



**Tourism & Occupancy Tax Coordination Committee**  
**AGENDA**  
**November 19, 2024**

Committee Members: MERLINO, Strough, Runyon, Bean, Geraci, Crocitto and Strainer

*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 Merlino.
- II. Motion to approve minutes of the October 22 and October 29, 2024 Tourism & Occupancy Tax Coordination Committee meetings.
- III. Privilege of the floor and public comment:
  - a. Pam Petteys – Lake Luzerne Concerts & Food Trucks
  - b. Erwin Morris – North Creek Ski Shuttle Service from businesses to Gore Mountain
  - c. Adam Bailey – North Warren Three-town regional branding
  - d. Krista Wood – Town of Horicon Food Truck Fridays on the Pond
  - e. Dan Barusch – McPhillips Preserve at French Mountain park development
  - f. Joyce Reed – Town of Warrensburg's Holiday Spirit
  - g. Gina Mintzer – Lake George Regional Conventions and Visitors Bureau contract
  - h. City of Glens Falls Mayor Collins – Application for events support
- IV. Action Agenda/New Business Items:
  - a. **Committee Approval:** To approve the request from The City of Glens Falls in the amount of \$100,000  
**Rationale:** To support existing and new events happening in the City of Glens Falls
  - b. **Committee Approval:** To approve two Special Events Occupancy Tax Funding applicants, the 2025 Adirondack Balloon Festival and 2025 Lake George Winter Carnival, to apply for more than \$50,000.  
**Rationale:** Organizers are requesting funding exceeding the limit stipulated in Resolution 461 of 2023, Schedule "A" Item 5, requiring Committee approval. Total request of \$160,000.
  - c. **Committee Approval:** To award 2025 Special Events Occupancy Tax funding for the 38 recommended applications, totaling \$861,858.  
**Rationale:** Committee has reviewed applications and is asked to consider recommendations and vote on awards
  - d. **Committee Approval:** To award 2025 Municipal Supplemental Occupancy Tax Funding for six events/projects recommended applications totaling \$314,850  
**Rationale:** Committee has heard applicants and is asked to consider recommendations and vote on awards
  - e. **Resolution Request:** To approve a three-year contact with the Lake George Regional Convention and Visitors Bureau in the amount of \$650,000 (Three-year total \$1,950,000)  
**Rationale:** To extend expiring contract for three years with Lake George Regional

Convention and Visitors Bureau for tourism sales and marketing activity related to meetings and events, sports, and group tours

- f. **Resolution Request:** To authorize an agreement with the Adirondack Regional Tourism Council in the amount required by the New York State Matching Funds program, not to exceed \$65,000.

**Rationale:** The New York State Matching Funds program requires a regional portion of the grant's total budget be transferred directly to the Adirondack Regional Tourism Council to support tourism marketing programs.

- g. **Resolution Request:** To award contract with Broadcast Media/Social Media vendor in the amount not to exceed, \$1,250,000

**Rationale:** To provide Broadcast and Digital Media Buying services to strategize through research and data collection, implement, negotiate and purchase its broadcast and digital media spots for the consumer market, and report on results and ad attribution in the form of overnight stays and attendance.

- h. **Resolution Request:** To extend contract with Rove Marketing Inc. for two years in the amount of \$32,675 annually (Two-year total \$65,350).

**Rationale:** To extend expiring contract for the purchase and subscription of data sets and dashboard reporting

- i. **Resolution Request:** To extend contract with Smith Travel Research in the amount of \$7,485.00

**Rationale:** To extend expiring contract to provide hotel occupancy reports and rate data to Warren County.

- j. **Resolution Request:** To transfer funds from Salaries-Part time to Salaries-Overtime in the amount of \$1,000.

**Rationale:** Cover shortfall in overtime expenditures

V. Discussion Items:

- a. Tourism Director Report  
b. Treasurer Report

VI. Referrals: None

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

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**Attachment #1:** City of Glens Falls Events Growth report

**Attachment #2:** Resolution 461 of 2023 Occ Tax Request Limit

**Attachment #3:** Occupancy Tax Special Events Summary Report

**Attachment #4:** Municipal Supplemental Funding Application Summary Report

**Attachment #5:** Resolution Form 4 Extend, amend to three-year contact with the Lake George Regional CVB

**Attachment #6:** Lake George Regional CVB budget report and budget insights documents

**Attachment #7:** Resolution 577 of 2023

**Attachment #8:** Resolution Form 20 Authorize agreement with Adirondack Regional Tourism Council

**Attachment #9:** Resolution 93 of 2024

**Attachment #10:** Resolution Form 4 Extend contract with Rove Marketing

**Attachment #11:** Resolution 197 of 2024

**Attachment #12:** Resolution Form 20 Renew contract with Smith Travel Research (STR Report)

**Attachment #13:** Resolution 55 of 2024

**Attachment #14:** Resolution Form 10 Transfer funds to cover overtime expenses

# City of Glens Falls Business Improvement District--Event Growth Budget

Category	Event and Item Details	Supplier	CoGF Sole Contribution	BID-CoGF Contribution	Warren County Occup Tax Contribution	Total Estimated Investment (less CoGF Sole Contrib)
Volunteers	Volunteer Website Development	Volgistics	\$0.00	\$15,000.00	\$15,000.00	\$30,000
Planning + Promotion Consultant	Great Hudson Music Festival	tbd	\$0.00	\$15,000.00	\$15,000.00	\$30,000
Production and Staging	Great Hudson Music Festival		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	Great Hudson Music Festival		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Great Hudson Music Festival	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	LARAC June Arts Festival		\$0.00	\$7,500.00	\$7,500.00	\$15,000
Production and Staging	LARAC June Arts Festival		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	LARAC June Arts Festival		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	LARAC June Arts Festival	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	Taste of the North Country		\$0.00	\$7,500.00	\$7,500.00	\$15,000
Production and Staging	Taste of the North Country		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	Taste of the North Country		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Taste of the North Country	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	Glens Falls Brewfest		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Production and Staging	Glens Falls Brewfest		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	Glens Falls Brewfest		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Glens Falls Brewfest	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	Adirondack Holiday Festival		\$0.00	\$7,500.00	\$7,500.00	\$15,000
Production and Staging	Adirondack Holiday Festival		\$0.00	\$5,000.00	\$5,000.00	\$10,000

Category	Event and Item Details	Supplier	CoGF Sole Contribution	BID-CoGF Contribution	Warren County Occup Tax Contribution	Total Estimated Investment (less CoGF Sole Contrib)
Advertising	Adirondack Holiday Festival		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Adirondack Holiday Festival	CoGF DPW, GFFD, GFDP	\$5,000.00	\$0.00	\$0.00	\$0
<b>Total</b>			<b>\$25,000.00</b>	<b>\$92,500.00</b>	<b>\$92,500.00</b>	<b>\$185,000.00</b>

Subtotal	\$185,000.00
Unexpected Costs - Add 8.5%	\$15,725.00
Total	\$200,725.00
Total + CoGF Sole Contribution	\$225,725.00

# Warren County Board of Supervisors

## RESOLUTION NO. 461 OF 2023

**RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, WILD, GERCI, STROUGH, RUNYON AND DIAMOND**

**REVISING AND RE-ESTABLISHING CRITERIA FOR THE EXPENDITURE OF COUNTY OCCUPANCY TAX REVENUES IN CONNECTION WITH CONVENTIONS, TRADE SHOWS AND EVENTS**

WHEREAS, by Resolution No. 238 of 2005 (subsequently amended by Resolution Nos. 717 of 2005, 80 of 2008, 629 of 2008, 177 of 2011, 287 of 2021 and 441 of 2021), the Warren County Board of Supervisors established criteria for the expenditure of County occupancy tax revenues in connection with conventions, trade shows and events (hereafter, “Special Events”), and

WHEREAS, the Occupancy Tax Coordination Committee has approved a request by the Director of the Tourism Department to modify and add criteria to the County’s Criteria for the Expenditure of County Occupancy Tax Revenues in Connection with Special Events, previously set forth as Schedule “A,” in Resolution No. 441 of 2021, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors does hereby revise and re-establish the criteria for the expenditure of County occupancy tax revenues in connection with Special Events, as outlined in the attached Schedule “A,” and be it further

RESOLVED, that this resolution shall supercede Resolution Nos. 238 of 2005, 80 of 2008, 629 of 2008, 177 of 2011, 287 of 2021 and 441 of 2021.

**SCHEDULE “A”**

**CRITERIA FOR THE EXPENDITURE OF COUNTY OCCUPANCY TAX REVENUES IN CONNECTION WITH CONVENTIONS, TRADE SHOWS AND EVENTS**

1. The expenditure of Occupancy Tax revenues by the County for conventions, trade shows, or events, as defined by Local Law No. 5 of 2018 and Tax Law sec. 1202-U (hereafter, “Special Events”) shall be in accordance with the written contract approved by the County Attorney.
2. As a general rule, the County provides a preference in awarding Event Sponsors with occupancy tax funding for multi-day Special Events and expects that one-day Special Events will apply for occupancy tax funding at the local Town, City or village level. Any exceptions to this preference may be considered by the Board of Supervisors when special circumstances exist.
3. The amount awarded to the Event Sponsor of a particular Special Event will be established at the time each request is reviewed for funding by the appropriate oversight committee and approved by the Board of Supervisors. As a general rule, no request shall exceed \$50,000, except as further provided herein.
4. The minimum annual calendar year amount of \$350,000 shall be allocated for awards to Event Sponsors of Special Events and such amount shall be deducted from the total occupancy tax revenue collected during the previous calendar year.
5. An Event Sponsor’s request for an Occupancy Tax award in excess of \$50,000 shall require a special presentation to the oversight Committee to obtain Committee approval to apply.
6. Event Sponsor’s shall submit their Occupancy Tax applications by the following deadline dates: (1) November 1<sup>st</sup>, or the first business day following November 1<sup>st</sup>, for Special Events occurring in January, February, June, July, August and December of the following year and January 2<sup>nd</sup> or the first business day after January 2<sup>nd</sup>, for events occurring in March, April, May, September, October and November of the current year.
7. Initial evaluations, grading and scoring of all Special Event Occupancy Tax applications received by the deadline date shall be completed by the Tourism Department. The Evaluation Strategy, Grading, Criteria and Scoring Sheet adopted as part of Resolution No. 331 of 2021 will be used as a guide. Applications and evaluation results will be presented by the Tourism Department to the appropriate oversight Committee and Board for final approval.

## Committee Scoring Summary

Period: 2025

Total Amount Budgeted: 725,622.00

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Adirondack Axe LLC	Revolution Rumble	45	40	0	20,000	8,040	
Adirondack Festivals LLC	Adirondack Wine and Food Festival	65	63	0	50,000	31,550	
Adirondack Folk School, Inc.	2025 Course Catalog	55	71	6,000	18,000	12,852	
Adirondack Hot Air Balloon Festival, Inc	Adirondack Balloon Festival	95	80	15,000	75,000	60,000	
Adirondack Institute	Drag Queen Story Hour the Musical	50	35	5,000	10,000	3,480	
Adirondack Pub & Brewery, Inc.	Lake George Oktoberfest	70	69	10,000	40,000	27,520	
Adirondack Theatre Festival, Inc.	Adirondack Theatre Festival	50	43	12,500	40,000	17,000	
Adirondack-Albany Weddings/Total Entertainment, Inc	Lake George DJ Takeover Music & Arts Festival	60	44	0	50,000	22,200	
Advokate, LLC	Glens Falls Vegan Festival	55	48	0	5,000	2,415	
Albany Rods and Kustoms	Adirondack Nationals	90	98	0	50,000	48,900	

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Americade Inc	Americade	95	100	0	50,000	49,800	
Center for Disability Services, Inc.; dba/Prospect Center	Million Dollar Beach Volleyball Tournament	45	41	7,500	5,000	2,065	
Charles R. Wood Theater	Colorworld LIVE	55	51	0	2,500	1,273	
Eastern New York Marine Trades Association (ENYMTA)	Great Upstate Boat Show	70	61	0	30,000	18,180	
GenzHomes Inc DBA Alpha Win	Lake George Triathlon	55	52	10,000	30,000	15,570	
Glens Falls Collaborative	Adirondack Holiday Festival	60	57	1,000	35,000	19,775	
Glens Falls Collaborative	Wing Fest	60	55	0	15,000	8,190	
Glens Falls Symphony Orchestra, Inc.	"Holiday Pops" Glens Falls Symphony, December 7, 2025	55	50	260	3,500	1,740	
Glens Falls Symphony Orchestra, Inc.	"Independence Day Celebration" July 3, 2025	45	40	11,500	12,000	4,848	

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Glens Falls Symphony Orchestra, Inc.	"Mahler Symphony No. 5"	50	44	246	4,000	1,752	
Glens Falls Symphony Orchestra, Inc.	"Piano Festival" March 16, 2025	55	48	246	2,000	964	
Hudson Valley Volunteer Firefighters Association	Annual Firefighters Convention & Parade	80	74	15,000	35,000	25,725	
Hyde Collection	Exhibitions and Programs at The Hyde Collection	75	71	15,500	35,000	24,990	
Imagination Nation, LLC	Wonderplace Alpha	65	59	0	35,000	20,510	
Improv Records Inc	Adirondack Independence Music Festival	60	57	0	50,000	28,400	
Improv Records Inc	Massive Mascarave	55	51	0	40,000	20,240	
Improv Records Inc	Memorial Meltdown	60	46	0	40,000	18,360	

Red: Represents one-day events and/or suggested award below \$5,000  
Black: Represents recommended applications to award

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Improv Records Inc	Soul Bloom Music and Wellness Festival	65	52	0	40,000	20,600	
Kevin Richards Entertainment	Kevin Richards' 'Close Up' Country Concert Weekend Festival	55	52	0	35,000	18,270	
Kevin Richards Entertainment	Kevin Richards' 'Close Up' Country Concert Weekend Festival #2	50	47	0	35,000	16,485	
Lake George Arts Project	Jazz at the Lake	60	58	21,000	20,000	11,680	
Lake George Battlefield Park Alliance	Henry Knox 1775 Commemoration	55	52	0	23,250	12,113	
Lake George Music Festival, Inc	Lake George Music Festival	65	62	0	50,000	31,200	
Lake George Steamboat Company	Rock the Dock Music Festival	45	42	10,000	20,000	8,420	
Lake George Winter Carnival Inc	Lake George Winter Carnival	80	98	0	85,000	83,130	

Red: Represents one-day events and/or suggested award below \$5,000

Black: Represents recommended applications to award

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Lake Theatre Productions Inc	Lake George Dinner Theatre	50	48	0	15,000	7,125	
Lawrence & Cooper Inc	Thursday Market & food Truck Corral	70	66	0	9,000	5,913	
Lower Adirondack Pride	Annual Pride Festival	55	49	0	20,000	9,700	
Lower Adirondack Regional Arts Council	LARAC Annual June Arts Festival	70	67	0	30,270	20,341	
Marcella Sembrich Memorial Association, Inc.	The Sembrich Summer Music Festival	50	46	20,000	20,000	9,140	
New York State Coroner & Medical Examiner Association	NYSACCME	55	51	0	10,000	5,050	
Northeastern District Association of Chapters Inc	Northeastern District Barbershop Harmony Society Division Contest and Convention	50	46	0	20,000	9,160	
PrimeTime Lacrosse Inc	Lake George National Invitational	75	72	0	50,000	36,100	

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Silver Bay YMCA	Bluegrass in Heaven	50	46	0	15,000	6,885	
Six Flags Great Escape Resort	Oktoberfest	55	53	0	25,000	13,175	
Special Olympics New York Inc.	Special Olympics State Fall Games	50	48	0	50,000	24,050	
Tannery Pond Center for Arts, Education, Community	2025 Concert Series	50	44	0	5,000	2,200	
Warren County Historical Society	Warren County Commission for 250th Anniversary of American Revolution	55	50	0	30,000	15,090	
Warrensburg Chamber of Commerce	World's Largest Garage Sale	70	98	2,500	37,500	36,908	
World Awareness Children's Museum	Beyond the Exhibit	50	69	0	7,500	5,183	
Zonta Club Foundation of Glens Falls	Zonta Arts, Crafts, & Curiosities Faire	50	44	2,000	4,000	1,777	

Red: Represents one-day events and/or suggested award below \$5,000  
Black: Represents recommended applications to award

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
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**\$165,251      \$1,438,520      \$906,032**

**Period Budget Amount: 725,622.00**

**Suggested Award Amount: 906,032**

**Percent Decrease needed to meet Budget: 19.91%**

## Application Summary

Period: 2025

Total Award Limit Budgeted 50,000.00

<u>Organization Name</u>	<u>Event/Project</u>	<u>Amt. Requested</u>	<u>Amt. Awarded</u>
Lake Luzerne Regional Chamber of Commerce	Lake Luzerne Concerts & Food Trucks	10,250	
North Creek Ski Shuttle	Provide a Shuttle from North Creek to Gore Mountain Ski area(s)	17,500	
North Warren Chamber of Commerce	North Warren Three-town Regional Branding	150,000	
Town of Horicon	Food Truck Fridays on the Pond	22,100	
Town of Lake George	McPhillips Preserve at French Mountain (park development)	100,000	
Town of Warrensburg	Warrensburg's Holiday Spirit	15,000	
		<b>\$314,850</b>	

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

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

**DEPARTMENT NAME: Tourism**

**DATE: November 19, 2024**

- (a) Purpose of Contract Change: **Extend contract for three years with Lake George Regional Convention and Visitors Bureau for tourism sales and marketing activity related to meetings and events, sports, and group tours**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **577 of 2023**
- (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, 518-668-5755, gmintzer@lakegeorgechamber.com**
- (f) Commencement Date of Extension: **January 1, 2025**
- (g) Termination Date of Extension: **December 31, 2027**
- (h) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$650,000 per year**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **To be paid in advance, on a quarterly basis, as approved by the Tourism and Occupancy Tax Coordination Committee**
- (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 480.05 - Tourism - Business Promotion \$650,000 (Three-year total \$1,950,000)**

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



## 2025 LGRCVB BUDGET FINAL

Account	2024 Budget	2025 Budget DRAFT	Notes
Income			
Contract Revenue- Warren CO	\$ 600,000.00	\$ 650,000.00	
Miscellaneous	\$ 0.00		
<b>Total for Income</b>	<b>\$ 600,000.00</b>	<b>\$ 650,000.00</b>	
Expenses			
CVB Contract Expenses	\$ 0.00		
Administration	\$ 41,500.00	\$ 46,110.00	Bookkeeping/reporting/office supplies, tax return prep
Contract Administration	\$ 0.00		Shared technology platforms- All consolidated
Office/General Expenses	\$ 0.00	\$ 0.00	
Office/General Expenses	\$ 0.00	\$ 0.00	
Office Rent/Equipment	\$ 0.00	\$ 0.00	
Phone/Internet	\$ 0.00	\$ 0.00	
Advertising	\$ 52,000.00	\$ 50,460.00	Most hits in Q4 for both buys/pre-buys
Marketing	\$ 61,000.00	\$ 72,500.00	
Memberships	\$ 5,000.00	\$ 8,200.00	Added GT Assns
Trade Shows	\$ 51,500.00	\$ 64,100.00	Added BienVenue (Montreal-GT), GovBuy (Capital Region-Mtg), Adk Sports Expos, Cvent, Conference Direct; cut Connect
Sponsorships	\$ 25,000.00	\$ 10,000.00	
Community Development	\$ 17,000.00	\$ 10,000.00	Monies split 2024-2025 budgets for Intl Tourism
Conv Sales & Development	\$ 23,275.00	\$ 16,000.00	
Convention Services	\$ 19,000.00	\$ 13,900.00	
CVB Gross Payroll	\$ 243,550.00	\$ 251,540.00	2024 budget included fringe/taxes/payroll service-less staff out on maternity leave/staff changes
Payroll Taxes	\$ 0.00	\$ 24,900.00	
Fringe Benefits	\$ 0.00	\$ 21,050.00	new/additional staff insurance
Employee Benefits	\$ 0.00	\$ 500.00	EAP
Payroll Service	\$ 0.00	\$ 770.00	
Subcontract Labor	\$ 0.00	\$ 1,770.00	HR
Staff Development	\$ 9,000.00	\$ 9,000.00	Destinations International / Crowdriff
Mileage	\$ 4,000.00	\$ 5,000.00	
Research	\$ 32,000.00	\$ 25,000.00	
Economic Impact Calculator	\$ 6,275.00	\$ 6,000.00	
Simpleview	\$ 9,900.00	\$ 13,200.00	additional users added for staff/API website feeds/annual 3 year contract increase
<b>Total for Expenses</b>	<b>\$ 600,000.00</b>	<b>\$ 650,000.00</b>	



The 2025 Lake George Regional Convention & Visitors Bureau budget emphasizes a balanced approach, aligning with **Warren County Tourism (WCT)** to strengthen the Lake George region's presence in both **international and domestic travel trade markets** and to address the needs of **regional corporate, sports, and wedding group business**.

### Key Areas of Alignment with WCT

#### 1. Marketing and Trade Shows:

- **Marketing Budget:** Increased to \$68,460 from \$61,000, demonstrating a robust commitment to enhanced promotion efforts. This budget increase will likely cover targeted marketing campaigns and outreach activities in both international and domestic markets.
- **Trade Show Participation:** The trade show budget rose from \$51,500 to \$58,600, explicitly adding events like BienVenue in Montreal and in addition to other Northeast-based association and corporate trade show opportunities. This inclusion aligns with a strategic approach to capture more bus tour and group business opportunities from key feeder markets. These trade shows provide direct access to the bus tour market, a primary focus for expanding Lake George's international and regional appeal.

#### 2. Industry-Specific Needs for Group Business:

- **Corporate, Sports, and Wedding Segments:**
  - **Convention Sales & Development** saw a shift down from \$23,275 to \$12,000, reallocating resources from direct sales efforts to broader marketing and trade show initiatives. This approach is a strategy to enhance lead generation utilizing the contacts that we have gained over the last several years and brand visibility, which indirectly supports group business growth in these sectors. We are continuing enhanced sales and development activities through a statewide grant initiative in the meetings and sports markets, leveraging our visibility with less financial budget impact.
  - **Convention Services** was reduced slightly, maintaining a core focus on support while optimizing resource allocation. This budget is still substantial enough to meet essential service needs for large group events and provides flexibility to address industry-specific requirements as they arise.

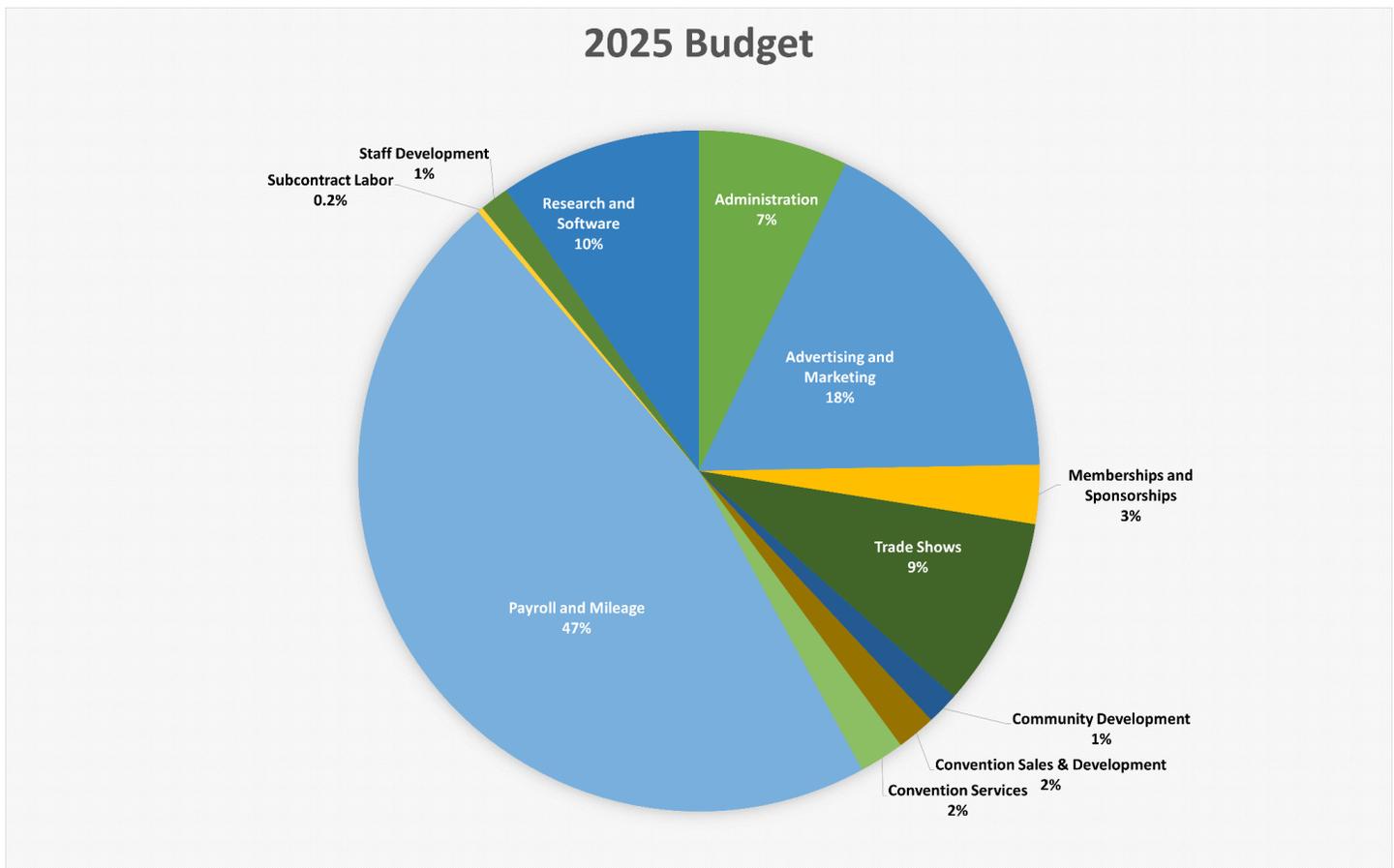
### Operational and Foundational Support

- **Memberships and Community Development:** The budget for memberships increased from \$5,000 to \$8,200 to include tourism associations, strengthening partnerships with broader networks. Community development funds were adjusted to \$10,000, supporting phased development in alignment with international tourism goals and support of hosting statewide tourism meetings.



## Summary of Insights

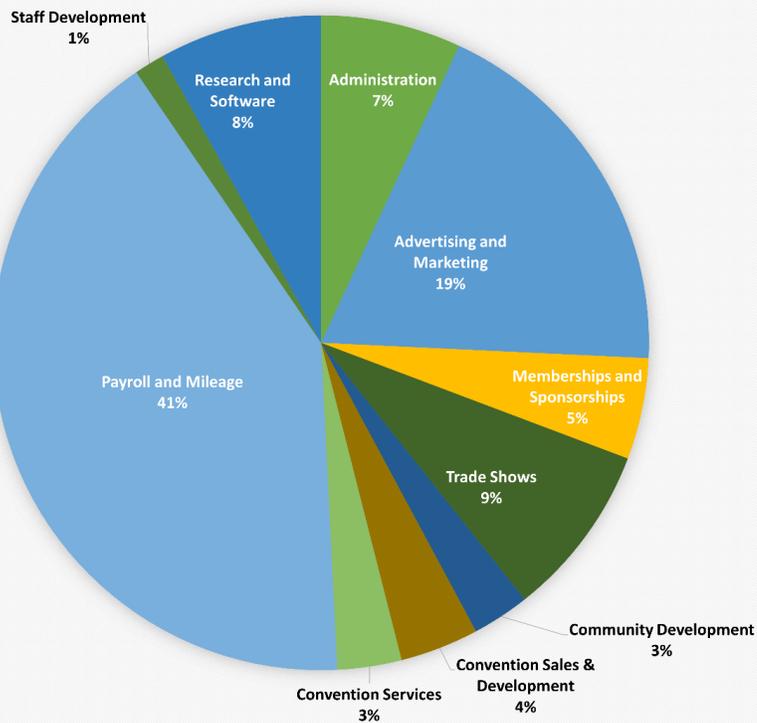
The budget strategically prioritizes expanded **marketing and trade show presence, specifically in the group tour travel trade**, essential for the Lake George region's growth in the international/domestic travel trade and bus tour markets. By reallocating certain funds from direct sales and sponsorships, the budget supports a more impactful presence at industry events and bolsters brand recognition across the targeted group business markets. This resource allocation underscores the commitment to a collaborative approach with Warren County Tourism, while operational investments provide necessary foundational support to achieve these ambitious goals.



PO Box 272, Lake George, NY 12845

[lgrcvb@lakegeorgechamber.com](mailto:lgrcvb@lakegeorgechamber.com) | 518-668-5755 | [meetlakegeorge.com](http://meetlakegeorge.com)

## 2024 Budget



# Warren County Board of Supervisors

## RESOLUTION NO. 577 OF 2023

**RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, WILD, GERACI, STROUGH, RUNYON AND DIAMOND**

**AUTHORIZING WARREN COUNTY TOURIST AND CONVENTION DEVELOPMENT AGREEMENT WITH THE LAKE GEORGE REGIONAL CONVENTION AND VISITORS BUREAU, INC. FOR OCCUPANCY TAX SPECIAL EVENT FUNDING**

WHEREAS, Warren County established a program to provide funding for certain qualifying conventions, events, trade shows, and others directly related and supporting activities which develop tourism and convention activity within Warren County, and

WHEREAS, the Occupancy Tax Coordination Committee recommended that Warren County enter into a Tourist and Convention Development Agreement (“Agreement”) with the Lake George Regional Convention and Visitors Bureau, Inc. (“CVB”), 2176 State Route 9, P.O. Box 272, Lake George, New York 12845, wherein the County would provide funding in a total amount not to exceed Six Hundred Thousand Dollars (\$600,000) to be paid in advance, on a quarterly basis, during year 2024 as approved by the Tourism & Occupancy Tax Coordination Committee, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with the Lake George Regional Convention and Visitors Bureau, Inc. as outlined in the preambles of this resolution which includes submitting quarterly marketing reports to the Tourism Department with performance metrics, which report quarterly and year to date results, for review by the Tourism & Occupancy Tax Coordination Committee as a condition of receiving each quarterly payment for the year 2024, and in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0002 480.05, Tourism/Occupancy, Occupancy Tax, Tourism-Business Promotion.

# ***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: November 19, 2024**

- (a) Purpose of Request:  
**To authorize an agreement in an amount not to exceed \$65,000 with the Adirondack Regional Tourism Council for regional marketing services.**
  
- (b) Details:  
**To continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking. Funding is matched by the New York State Matching Funds grant program.**
  
- (c) Previous Resolution Number:  
**Resolution No. 93 of 2024**
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount:  
**A.6417.0001 470 - Tourism-Contract not to exceed \$65,000**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION No. 93 OF 2024

**RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, RUNYON, BEAN, GERACI, STROUGH AND STRAINER**

### **EXTENDING AGREEMENT WITH THE ADIRONDACK REGIONAL TOURISM COUNCIL, INC. FOR REGIONAL MARKETING SERVICES**

RESOLVED, that Warren County continue the contractual relationship (the previous agreement being authorized by Resolution No. 92 of 2023), with the Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave., Suite 3, Lake Placid, New York 12946, for regional marketing services, including digital and social media, website, email marketing and mobile tracking, in an amount not to exceed Fifty-Two Thousand Three Hundred Ninety-Eight Dollars (\$52,398), for a term commencing January 1, 2024 and terminating December 31, 2024, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute said extension agreement in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract.

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

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

**DEPARTMENT NAME: Tourism**

**DATE: November 19, 2024**

- (a) Purpose of Contract Change: **Extend existing contract with Rove Marketing, Inc. for the purchase and subscription of data sets and dashboard reporting**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **197 of 2024**
- (c) Name of Contractor: **Rove Marketing, Inc.**
- (d) Address of Contractor: **270 The Kingsway, PO Box 74513, Toronto, Ontario, Canada M9E 5E2**
- (e) Contractor's Contact Person and Telephone Number: **James Sauter, 1-877-573-6680, finance@rovemarketing.ca**
- (f) Commencement Date of Extension: **January 1, 2025**
- (g) Termination Date of Extension: **December 31, 2026**
- (h) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$32,675 per year**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Dashboard subscription in the amount of \$4,275 and Data Subscriptions in the amount of \$28,400 for a total annual amount of \$32,675 for the first and second year**
- (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.6417.0001 426 Subscriptions \$65,350****

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 Board of Supervisors

## RESOLUTION NO. 197 OF 2024

**RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, STROUGH, RUNYON, BEAN, GERACI, CROCITTO AND STRAINER**

**AMENDING RESOLUTION NO. 592 OF 2023, WHICH AUTHORIZED AN AGREEMENT WITH ROVE MARKETING, INC. FOR THE PURCHASE AND SUBSCRIPTION OF DATA SETS AND DASHBOARD REPORTING, TO INCORPORATE THE NOWCAST SUBSCRIPTION AND THE ADDITION OF 6 POI'S FOR THE MOBILE DATA PLATFORM**

WHEREAS, pursuant to Resolution No. 592 of 2023, the Warren County Board of Supervisors authorized an agreement with ROVE Marketing, Inc., 270 The Kingsway, P.O. Box 74513, Toronto, Ontario, Canada M9E 5E2, for the purchase and subscription of data sets and dashboard reporting, in an amount not to exceed Twenty-Three Thousand Nine Hundred Fifty Dollars (\$23,950), for a term commencing upon execution by both parties and terminating December 31, 2024, and

WHEREAS, the Tourism & Occupancy Tax Coordination Committee has approved a request to incorporate the NowCast subscription and the addition of 6 POI's for the mobile data platform, in an amount not to exceed Five Thousand Six Hundred Dollars (\$5,600), now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an amendment agreement with ROVE Marketing, Inc. for the NowCast subscription and the addition of 6 POI's for the mobile data platform, in an amount not to exceed Five Thousand Six Hundred Dollars (\$5,600), in a form approved by the County Attorney, and be it further

RESOLVED, that other than the changes set forth herein, all other terms and conditions of Resolution No. 592 of 2023 will remain the same.

# ***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: 11/19/24**

- (a) Purpose of Request: to continue the contract with CoStar (STR) for hotel occupancy data
  
- (b) Details: Extend agreement with STR, LLC to provide hotel occupancy reports and rate data to Warren County
  
- (c) Previous Resolution Number: Resolution 55 of 2024
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0001 470, Tourism - Contract \$7,485

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION No. 55 OF 2024

**RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, RUNYON, BEAN, GERACI, STROUGH AND STRAINER**

### **EXTENDING AGREEMENT WITH STR, LLC TO PROVIDE HOTEL OCCUPANCY REPORTS AND RATE DATA TO WARREN COUNTY**

RESOLVED, that Warren County continue the contractual relationship (the previous agreement being authorized by Resolution No. 93 of 2023), with STR, LLC, 735 East Main Street, Henderson, Tennessee 37075, in an amount not to exceed Five Thousand Nine Hundred Eighty-Eight Dollars (\$5,988) to provide hotel occupancy reports and rate data to Warren County, for a term commencing January 1, 2024 and terminating December 31, 2024, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute said extension agreement in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0001 470, Tourism/Occupancy, Tourism, Contract.

***RESOLUTION REQUEST FORM NO. 10***

***Request for Transfer of Funds***

**TO:** AMANDA ALLEN, CLERK, WARREN COUNTY BOARD OF SUPERVISORS

**DEPARTMENT NAME:**

**SIGNED:**

**DATE:**

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
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**Please state reason for transfers requested:**

**CONTINGENT FUND TRANSFER REQUESTS**

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A.1990 469	Contingent Account- Other Payments/Contributions			

**Please state reason for transfer request:**

**Please file original request with Clerk of the Board and retain copy for your records.**