



**Tourism & Occupancy Tax Coordination Committee  
AGENDA  
January 23, 2024**

Committee Members: MERLINO, Dickinson, Runyon, Bean, Geraci, Strough 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 November 20, 2023 Tourism Committee meeting, November 20, 2023 and November 29, 2023 Occupancy Tax Committee meetings.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
  - a. Committee to consider Occupancy Tax applications for Special Event and Municipal Supplemental funding per Attachment #1
  - b. **Resolution Request:** To extend Rittner's Performing Arts Company contract for History on the Road from its current expiration date of 10/31/23 to 12/31/24  
**Rationale:** Project has been extended into 2024      **Amount: \$36,400**
  - c. **Resolution Request:** To reallocate funding for History on the Road contract amount of \$36,400 for Rittner's Performing Arts Company from 881.00 (Reserve, Occupancy Tax) to A.6417.0002 480 (Special Events)  
**Rationale:** Project has been extended into 2024
  - d. **Resolution Request:** To renew contract for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM)  
**Rationale:** To continue successful collaboration, with an option to extend contract for an additional three years      **Amount: \$24,000 (\$2,400 monthly)**
  - e. **Resolution Request:** To authorize continuity of the agreement with STR to provide monthly hotel occupancy data.  
**Rationale:** Contracts exceeding \$5,000 require committee approval per purchasing guidelines      **Amount: \$5,988**
  - f. **Resolution Request:** To create the position of Marketing Coordinator, eliminating position of Creative Director  
**Rationale:** To assist the Director of Tourism in marketing the brand of the Lake George Area locally, regionally, nationally and internationally.

- VI. Discussion Items:
- a. Planning Department Request
  - b. Winter Coalition update
  - c. Lake George TV Quarterly Report
  - d. CVB 2023 Final Report

VII. Referrals: None

VIII. Privilege of the floor and public comment

IX. Motion to adjourn

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- Attachment #1:** Spreadsheet, and Occupancy Tax Applications received to date  
**Attachment #2:** Resolution Request Form No. 4 Extend Contract with Rittner's Performing Arts Company  
**Attachment #3:** Resolution Request Form No. 20 Reallocate funding for History on the Road  
**Attachment #4:** Resolution Request Form No. 4 Extend Contract with Loud Media LLC  
**Attachment #5:** Resolution Request Form No. 20 to authorize continuity of agreement with STR  
**Attachment #6:** Resolution Request Form No. 11 Authorizing creation of Marketing Coordinator position

**Suggested Events to be sponsored by Warren County - Special Events funding - .480**

**2024**

**2024 Occupancy Tax Budget Allocation:**

**\$500,000**

	Event Sponsor/Applicant	Event Name/Details	Event Dates	Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
1	Hyde Collection 2024 Exhibitions	2024 Exhibitions, boost marketing efforts	Jan - Dec 2024	Non-Profit	30,000	2,900	\$25,000	\$25,000	\$25,000	\$25,000
2	Adirondack Weddings/Total Entertainment	Lake George DJ Takeover Music & Arts Festival	6/7 - 6/9/24	For Profit	1,000+	100-500	\$0	\$0	\$10,000	\$5,000
5	Sembrich Museum	A Century of Sembrich, 2024 Summer Festival	6/5 - 8/31/24	Non-Profit	1500+	1,000	\$0	\$20,000	\$20,000	\$20,000
6	Lake George Music Festival - Alexander Lombard	Lake George Music Festival 2024	8/11 - 8/22/24	Non-Profit	5,000	3,250+	\$25,000	\$30,000	\$30,000	\$30,000
8	Greater Glens Falls Amateur Athletic Championship Assn	NYSPHSAA Boys State Basketball Championships	3/14 - 3/17/24	For Profit	10,000 - 20,000	6,000+	\$30,000	\$47,100	\$46,000	\$46,000
9	Eastern New York Marine Trades Association (ENYMTA)	The Great Upstate Boat Show	3/22 - 3/24/24	Not for Profit	4,000 - 5,000	2,000+	\$0	\$25,000	\$25,000	\$25,000

\$151,000

**2024 Occupancy Tax Budget Available:**

**\$349,000**

	Event Sponsor/Applicant	Event Name/Details	Event Dates	For Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
3	Adirondack Axe LLC	Battle at the Barn Axe Throwing Tournament, Fall Fest	9/26 - 9/29/24	For Profit	4,000 to 5,000	1,000	\$0	\$0	\$15,000	
4	Silver Bay YMCA	Bluegrass in Heaven - to cover cost of talent	9/13 - 9/15/24	Non-Profit	400	100-200	\$0	\$15,000	\$15,000	
10	Lake George Steamboat Company	Rock The Dock Music Festival	7/13/2024	For Profit	3,000-4,000	800+	\$0	\$0	\$20,000	
11	Improv Records Inc.	Memorial Meltdown Music Festival	5/25 - 5/26/24	For Profit	2,500 - 3,500	2,000+	\$20,000	\$35,000	\$40,000	
12	Improv Records Inc.	Anahata Nada Yoga, Music, Wellness Festival	6/21 - 6/23/2024	For Profit	2,000 - 2,500	2,000+	\$0	\$0	\$40,000	
13	Improv Records Inc.	Adirondack Independence Music Festival	8/30 - 9/1/24	For Profit	2,500 - 3,500	2,100+	\$20,000	\$45,000	\$50,000	
14	Adirondack Festivals LLC	Adirondack Wine and Food Festival	6/29 - 6/30/24	For Profit	6,837	6,165	\$40,000	\$45,000	\$50,000	
15	Lake George Winter Carnival	Lake George Winter Carnival	1/26 - 2/25/24	Non-Profit	150,000	3,000 - 6,000	\$50,000	\$50,000	\$50,000	
16	Lower Adirondack Regional Arts Council	LARAC Annual June Arts Festival	6/8 - 6/9/24	Non-Profit	15,000	3,000	\$0	\$11,000	\$13,000	
17	Albany Rods and Kustoms	Adirondack Nationals Car Show	9/5 - 9/8/24	Non-Profit	10,000+	30,000+	\$25,000	\$35,000	\$50,000	
18	Northeastern District Barbershop Harmony Society	Division Contest and Convention	5/3 - 5/4/24	Non-Profit	1000+	150	\$13,700	\$21,100	\$20,500	
19	Glens Falls Collaborative	Adirondack Holiday Festival	12/6 - 12/8/24	For Profit			\$25,000	\$25,000	\$25,000	
20	Glens Falls Collaborative	Glens Falls Wing Fest	4/27	For Profit	2,000	0	\$0	\$10,000	\$10,000	
									\$398,500	\$0

**2024 Occupancy Tax Budget Remaining:**

**\$349,000**

**Suggested Events to be sponsored by Warren County - Municipal Application Funding - .469.05**

**2024**

**2024 Municipal Occupancy Tax Allocation:**

**\$50,000**

	Event	Event details	Event Dates	Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
1	Horicon (Town of)	Food Truck Fridays on the Pond	(10) Fridays in summer	municipality	12,500/unknown	12,500/unknown	\$14,000	\$25,065	\$23,812	
2	Lake Luzerne Regional Chamber of Commerce	Summer Concert and Food Truck Extravaganza	(6) Weeks in July, August	municipality	42,000	unknown	\$0	\$0	\$12,000	
										\$0

**2024 Municipal Occupancy Tax Remaining:**

**\$50,000**



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**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: \$ ~~25,000.00~~ 15,000

**A. CONTACT INFORMATION**

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: STEVEN GREENE (ADIRONDACK AXE LLC)
- 2.) Address: 12 OAKWOOD DRIVE Queensbury NY 12804
- 3.) Email/Cell phone: steve@ADIRONDACKAXE.COM 518-769-0945
- 4.) Estimated Event Duration (including set-up/clean up times): 5-6 DAYS
- 5.) Anticipated Number of Attendees 4K-5K
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 40-50

**B. EVENT INFORMATION**

- 1.) Name of Event: Battle at the Barn Axe Throwing Tournament & Fall Festival
- 2.) Date & Time of Event: SEPT 26<sup>TH</sup>-29<sup>TH</sup> 2024 Beer Fe
- Peak Season (June-September)
  Off-Peak (October-May)
- 3.) Location of Event: BARN @ FRENCH MT
- 4.) Which category BEST describes your event (check one):
  - High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors
  - Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
  - Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. (If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.



6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: NEW Date started: SEPT 2023

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.

This is a NEW EVENT.

9.) Total number of attendees projected? 4K-5K Previous year's attendees? NA

10.) How will you track attendance and room nights?  
ATTENDANCE will be track by entry payments <sup>AND</sup> for a total number of gated people

11.) Number of day visitors projected? 700 - 800 a Day

12.) How did you determine this percentage (surveys, zip codes, etc.)?  
BASED ON AXE TOURNAMENT ATTENDEES plus DMA for the Region and other like events.

13.) Number of overnight guests projected? 400-500

14.) How did you determine this percentage (surveys, zip codes, etc.)?  
BASED ON NUMBER OF PAID ENTRIES for the AXE TOURNAMENT plus families.

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

16.) Average length of stay per guest? 3-4 Days for AXE ATTENDEES

17.) How did you determine total number of overnight rooms?  
BASED ON EST OF ATTENDEES from AXE the evening tournament

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

We are working through that, we certainly will work anyone for this data.

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

1.) Amount of Occupancy Tax Funding Requested: \$ ~~10,000~~ 15,000

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

Pending - IF YES then \$ 5<sup>00</sup> - 10<sup>00</sup>



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

4.) Total Cost to be borne by the organizer for the event: \$ 10K-15K

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 \$ 5K

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. Failure to provide a complete budget will result in the application being disqualified. \$ See attach

7.) Anticipated total revenue from the event: \$ See Attached

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

create a unique event that relates to our region history. Goal to generate a long term asset here in the region. Plus add a festival for a total experience.

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

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

We would be looking for local sponsors of the event.

11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ \_\_\_\_\_ # of yrs \_\_\_\_\_

Municipality? NA  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? Open to discussion

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 Pending County Do Donation

14.) Please describe community benefit opportunity if answered YES to the previous question: WE would like to incorporate some type of donation to Military Families. working on.



**D. EVENT MARKETING & PROMOTION**

**1) Marketing Plan (See Appendix D)**

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 80 days prior to event) Dec 2023 - Feb - 2024

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 60% - 70%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national)?  
Northeast - Region from Penn - NJ - Maine

5.) Who is your target audience and/or demographic?  
Family & Age Unknown Audience

6.) **PERMITS AND LICENSES** - please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process?  YES  NO

8.) What permits and licenses are anticipated for your event?  
Beer & Wine  
Public Health

9.) **SAFETY AND LAW ENFORCEMENT NEEDS** (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.

Do you require these services?  YES, if yes, what services and when? Explain.  NO

Food Averages  
Health  
EMT

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?  YES  NO



**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.

*[Handwritten Signature]*

Signature of Responsible Party

*Steven Greene*

Name

*Adirondack Age LLC.*

Organization

*9/19/2023*

Date

*OWNER*

Title









## 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: \$ 15,000**

### A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact  
Sil verBay YMCA / Uriah Rodriguez
- 2.) Address:  
87 Sil verBay Road, Sil verBay, NY 12874
- 3.) Email/Cell phone:  
urodriguez@sil verbay.org/413273-2041
- 4.) Estimated Event Duration (including set-up/clean up times):  
10am 9/12/24 - 6pm 9/16/24
- 5.) Anticipated Number of Attendees 400
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 30 Staff; 25 Volunteers; 20 Vendors

### B. EVENT INFORMATION

- 1.) Name of Event: Blue grass in Heaven
- 2.) Date & Time of Event: 10am 9/13/24 - 6pm 9/15/24  
 Peak Season (June-September)       Off-Peak (October-May)
- 3.) Location of Event:  
Sil verBay YMCA 87 Sil verBay Road Sil verBay, NY 12874
- 4.) Which category BEST describes your event (check one):  
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors  
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors  
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. *(If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.*



- 6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: 1 year Date started: September 15, 2023

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.*

Our first year included, news, radio, online, and print advertising. We recieved advertising n the home pages of each artist, local bluegrass websites, and local marketing avenues. We will add additional online sales and marketing pages like "Eventbrite" to enhance ticket sales and marketing.

9.) Total number of attendees projected? 400 Previous year's attendees? 367

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

Both overnight and day-use attendance will be tracked through Silver Bay YMCA's ticket sale and registration software, Maestro

11.) Number of day visitors projected? 280

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

We made a small increase over this seasons actuals. We gathered the data from ticket sales this season.

13.) Number of overnight guests projected? 120

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

We used data from this seasons Bluegrass in Heaven festival.

We made a small increase over this seasons actuals. We gathered the data from ticket sales this season.

15.) Number of overnight accommodations used in previous year? 99

16.) Average length of stay per guest? 2 nights

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

Both overnight and day-use attendance will be tracked through Silver Bay YMCA's registration software, Maestro

We used data from this seasons Bluegrass in Heaven festival.

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.

No

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

1.) Amount of Occupancy Tax Funding Requested: \$ 15,000

2.) Ticketed event:  YES Price of tickets: \$ 36-\$135 (day/full festival/VIP);  NO



3.) Does this event provide an opportunity for local discounted community tickets?  YES, Price of tickets: \$ 36-\$135 (day/  NO

4.) Total Cost to be borne by the organizer for the event: \$ 39,888

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 \$ 18,000

**6) Budget (see Appendix E)**

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. **Failure to provide a complete budget will result in the application being disqualified.** \$ 57888

7.) Anticipated total revenue from the event: \$ 77,025

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

The purpose of Bluegrass in Heaven is to become a premier Fall Bluegrass event in the Lake George area. While there are many successful Bluegrass events in our area, our combination of setting at Silver Bay with comfortable lodging, and historic auditorium, boat house, INN porch, and Moose Hall as performance spaces, event goers will be treated to a "slice of Heaven".

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 15,000 # of yrs. 1  
 NO

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

None, Silver Bay will cover the operational costs of this event using revenue generated from ticket sales, lodging, and meal service. The occupancy TAX will be used to cover the cost of booking artist and talent for the festival.

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? Not at this time.

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 & PROMOTION**

**1) Marketing Plan (See Appendix D)**

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. **Failure to provide a complete marketing plan/timeline will result in the application being disqualified**

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) Once funding is secure. Ideally Jan, 1 2024 via our website

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 60%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
Warren County, Saratoga County, Washington County, Essex County, Montreal, Northeast United States, Nationaly.

5.) Who is your target audience and/or demographic?  
Lovers of Bluegrass Music, Famllles, Students, Musicians, Travelers, Event Seekers.

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process?  YES  NO

8.) What permits and licenses are anticipated for your event?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9.) **SAFETY AND LAW ENFORCEMENT NEEDS (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.**

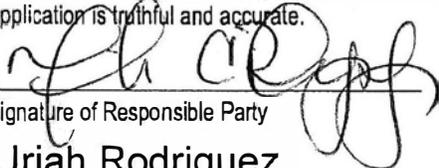
Do you require these services?  YES, if yes, what services and when? Explain.  NO  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?  YES  NO



**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

Uriah Rodriguez  
Name

Silver Bay YMCA  
Organization

10/2/2023  
Date

Vice President of Program  
Title



**APPENDIX E  
EVENT BUDGET FORM (Required)**

Event Name: Bluegrass In Heaven

Event Date (and rain date if any): Event: 9/13/24 - 9/15/24

Event Type: All ages Music Festival

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

Use this form for estimated budget at time of event and complete with actual budget for submission of **Post Event Final Report**. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

Expenses	Estimated	Actual	Detail
	\$ 7000	\$ _____	Headlining Band
	\$ 6500	\$ _____	Tier 1 Band
	\$ 3500	\$ _____	Tier 2 Band
	\$ 2500	\$ _____	Tier 2 Band
	\$ 2000	\$ _____	Regional Band
	\$ 1500	\$ _____	Regional Band
	\$ 1000	\$ _____	Regional Band
	\$ 800	\$ _____	Dance Caller
	\$ 800	\$ _____	Sound Tech 1
	\$ 500	\$ _____	Sound Tech 2
	\$ 300	\$ _____	Programs
	\$ 8600	\$ _____	Publicity/Marketing
	\$ 2460	\$ _____	Volunteer Services
	\$ 6252	\$ _____	Merchandise
	\$ 6300	\$ _____	Production Costs
	\$ 556	\$ _____	Sanitation
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____



Application Form Section B  
5) Event Detail

Bluegrass in Heaven

Bluegrass in Heaven is a Northern Lake George premiere musical event. Hosted on the pristine Northern shores of Lake George at historic Silver Bay YMCA, a conference and family retreat center, and built on the foundation of the YMCA's highly successful community concert series, Bluegrass in Heaven is a music festival like no other. Boasting lodging opportunities from premier lake-view hotel rooms to economical group housing options, Silver Bay also possesses the perfect indoor venue for the family friendly music festival in its gorgeous historic Auditorium.

The family friendly nature of this multi-night event will attract attendees of all ages, with globally renowned headliner bands, multiple regional bands, arts and crafts, music instruction opportunities, dining options, and of course all the recreation activities normally available at Silver Bay YMCA (Pickle ball, disc golf, tennis, kayaking, archery, hiking trails, shuffleboard, and more). Attendees will be able to choose all-inclusive amenities, day-pass, or any level in-between.

While Silver Bay will have a variety of lodging options and meals available at the dining hall, attendees of the festival will have the option to choose lodging at any other establishment, including many local short-term rentals, campgrounds, hotels, and resorts, and meals at any local eatery. Silver Bay will also offer vendor opportunities for concessions, artisans, and other local businesses.

Bluegrass in Heaven has established a robust marketing strategy involving a promotional partnership with Caffe Lena and several other local entities! Silver Bay plans to purchase advertising space in several bluegrass magazines, local radio stations, and regional magazines and papers. Even though this event is in its first year of development, a strong operational plan, solid local partners, and a strategy to develop into an independent operation within three years are sure to grow Bluegrass in Heaven into a top tier event on the North end of Lake George!



## 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: \$ 20,000

### A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact  
Lake George Steamboat Company, Luther Dow
- 2.) Address:  
57 Beach Road Lake George, NY 12845
- 3.) Email/Cell phone:  
518-932-8433
- 4.) Estimated Event Duration (including set-up/clean up times):  
Three Days
- 5.) Anticipated Number of Attendees 3000-4000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 50

### B. EVENT INFORMATION

- 1.) Name of Event: Rock The Dock Music Festival
- 2.) Date & Time of Event: July 13, 2024  
 Peak Season (June-September)       Off-Peak (October-May)
- 3.) Location of Event:  
Lake George Steamboat Company Pier
- 4.) Which category BEST describes your event (check one):  
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors  
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors  
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. *(If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.*



- 6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: 6 years Date started: 2017

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.*

Each year we feature a major national touring act on the bill. Diving into their digital brand following has been a major success for the event in terms of attendance. Paid digital ads on social media have proven to be a gamechanger when paired with music industry trades PR stories.

9.) Total number of attendees projected? 4000 Previous year's attendees? 3500

10.) How will you track attendance and room nights?  
Partnering Hotel Coorespondence, Digital Analytics & Ticket Sales/Zip Code Collection Data

11.) Number of day visitors projected? 1-2 days

12.) How did you determine this percentage (surveys, zip codes, etc.)?  
Past Partnering Hotel Correspondence, Digital Analytics & Ticket Sales/Zip Codes Data

13.) Number of overnight guests projected? 1000+

14.) How did you determine this percentage (surveys, zip codes, etc.)?  
Past Partnering Hotel Correspondence, Digital Analytics & Ticket Sales/Zip Codes Data

15.) Number of overnight accommodations used in previous year? 800+

16.) Average length of stay per guest? 1-2 nights

17.) How did you determine total number of overnight rooms?  
Past Partnering Hotel Correspondence/Feedback

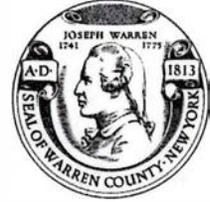
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

Lake George Chamber of Commerce & CVB, Fort William Henry, Holiday Inn Resort, etc.

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

1.) Amount of Occupancy Tax Funding Requested: \$20,000

2.) Ticketed event:  YES Price of tickets: \$35adults/10 Kids  NO



3.) Does this event provide an opportunity for local discounted community tickets?  YES, Price of tickets: \$ 35adults/  NO

4.) Total Cost to be borne by the organizer for the event: \$ 106,600

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ 20,000

**6) Budget (see Appendix E)**

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. *Failure to provide a complete budget will result in the application being disqualified.*  
\$ Three Days

7.) Anticipated total revenue from the event: \$ 95,000

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

The Lake George Area is rich in adventure, arts and entertainment. This event is to add a nationally recognized brand of music and culture event to attract visitors throughout all over NY and New for a couple days of fun in and around our amazing area.

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?  
In the past, we've relied solely on our own funding and that of in-kind and cash sponsor/partners. Past headliners have included global touring artists: Goose, Twiddle & Galactic. We're seeking some funding now to be able to book even larger names, improve guest experience, and grow.

11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ \_\_\_\_\_ # of yrs \_\_\_\_\_

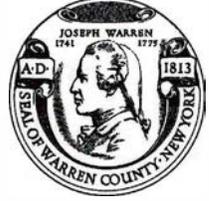
Municipality? \_\_\_\_\_

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? N/A

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) 25%  NO

14.) Please describe community benefit opportunity if answered YES to the previous question:  
In the past we've donated 25% of revenues to the LGA. Last year and in 2024, we will donate a minimum of \$10,000 to the Lake George American Legion Post 374 to help support our Veterans.



#### D. EVENT MARKETING & PROMOTION

##### 1) Marketing Plan (See Appendix D)

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. **Failure to provide a complete marketing plan/timeline will result in the application being disqualified**

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) December 1, 2023

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 60%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
New York & New England

5.) Who is your target audience and/or demographic?

18+ Male & Female, Outdoor & Music Enthusiasts

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process?  YES  NO

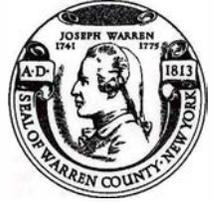
8.) What permits and licenses are anticipated for your event?

N/A

9.) **SAFETY AND LAW ENFORCEMENT NEEDS** (*police, fire, EMT, Public Health, DPW, Office of Emergency Services*). Please fill out Appendix F.

Do you require these services?  YES, if yes, what services and when? Explain.  NO

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?  YES  NO



**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.

Luther Dow \_\_\_\_\_

Signature of Responsible Party

Luther Dow \_\_\_\_\_

Name

Lake George Steamboat Co. \_\_\_\_\_

Organization

10/30/23 \_\_\_\_\_

Date

Vice President \_\_\_\_\_

Title



# ROCK *the* DOCK

## MUSIC FESTIVAL

### MUSIC FESTIVAL

JULY 13TH, 2024

## WARREN COUNTY TOURISM EVENT OVERVIEW

**Lake George, NY** - Rock The Dock Music Festival is back at Lake George Steamboats Pier on Saturday, July 13, 2024. The annual event began in 2017 as an effort to ring in the Lake George Steamboat Company's 200th year in business. "I brought up the idea of doing a major concert event for our 200-year celebration on the pier with folks watching from the steamboats and my parents got behind it," said Luke Dow, Vice-President of Lake George Steamboat Co. "My father (the late, Bill Dow) was always civic-minded, so he gave his blessing to continue Rock The Dock in following years, as long as we continue to give back to our community." The event has been a means to attract new guests to the beautiful Lake George Region and raise funds for local causes such as the Lake George Association, Ronald McDonald House of Lake George, and this year's beneficiary, American Legion Post 374 in Lake George.

After a two-year hiatus in 2020 - 2021 due to Covid shutdown, Rock The Dock Music Festival bounced back with a successful 2000+ turnout in 2022, and another 3500+ person turnout in 2023 with the band Galactic as its headlining act. In previous years, the event had featured regional favorite, Formula 5, along with International touring bands, Twiddle & Goose, which both have gained tremendous popularity Globally. Goose is now a staple at SPAC each summer.

It's the best concert value of the summer at just \$35 for adults and \$10 for kids under 15 where folks get to see artists who've shared the stage with Dave Mathews Band, The Allman Brothers, The Roots, and many others. This year's lineup is in the works.

### Past Music Lineup & Schedule has included:

Hilltop: 4 - 4:45pm  
 Neon Avenue: 4:45 - 5:05pm  
 Chestnut Grove: 5:05-5:50pm  
 Neon Avenue: 5:50-6:10pm  
 Eastbound Jesus: 6:10-7:10pm  
 Neon Avenue: 7:10-7:30pm  
 Eggy: 7:30-8:45pm  
 Neon Avenue: 8:45-9:15pm  
 Galactic: 9:15-11pm

### Past Craft Food & Brew Vendors include:

All Fired Up  
 The Mac Factor  
 Tres Mijas  
 The Extra Mile Pizza  
 Freddy's Rockin' Lemonade  
 Cooley's Ice Cream  
 Common Roots Brewery

### Past Art Vendors:

Anthony Zichichi  
 Gypsea & Company  
 Leigh Homemade Crafts  
 Painted by Catelyn

### Sponsored by:

Adirondack Trust, Fort William Henry, Common Roots Brewing Co., Normandin Marketing, Askco Electric, The Erin Sipowicz Real Estate Team, Better Than New Painting, Wine Outlet of Lake George, Christie's On The Lake, WEQX, The Chronicle, New Way Lunch, Glens Falls National Bank, Mannix Marketing, Adirondack Winery, Mama Riso's Restaurant, The Lagoon, Top Of The World Golf Course, and M&M Digital Printing.

Lake George Steamboat Company | 57 Beach Road, Lake George, NY.

2024 ROCK THE DOCK MUSIC FESTIVAL

## Appendix D

www.rockthedocklakegeorge.com

prepared for

**WARREN COUNTY**

ISSUED: 10.30.23

**CREATIVE PRODUCTION & MATERIALS**

Website Design, Development & Hosting	\$1,000
Video (Video Hype & Show Footage - Mirth Films)	\$2,000
Banners & Rack Card Prints (M&M Printing)	\$4,000
Photography (Local Partner Vendors/NC)	N/C
<b>TOTAL</b>	<b>\$7,000</b>

**ADVERTISING**

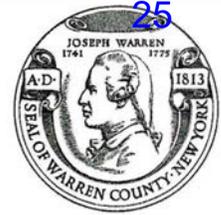
Social Media (Paid Facebook & Instagram Ads)	\$10,000
Email Marketing (County, Sponsors & RTD List)	\$500
Online Display Ads (Sponsors, Partners & County)	\$2,500
Search Engine Marketing (Paid Google Ads)	\$1,000
Advertorial (Post-Star, Chronicle & LG Mirror)	\$1,000
Radio (WEQX & Albany Broadcasting)	\$2,000
Regional Partner & Sponsor In-Kind Social	N/C
<b>TOTAL</b>	<b>\$17,000</b>

**OTHER/MISCELLANEOUS**

Opportunity Fund	\$1,000
<b>TOTAL</b>	<b>\$1,000</b>

**TOTAL COST****\$25,000**

<b>Rock the Dock 2024</b> Appendix E	
<b>Revenues:</b>	
Ticket Revenues	\$ 45,000.00
Merchandise Sales	\$ 5,000.00
Beverage Sales	\$ 25,000.00
Sponsors/Vendors	\$ 20,000.00
Occupancy Tax	\$ 20,000.00
<b>Total Revenues</b>	<b>\$ 95,000.00</b>
<b>Expenses:</b>	
Entertainment	\$ 45,000.00
Advertising	\$ 25,000.00
Equip Rental (stage, band trailer, etc)	\$ 25,000.00
Merchandise	\$ 100.00
Licensing & Insurance	\$ 1,500.00
Donation to LG American Legion Post 374	\$10,000.00
<b>Total Expenses</b>	<b>\$ 106,600.00</b>
<b>Net Revenue</b>	<b>\$ (11,600.00)</b>



**APPLICATION FORM**

MEMORIAL MELTDOWN

**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: \$ 40,000.

**A. CONTACT INFORMATION**

(GOOD INCREASE FROM 2023, ASKING)

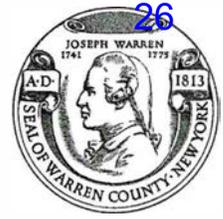
- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact  
IMPROV RECORDS INC - DAVE EHMANN
- 2.) Address:  
747 STATE ROUTE 149 LAKE GEORGE, NY 12845
- 3.) Email/Cell phone:  
improrecords@gmail.com 518 361 0667
- 4.) Estimated Event Duration (including set-up/clean up times):  
4-5 DAYS
- 5.) Anticipated Number of Attendees 2500-3500 A DAY OVER 2 OR 3 USE DAYS
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 150

**B. EVENT INFORMATION**

- 1.) Name of Event: MEMORIAL MELTDOWN
- 2.) Date & Time of Event: 5/25-26 AND POSSIBLY 5/24  
 Peak Season (June-September)  Off-Peak (October-May)
- 3.) Location of Event:  
WOOD FESTIVAL COMMONS
- 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.

2023 SUMMARY ATTACHED  
PLUS FULL 2023 POST EVENT REPORT.



6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: 3 YEARS Date started: 5/2021

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.*  
ATTACHED  
WE CONTINUE TO INCREASE OUR BUDGETS YEARLY

9.) Total number of attendees projected? 2500 - 3500 DAILY Previous year's attendees? 4347 OVER 2 DAYS

10.) How will you track attendance and room nights?  
THROUGH OUR MANDATORY (TO BUY TICKETS) SURVEY

11.) Number of day visitors projected? 5000 - 7000

12.) How did you determine this percentage (surveys, zip codes, etc.)?  
ONLINE SURVEY & ZIP CODES OF TICKET BUYERS

13.) Number of overnight guests projected? 5000 BASED ON DOUBLE OCCUPANCY

14.) How did you determine this percentage (surveys, zip codes, etc.)?  
SAME AS #12 ONLINE SURVEY

15.) Number of overnight accommodations used in previous year? 2000+ ROOM NIGHTS

16.) Average length of stay per guest? 2 - 5 DAYS

17.) How did you determine total number of overnight rooms?  
SAME AS #12 USING #10 ONLINE SURVEY

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.  
NO

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

1.) Amount of Occupancy Tax Funding Requested: \$ 40,000 (5,000 INCREASE OVER 2023)

2.) Ticketed event:  YES Price of tickets: \$ TBD - \$20 to \$150  NO

3.) Does this event provide an opportunity for local discounted community tickets?  YES, Price of tickets: \$10/2  NO

4.) Total Cost to be borne by the organizer for the event: \$ 275,000 -- ~~\$325,000~~

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 \$ 250,000

6) **Budget (see Appendix E)**

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

\$ 275,000 - ~~\$325,000~~ 2023 BUDGET ATTACHED

7.) Anticipated total revenue from the event: \$ HOPEFULLY \$325,000 - \$400,000

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

WE CREATE A FAMILY FRIENDLY  
WALK FESTIVAL FULL OF KIND, LIKE MINDED  
PEOPLE. ~~\$20,000 2021~~

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 35,000 # of yrs. 3  
 NO 2023

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

SPONSORS, DONORS, TICKET SALES

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? YES - IF I BREAK 509,000 I WILL DO A \$29,000 SCHAFFERSCH AT LC #75

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) BOYS OUTS CAN DRAW  NO

14.) Please describe community benefit opportunity if answered YES to the previous question:  
THE COMMUNITY BUSINESSES MAKE GREAT MONEY

**D. EVENT MARKETING & PROMOTION**

**1) Marketing Plan (See Appendix D)**

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

FULL 2023 BUDGET ATTACHED

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event)

JANUARY 2024

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

80% OR MORE

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

ALL OF THE ABOVE - WE ADVERTISE IN THE ENTIRE EAST COAST - 2023 WE HAD ATTENDEES FROM 29 STATES

5.) Who is your target audience and/or demographic?

AGES 5-100 HAPPY & KIND MUSIC LOVERS

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process?

YES  NO

8.) What permits and licenses are anticipated for your event?

PARK, STAGE, CLOUOR, VENDOR

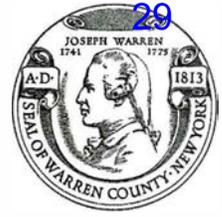
9.) **SAFETY AND LAW ENFORCEMENT NEEDS** (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.

Do you require these services?  YES, if yes, what services and when? Explain.

NO

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?

YES  NO



**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.

*[Handwritten Signature]*

Signature of Responsible Party

*DAVE EHRMAN*

Name

*IMPROV RECORDS INC*

Organization

*11/11/23*

Date

*PRESIDENT*

Title

Twiddle @ Charles R. Wood Festival Commons - Lake George - 5/27-28/2023

<u>Revenue</u>	<u>Amount</u>
- Ticket Revenue	\$ 248,850.00
- County Funding	\$ 35,000
- Vendor Fees	\$ 5,236.50

<b>Total Revenue</b>	<b>\$ 289,086.50</b>
----------------------	----------------------

EXPENSES

**ENTERTAINMENT** \$ 80,024.04

**PRODUCTION** \$ 26,456.00

**STAFF**

Staff \$ 21,306.26

EMS \$ 1,250.00

Media Team \$ 1,350.00

Operations Staff \$ 19,956.26

Security \$ 4,475.00

Event Manager \$ 63,204.01

(Booking, Marketing, Financial Management, Box Office Management,  
Admin, Travel / Logistics Coordinator, Artist Relations Liason)

**SITE OPS**

Portojohns, Dumpsters, Tents, Tables, Chairs, Radios,  
Golf Carts, Site Materials, etc. \$ 22,003.06

**HOSPITALITY**

Artist Hospitaliy \$ 2,377.83

Crew Hospitality (meals / drinks /snacks) \$ 1,403.20

**VIP MEALS / SNACKS** \$ 2,047.53

**LODGING (Artists / Staff)** \$ 8,162.07

**ADVERTISING** \$ 8,680.29

**MISCELLANEOUS** \$ 1,954.91

Insurance, Wristbands, WiFi, Office Supplies

Administrative (Postage for Fliers, etc.)

Total Expenses \$ 264,650.46

Net Profit

\$ 24,436.04

SEE THIS PAGE  
ON ADK MUSIC FEST  
APPLICATION FOR 2 SHOW  
TOTALS





**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: \$ 40,000

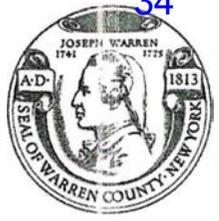
**A. CONTACT INFORMATION**

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: IMPROV RECORDS INC - DAVE EITMAN
- 2.) Address: 47 STATE ROUTE 149, LAKE GEORGE, NY
- 3.) Email/Cell phone: improvrecords@gmail.com
- 4.) Estimated Event Duration (including set-up/clean up times): 5 DAYS
- 5.) Anticipated Number of Attendees: 2000-2500 PER DAY = 6000-7500 DAY VISITS
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 50-100

**B. EVENT INFORMATION** (3 DAYS OF YOGA, MUSIC, WELLNESS)

- 1.) Name of Event: LAKE GEORGE ANAHATA NADA
- 2.) Date & Time of Event: 6/21 - 6/23 2024  
 Peak Season (June-September)     Off-Peak (October-May)
- 3.) Location of Event: WOOD FESTIVAL COMMONS
- 4.) Which category BEST describes your event (check one):  
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors  
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors  
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. (If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.



6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: NEW EVENT Date started: 6/21/24

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.*  
N/A

9.) Total number of attendees projected? 6000-7500 WEEKEND 2000-2500 PER DAY Previous year's attendees? N/A

10.) How will you track attendance and room nights?  
WE DO AN ONLINE SURVEY WHICH IS MANDATORY IN ORDER TO BUY THE TICKETS.

11.) Number of day visitors projected? 6000-7500

12.) How did you determine this percentage (surveys, zip codes, etc.)?  
N/A  
~~WE WILL USE ONLINE SURVEYS~~

13.) Number of overnight guests projected EST. 2000

14.) How did you determine this percentage (surveys, zip codes, etc.)?  
BASED ON SURVEYS THAT WILL BE ONLINE FOR TICKET BUYERS.

15.) Number of overnight accommodations used in previous year? N/A

16.) Average length of stay per guest? EST. 3-5 NIGHTS

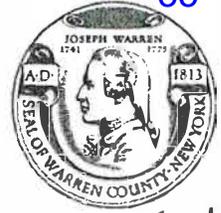
17.) How did you determine total number of overnight rooms?  
N/A

18.) Do you work/or anticipate working with a third-party company, CVE or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.  
NO

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

1.) Amount of Occupancy Tax Funding Requested: \$ 40,000

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



3.) Does this event provide an opportunity for local discounted community tickets?  YES, Price of tickets: 10% off w/ LG ID  NO

4.) Total Cost to be borne by the organizer for the event: \$ 150,000 1st

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 \$ 150,000 1st

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. Failure to provide a complete budget will result in the application being disqualified. \$ 150,000

7.) Anticipated total revenue from the event: \$ 175,000 - 200,000

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

THE INTENTION OF LG - ANAHATA NADA IS TO BRING TOGETHER ALL KINDS OF PEOPLE FROM DIFFERENT PLACES TO 3 DAYS OF YOGA, MUSIC, WELLNESS, MEDITATION, AND RELAXATION

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? HOPEFULLY A COUPLE PRODUCT SPONSORSHIPS

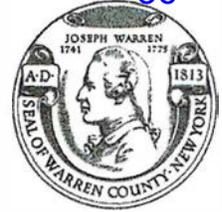
11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ \_\_\_\_\_ # of yrs \_\_\_\_\_

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) TBD  NO

14.) Please describe community benefit opportunity if answered YES to the previous question: HOPEFULLY WITH ENOUGH FROM FAMILY IMPACT, THE LOCAL BUSINESSES WILL MAKE LOTS OF MONEY



**D. EVENT MARKETING & PROMOTION**

**1) Marketing Plan (See Appendix D)**

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) Hopefully by 2/1/24

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 90%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
ALL OF THE ABOVE, OUR OTHER FESTIVALS REACH 35 OR MORE STATES

5.) Who is your target audience and/or demographic?  
OUR DEMOGRAPHIC IS FULL FAMILY, FIT, HEALTHY, CONSCIENTIOUS

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

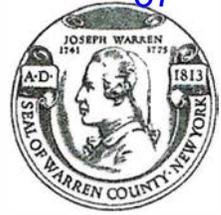
7.) Do you need assistance with the permitting/licensing process?  YES  NO

8.) What permits and licenses are anticipated for your event?  
PARK STATE LIQUOR ETC.

9.) **SAFETY AND LAW ENFORCEMENT NEEDS** (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.

Do you require these services?  YES, if yes, what services and when? Explain.  NO

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?  YES  NO



**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.

*[Handwritten Signature]*

11/11/23

Signature of Responsible Party

Date

DAVE EHMANN

PRESIDENT

Name

Title

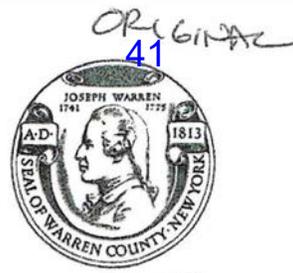
IMPROV RECORDS INC.

Organization









ADK MUSIC FEST

**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: \$ 45,000 - 50,000  
(SAME AS LAST YEAR)  
OR 5,000 INCREASE

**A. CONTACT INFORMATION**

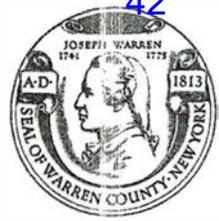
- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: IMPRO RECORDS INC - DAVE EHRMANN
- 2.) Address: 747 STATE ROUTE 149 LAKE GEORGE, NY 12845
- 3.) Email/Cell phone: improrecords@gmail.com 518 361 0667
- 4.) Estimated Event Duration (including set-up/clean up times): 5 DAYS
- 5.) Anticipated Number of Attendees: 2500 - 3500 PER DAY OVER 3 USEDA
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 100 - 150

**B. EVENT INFORMATION**

- 1.) Name of Event: ADIRONDACK INDEPENDENCE MUSIC FESTIVAL
- 2.) Date & Time of Event: 8/30 - 9/1/24  
 Peak Season (June-September)     Off-Peak (October-May)  
 SEPT SHOULD BE OFF PEAK?
- 3.) Location of Event: WOOD FESTIVAL COMMONS
- 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.

ATTACHED IS FULL DESCRIPTION AND POST EVENT REPORT FOR 2023. 7



6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: 10 YEARS (-) 2020 Date started: 2014 - SOFT LAUNCH  
2015 REVAMPED START

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.*

WE INCREASE SPEND YEARLY  
ATTACHED IS 2023 EXPENSE REPORT - FINANCIALS,  
ATTENDANCE - COMPLETE EVENT REPORT FROM 2023

9.) Total number of attendees projected? 2500-3500 PER DAY Previous year's attendees? 4200 - DOWN 1200

10.) How will you track attendance and room nights?  
ONLINE SURVEY WHEN BUYING TICKETS (MANDATORY) THEN WE  
USE THAT PERCENTAGE TO FIGURE OUT WALK UP SALES

11.) Number of day visitors projected? 2500-3500 = 7500 - 10,500

12.) How did you determine this percentage (surveys, zip codes, etc.)?  
SAME AS #10 PLUS WE TRACK FIRST TIME VISITORS  
TO LAKE GEORGE

13.) Number of overnight guests projected? 4350+ BASED ON DOUBLE OCCUPANCY

14.) How did you determine this percentage (surveys, zip codes, etc.)?  
ONLINE SURVEY AS IN QUESTION # 10

15.) Number of overnight accommodations used in previous year? 2160 ROOM NIGHTS

16.) Average length of stay per guest? 2-5 DAYS

17.) How did you determine total number of overnight rooms?  
SURVEY & PERCENTAGES OF WALK UP SALES

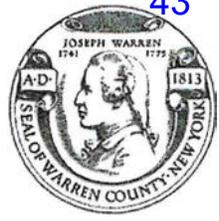
18.) Do you work/or anticipate working with a third-party company, CVE or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

NO, WE DO EVERYTHING IN HOUSE

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

1.) Amount of Occupancy Tax Funding Requested: \$ 45,000 SAME AS 2023

2.) Ticketed event:  YES Price of tickets: \$ 55-365  NO



3.) Does this event provide an opportunity for local discounted community tickets?  YES, Price of tickets: \$ 10% Discount  NO

4.) Total Cost to be borne by the organizer for the event: \$ 500,000.00 +

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ 500,000.00

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. Failure to provide a complete budget will result in the application being disqualified.)  
\$ 500,000.00 + WE INCREASE EVERY YEAR AS SEEN IN REPORT 2023

7.) Anticipated total revenue from the event: \$ HOPEFULLY OVER \$500,000.00

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

ALL INCLUDED IN ATTACHED REPORT

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 45,000 # of yrs. 8  
 NO HAS FLUCTUATED OVER THE YEARS

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?  
VENDORS, SPONSORS (HOPEFULLY)  
SEE ATTACHED BUDGET

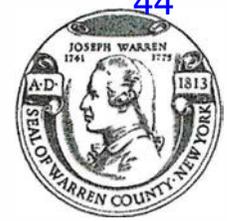
11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ \_\_\_\_\_ #of yrs \_\_\_\_\_

Municipality? VILLAGE & TOWN UNTIL 2017 OR 18  
 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? IF WE BREAK \$800,000 I WILL CREATE A \$20,000 SCHOLARSHIP AT LGHS.

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) BOY SCOUTS CAN DRIVE  NO

14.) Please describe community benefit opportunity if answered YES to the previous question:  
COMMUNITY BUSINESSES MAKE A TON.



**D. EVENT MARKETING & PROMOTION**

**1) Marketing Plan (See Appendix D)**

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? *(pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event)* POSSIBLY JAN - FEB THIS YEAR

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 80% OR MORE

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
ALL OF THE ABOVE!  
WE GET PATRONS FROM 17 STATES

5.) Who is your target audience and/or demographic?  
18-100 YEAR OLD HAPPY FRIENDLY PEOPLE

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

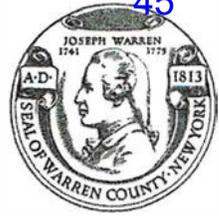
7.) Do you need assistance with the permitting/licensing process?  YES  NO

8.) What permits and licenses are anticipated for your event?  
PARK, STAGE, LIQUOR, VENDORS

9.) **SAFETY AND LAW ENFORCEMENT NEEDS** (*police, fire, EMT, Public Health, DPW, Office of Emergency Services*). Please fill out Appendix F.

Do you require these services?  YES, if yes, what services and when? Explain.  NO

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?  YES  NO



**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.

[Handwritten Signature]

Signature of Responsible Party

11/11/23

Date

DAVE EHMANN

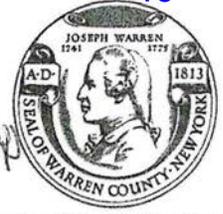
Name

PRESIDENT

Title

IMPROV RECORDS INC

Organization



Marketing/Advertising Plan p. 2

1) When will your event marketing campaign begin/end? 2/24  
LIKELY BY 5/27 LATEST THRU 9/1/24

2.) How do you plan to promote your event? What print, electronic and social media do you plan to use and how?  
ALL LISTED ON ATTACHED BUDGET FROM 2023

3) Where are you targeting your event marketing geographically? Where are your target audiences? (for example, do you plan to market your event to the Capital Region, New England, etc)

WE FOCUS ON THE ENTIRE NORTHEAST  
WE ATTRACT PEOPLE FROM 17 STATES AS SEEN IN  
ATTACHED PIE CHARTS

4) Who is the primary audience you are trying to attract with your event (i.e. families, auto enthusiasts, food/wine enthusiasts, cultural travelers, etc)

HAPPY & KIND FAMILIES AGES 5 TO 100 Y.O.  
THAT LOVE MUSIC

5) What opportunities do you foresee with your event to collaborate your marketing efforts with Warren County Tourism to help promote your event (i.e. joint press events, cross marketing on social media, etc).

WE CROSS MARKET THRU  
COUNTY EMAIL BLAST AS WELL AS LGA SOCIALS

2023 Adirondack Independence Music Festival - Show Report

<u>Revenue</u>	<u>Gross</u>
TICKET SALES	\$325,065.00
SPONSORSHIP	
- Warren County Occupancy Tax	\$ 45,000
BILLBOARD ADVERTISERS	\$3,900.00
VENDOR FEES	\$ 8,466.51
<b>Total Revenue</b>	<b>\$ 382,431.51</b>
<u>Expenses</u>	
ENTERTAINMENT	\$243,160.40
PRODUCTION	\$ 64,059.00
STAFF	
- Security	\$7,875.00
- Stage Crew	\$12,050.00
- Operations	\$22,290.00
- Media Team	\$3,900.00
- EMT's	\$1,700.00
SITE OPS	\$ 16,300.50
Portojohns, Dumpsters, Tents, Tables, Chairs Radios, Golf Carts, EMS, Site Materials	
HOSPITALITY	
- Artist / Crew Hospitality / Meals	\$ 3,213.88
VIP MEALS / SNACKS	\$ 4,758.61
LODGING (Artists / Staff)	\$ 16,134.37
- Super 8 / Holiday Inn	
ADVERTISING	\$ 13,672.87
MISCELLANEOUS	\$ 4,602.72
- Insurance, Wristbands, WiFi, Office Supplies,	

Administrative (postage, etc.)

Total Expense

REV \$ 382,431.51  
EXPENSES \$413,717.35

Net

NET LOSS (\$31,285.84)

IMPROV RECORDS 2 SHOW BUDGET (RISK)

\$ 678,367.81

ADK \$413,717.35

MM \$264,650.46

IMPROV RECORDS 2 SHOW NET

\$6849.80

ADK FEST (\$31,285.84)

MEMORIAL MEETDOWN +\$24,436.04

2 show

LG ECONOMIC IMPACT  
\$1,013,845

ADK \$519,845

MEETDOWN \$494,000



## 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: \$ 50,000

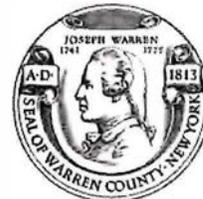
### A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact  
Adirondack Festivals LLC - Brad Willett - Festival Manager, Sasha Pardy - President
- 2.) Address:  
PO Box 116 395 Big Bay Rd Queensbury, NY 12804
- 3.) Email/Cell phone:  
518-284-3516                      Sasha Pardy 518-621-2989
- 4.) Estimated Event Duration (including set-up/clean up times):  
6/27/24-7/1/24
- 5.) Anticipated Number of Attendees 6837
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 500

### B. EVENT INFORMATION

- 1.) Name of Event: Adirondack Wine & Food Festival
- 2.) Date & Time of Event: 6/29/24-6/30/24  
 Peak Season (June-September)       Off-Peak (October-May)
- 3.) Location of Event:  
Charles R Wood Festival Commons
- 4.) Which category BEST describes your event (check one):  
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors  
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors  
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. *(If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.*



- 6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: 8 years Date started: June 2015

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.*

New Attractions to include wandering musicians and entertainers, VIP Cabanas, and the Culinary tent will be more elaborate featuring competitions between regional and professional chefs and mixologists. We are also renting out Westbrook Rd to create Food Truck Alley, make space for more rest areas, misting stations and attendees.

9.) Total number of attendees projected? 6 83 7 Previous year's attendees? 4764

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

Online Ticket Sales gathering all ticket buyer information; Email & Contact info gathering via on-site giveaway signups;

Post-Event Attendee Surveys w/ incentive to win for participating

11.) Number of day visitors projected? 2 21

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

Post event electronic surveys from previous years of attendees / ticket buyers; requesting zip codes and information on where they stayed and for how long, etc.; please see attached

13.) Number of overnight guests projected? 3916

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

Post event electronic surveys from previous years of attendees / ticket buyers; requesting zip codes and information on where they stayed and for how long, etc.; please see attached

15.) Number of overnight accommodations used in previous year? 2023- 6,165 2022- 10,044

16.) Average length of stay per guest? 3

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

We gathered this info from our post event attendee survey; asking where they stayed, for how many nights; etc

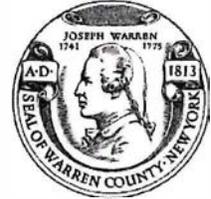
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

We do not anticipate working with a third-party, we handle all of that in house.

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

1.) Amount of Occupancy Tax Funding Requested: \$ 5 0000

2.) Ticketed event:  YES Price of tickets: \$ \$20-\$99  NO



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

4.) Total Cost to be borne by the organizer for the event: \$ 292,730.24

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 \$ 50,000

6) **Budget (see Appendix E)**

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. **Failure to provide a complete budget will result in the application being disqualified.** \$ 342,730.24

7.) Anticipated total revenue from the event: \$ 480,965.62

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

The purpose of the Adirondack Wine & Food Festival is to create a multi-day event that attracts thousands of new and repeat attendees to the Lake George Region, of a younger age and higher household income than the typical Lake George tourist. Our mission is to introduce these thousands of people to the amazing beverages, foods and crafts that New York's best small producers have to offer; and creating a market for the attendees to purchase and take home their new favorite craft beverages and foods,

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ \_\_\_\_\_ # of yrs. \_\_\_\_\_  
 NO 45k 2023/40k 2022 / 35k 2020 / 40K 2019 / 20K 2018 / 10K 2017

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?  
Ticket Sales, Merchandise Sales, Vendor Booth Rentals, Sponsorship Sales

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) 5.5% of ticket sales  NO

14.) Please describe community benefit opportunity if answered YES to the previous question:  
BBBS of the Souther Adks



**D. EVENT MARKETING & PROMOTION**

**1) Marketing Plan (See Appendix D)**

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. **Failure to provide a complete marketing plan/timeline will result in the application being disqualified**

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) November 2023

3.) What percentage of your marketing budget is being allocated to outside of Warren County? 75%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
Our marketing campaign starts out targeting people within a 6 hour drive time of the festival (touches pretty much all northeast states); and we lessen that drive time the closer we get to the fest dates. We target individuals 21+; focus on the female demographic with expendable income and education; etc. We are also able to target people interested in Wine, craft beverages, gourmet food; AND those who love the great outdoors, lakes hiking, etc.

5.) Who is your target audience and/or demographic?  
21-59 year olds in NYS & the 6 surrounding states with a high income interested in wine, food, outdoors, and cultural activities

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process?  YES  NO

8.) What permits and licenses are anticipated for your event?  
Farmer's Market Permit, Department of Ag & Markets Department of Health Permit for Culinary Tent  
NYSLA - Marketing Permits for Craft Beverage Producers  
Tempory wine and beer permit for Beergarden

**9.) SAFETY AND LAW ENFORCEMENT NEEDS (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.**

Do you require these services?  YES, if yes, what services and when? Explain.  NO  
We employ and outside company to work the entire festival and protect the space overnight  
As for EMT, we typically work with an off duty EMT to be present for the entire festival.

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?  YES  NO



**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.

[Handwritten Signature]  
Signature of Responsible Party

Sasha Party  
Name

Adirondack Festivals Inc  
Organization

11/21/23  
Date

President / owner  
Title

<b>REVENUES (by category)</b>		<b>2024</b>
TOTAL TICKET REVENUE	\$	313,314.92
FESTIVAL MERCHANDISE	\$	8,000.00
TOTAL VENDOR REVENUE	\$	47,651.70
TOTAL SPONSOR REVENUE	\$	111,999.00
Total Cash Sponsorships	\$	70,750.00
Total Trade Sponsorships	\$	41,249.00
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>480,965.62</b>
<b>EXPENSES (by Category)</b>		
MERCHANDISE EXPENSES	\$	3,800.00
TICKET SELLING EXPENSES	\$	24,225.75
CHARITABLE DONATIONS	\$	20,832.32
ATTENDEE BENEFITS	\$	32,639.70
EVENT PRODUCTIONS- SUPPLIES	\$	2,750.00
EVENT PRODUCTION- RENTALS	\$	41,780.63
STAFF/VOLUNTEER EXPENSES	\$	110,328.27
PROFESSIONAL FEES	\$	7,890.15
VENDOR & SPONSOR EXPENSES	\$	695.71
<b>TOTAL EVENT PRODUCTION EXPENSES</b>	<b>\$</b>	<b>244,942.53</b>
<b>MARKETING EXPENSES</b>		
SOCIAL MEDIA	\$	19,250.00
PRINTING & DISTRIBUTION, MARKETING MATERIALS	\$	6,500.00
PHOTOGRAPHY/VIDEOGRAPHY/EMCEE	\$	12,664.79
SOFTWARE/SUBSCRIPTIONS/MEMBERSHIPS	\$	235.00
RADIO/PODCAST/TV ADVERTISING	\$	2,850.00
PRINT/DIGITAL ADVERTISING	\$	8,000.00
EMAIL MARKETING	\$	2,700.18
WEBSITE EXPENSES	\$	2,656.75
MARKETING STAFF BILLBACKS FROM WINERY	\$	42,931.00
<b>TOTAL MARKETING EXPENSES</b>	<b>\$</b>	<b>97,787.72</b>
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>342,730.24</b>
<b>TOTAL REVENUE</b>	<b>\$</b>	<b>480,965.62</b>
<b>TOTAL PROFIT/LOSS</b>	<b>\$</b>	<b>138,235.38</b>

The Adirondack Wine & Food Festival utilizes the funding granted by the Warren County Occupancy Tax Fund to support its marketing and advertising efforts. We believe a large part of the success of our Festival to date is the result of the strong marketing and advertising campaign that has been carried out to promote the event.

Each year, we evaluate our marketing results and attendee survey results to invest in the most valuable and effective marketing strategies. The most effective marketing results we see come from our activities on our various Social Media platforms; email newsletter campaigns, website activities and digital advertisements and these activities require talented in-house staff to produce continued success and growth.

The funding we receive helps us to execute our outlined marketing plan and take advantage of these local, regional, and state-wide outlets. We also work with local, regional and national brands to gain advertising / sponsorship dollars and trade agreements, allowing our marketing dollars to reach even further.

The goal of our 2023 event is to draw thousands of attendees to the Lake George region, not just to attend the festival, but to enjoy everything the area has to offer and spend their money with the area's local business as well! Additionally, we find it is increasingly important to create a positive customer experience that will keep these important attendees coming back to the festival year after year!



## 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: \$ 50,000. —

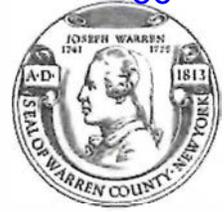
### A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact  
Nancy Nichols + Jessyca Darrah
- 2.) Address:  
PO Box 663 Lake George NY 12845
- 3.) Email/Cell phone:  
518 744-1556, 518 496-6777 LGWCchairnichols@gmail.com  
LGWCchairDarrah@gmail.com
- 4.) Estimated Event Duration (including set-up/clean up times):  
8AM - 8PM
- 5.) Anticipated Number of Attendees 150,000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 25 volunteers  
No Staff

### B. EVENT INFORMATION

- 1.) Name of Event: Lake George Winter Carnival Inc.
- 2.) Date & Time of Event: 1/26, 2/3, 2/4, 2/10, 2/11, 2/17, 2/18, 2/24, 2/2  
 Peak Season (June-September)     Off-Peak (October-May)
- 3.) Location of Event:  
Shepard Park, Lake, Battlefield Park, & Warren County
- 4.) Which category BEST describes your event (check one):  
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors  
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors  
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

5.) **Event Detail:** Please provide a brief one page detail of your event. (If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new initiatives that were used to increase visibility or attendance, including new marketing initiatives. If this application is for a new event, please include one page detail of the event, anticipated attendance and past history in other locations, including successes, if applicable.) Please feel free to attach a separate page, if you require more space.



- 6.) Type of Event:  For Profit  Non-Profit (501-c-3)  Not-for-Profit (501-c-6)  
 New Event  Annual  Multi-Day  Multi-week/month

7.) How long has this event been in existence: 62 years Date started: 1961

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.*

Cross promotion with all the Winter 2024 events listing all the area has to offer

9.) Total number of attendees projected? 170,000 plus Previous year's attendees? 150,000 plus

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

Zip Codes, Hotel occupancy, event registrations, parking lots full, Restaurants full with waiting lines

11.) Number of day visitors projected? 25% to 50% depending on the weekend

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

Zip Codes, Talking to attendees at the LGWC information booth, event registrations that include addresses

13.) Number of overnight guests projected? 50% to 95% depending on the weekend

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

Zip Codes, Talking to Hotel owners, Managers about vacancies. Some weekends are 100% occupied

15.) Number of overnight accommodations used in previous year? 3,000 - 6,000

16.) Average length of stay per guest? 3-7 nights

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

Hotel Survey comparing January to Feb

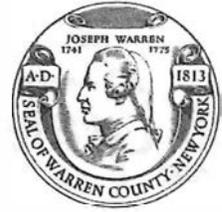
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

Lead chambers

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

1.) Amount of Occupancy Tax Funding Requested: \$ 50,000. -

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



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

4.) Total Cost to be borne 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 \$ 50,000.-

6) Budget (see Appendix E)

Anticipated Total Cost of the Event (attach COMPLETE budget showing anticipated expenditures and revenue. Please highlight the expenditure breakdown for which you are seeking funding. Failure to provide a complete budget will result in the application being disqualified.)  
\$ 138,905.-

7.) Anticipated total revenue from the event: \$ 105,700.-

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

Our purpose is to create a family oriented event and sports on the ice to bring off season business to the Warren County area during the month of February

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 50,000 # of yrs. 2 years  
 NO

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

See budget anticipated income

11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ 10,000 #of yrs 7 years ago

Municipality? Village/Town of L.G.  
 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? NA

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 & PROMOTION**

**1) Marketing Plan (See Appendix D)**

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. **Failure to provide a complete marketing plan/timeline will result in the application being disqualified**

2.) When do you anticipate beginning promotion of your event? (pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event) year round

3.) What percentage of your marketing budget is being allocated to outside of Warren County? \$0%

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
local, Regional and neighboring states in print, TV, Radio and social media. National by social media and TV

5.) Who is your target audience and/or demographic?  
young families to senior citizens

6.) **PERMITS AND LICENSES** – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process?  YES  NO

8.) What permits and licenses are anticipated for your event?  
Village of Lake George  
DOH  
DEC

9.) **SAFETY AND LAW ENFORCEMENT NEEDS (police, fire, EMT, Public Health, DPW, Office of Emergency Services). Please fill out Appendix F.**

Do you require these services?  YES, if yes, what services and when? Explain.  NO

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?  YES  NO



**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.

4  
5

Nancy B Nichols  
Signature of Responsible Party

Nov 9, 2023  
Date

Nancy B Nichols  
Name

Co-Chair LGWC  
Title

Lake George Winter Carnival  
Organization

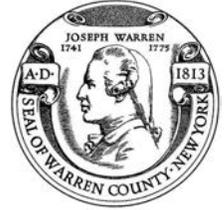
4X4 Races	\$3,000.00	
Ambulance	\$3,000.00	
ATV Scavenger Hunt	\$1,000.00	\$4,000.00
Awards/Plaques	\$750.00	
Bands/Entertainment	\$3,000.00	
Banners	\$1,000.00	
Bed Tax County		\$50,000.00
Bed Tax Town		
Bed Tax Town/Village		
Bon Fire	\$600.00	
Booklet	5,000.00	\$9,500.00
Car Races	\$3,500.00	
Carvers	\$4,000.00	
Carvings/Slide	\$6,500.00	
Chamber Membership	\$120.00	
Childrens Activities (indoor)	\$1,000.00	
Cook-offs	\$1,500.00	\$4,500.00
Distribution/Gas	\$1,000.00	
Fees and Licenses	\$500.00	
Fire Works	\$10,000.00	
Food Trucks		\$4,000.00
Gala Auction	\$200.00	\$4,000.00
Gala Dinner	\$7,000.00	\$7,000.00
Games	\$1,000.00	
Gas/Security	\$750.00	
Golf	\$500.00	\$700.00
Helicopters/Vendors		\$5,000.00
Hot Choc Bar	\$4,000.00	\$5,000.00

Insurance	\$17,000.00	
Jackets	\$1,000.00	
Mascots	\$1,000.00	
Motorcycle Races	\$6,000.00	
Newspaper Advertising	\$6,500.00	
Non Ice Events	\$2,000.00	
Office Supplies	\$1,500.00	
Opertation Expenses	\$3,000.00	
Outhouse Race	\$2,000.00	
Parade	\$500.00	
Pet Show/Dogs have Talent	\$400.00	
Petting Zoo		
Post Office Box	\$85.00	
Radio Advertising	\$8,500.00	
Raffle	\$13,000.00	\$4,000.00
Samores	\$2,000.00	
Snow Cross	\$6,500.00	
Snowblowing	\$300.00	
Souveniers	\$3,000.00	\$7,000.00
Sunday Activities(Beach, Snc	\$1,000.00	
Sunshine	\$500.00	
Tents	\$700.00	
Thank You Night	\$1,500.00	
Trifolds	\$1,500.00	
Tye Dye	\$5,000.00	\$5,000.00
Web-Site/Social Media	\$2,500.00	

Anticipated Income

\$138,905.00

\$105,700.00



## 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):

Anticipated Number of Attendees

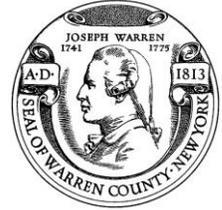
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors):

### B. EVENT INFORMATION

- 1.) Name of Event:
- 2.) Date & Time of Event:
  - Peak Season (June-September)       Off-Peak (October-May)
- 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.*





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

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

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 E)**

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

7.) Anticipated total revenue from the event: \$ \_\_\_\_\_

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 **Please see attached.**

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? \_\_\_\_\_

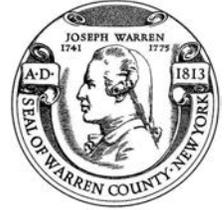
13.) Will the proceeds from the event benefit any other organization or does the event provide an opportunity to support a local charitable organization or group?  YES (what %/\$ amount) \_\_\_\_\_  NO

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

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D. EVENT MARKETING & PROMOTION

1) Marketing Plan (See Appendix D)

Please attach a complete marketing plan and timeline for execution/campaigns to promote your event. Provide details such as how you plan to market your event (print, radio, social media, TV, public relations), where you will place your promotions and advertisements, and what types (posters, flyers, postcards, etc.). Please also include anticipated costs. *Failure to provide a complete marketing plan/timeline will result in the application being disqualified*

2.) When do you anticipate beginning promotion of your event? (*pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event*)

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

4.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?) **Adirondack Region,**

5.) Who is your target audience and/or demographic? **Please see attached.**

6.) PERMITS AND LICENSES – please note that in certain cases and with county/municipal- owned properties, certain licenses and permits will be required.

7.) Do you need assistance with the permitting/licensing process?     YES     NO

8.) What permits and licenses are anticipated for your event? **Please see attached.**

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9.) SAFETY AND LAW ENFORCEMENT NEEDS (*police, fire, EMT, Public Health, DPW, Office of Emergency Services*). Please fill out Appendix F.

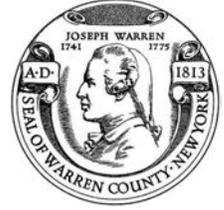
Do you require these services?     YES, if yes, what services and when? Explain.     NO

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10.) Have you consulted with the appropriate local agencies regarding the public safety impacts of your event?     YES     NO



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.

*Philip Casabona*

Signature of Responsible Party

November 17, 2023

Date

Executive Director

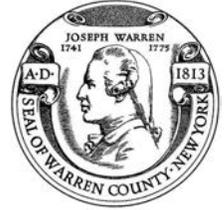
Philip Casabona

Name

Title

LARAC

Organization



APPENDIX E  
EVENT BUDGET FORM (Required)

Event Name: LARAC Annual June Arts Festival

Event Date (and rain date if any): June 8th & 9th, 2024

Event Type: Juried Fine Arts Festival

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

Use this form for estimated budget at time of event and complete with actual budget for submission of *Post Event Final Report*. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures *in detail* (i.e., as well as projected revenue & sources.)

Expenses	Estimated	Actual	Detail
	\$ 250	\$ _____	Park Fee - City of Glens Falls
	\$ 800	\$ _____	Garbage removal
	\$ 2,500	\$ _____	Entertainment : Audio
	\$ 1,500	\$ _____	: Live Musician Pay
	\$ 1,500	\$ _____	Porta Potties
	\$ 400	\$ _____	Security Guard - overnight
	\$ 15,500	\$ _____	Staff - Admin
	2 500	_____	Print : Post Star + Chronicle
	1000	_____	518 Magazine
	300	_____	M&M print + mailings
	450	_____	Social Media
	1 200	_____	Banner - for Quaker Road - Hopefully
	500	_____	Poster
	4 000	_____	Radio
	6 000	_____	Sidekick - Creative Design
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____







## 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: \$ 50,000

### A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact  
Albany Rods and Kustoms, Kenny Williams & Keith Wargo
- 2.) Address:  
P.O. Box 14054, Albany, NY 12212
- 3.) Email/Cell phone:  
Shadow5517@yahoo.com 518-664-4093, KMW0117@gmail.com 518-269-7366
- 4.) Estimated Event Duration (including set-up/clean up times):  
5 days, Weds 9/4/2024 7:00am - Sun 9/8/2024 2:00pm
- 5.) Anticipated Number of Attendees 10,000 + spectators and 1500 + car show participants
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 150

### B. EVENT INFORMATION

- 1.) Name of Event: Adirondack Nationals
- 2.) Date & Time of Event: Thursday 9/5/2024 12:00pm - Sunday 9/8/2024 2:00pm  
 Winter / Summer 2024       Spring / Fall 2024
- 3.) Location of Event:  
Fort William Henry / Westbrook Road and Festival area
- 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:  
Profit (501-c-6)

For Profit

Non-Profit (501-c-3)

Not-for-

New Event

Annual

Multi-Day

Multi-week/month

7.) How long has this event been in existence: 34 years Date started: 1989

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.*

*N/A - same as previous years*

9.) Total number of attendees projected? 10,000+ Previous year's attendees? 10,000+

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

*Our attendance is tracked through registered car show participants and spectators through our gates.*

*Hotels and Motels are fully booked and require a 3 night minimum*

11.) Number of day visitors projected? each day varies, 10,000+ (busiest day is Saturday)

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

*Hotels and Motels are fully booked and require a 3 night minimum, projections are determined by registered car show participants and bands sold at the gates*

13.) Number of overnight guests projected? 100%

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

*All motels + hotels are fully booked with a 3 night minimum.*

15.) Number of overnight accommodations used in previous year? 100%

16.) Average length of stay per guest? 3 night minimum

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

*All motels + motels are booked, we have people calling our hotline phone all the time looking for rooms that are available because they can't find any motels/Hotels that have any availability for the weekend!*

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.

*No*

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

1.) Amount of Occupancy Tax Funding Requested: \$ 50,000

2.) Ticketed event:  YES Price of tickets: \$ 15.00

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: \$ 446,500

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 \$ 446,500

**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.*)  
\$ 446,500

7.) Anticipated total revenue from the event: \$ 446,500

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

The purpose of our show is to gather car enthusiasts of all ages to enjoy all types of classic cars, hot rods, and trucks and to take advantage of the local restaurants, shops and the outlets.

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 35,000 # of yrs. 10+  
 NO

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

None

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? No

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) 25,000  NO

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

The Club chooses a local charity to receive our largest contribution of \$10,000. The remaining balance is donated to smaller organizations chosen by our members, colleges for automotive scholarships and local adopt-a-family at Christmas.



#### 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) We have already started to promote our 2024 show

2.) What percentage of your marketing budget is being allocated to outside of Warren County? 100%

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

Our advertising reaches the Capital District as well as Albany, Schenectady, Fulton/Montgomery, Saratoga & Washington counties. The radio advertising is throughout NY, VT and Massachusetts. We also advertise on Hemming's online magazine which is seen in the entire United States.

4.) Who is your target audience and/or demographic?  
All ages of car enthusiasts.



**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.

*Laurie Ingleston*  
Signature of Responsible Party

11/30/2023

Date

Laurie Ingleston

Treasurer

Name

Title

Albany Rods and Kustoms

Organization



**APPENDIX A  
EVENT BUDGET FORM (Required)**

Event Name: Adirondack Nationals

Event Date (and rain date if any): 9/4/2024 - 9/8/2024

Event Type: Classic Car Show

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

Use this form for estimated budget at time of event and complete with actual budget for submission of **Post Event Final Report**. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

Expenses	<u>Estimated</u>	<u>Actual</u> (to be completed post event)	<u>Detail</u>
	\$ 60000	\$ _____	Fort William Henry
	\$ 14000	\$ _____	Radio Commercials WCKM, Froggy, Big Country, Magazines
	\$ 8000	\$ _____	Lamar Billboards
	\$ 8500	\$ _____	Portable Toilets
	\$ 25000	\$ _____	Celebrity
	\$ 1000	\$ _____	GGF Trolley
	\$ 4000	\$ _____	Town of Lake George
	\$ 13500	\$ _____	Warren County - Westbrook Rd.
	\$ 3000	\$ _____	Security
	\$ 700	\$ _____	Stanchions
	\$ 5000	\$ _____	DJ
	\$ 45000	\$ _____	Green Mountain Monogram
	\$ 10500	\$ _____	Vehicle and Show Insurance
	\$ 1000	\$ _____	EMT
	\$ 14000	\$ _____	National Fence Rental
	\$ 25000	\$ _____	Velocity
	\$ 23000	\$ _____	Vincy's Printing
	\$ 27000	\$ _____	Show book and website
	\$ 15000	\$ _____	Storage and electric
	\$ 12000	\$ _____	Club Meetings, supplies

Page 2

## Expenses continued for Application

<b>Estimated</b>	<b>Detail</b>
7,500	Window Stickers for registered show cars
4,000	Admission bands
10,500	Jackets/Hats for favorite 50
20,000	Souvenirs/marketing giveaways
5,000	Fireworks
1,500	Show Photos
7,000	Posters and flyers
2,500	Signage
8,500	Promotional events to advertise LGA Car show in/out of NYS
15,500	Trophies
500	Postage
3,800	Golf Cart Rentals
16,500	Food/beverages for Members & Volunteers
7,500	Raffle Auction
2,000	Vehicle Maintenance/Gas
4,000	Accounting fees
17,000	Charity donations

\*Items with LGA Logo



Revenue	Estimated	Actual	Detail
	\$ 50000	\$ _____	Occupancy Tax grant – Warren County
	\$ 0	\$ _____	Municipal/town/village funding
	\$ 0	\$ _____	Municipal/town/village funding
	\$ 0	\$ _____	Municipal/town/village funding
	\$ 0	\$ _____	Sponsorship/external funding (detail):
	\$ 0	\$ _____	Sponsorship/external funding (detail):
	\$ 202500	\$ _____	Ticket Sales/Registration fees
	\$ _____	\$ _____	Fundraising/donations:
	\$ _____	\$ _____	Merchandise sales
	\$ 35000	\$ _____	Vendor fees:
	\$ 120000	\$ _____	Other: Car show participants
	\$ 4000	\$ _____	Souvenir sales
	\$ 1200	\$ _____	Trophy Sponsors
	\$ 800	\$ _____	Saturday Registration
	\$ 10000	\$ _____	50/50 Raffle
	\$ 1000	\$ _____	Hotel Sponsors
	\$ 10000	\$ _____	On Site Fundraiser Raffle
	\$ 12000	\$ _____	Vendor Sponsor
	\$ _____	\$ _____	
	\$ _____	\$ _____	
<b>TOTALS</b>	\$ 446500	\$ _____	<b>TOTAL EXPENDITURES</b>
	\$ 446500	\$ _____	<b>TOTAL INCOME</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: \$ 20,500

### A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact  
Northwestern District Barbershop Harmony Society Robert Bradley Contact
- 2.) Address:  
102 Route 311 CARMEL N.Y. 16512
- 3.) Email/Cell phone:  
815 661 0581 Rbrad@bestweb.NET
- 4.) Estimated Event Duration (including set-up/clean up times):  
May 3 2024 2-11pm May 4 8am to 11pm
- 5.) Anticipated Number of Attendees 400-500
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): Staff + Judges 20 unpaid

### B. EVENT INFORMATION

- 1.) Name of Event: Northwestern District Barbershop Harmony Society Division Contest and Convention
- 2.) Date & Time of Event: May 3<sup>rd</sup> and 4<sup>th</sup> 2024  
 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: Profit (501-c-6)  For Profit  Non-Profit (501-c-3)  Not-for-

New Event

Annual

Multi-Day

Multi-week/month

7.) How long has this event been in existence: 79 years Date started: 1946

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.*

Event now includes both men and women singing A Cappella music

9.) Total number of attendees projected? 400-500 Previous year's attendees? 450

10.) How will you track attendance and room nights? All Attendees have to register

11.) Number of day visitors projected? 400-500

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

13.) Number of overnight guests projected? 200

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

15.) Number of overnight accommodations used in previous year? 120 to 150

16.) Average length of stay per guest? 2 nights

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

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. No

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

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

2.) Ticketed event:  YES Price of tickets: \$50 for entire 2 days  NO



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

4.) Total Cost to be paid by the organizer for the event: \$ 46,100

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ 20,500

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.)  
\$ 46,100 *See attached budget*

7.) Anticipated total revenue from the event: \$ 42,500

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

The weekend features An International Wining Chorus  
And the North Eastern District Champion Quartet who will be dining with  
the local schools

9.) Previously funded by Warren County Occupancy Tax?  YES (amount & # of years): \$ 19,000 # of yrs. 2  
 NO

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

11.) Previously funded by other local municipalities:  YES (amount & # of years): \$ 1,300 # of yrs 2018  
Municipality? Queensbury N.Y.  
 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? Any profit will be returned

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:  
We request a Local School group to provide food etc And keep All money  
Raised

2022 = 13,700  
2023 = 21,100

VISIT THE  
*Lake George Area*  
 IN NEW YORK'S ADIRONDACKS

**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) January 2024
- 2.) What percentage of your marketing budget is being allocated to outside of Warren County? 50%
- 3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)  
Connecticut, New York, Vermont, Montreal
- 4.) Who is your target audience and/or demographic?  
fans of A Cappella music



**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.

Robert Bradley  
Signature of Responsible Party

13 May 2024  
Date

Robert Bradley  
Name

Vice President Events  
Title

North Eastern District Barbershop Harmony Society  
Organization



APPENDIX A

EVENT BUDGET FORM (Required)

Event Name: North Eastern District BHS Convention + Contest

Event Date (and rain date if any): May 3 and May 4 2024

Event Type: Singing Contest at Warrensburg Jr/Sr High School

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

Use this form for estimated budget at time of event and complete with actual budget for submission of Post Event Final Report. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue & sources.)

Expenses	Estimated	Actual (to be completed post event)	Detail
	\$ 3,000	\$ _____	venue - Warrensburg
	\$ 1,200	\$ _____	Internet fees
	\$ 1,000	\$ _____	Advertising
	\$ 1,000	\$ _____	Event Staff
	\$ 4,800	\$ _____	Sound + Video
	\$ 2,200	\$ _____	Staff meals - Judges + Event team
	\$ 5,100	\$ _____	Judges transportation
	\$ 500	\$ _____	Host Chapter fee
	\$ 7,000	\$ _____	Hotel Lodging Judges + Event-s
	\$ 7,000	\$ _____	Hotel Room for talent
	\$ 5,700	\$ _____	Talent Bus travel
	\$ 1,400	\$ _____	Talent Director Expense Analysis + Hotel
	\$ 5,000	\$ _____	Talent fee
	\$ 1,200	\$ _____	Talent fee for women's performing group
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ 46,100	\$ _____	total Exp.







## 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  
Town of Horicon

2.) Funding Requestor/Main Point of Contact  
Krista Wood

3.) Address:  
PO Box 90 / 6604 State Rt. 8, Brant Lake, NY 12815

4.) Email/Cell phone:  
townclerk@horiconny.gov

5.) Amount of Supplemental Funding Requested: \$ 23,812.00

### 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: \$ 23,812

2.) Will these funds be used in conjunction, and/or matched with any other funding sources?

YES, which sources of funding and how much?

Anticipated event sponsors, vendor participation fee, Town of Horicon budget

NO

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

Anticipated in the annual budget

4) Budget – please attach a total budget for the activity, project or event and indicate total costs, revenue stream and line item expenditures for requested supplemental funding. Please use attached sheet to submit budget.

**AFFIRMATION**

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

Krista Wood  
Signature of Responsible Party

12/14/23  
Date

Krista Wood  
Name

Town Clerk  
Title

Town of Horicon  
Municipality

VISIT THE  
*Lake George Area*  
IN NEW YORK'S ADIRONDACKS



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

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

\$ 3,250 \$ \_\_\_\_\_

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

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

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

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

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

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

Sponsorship/external funding (detail): \_\_\_\_\_

Fundraising/donations: \_\_\_\_\_

Vendor participation fee  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTALS \$ 39,125

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

TOTAL EXPENDITURES

\$ 39,125

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

TOTAL INCOME

*DUPLICATE*





### 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  
Lake Luzerne Regional Chamber of Commerce
- 2.) Funding Requestor/Main Point of Contact  
Pamela Petteys
- 3.) Address:  
PO Box 222, Lake Luzerne, NY 12846
- 4.) Email/Cell phone:  
518-322-9579
- 5.) Amount of Supplemental Funding Requested: \$ ~~10,000~~ 12,000.00

#### 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: \$ 12,000

2.) Will these funds be used in conjunction, and/or matched with any other funding sources?

YES, which sources of funding and how much?

\_\_\_\_\_  
\_\_\_\_\_

NO

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

No, we only request the amount for our bills to the town.

4) Budget – please attach a total budget for the activity, project or event and indicate total costs, revenue stream and line item expenditures for requested supplemental funding. Please use attached sheet to submit budget.

**AFFIRMATION**

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

Pamela Petteys  
Signature of Responsible Party

1-8-24  
Date

Pamela Petteys  
Name

President  
Title

Lake Luzerne  
Municipality

**2024 Concert & Food Truck Extravaganza****Amount****Music & Food Truck Expenses****Amount**

Promotion Adviser (facebook, fan page, etc)	\$	1,300.00
Chronicle - Ads	\$	1,500.00
Greenfield Press - Posters, misc printing	\$	300.00
T-shirt printing & promotion items	\$	700.00
Stewarts - Gift Card for online drawing	\$	25.00
Advertising - Hanging signs	\$	500.00
Bands	\$	5,400.00
Town of Lake Luzerne - T shirt sale permit	\$	120.00
Chronicle - Thank you ad	\$	200.00
	\$	<b>10,045.00</b>

20/23

**Final Report of Concert/Food Truck Excavaganza**

	<b>Amount</b>
<b>Occupancy Tax Check</b>	\$ 12,000.00
Occupancy Tax balance from 2022	\$ 940.27
Deposit from Savings Chamber	\$ 171.13
Shirt Sales to date	\$ 1,350.00
	<b>\$ 14,461.40</b>

**Music & Food Truck Expenses**

	<b>Amount</b>	
Inmay - Promotion Intern	\$ 1,300.00	
Chronicle - Ads	\$ 1,102.50	
Greenfield Press - Posters	\$ 61.88	
Custom Ink- Volunteer T-shirts	\$ 369.97	
Greenfield Press - Posters	\$ 24.75	
Greenfield Press - Posters	\$ 19.44	
Stewarts - Gift Card for online drawing	\$ 25.00	*
Custom Ink - T-shirts to sell	\$ 1,868.65	*
Signs On The Cheap - road signs	\$ 200.51	*
Paulette Zubal - 1 hanging sign	\$ 162.00	*
Bands	<b>\$ 8,385.00</b>	
Town of Lake Luzerne - T shirt sale permit	\$ 100.00	*
Lowes - Folding table	\$ 40.64	
Greenfield Press - Thank you posters	\$ 4.56	
Chronicle - Thank you ad	\$ 165.00	
Target - 7 rolls raffle tickets	\$ 59.45	
	<b>\$ 13,889.35</b>	
		<b>\$ 572.05</b>

**Concerts**

Stony Creek Band	\$ 1,500.00
National Reserve	\$ 1,500.00
Jeff Pitcher - sound Nat'l Reserve	\$ 535.00
Panther Mountain Band	\$ 400.00
Mallett Brothers Band	\$ 1,500.00
Jeff Pitcher - sound Mallett Bros	\$ 650.00
Elvis - Donald Romines	\$ 500.00
Spirit of Johnny Cash	\$ 1,800.00
	<b>\$ 8,385.00</b>

\*Items were not added in request of \$12,000.

(\$2,356.16)

\$12020.70 spent \$12,000 requested

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

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

**DEPARTMENT NAME: Tourism Department**

**DATE: 01/23/2024**

- (a) Purpose of Contract Change: **Extend History on the Road TV contract from its current expiration date of 10/31/23 to 12/31/24**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **Resolution No. 300 of 2023**
- (c) Name of Contractor: **Rittner's Performing Arts Company**
- (d) Address of Contractor: **835 Central Avenue, Schenectady, NY 12309**
- (e) Contractor's Contact Person and Telephone Number: **Don Rittner, 518-378-9256**
- (f) Commencement Date of Extension: **10/31/23**
- (g) Termination Date of Extension: **12/31/24**
- (h) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$36,400**
  - 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 (General/Tourism/Occupancy.Occupancy Tax Tourism-Special Events) - Contract \$36,400****

**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. 300 OF 2023

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

### AMENDING RESOLUTION NO. 37 OF 2023, WHICH AUTHORIZED AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2023 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING TO RITTNER'S PERFORMING ARTS COMPANY

WHEREAS, pursuant to Resolution No. 37 of 2023, as amended by Resolution Nos. 84 of 2023, 146 of 2023, 207 of 2023 and 257 of 2023, the Chair of the Board of Supervisors was authorized and directed to execute standard form Warren County Tourist and Convention Development Agreements for occupancy tax funding with certain applicants, and

WHEREAS, at their May 23, 2023 meeting, the Occupancy Tax Coordination Committee considered written applications from the following applicants for 2023 occupancy tax funding and approved special event funding requests, as follows:

<u>Applicant</u>	<u>Event</u>	<u>Dates</u>	<u>Amount of Award</u>
Rittner's Performing Arts Company	History on the Road TV	7/1/23- 10/31/23	\$36,400.00 <i>Special Event Funding</i>

now, therefore, be it

RESOLVED, that Resolution No. 37 of 2023, as subsequently amended by Resolution Nos. 84 of 2023; 146 of 2023; 207 of 2023; and 257 of 2023 be, and hereby is, amended to approve and award 2023 occupancy tax awards to each applicant named above in the amounts set forth above and to increase the total amount of occupancy tax funding to Nine Hundred Ninety-Eight Thousand One Hundred Sixty-Five Dollars (\$998,165.00), to be expended from Budget Code A.6417.0002 480, Tourism/Occupancy Tax, Tourism-Special Events (\$902,100.00) and Budget Code A.6417.0002 469.05, Tourism/Occupancy Tax, Occupancy Tax, Municipal Application Funding (\$96,065.00), as listed on the revised Schedule "A," and be it further

RESOLVED, that other than the changes outlined herein, all other terms and conditions of Resolution No. 37 of 2023, as amended by Resolution No. 84 of 2023, 146 of 2023, 207 of 2023 and 257 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 Department**

**DATE: 01/23/2024**

- (a) Purpose of Request: **Reallocate funding for History on the Road contract amount of \$36,400 for Rittner's Performing Arts Company from 881.00 Reserve, Occupancy Tax to A.6417.0002 480 General/Tourism/Occupancy.Occupancy Tax Tourism-Special Events**
- (b) Details: **Amount to cover extended time period in Resolution Request Form No. 4 Amending History on the Road TV contract from its current expiration date of 10/31/23 to 12/31/24**
- (c) Previous Resolution Number: **Resolution No. 300 of 2023**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A.6417.0002 480 (General/Tourism/Occupancy.Occupancy Tax Tourism-Special Events) - Contract \$36,400**

**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 Department**

**DATE: 01/23/2024**

- (a) Purpose of Contract Change: **To renew contract for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM)**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **Resolution No. 80 of 2023**
- (c) Name of Contractor: **Loud Media LLC**
- (d) Address of Contractor: **34 Congress Street Suite103  
Saratoga Springs, NY 12866**
- (e) Contractor's Contact Person and Telephone Number: **Ricki Lee 518-933-2000**
- (f) Commencement Date of Extension: **02/28/2024**
- (g) Termination Date of Extension: **02/27/2025, with option for renewal for three additional years**
- (h) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$24,000**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Monthly**)
- (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 470 - Contract - \$24,000**

**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

# Warren County Board of Supervisors

## RESOLUTION NO. 80 OF 2023

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

**ACCEPTING PROPOSAL AND AUTHORIZING AGREEMENT WITH LOUD MEDIA, LLC FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES (WC 33-22)**

WHEREAS, the Purchasing Agent requested proposals for Tourism Revitalization and Rejuvenation Services (WC 33-22), and

WHEREAS, proposals were opened on May 19, 2022 and the Tourism Department has recommended that Warren County award the agreement to Loud Media, LLC located at 34 Congress Street, Suite 103, Saratoga Springs, New York 12866, to create a weekly Warren County radio feature that airs five times daily during prime listenership (7:20 a.m. and 5:20 p.m.), now, therefore, be it

RESOLVED, that the Warren County Purchasing Agent be, and hereby is, authorized and directed to notify Loud Media, LLC located at 34 Congress Street, Suite 103, Saratoga Springs, New York 12866 of the acceptance of its proposal, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with Loud Media, LLC, in an amount not to exceed Twenty-Four Thousand Dollars (\$24,000), for Tourism Revitalization and Rejuvenation Services, to create a weekly Warren County radio feature that airs five times daily during prime listenership (7:20 a.m. and 5:20 p.m.) pursuant to the terms and provisions of the bid documents and proposal (WC 33-22), for a term commencing upon execution by both parties and terminating upon completion of services, in an amount not to exceed Twenty-Four Thousand Dollars (\$24,000), 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: 1/23/24**

- (a) Purpose of Request: to continue the contract with CoStar (STR) for hotel occupancy data
  
- (b) Details: Contracts exceeding \$5,000 require committee approval per Purchasing guidelines.
  
- (c) Previous Resolution Number: Resolution # 93 of 2023
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0001 470, Tourism - Contract \$5,988

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 93 OF 2023

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

### **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. 103 of 2017), with STR, LLC, 735 East Main Street, Henderson, Tennessee 37075, in an amount not to exceed Five Thousand Three Hundred Forty-Six Dollars (\$5,346) to provide hotel occupancy reports and rate data to Warren County, for a term commencing January 1, 2023 and terminating December 31, 2023, 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.

# STR - North America License Agreement



PRINCIPAL CONTACT:	
Company Name: Warren County Tourism	Location ID: 204304751
Address: Warren County Municipal Center 1340 State Route 9	City/State/Zip: Lake George, NY 12845 USA
Telephone: +1 518-761-6366	
Contact: Heather Bagshaw	Email: bagshawh@WarrenCountyNY.gov
INVOICING CONTACT:	
Licensee: Warren County Tourism	Location ID: 204304751
Address: Warren County Municipal Center 1340 State Route 9	City/State/Zip: Lake George, NY 12845 USA
Telephone: +1 518-761-6366	
Bill-To Contact: Heather Bagshaw	Email for Bill-To Contact: bagshawh@WarrenCountyNY.gov
TERM:	
One Year Initial Term	
INVOICE TYPE/BILLING PREFERRED:	
Single Invoice	START DATE: Delayed start date for all service offerings: January 1, 2024.

SUBSCRIPTION SERVICES					
Product Description	Unit Quantity	Monthly Unit Price	Annual Unit Price	Monthly License Fees (Before Tax)	Annual License Fees (Before Tax)
Destination Reports DMO				US\$499.00	US\$5,988.00
Total Monthly/Annual License Fees:				US\$499.00	US\$5,988.00

**Notes:** This Agreement supersedes the agreement between the above-named Licensee and CoStar dated 2/17/2023 relating to the provision of STR services, except for those terms that survive termination and any outstanding license fees.  
It is the Licensee's responsibility to promptly provide any contact or billing information changes or updates (including phone number, email address, etc.). Contact updates should be sent to support@str.com for North American clients, hotelinfo@str.com for EMEA clients, apinfo@str.com for APAC clients and latam@str.com for Latin America clients.

This agreement includes the Terms and Conditions for the services identified above, available at <https://www.costar.com/CoStarTerms-and-Conditions>, and any addenda attached hereto between CoStar Realty Information, Inc. and/or STR, LLC, a wholly-owned subsidiary of CoStar Realty, Information, Inc. (collectively, "CoStar") and the above-named Licensee (collectively, the "Agreement"), and establishes the terms and conditions under which CoStar will license the products set forth in this Agreement. The Terms and Conditions are an integral part of the Agreement being formed hereby. In addition, this Agreement incorporates by reference the website Terms of Service/Use (the "Website Terms of Use") available online for each applicable service provided under this Agreement (e.g., [www.costar.com](http://www.costar.com), [www.str.com](http://www.str.com) etc.). Licensee agrees to comply with the Website Terms of Use and to regularly review such terms for updates and changes. To the extent a conflict exists, the Subscription Form and the Terms and Conditions shall govern over the Website Terms of Service. Terms used on this Subscription Form and not otherwise defined shall have the meanings set forth in the applicable Terms and Conditions.

In the event Licensee does not execute this Agreement by the following date 1/17/2024, the terms of this Agreement shall become null and void; however, if both parties execute and commence performance of their duties and obligations under this Agreement after such date, this Agreement shall continue in full force and effect and be binding on the parties. Licensee may not make any changes to this Agreement unless agreed to by CoStar in writing. The person executing this Agreement on behalf of Licensee represents and warrants that he or she has been authorized to do so and that all necessary actions required for the execution have been taken. CoStar hereby provides notice that only an authorized officer of CoStar or its parent company can execute this Agreement on behalf of CoStar. Delivery of an executed signature page to this Agreement by electronic means shall be effective and constitute a legal and binding agreement on the parties.

## STR LLC

By:   
 Name: Scott Wheeler  
 Title: Chief Financial Officer  
 Date: December 06, 2023  
 Address: 735 East Main Street  
 Address: Hendersonville, TN, 37075

## Warren County Tourism

Signature:   
 Heather D Bagshaw (Dec 12, 2023 17:40 EST)  
 Print Name: Heather D Bagshaw  
 Title:  
 Date: Dec 12, 2023  
 Address: Warren County Municipal Center 1340 State Route 9  
 Address: Lake George, NY 12845 USA



# ***RESOLUTION REQUEST FORM NO. 11***

## ***Request to Create New Position***

**DEPARTMENT NAME:**

**DATE:**

- (a) Title of Requested Position:
- (b) Annual **Base** Salary (and Grade if Applicable):
- (c) Effective Date for New Position\*:  
*\*Please do not backdate unless the purpose is to correct an error.*
- (d) List Any Position in the Department's Table of Organization Being Deleted as a Result of this Request: (Include annual salary and grade if applicable):
- (e) Where are Funds in the Budget for this Position?  
List Budget Code, Object Code, Full Title and Amount:
- (f) Is a Budget Transfer needed?      YES      NO  
If yes, please complete Resolution Request Form No. 10 – Transfer of Funds  
If no, please provide details on how the increase will be funded with the current budget:
- (g) Has Personnel Officer Reviewed and Approved of the New Position Title?      YES      NO  
*(This is necessary **BEFORE** bringing the request to committee)*
- (h) Is this a mandated position?      YES      NO  
If yes, please explain:
- (i) Is there expected revenue from this position?      YES      NO  
If , please explain and complete Resolution Request Form No. 07 – Amend County Budget to recognize revenue: