



**Occupancy Tax Coordination Committee
AGENDA
November 29, 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. Privilege of the floor and public comment
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To approve a contract with the Lake George Regional CVB as presented by the Tourism Director.
Rationale: To continue contract obligations.
 - V. Discussion Items: bNone
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
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Attachment:#1: Resolution

Attachment #2: LGRCVB 2024 Budget

Attachment #3: LGRCVB 2024-20265 Sales Goals

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism (Occupancy Tax)

DATE: November 28, 2023

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To contract with the Lake George Regional CVB**
- (c) Name of Contractor: **Lake George Regional Convention and Visitors Bureau**
- (d) Address of Contractor: **2176 State Route 9, PO Box 272, Lake George, NY 12845**
- (e) Contractor's Contact Person and Telephone Number:
Gina Mintzer, Executive Director, 518-668-5755
- (f) Has or will the Contract be provided, if so, please attach: **NA**
- (g) Commencement Date of Contract: **January 1, 2024**
- (h) Termination Date of Contract: **December 31, 2024**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$600,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **quarterly**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **A.6417.0001 470 - CONTRACT \$600,000****

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

LGRCVB 2024 Budget-DRAFT

INCOME				NOTES
WC OT Allocation		\$ 600,000.00	\$ 650,000.00	
Rollover from 2021				
Misc				
Town of Queensbury Wizardfest Sponsorship Reimbursement		\$ 8,000.00		No 2023 reimbursement
TOTAL INCOME		\$ 608,000.00		
EXPENSE				
Trade Shows		\$ 46,500.00	\$ 51,500.00	1 additional IPW
Memberships		\$ 5,725.00	\$ 5,000.00	
Advertising		\$ 48,130.00	\$ 52,000.00	Additional advertising-Group Tour Mkt
Marketing		\$ 78,350.00	\$ 71,075.00	Additional marketing, revamped paid social
Sponsorships		\$ 15,000.00	\$ 50,000.00	IPW, Wizardfest-Quadball, Pickleball, Disc Golf, NYSTIA (promo)
Admin		\$ 38,900.00	\$ 41,500.00	Additional Tax Prep/Audit
Admin-Contract				
Admin-Office/General Expenses				
Admin- Office Rent/Equipment				
Admin-Phone/Internet				
Admin-Other				
Mileage		\$ 3,500.00	\$ 4,200.00	event attendance Albany/Corporate
Convention Services		\$ 21,000.00	\$ 19,000.00	Additional paid promotion for specific events
Conv Sales & Develop		\$ 37,000.00	\$ 33,000.00	Increased lead Generation Corporate
Staff Development		\$ 6,500.00	\$ 9,000.00	Simpleview Summit, Crowdriff, Destinations International
Community Development		\$ 29,000.00	\$ 17,000.00	DEI initiatives, ServSafe-Tourism Training Classes

Simpleview		\$ 8,580.00	\$ 9,900.00	Reclassify API/website feeds
EIC		\$ 5,975.00	\$ 6,275.00	
Research		\$ 32,000.00	\$ 37,000.00	STR/Zartico Dashboard
Personnel		\$ 231,840.00	\$ 243,550.00	3% salary; 9% fringe healthcare; 8% payroll service; 5.5% payroll taxes
Personnel-Gross Payroll				
Personnel-Fringe Benefits				
Personnel-Payroll Service				
Personnel-Other				
TOTAL		\$ 608,000.00	\$ 650,000.00	

LGRCVB 2024-2026 Sales Goals - Reach - Budget Allocation

YEAR	SALES LEADS GENERATED	EVENTS BOOKED	DEFINITE ROOM NIGHTS	VISITORS	AVERAGE ECONOMIC IMPACT
2019	77	32	12,608	57,095	\$18,270,400
2020	40	8	2,119	5,222	\$867,730
2021	70	47	13,346	26,312	\$9,209,200
2022	118	55	16,606	32,000	\$37,360,010
2023 GOAL	153	70	17,200	32,600	\$42,738,886
2023 YTD (10/31/2023)	128	84	16,858	17,512	\$23,300,000
2024 GOAL*	164	90	21,200	40,280	\$31,800,000
2025 GOAL**	170	95	22,000	44,000	\$34,760,000
2026 GOAL***	175	100	22,660	47,586	\$37,592,940

*2024: Goal to increase rooms at least by 4000 room nights; plan for statewide 2025 EDA grant funding and continue increased awareness in Group Tour/International markets.

**2025: Goal to increase rooms by at least 3% as focus is in specific international markets - Japanese (Baseball Hall of Fame)/Canadian Group Tours

***2026: All markets based on overall awareness, increasing ppl per room night.

LGRCVB Budget Allocation Per Target Audience

Budget Percent	40%	30%	20%	7.50%	2.50%
Timing	Mid-week/YR	Weekends/YR	Weekends/YR	Weekly/ Seasonal	Weekends/Seasonal
Overview	Corp/Assn	Sports	Weddings	Group Tour	Festivals
Target Audience	Northeast, All NYS	Northeast, All NYS	3.5 Hour Radius	Regl/Natl/Intl	Northeast