight visitations in Warren County and that the increase is consistent with the level of funding requested.
3. All applications **MUST** include a comprehensive budget (**APPENDIX A**) outlining event and IRS 501-c-3 or 501-c-6 designation (if applicable).
4. All expenditures must adhere to the ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING Guidelines as outlined in **Appendix B**.



**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: \$ \_\_\_\_\_**

**A. CONTACT INFORMATION**

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact \_\_\_\_\_
- 2.) Address: \_\_\_\_\_
- 3.) Email/Cell phone: \_\_\_\_\_
- 4.) Estimated Event Duration (including set-up/clean up times): \_\_\_\_\_
- 5.) Anticipated Number of Attendees \_\_\_\_\_
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): \_\_\_\_\_

**B. EVENT INFORMATION**

- 1.) Name of Event: \_\_\_\_\_
- 2.) Date & Time of Event: \_\_\_\_\_  
 Winter / Summer 2024                       Spring / Fall 2024
- 3.) Location of Event: \_\_\_\_\_
- 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 Organization / 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: \_\_\_\_\_ Date started: \_\_\_\_\_

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.*

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9.) Total number of attendees projected? \_\_\_\_\_ Previous year's attendees? \_\_\_\_\_

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

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11.) Number of day visitors projected? \_\_\_\_\_

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

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13.) Number of overnight guests projected? \_\_\_\_\_

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

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

16.) Average length of stay per guest? \_\_\_\_\_

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

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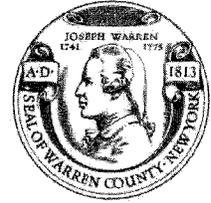
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

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

1.) Amount of Occupancy Tax Funding Requested: \$ \_\_\_\_\_

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



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

4.) Total Cost to be paid by the organizer for the event: \$ \_\_\_\_\_

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 \$ \_\_\_\_\_

6) **Budget (see Appendix A)**

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): \$ \_\_\_\_\_ # of yrs. \_\_\_\_\_  
 NO

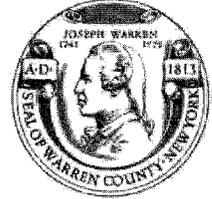
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

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

13.) Will the proceeds from the event benefit any other organization or does the event provide an opportunity to support a local charitable organization or group?  YES (what %/\$ amount) \_\_\_\_\_  NO

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



**D. EVENT MARKETING**

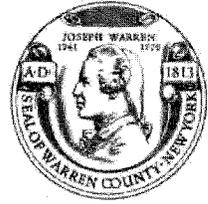
If awarded you will be required to complete a marketing plan.

1.) 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)* \_\_\_\_\_

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

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

4.) Who is your target audience and/or demographic?  
\_\_\_\_\_



**AFFIRMATION**

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

\_\_\_\_\_  
Signature of Responsible Party

\_\_\_\_\_  
Date

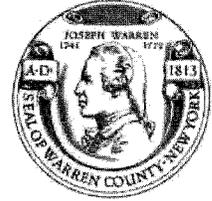
\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization







**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.**

# ***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 Department**

**DATE: 10/24/2023**

- (a) Purpose of Request: **To adopt an updated Occupancy Tax Grant Application for conventions, trade shows, and event.**
- (b) Details: **Director of Tourism presented to the Occupancy Tax Committee a revised Occupancy Tax Grant Application for conventions, trade shows, and event.**
- (c) Previous Resolution Number: **Res# 334 of 2021**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A.6417.0002 480 - Tourism-Special Events - N/A**

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

\* as listed in budget and LOGOS

PLEASE NOTE: THIS FORM MUST BE ACCOMPANIED BY ALL DETAILED BUDGET SHEETS

**WARREN COUNTY BUDGET SUMMARY SHEET**

**PRIOR YEAR EXPENDITURES AND REQUEST FOR 2024 APPROPRIATIONS**

**REQUEST SUBMISSION TO THE CLERK OF THE BOARD OF SUPERVISORS**

NAME OF DEPARTMENT: Tourism/Occupancy - Occupancy Tax

BUDGET ACCOUNT CODE: A.6417 0002

OBJECT CODES	2022 EXPENDITURES	2023 ADOPTED	2023 AMENDED	2024 DEPARTMENT REQUESTS
400's CONTRACTUAL	\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$4,435,307.00
<b>TOTALS</b>	<b>\$3,682,286.34</b>	<b>\$4,069,500.00</b>	<b>\$6,816,486.54</b>	<b>\$4,435,307.00</b>

2022 REVENUES	2023 ADOPTED REVENUES	2023 AMENDED REVENUES	2024 DEPARTMENT REQUESTS
\$5,556,628.89	\$3,400,000.00	\$3,400,000.00	\$4,435,307.00

SIGNED:

*Heather N. Bough*  
DEPARTMENT HEAD

TITLE:

*Tourism Director*

DATE:

*8/30/2022*

Account	Account Description	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Actual Amount	2024 Departmental Request
Fund	A - General					
	REVENUE					
	Department 6417 - Tourism/Occupancy					
	Sub Department 0002 - Occupancy Tax					
	Non-Property Tax Items					
1113	Tax - Hotel Room Occupancy	5,556,628.89	3,400,000.00	3,400,000.00	.00	4,435,307.00
	<i>Non-Property Tax Items Totals</i>	<b>\$5,556,628.89</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>	<b>\$4,435,307.00</b>
	Sub Department 0002 - Occupancy Tax Totals	<b>\$5,556,628.89</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>	<b>\$4,435,307.00</b>
	Department 6417 - Tourism/Occupancy Totals	<b>\$5,556,628.89</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>	<b>\$4,435,307.00</b>
	REVENUE TOTALS	<b>\$5,556,628.89</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>	<b>\$4,435,307.00</b>

Account	Account Description	2022 Actual Amount	2023 Adopted Budget	2023 Amended Budget	2023 Actual Amount	2024 Departmental Request
Fund A - General						
EXPENSE						
Department 6417 - Tourism/Occupancy						
Sub Department 0002 - Occupancy Tax						
<i>Contractual Expense</i>						
469	Other Payments/Contributions	1,723,996.65	1,855,000.00	2,377,100.00	1,537,070.92	1,883,007.00
469.05	Municipal Application Funding	47,926.49	50,000.00	105,000.00	12,410.00	50,000.00
471	Administration	127,000.00	207,000.00	207,000.00	207,000.00	231,000.00
480	Tourism-Special Events	680,149.21	700,000.00	1,977,086.54	631,788.74	500,000.00
480.02	Tourism - Convention Event Development Fund	250,000.00	250,000.00	250,000.00	62,500.00	250,000.00
480.03	Tourism - Special Event Discretionary Fund	2,500.00	2,500.00	2,500.00	.00	2,500.00
480.04	Tourism - Warren County Projects	50,713.99	155,000.00	758,800.00	94,250.00	579,800.00
480.05	Tourism - Business Promotion	575,000.00	625,000.00	664,000.00	483,000.00	714,000.00
480.07	Warren County Environmental Projects	125,000.00	125,000.00	125,000.00	125,000.00	125,000.00
480.08	Tourism - Civic Center Capital Costs	100,000.00	100,000.00	350,000.00	223,542.98	100,000.00
<i>Contractual Expense Totals</i>		<b>\$3,682,286.34</b>	<b>\$4,069,500.00</b>	<b>\$6,816,486.54</b>	<b>\$3,376,562.64</b>	<b>\$4,435,307.00</b>
Comments						
<i>Account</i>	<i>Level</i>	<i>Comment</i>				
469	Departmental Request	\$1,750,000 (25% to towns) based upon \$7,000,000 in revenue plus \$133,007 Spending Plan				
469.05	Departmental Request	For Town Requests above the 25% and any Spending Plan approved				
471	Departmental Request	Treasurer's fee: 3% of 2022 Occupancy Collections of \$7,708,283.66				
480.02	Departmental Request	Civic Center promotion				
480.03	Departmental Request	Lyme Adirondack Forest Company LLC - access to Hague fire tower				
480.04	Departmental Request	Black Dog Designs (Festival Commons website) \$5,000-Lake George TV (11/2022 - 10/2025) \$274,800/yr; ACC (2023-2026) - \$100,000/yr; DPW/Sheriff OT \$200,000				
480.05	Departmental Request	CVB \$650,000; Visitor's Center \$25,000; Lake George Radio \$24,000; Lake George Event Manager (Bob Blais) \$15,000				
480.07	Departmental Request	Invasive Species funding for Towns of Chester, Horicon, and Lake Luzerne				
480.08	Departmental Request	Civic Center Capital costs - year 5 of 5				
Sub Department 0002 - Occupancy Tax Totals		<b>\$3,682,286.34</b>	<b>\$4,069,500.00</b>	<b>\$6,816,486.54</b>	<b>\$3,376,562.64</b>	<b>\$4,435,307.00</b>
Department 6417 - Tourism/Occupancy Totals		<b>\$3,682,286.34</b>	<b>\$4,069,500.00</b>	<b>\$6,816,486.54</b>	<b>\$3,376,562.64</b>	<b>\$4,435,307.00</b>
EXPENSE TOTALS		<b>\$3,682,286.34</b>	<b>\$4,069,500.00</b>	<b>\$6,816,486.54</b>	<b>\$3,376,562.64</b>	<b>\$4,435,307.00</b>
Fund A - General Totals						
REVENUE TOTALS		<b>\$5,556,628.89</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>	<b>\$4,435,307.00</b>
EXPENSE TOTALS		<b>\$3,682,286.34</b>	<b>\$4,069,500.00</b>	<b>\$6,816,486.54</b>	<b>\$3,376,562.64</b>	<b>\$4,435,307.00</b>
Fund A - General Totals		<b>\$1,874,342.55</b>	<b>(\$669,500.00)</b>	<b>(\$3,416,486.54)</b>	<b>(\$3,376,562.64)</b>	<b>\$0.00</b>
Net Grand Totals						
REVENUE GRAND TOTALS		<b>\$5,556,628.89</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>	<b>\$4,435,307.00</b>

# 2024 Occupancy Tax Budget

Budget Year 2024

EXPENSE GRAND TOTALS	\$3,682,286.34	\$4,069,500.00	\$6,816,486.54	\$3,376,562.64	\$4,435,307.00
Net Grand Totals	\$1,874,342.55	(\$669,500.00)	(\$3,416,486.54)	(\$3,376,562.64)	\$0.00

# ***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.***

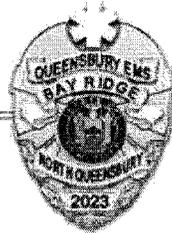
**DEPARTMENT NAME: Tourism**

**DATE: 10/24/23**

- (a) Purpose of Request: to amend the amount retained by Warren County with respect to administering the Occupancy Tax from 3% to 6%.
  
- (b) Details: as above
  
- (c) Previous Resolution Number: Res# 367 of 2018
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: N/A

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

\* as listed in budget and LOGOS



Queensbury Emergency Medical Service  
www.queensburyems.com

1109 Ridge Road, Queensbury, NY 12804  
518-743-9566 (direct) 518-401-0546 (fax)

October 20<sup>th</sup>, 2023

To: Warren County Municipal Tourism  
Re: Occupancy Tax/Supplemental Funding Request

Greetings,

I am Chief Shane Irwin from Queensbury Emergency Medical Service, formally known as Bay Ridge Rescue Squad. We have been providing emergency medical service coverage for the Adirondack Balloon Festival ever since the event was moved to Warren County airport. In the past, we were able to cover the event with our volunteers as the event was smaller back in the days. For the past 4 years, the event has grown exponentially and has brought thousands more people out to enjoy the festivities. At this same time, our volunteer network dwindled due to COVID, members needed to work to provide for their families, etc. Our volunteers can only do so much & at the time we did not have ample funding to put on more paid staffing.

Almost two years ago, we absorbed North Queensbury Rescue Squad and started our journey to become a new entity, hence our new name. With the extra volunteer staffing that came along with the merger, we were barely able to cover the 2022 Balloon Festival event. In the beginning of 2023, we saw a steep decline in certified emergency medical technician volunteer membership as majority of them were hired as paid providers at other agencies. And leading into the 2023 event, we knew we had to put on extra paid staffing to fill the gaps needed to fully cover the Balloon Festival. The issue we have been dealing with is that our annual budget from the Town of Queensbury is limited to us keeping our doors open, to have manpower to cover two stations and to provide care to any & all 911 calls. That leaves us hardly any room to cover additional community events.

For this year's event, we had to spend more on staffing to make sure we had adequate coverage per State & Federal guidelines. More providers meant we had to purchase more food & drinks for the weekend AND to provide proper uniforms for the event as well. While finalizing our roster & expenditures, we were able to eliminate a couple of staffing shifts due to receiving assistance from a central New York agency. While going over our mass gathering emergency equipment, we were able to save on spending with the assistance from the Warren County Office of Emergency Services. Even with some help, we were left in a spending hole.

#### **1. The Benefit/Enhancement Within Our Municipality**

Providing professional emergency medical service is our #1 priority for the Town of Queensbury and for Warren County. And with our experienced & professional roster, we are the bar for professional standards & provide top notch care and treatment. Without our crews being there, we could not do our job & be there for the community and for the county. With the Adirondack Balloon Festival celebrating their 50<sup>th</sup> anniversary this year, we had to make sure we had more than normal staffing on duty as there was going to be a record-breaking crowd at the airport. In doing so, additional monies were needed to have more ambulances in service.

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*Carline Kelly-Barnes, Chief Executive Officer*  
qems.ceo@queensburyems.com \* 518-888-4929

*Shane Irwin, Chief Operations Officer*  
qems.chief@queensburyems.com \* 518-932-9998

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*Covering the community in the Bay Ridge, North Queensbury, Pilot Knob & South Queensbury Fire Districts*

## **2. Supporting Tourism Activities**

With Queensbury Emergency Medical Service present, community members and tourists felt more comfortable and at ease knowing that professional medical providers were not far from them. Throughout the entire event, we had roughly 87 event attendees & 9 vendors that received care from our team. Only one required immediate advanced care, which was handled on scene. With our "Field Hospital", paramedics & even a couple of nurses, we were able to treat all the attendees professionally.

## **3. Support from the Funding**

Just knowing we have an opportunity to receive additional funding for our services makes QEMS feel at ease. As stated earlier, our strict funding only covers so much and assisting in covering local community events can possibly affect our budget. We are currently looking at other options for future events just in case funding support like the program provided by the Warren County Municipal Tourism may not be available next time.

Having medical services at special/sporting events is vital to everyone that attends. Any mass gathering can make it difficult to get outside emergency medical resources to reach a patient in need. Having EMS on site takes that worry & delay out of the equation.

## **4. Opportunity Support**

Supporting agencies like fire, EMS & police can & will assist in providing proper manpower coverage and to make sure all attendees, vendors & community members are safe.

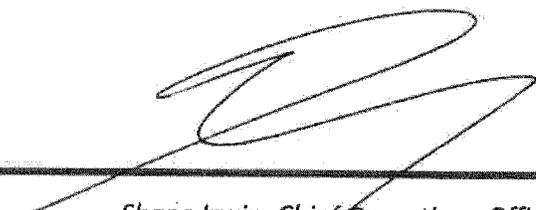
## **5. Future Event Support**

For Queensbury Emergency Medical Service, we are currently working on a "Gameplan" for next year's event. Our Special Events Team will meet in March to start working on the mass gathering agenda in which it must comply not only with Warren County policies & procedures, but also with the State & Homeland Securities Commission. We are also working on ways to decrease the amount of spending needed for coverage by coming up with other ways to offset our costs. For example, instead of having food delivered to us by local establishments, we are thinking about having our Social Members, who are non-certified volunteers make dishes like Ziti, Lasagna, Chili, Sandwiches, etc. They have been providing snacks, donuts, coffee & other small food items already.

I would like to thank Warren County Municipal Tourism for the opportunity to apply for Funding Assistance. As always, your agency does an amazing job promoting our beautiful county & letting visitors know what we have to offer for attractions and family fun.

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**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.  
**QUEENSBURY EMERGENCY MEDICAL SERVICE, INC.**
- 2.) Funding Requestor/Main Point of Contact  
**CHIEF SHANE IRWIN**
- 3.) Address:  
**1109 RIDGE ROAD, QUEENSBURY, NEW YORK 12804**
- 4.) Email/Cell phone:  
**QEMS.CHIEF@QUEENSBURYEMS.COM / 518-932-9998**
- 5.) Amount of Supplemental Funding Requested: **\$ 7,500.00**

**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: **\$7,500.00**
- 2.) Will these funds be used in conjunction, and/or matched with any other funding sources?

YES, which sources of funding and how much?

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NO

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

*Due to our restricted budget from the Town and this years Balloon Festival was expected to be the biggest event in its 50-year history, QEMS did not have extra funding to pay for extra manpower.*

- 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 the attached sheet to submit the 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**

Shane Irwin  
**Name**  
Queensbury Emergency Medical Service  
**Municipality**

October 20<sup>th</sup>, 2023

**Date**

Chief Operations Officer \* Paramedic  
**Title**



**SUPPLEMENTAL FUNDING REQUEST BUDGET FORM** (Required)

Name of Requestor: EMS Chief Shane Irwin

Municipality: Queensbury Emergency Medical Service

Email/Phone: qems.chief@queensburyems.com \* 518-932-9998

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

To aid in funding additional resources for the mass gathering event. There are state & federal guideless QEMS had to adhere to in regards to emergency medical coverage.

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

Use this form to submit a 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.)

<b>Expenses</b>	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$2,000.00	\$1,364.00	To provide food & drinks for 4 different shifts throughout the weekend.
	\$400.00	\$193.07	Purchase additional emergency equipment required for MCI coverage.
	\$504.00	\$378.00	Scheduled three extra EMTs for Friday night coverage.
	\$1,116.00	\$828.00	Scheduled 4 extra EMTs & 2 extra Paramedics for Saturday morning.
	\$1,116.00	\$828.00	Scheduled 4 extra EMTs & 2 extra Paramedics for Saturday evening.
	\$378.00	\$252.00	Scheduled two extra EMTs for Sunday morning coverage.
	\$3,400.00	\$3,400.00	Uniforms/gear for the crews covering the event.
<b>Revenue</b>	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$ <del>XXX</del>	\$ <del>XXX</del>	<u>Municipal/town/village funding – Supplemental Request</u>
	\$ <del>XXX</del>	\$ <del>XXX</del>	<u>Municipal/town/village funding</u>
	\$ <del>XXX</del>	\$ <del>XXX</del>	<u>Sponsorship/external funding (detail):</u> _____
	\$ <del>XXX</del>	\$ <del>XXX</del>	<u>Fundraising/donations:</u> _____
<b>TOTAL</b>			
	<b><u>\$8,914.00</u></b>	<b><u>\$7,500.00</u></b>	<b><u>TOTAL EXPENDITURES</u></b>
	<b><u>\$xxx.xx</u></b>	<b><u>\$xxx.xx</u></b>	<b><u>TOTAL INCOME</u></b>

# ***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**

**DATE: 10/22/23**

- (a) Purpose of Request: Resolution to award \$7,500 to The Queensbury Emergency Medical Services, INC
  
- (b) Details: The Queensbury Emergency Medical Services, INC is requesting funds for coverage at the 2023 Balloon Festival
  
- (c) Previous Resolution Number: NA
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 469.05 - Municipal Application Funding - \$7,500

**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**

**DATE: 10/22/23**

- (a) Purpose of Request: Resolution to award an additional \$15,130.64 to Warren County Sherriff's Department.
  
- (b) Details: The additional funds are to cover expenses incurred during 2023 for events.
  
- (c) Previous Resolution Number: NA
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480.04 Warren County Projects - \$15,130.64

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

\* as listed in budget and LOGOS

## ***RESOLUTION REQUEST FORM NO. 4***

### ***Request for Extending, Rescinding or Amending Existing Contract***

**DEPARTMENT NAME: Tourism**

**DATE: 10/25/2023**

- (a) Purpose of Contract Change: **change the contractor from Warren County Historian to Warren County Historical Society**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **735-2022**
- (c) Name of Contractor: **Warren County Historical Society**
- (d) Address of Contractor: **50 Gurney Lane, Queensbury, NY 12804**
- (e) Contractor's Contact Person and Telephone Number:
- (f) Commencement Date of Extension: **upon execution by both parties**
- (g) Termination Date of Extension: **upon completion of events scheduled for the 250<sup>th</sup> Anniversary of the American Revolution Commission**
- (h) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **remaining amount not to exceed \$23,000**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.
- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title\* and Amount: **OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417.0002 480 - Special Events Funding - remaining amount not to exceed \$23,000**

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

\*as listed in budget and LOGOS