



**Tourism Committee  
AGENDA  
January 23, 2023**

*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 Committee Chair
  - II. Motion to approve minutes of the December 12, 2022 Tourism and Occupancy Tax Committee Meeting.
  - III. Privilege of the floor and public comment
  - IV. Action Agenda/New Business Items:
    - a. **Resolution Request:** To authorize an agreement with the Adirondack Regional Tourism Council to continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking.  
**Rationale:** Annual funding supports a Regional Tourism Marketing program that includes digital and social media, website, email marketing and mobile tracking analytics. Funding is matched by the New York State Matching Funds grant program in the amount of \$48,184.
    - b. **Resolution Request:** To authorize continuity of the agreement with STR to provide monthly hotel occupancy data.  
**Rationale:** Price increase from \$4,860 to \$5,346 requires committee approval per purchasing guidelines.
    - c. **Resolution Request:** Authorizing a contract with Catamount Color to print 80,000 copies of a 2023 Warren County Summer Travel Guide at a cost of \$23,731.00.  
**Rationale:** Contract awarded to the lowest bidder who responded by bid opening.
  - V. Discussion Items:
    - a. Ongoing discussions with Simpleview
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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Attachment #1: Resolution Request Form No. 20 to authorize an agreement with the Adirondack Regional Tourism Council.

Attachment #2: Resolution Request Form No. 20 to authorize continuity of agreement with STR to provide monthly hotel occupancy data.

Attachment #3: Resolution Request Form No. 3 to authorize a contract with Catamount Color to print 80,000 copies of a 2023 Warren County Summer Travel Guide at a cost of \$23,731.00

# ***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: 1/23/23**

- (a) Purpose of Request: to continue the contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services
  
- (b) Details: Funding supports a Regional Marketing program that includes digital and social media, website, email marketing, and mobile tracking. Funding is supported by Matching Funds from NYS.
  
- (c) Previous Resolution Number: Res# 84 of 2022
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0001 470 - Tourism-Contract up to \$48,184

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

\* as listed in budget and LOGOS



The Adirondack Regional Tourism Council (ARTC) is a consortium of seven counties that share resources to promote economic development through destination marketing. With funding provided by the member counties of Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren, and with the benefit of the ILNY Matching Funds, the Adirondack Regional Tourism Council will promote the Adirondack Region of New York State as a year-round vacation destination.

ARTC entered 2022 with a new website, refreshed logo and a unifying brand mark that helped to strengthen the awareness of the region as a top destination for outdoor enthusiasts, adventure travelers, history buffs and cultural and culinary aficionados. These efforts will continue in 2023 with continued reinstatement of Matching Funds from New York State.

The plan will focus on attracting new visitors to the Visit Adirondacks website, SEO, Email Marketing, Public Relations and Social Media. The new website is more accurately tracking the flow of users, with the goal of linking them directly to their area of interest, both geographically to the respective county partner, and by desired activity.

The ARTC Board hired a part-time Administrative Coordinator in 2022 who works directly with the Board. These duties and responsibilities were previously divided among the Board members when a cut in Matching Funds forced the loss of a long-time program director. The Administrative Assistant will facilitate day-to-day operations, correspondence, monthly meetings, act as a project coordinator and act as a liaison to all New York State, industry and business partners.

**Adirondack Regional Tourism Council Officers and Board Members**

President	Kristy Kennedy	Clinton
Vice President	Kristen Aucter	Lewis
Secretary	Brook Rouse	St Lawrence
Treasurer	Mary Jane Lawrence	Essex
Board Member	Phil Hans	Franklin
Board Member	Paul Tackett	Warren
Board member	Michelle Clement	Hamilton
Coordinator	Joanne Conley	

**Adirondack Regional Tourism Council Revenue**

<b>County</b>	<b>NYS Award Regional Amount</b>	<b>County Match</b>	<b>Total Regional Transfer</b>
Clinton	26,501	26,501	53,003
Essex	24,092	24,092	48,184
Franklin	24,092	24,092	48,184
Hamilton	16,061	16,061	32,123
Lewis	8,031	8,031	16,061
St Lawrence	8,206	8,206	16,411
Warren	24,092	24,092	48,184
<b>Total</b>	<b>131,076</b>	<b>131,076</b>	<b>262,151</b>

Note: The above table and calculations are provided by I Love New York.

# ***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: 1/23/23**

- (a) Purpose of Request: to continue the contract with CoStar (STR) for hotel occupancy data
  
- (b) Details: Price increase from \$4,860 to \$5,346 requires committee approval per Purchasing guidelines.
  
- (c) Previous Resolution Number: Resolution # 103 of 2017
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0001 470, Tourism - Contract \$5,346

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

\* as listed in budget and LOGOS

# ***RESOLUTION REQUEST FORM NO. 3***

## ***Request for New Contract***

**DEPARTMENT NAME: Tourism**

**DATE: 1/23/23**

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **to print 80,000 copies of 2023 Warren County Summer Travel Guide**
- (c) Name of Contractor: **Catamount Color**
- (d) Address of Contractor: **89 Sand Hill Road PO Box 8329 Essex VT 05451-8329**
- (e) Contractor's Contact Person and Telephone Number:  
**Carin Hart 802-878-4440**
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **2/20/23**
- (h) Termination Date of Contract: **3/31/23**
- (i) Payment Provisions:
  - i) lump sum amount **\$23,731.00**
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$23,731.00**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of project**)
- (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 \$23,731.00****

**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

**WARREN COUNTY PURCHASING**

**WRITTEN/FAX PROPOSAL SUMMARY**

**PLEASE SUMMARIZE ACQUIRED WRITTEN PROPOSALS *ON THIS FORM***

(Purchasing Department MAY request back-up at any time.)

**PUBLIC WORKS \$2,001.00 - \$7,000.00**

**PUBLIC WORKS \$7,001.00 - \$13,000.00**

<b>Department</b>	Tourism	<b>Date</b>	1/15/23 at 3PM
<b>Item:</b>	2023 Summer Travel Guide		

**Please print or type and submit with Purchase Order.**

**Public Works: Remember to include *prevailing wage rates* wherever applicable.**

Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price held? References? Available when?	Price? Any Other Costs? Equipment? Warranty?
<b>Vendor #1</b>  <b>Benchmark Printing, Inc.</b> <b>Attn: Carl Roser</b> <b>PO Box 1031</b> <b>Schenectady, NY 12308</b>		<u><b>80,000</b></u>  <b>26,696</b>
<b>Vendor #2</b> <b>Fort Orange Press</b> <b>Attn: Greg Desidoro</b> <b>11 Sand Creek Road</b> <b>Albany, NY 12205</b>	<b>Bid sent by email 1/16/23 with no sample copy</b>	<u><b>80,000</b></u>  <b>43,544</b>
<b>Vendor #3</b> <b>Catamount Color</b> <b>Attn: Karin Hart</b> <b>89 Sand Hill Road</b> <b>Essex, VT 05451</b>		<u><b>80,000</b></u>  <b>23,731</b>

**REQUEST FOR WRITTEN PROPOSAL**

**THIS IS AN INQUIRY, NOT AN ORDER. PLEASE QUOTE PROMPTLY**

**TO: (VENDOR/ADDRESS)**

**FROM: WARREN COUNTY**

**(Dept. address)**

[ Benchmark Printing, Inc. ]  
[ 1890 Maxon Road Ext. ]  
[ Genevieve, NY 12308 ]  
[ \_\_\_\_\_ ]

[ Warren County Tourism ]  
[ 1340 State Route 9 ]  
[ Lake George, NY 12845 ]  
[ \_\_\_\_\_ ]

**PLEASE QUOTE US PRICES ON ITEMS BELOW. NOTE DELIVERY REQUIREMENTS AND STATE FIRM DATE.**

**DATE:** 12/29/22      **REPLY DUE DATE:** 1/15/23 at 3PM      **DELIVERY REQUIRED BY:** TBD

**ADDRESS REPLY TO THE ATTENTION OF:** Leisa Grant "BID ENCLOSED"

**Specifications for the following:**

**2022 SUMMER TRAVEL GUIDE**

- QTY:** 80,000
- STOCK:** 80# gloss text; **Must provide paper sample w/quote.**
- SIZE:** 24 pg self-cover (5) 11x17 panels, folded, saddle stitched, finished to 8.375 x 10.875
- INK:** 4-color, bleeds throughout
- PACKING:** Bulk-small cartons. **Cartons not to exceed 25 lbs.**
- MATERIALS:** File to be uploaded.
- DELIVERY:** TBD

80,000: \$ 26,696<sup>00</sup>

Quote # 204442

Vendor must provide 2-day notice of delivery of guides to Municipal Center. Call Paul Tackett for scheduling of delivery at 518-761-6366.

Sign and return original form. **Indicate bid enclosed on envelope.** Bids will be opened, at 3:00PM. Bids will not be accepted after this date and time. No faxes permitted.

F.O.B. WARREN COUNTY TOURISM DEPT., LAKE GEORGE, NY

**VENDOR PLEASE COMPLETE THIS INFORMATION:**

**DATE DELIVERY PROMISED:** TBD

**TERMS:** Net 30 days

**F.O.B. POINT:** Lake George, NY

**DATE OF QUOTATION:** 1/9/23

\_\_\_\_\_  
**SIGNATURE**

# benchmark

printing, inc.

Need estimate

Job order

Date: 1/9/23

Quote due:

Salesperson: Carl Roser

1890 Maxon Rd, Schenectady, New York 12308  
Telephone: (518) 393-1361 FAX: (518) 372-1336

New job

Direct reprint

Reprint with changes

Job Estimate # 204442 Job Order # \_\_\_\_\_ Previous Job #: 112270

Company: Warren County Tourism Department Phone: 518 761 6370

1340 State Route 9, Municipal Center Fax: 518 761 6368

Lake George, NY 12845-9803 P.O. #: \_\_\_\_\_

Contacts: Leisa Grant email: grantl@wartencountyny.gov

Peter Girard girardp@warrencountyny.gov

### Specifications:

Job Title: Summer Travel Guide

Open Size: 16.75 x 10.875 Finished/Page Size: 8.375 x 10.875

Pages: 24 page self cover

Stock: Cover: \_\_\_\_\_

Text: 80# Gloss Text White

Ink: Cover: \_\_\_\_\_ Bleeds: \_\_\_\_\_

Text: 4/4, 4 color process Bleeds: Yes

Artwork: \_\_\_\_\_ File supplied \_\_\_\_\_ MAC / PC  File emailed to desktop: \_\_\_\_\_

\_\_\_\_\_ File on ftp site File Name / Folder: \_\_\_\_\_

Pre-Press: Additional Instructions: \_\_\_\_\_

Proofs:  Imposition (Low Res Booked Proof)  PDF proof Email to: girardp@warrencountyny.gov

IMATION (High Resolution Color Proof) \_\_\_\_\_ Ricoh Digital Proof

\_\_\_\_\_ Test Matchprint Size: \_\_\_\_\_ Previously printed piece

Bindery: Guide saddle stitches.

Special Instructions: \_\_\_\_\_

**Please box in small cartons, 25 lbs. maximum per carton.**

80,000						
\$26,696						

Delivery Schedule: 12-15 working days upon receipt of order. Delivery Date: \_\_\_\_\_

Ship to: Warren County Tourism Department, Attn: Paul Tackett

1340 State Route 9, Lake George, NY 12845-9803

Please contact Paul Tackett at 518-761-6366 to make arrangements. Must have 2 day notice.

Need 30 samples for Carl

# REQUEST FOR WRITTEN PROPOSAL

THIS IS AN INQUIRY, NOT AN ORDER. PLEASE QUOTE PROMPTLY

TO: (VENDOR/ADDRESS)

FROM: WARREN COUNTY

(Dept. address)

[ Catamount Color ]  
[ Attn: Carin Hart ]  
[ 89 Sand Hill Road ]  
[ Essex, VT 05451 ]

[ Warren County Tourism ]  
[ 1340 State Route 9 ]  
[ Lake George, NY 12845 ]  
[ ]

PLEASE QUOTE US PRICES ON ITEMS BELOW. NOTE DELIVERY REQUIREMENTS AND STATE FIRM DATE.

DATE: 12/29/22 REPLY DUE DATE: 1/15/23 at 3PM DELIVERY REQUIRED BY: TBD

ADDRESS REPLY TO THE ATTENTION OF: Leisa Grant "BID ENCLOSED"

### Specifications for the following:

~~2022~~ SUMMER TRAVEL GUIDE

2023

QTY: 80,000

STOCK: 80# gloss text; **Must provide paper sample w/quote.**

SIZE: 24 pg self-cover (5) 11x17 panels, folded, saddle stitched, finished to 8.375 x 10.875

INK: 4-color, bleeds throughout

PACKING: Bulk-small cartons. **Cartons not to exceed 25 lbs.**

MATERIALS: File to be uploaded.

DELIVERY: TBD

Vendor must provide 2-day notice of delivery of guides to Municipal Center. Call Paul Tackett for scheduling of delivery at 518-761-6366.

Sign and return original form. **Indicate bid enclosed on envelope.** Bids will be opened, at 3:00PM. Bids will not be accepted after this date and time. No faxes permitted.

F.O.B. WARREN COUNTY TOURISM DEPT., LAKE GEORGE, NY

### VENDOR PLEASE COMPLETE THIS INFORMATION:

DATE DELIVERY PROMISED: Feb 28, 2023 with files  
by Feb 1, 2023

TERMS:

Carin W. Hart

SIGNATURE

F.O.B. POINT: Lake George, NY  
12845

DATE OF QUOTATION:

1/4/2023



89 Sand Hill Road • P.O. Box 8329 • Essex, VT 05451-8329  
 Phone: 802-878-4440 • Fax: 802-879-4865  
 www.catamountcolor.com  
**We are pleased to present an estimate for:**

Customer Name **Warren County Tourism**

Contact **Leisa Grant**

Phone **518-761-6370**

Fax **518-761-6368**

Email **grantl@warrencountyny.gov**

Date: **1/4/2023**

Estimate: **E13381**

### Description

Name of Product **2023 Summer Travel Guide** No. of Versions  Special Instructions (see below)  
 Flat Size Finished Size **8.375 x 10.875**  
 Number of Pages **24**  Self Cover  Plus Cover  Plus Other

### Pre-Press

Bleeds **yes**  Cover  Text Exact Reprint # Reprint with Change #  
 Supplied by Customer  Disk supplied Program, Version **Must include laser copy, file info sheet & all fonts.**  
 Scans by Offset House  4/C  B&W  Other  
 Proofs  Inkjet  Epson  Dylux

Special Instructions:

Prep and pre-prep estimate is based on information received at time of inquiry; manipulation of files will be an additional charge.

### Printing

Paper/Stock **80# gloss text**

Ink **4/4 4 color process**

Ink Coverage  Light  Medium  Heavy  Full Press Approval  Yes  No

### Finishing

Perforate  Score  Die Cut  Drill  Perfect Bound  Saddle Stitch  Soft Fold  Shrink Wrap  
 Special Instructions/Mailing

Packing **Cartons not to exceed 25 lbs /Skids**

Quantity	80,000					
	\$23,731					

We will ship this FOB **Lake George, NY 12845**

within

working days.

We thank you for the opportunity to estimate this project.

Terms **net 30**

**Timothy Bird/Carin Hart**

Freight charges are approximate. Actual Charges will be billed at completion of job.

QUANTITIES DELIVERED - Over runs and under runs not to exceed 5% of the amount ordered shall constitute an acceptable delivery and the excess or deficiency shall be charged or credited to the customer proportionately. See our Terms & Conditions of Sale at [www.offsethouse.com](http://www.offsethouse.com).

**REQUEST FOR WRITTEN PROPOSAL**

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**TO: (VENDOR/ADDRESS)**

**FROM: WARREN COUNTY**

**(Dept. address)**

[ **Fort Orange Press** ]  
\_\_\_\_\_  
[ **11 Sand Creek Road** ]  
\_\_\_\_\_  
[ **Albany NY 12205** ]  
\_\_\_\_\_  
[ **Greg Desidoro** ]  
\_\_\_\_\_

[ **Warren County Tourism** ]  
\_\_\_\_\_  
[ **1340 State Route 9** ]  
\_\_\_\_\_  
[ **Lake George, NY 12845** ]  
\_\_\_\_\_  
[ ]  
\_\_\_\_\_

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**QTY:** 80,000  
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**STOCK:** 80# gloss text; **Must provide paper sample w/quote.**  
**SIZE:** 24 pg self-cover (5) 11x17 panels, folded, saddle stitched, finished to 8.375 x 10.875  
**INK:** 4-color, bleeds throughout  
**PACKING:** Bulk-small cartons. **Cartons not to exceed 25 lbs.**  
**MATERIALS:** File to be uploaded.  
**DELIVERY:** TBD

**Price \$43,544.00. Fort Orange Estimate Number 63724**

Vendor must provide 2-day notice of delivery of guides to Municipal Center. Call Paul Tackett for scheduling of delivery at 518-761-6366.

Sign and return original form. **Indicate bid enclosed on envelope.** Bids will be opened , at 3:00PM. Bids will not be accepted after this date and time. No faxes permitted.

F.O.B. WARREN COUNTY TOURISM DEPT., LAKE GEORGE, NY

**VENDOR PLEASE COMPLETE THIS INFORMATION:**

**DATE DELIVERY PROMISED:**

**F.O.B. POINT:**

**TERMS:**

**DATE OF QUOTATION: 1.13.23**

**Greg Desidoro**

SIGNATURE.

*Gregory Desidoro*