



Tourism & Occupancy Tax Coordination Committee
AGENDA
February 20, 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.

- I. Committee meeting called to order by Chairman Merlino.
- II. Motion to approve minutes of the January 23, 2024 Tourism & Occupancy Tax Coordination meeting.
- 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 appropriate from the Occupancy Tax Reserve in the amount of \$20,000, to fund the approved Cliff & Redfield's agreement with the Planning Department
Rationale: Contract has been extended for another year
 - c. **Resolution Request:** To authorize an agreement, in the amount of \$36,400, with Rittner's Performing Arts Company to create the "Warren County History Adventure," an 11-episode video series that will be featured on the History on the Road program.
Rationale: Project showcases and promotes Warren County historical locales and assets
 - d. **Resolution Request:** To appropriate funds from the Occupancy Tax Reserve in the amount of \$36,400, to fund the execution of the Rittner Performing Arts Company contract.
Rationale: Appropriate \$36,400 from Occupancy Tax Reserve funds to A.6417.0002 480.04 (Warren County Projects)
 - e. **Resolution Request:** To authorize an agreement, in the amount of \$52,398, with the Adirondack Regional Tourism Council for regional marketing services.
Rationale: To continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking. Funding is matched by the New York State Matching Funds grant program in the amount of.

- V. Discussion Items:
 - a. Spending Plan
 - b. Winter Coalition update
 - c. Cool Insuring Arena – Final Report
- VI. Referrals: None
- VII. Privilege of the floor and public comment
- VIII. Motion to adjourn

Attachment #1: Spreadsheet, and Occupancy Tax Applications received to date

Attachment #2: Resolution Request Form No. 20 Appropriate Funding for Planning's Cliff & Redfield Contract

Attachment #3: Resolution Request Form No. 3 Authorize agreement with Rittner's Performing Arts Co.

Attachment #4: Resolution Request Form No. 20 Appropriate funding for History on the Road

Attachment #5: Resolution Request Form No. 20 Authorize agreement with ARTC

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

2024

2024 Occupancy Tax Budget Allocation: * \$477,000

Event Sponsor/Applicant	Event Name/Details	Event Dates	Profit Not for Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
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
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
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	\$7,500
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
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
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
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
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	\$35,000
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	\$45,000
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	\$50,000
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	\$13,000
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	\$40,000
Glens Falls Collaborative	Adirondack Holiday Festival	12/6 - 12/8/24	For Profit	6,000	90+	\$25,000	\$25,000	\$35,000	\$30,000
Glens Falls Collaborative	Glens Falls Wing Fest	4/27	For Profit	2,000	0	\$0	\$10,000	\$15,000	\$10,000
								\$424,000	\$381,500

2024 Occupancy Tax Budget Available: \$95,500

Event Sponsor/Applicant	Event Name/Details	Event Dates	For Profit Not for Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
Lake George Steamboat Company	Rock The Dock Music Festival	7/13/2024	For Profit	3,000-4,000	800+	\$0	\$0	\$20,000	
Improv Records Inc.	Anahata Nada Yoga, Music, Wellness Festival	6/21 - 6/23/24	For Profit	2,000 - 2,500	2,000+	\$0	\$0	\$40,000	
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	
Northeastern District Barbershop Harmony Society	Division Contest and Convention	5/3 - 5/4/24	Non-Profit	1000+	150	\$13,700	\$21,100	\$20,500	
GenzHomes, Inc. DBA Alpha Win/Tommy Struzzieri	Lake George Triathlon	8/31 - 9/1/24	For Profit	3,000	2,600	\$15,000	\$30,000	\$30,000	
Americade Inc.	Americade Motorcycle Touring Rally	5/27 - 6/2/24	For Profit	50,000 - 100,000	100,000+	\$50,000	\$50,000	\$50,000	
Craftproducers	Lake George Art and Craft Festival	8/2 - 8/4/24	For Profit	5,000	2,000	\$3,000	\$5,000	\$7,500	
Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/4 - 10/5/24	Not for Profit	15,000	3,000	\$28,000	\$35,000	\$37,500	
Zonta Club of Glens Falls	Zonta Arts, Crafts & Curiosities Faire	5/11 - 5/12/24	Non-Profit	1,200 - 1,500	New Event	\$0	\$0	\$3,500	
								\$259,000	\$0

2024 Occupancy Tax Budget Remaining: -\$163,500 \$95,500

* \$20,000 Allocated to Adirondack Cycling Advocates; \$3,000 to Up Yonda Farm on an ongoing basis

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 for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
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	\$23,812
Lake Luzerne Regional Chamber of Commerce	Summer Concert and Food Truck Extravaganza	(6) Weeks in July, August	municipality	4,200	unknown	\$0	\$0	\$12,000	\$12,000
								\$35,812	\$35,812

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

2024

2024 Municipal Occupancy Tax AVAILABLE:

\$14,188

Event	Event details	Event Dates	Profit for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
									\$0

2024 Municipal Occupancy Tax REMAINING:

\$14,188



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.*



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

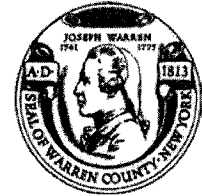
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
In the past, we've relied solely on our own funding and that of in-kind and cash sponsor/partners. Past headliners have included global touring artists: Goose, Twiddle & Galactic. We're 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

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
TOTAL	\$7,000

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
TOTAL	\$17,000

OTHER/MISCELLANEOUS

Opportunity Fund	\$1,000
TOTAL	\$1,000

TOTAL COST

\$25,000

Rock the Dock 2024 Appendix E

Revenues:

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

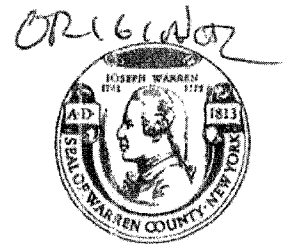
Total Revenues	\$ 95,000.00
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Expenses:

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

Total Expenses	\$ 106,600.00
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Net Revenue	\$ (11,600.00)
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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: \$ 40,000

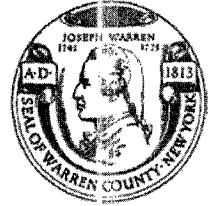
A. CONTACT INFORMATION

- 1.) Name of Applicant/(s) Organizer(s)/ Main Point of Contact: IMPROV RECORDS INC - DAVE EITMAN
- 2.) Address: 717 STATE ROUTE 149, LAKE GEORGE, NY
- 3.) Email/Cell phone: improrecords@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
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 50 - 100 VISITS

B. EVENT INFORMATION (YOGA, MUSIC, WELLNESS) ^{5 DAYS OF}

- 1.) Name of Event: THE 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 needed Previous year's attendees? N/A
2000-2500 PER DAY

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

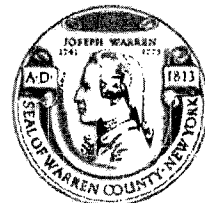
17.) How did you determine total number of overnight rooms?
N/A

18.) Do you work/or anticipate working with a third-party company, CVEB 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 ANNAHATA YOGA 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? _____

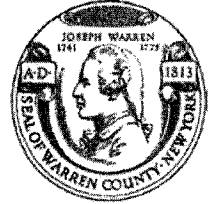
NO

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) FBD NO

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

HOPEFULLY WITH GROWTH FROM POSITIVE 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

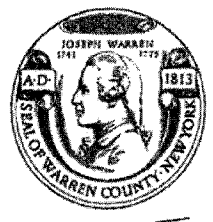
8.) What permits and licenses are anticipated for your event?
PARK STAGE LIQUOR ETC.

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

ORIGINAL



ADK MUSIC FEST

APPLICATION FORM

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Amount of Occupancy Tax Funding Requested: \$ 45,000 - 50,000
(SAME AS LAST YEAR)
OR 5,000 INCREASE

A. CONTACT INFORMATION

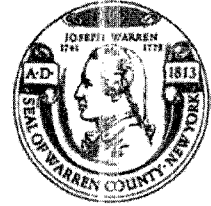
- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: IMPROV RECORDS INC - DAVE EITMAN N
- 2.) Address: 747 STATE ROUTE 149 LAKE GEORGE, NY 12845
- 3.) Email/Cell phone: improrecords@gmail.com 518 361 0667
- 4.) Estimated Event Duration (including set-up/clean up times): 5 DAYS
- 5.) Anticipated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

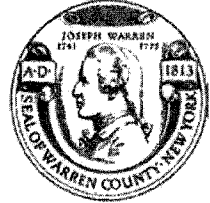
ATTACHED IS FULL DESCRIPTION AND POST EVENT REPORT FOR 2023 7



- 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
OVER 2022
- 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?
ONLINE 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

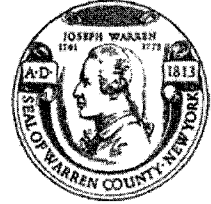
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
VENDORS, SPONSORS (HOPEFULLY)
SEE ATTACHED BUDGET

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.

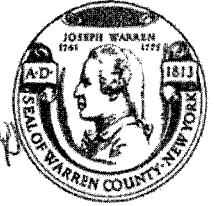
7.) Do you need assistance with the permitting/licensing process? YES NO

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



1) When will your event marketing campaign begin/end? 2/24 Likely Box → AFTER MEMORIAL MEETING
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

Revenue

Gross

TICKET SALES

\$325,065.00

SPONSORSHIP

- Warren County Occupancy Tax

\$ 45,000

BILLBOARD ADVERTISERS

\$3,900.00

VENDOR FEES

\$ 8,466.51

Total Revenue

\$ 382,431.51

Expenses

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
EXPENSE \$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

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Amount of Occupancy Tax Funding Requested: \$ 20,500

A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact: Notheastern District Brewery Harmony Society Robert Bradley Contact
- 2.) Address: 102 Route 311 CARMEL N.Y. 16512
- 3.) Email/Cell phone: 815 661 0581 Rbradgre@bestweb.NET
- 4.) Estimated Event Duration (including set-up/clean up times): May 3 2024 2-11 PM May 4 8 AM to 11 PM
- 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: Notheastern District Brewery Harmony Society Division Contest and Convention
- 2.) Date & Time of Event: May 3rd and 4th 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

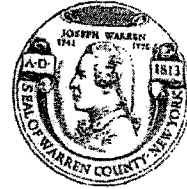
5.) **Event Detail:** Please provide a brief one-page detail of your event. (If this request is for an annual event and you have received Occupancy Tax grant funding in the past, please also provide history details from the previous year's event including total attendance, total room nights, any new 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-Profit
- 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

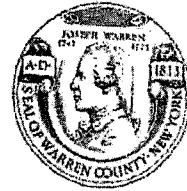
C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

- 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 working 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 monies
Raised

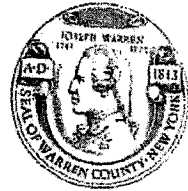
2022 = 13,700
 2023 = 21,100



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



APPENDIX A

EVENT BUDGET FORM (Required)

Event Name: Dutch Eastern District BHS Convention + Contest

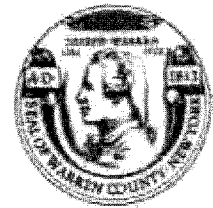
Event Date (and rain date if any): May 3 and May 4 2024

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	\$ _____	Transaction fees
	\$ 1,000	\$ _____	Advertising
	\$ 1,000	\$ _____	Prints/Staff
	\$ 4,800	\$ _____	Sound + Video
	\$ 2,200	\$ _____	Staff meals - Judges + Print team
	\$ 5,100	\$ _____	Judges transportation
	\$ 500	\$ _____	Host Chapter fee
	\$ 7,000	\$ _____	Hotel Lodging Judges + Print-s
	\$ 7,000	\$ _____	Hotel Room for talent
	\$ 5,700	\$ _____	Talent Bus Service
	\$ 1,400	\$ _____	Talent Director Expense Airfare + Hotel
	\$ 5,000	\$ _____	Talent fee
	\$ 1,200	\$ _____	Talent fee for women's performing group
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ _____	\$ _____	
	\$ 46,100	\$ _____	total Exp.



APPLICATION FORM

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Amount of Occupancy Tax Funding Requested: \$ 30,000

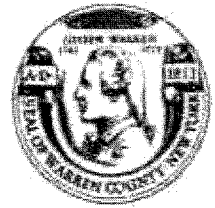
A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
GenzHomes, Inc. DBA Alpha Win/Tommy Struzzi
- 2.) Address:
319 Main Street, Saugerties, NY 12477
- 3.) Email/Cell phone:
Tommy@Alpha.Win/845.399.0310
- 4.) Estimated Event Duration (including set-up/clean up times):
7 days including set-up and break-down
- 5.) Anticipated Number of Attendees 1,200 athletes
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 100

B. EVENT INFORMATION

- 1.) Name of Event: Lake George Triathlon
- 2.) Date & Time of Event: Race days are August 31 and September 1
 Winter / Summer 2024 Spring / Fall 2024
- 3.) Location of Event:
Lake George Battleground State Campground
- 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: 16 years Date started: 2006

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.*

9.) Total number of attendees projected? 1,200 athletes Previous year's attendees? 902 athletes

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

Attendance is tracked in an on-line booking portal. Room nights will be tracked by surveying athletes.

11.) Number of day visitors projected? 300-325

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Based on previous survey results, 25-30% are day visitors.

13.) Number of overnight guests projected? 3,000

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

15.) Number of overnight accommodations used in previous year? 1,300+

16.) Average length of stay per guest? 2.5 nights

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

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.

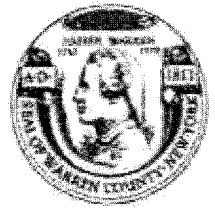
No

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ \$30,000

2.) Ticketed event: YES Price of tickets: \$ \$75-\$250.00

NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 20% NO

4.) Total Cost to be paid by the organizer for the event: \$ 167,500

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 \$ 30,000

6) Budget (see Appendix A)

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

7.) Anticipated total revenue from the event: \$ 190,000 including sponsorship

8.) Clearly identify the special event/activity objectives. (i.e.: the purpose of this event is to create a unique car show which will attract car aficionados from across the Northeast. The purpose of this activity is to create a stronger cultural asset in the region.) Attach additional pages if necessary

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 30,000 # of yrs. 3 NO

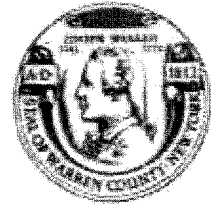
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 15,000 # of yrs 3 NO
Municipality? Town of Lake George

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) _____ NO

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



D. EVENT MARKETING

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

1.) When do you anticipate beginning promotion of your event? *(pls note that all events awarded funding are highly encouraged to begin promotion of event no less than 90 days prior to event)* We promote the 2024 event during the 2023 event

2.) What percentage of your marketing budget is being allocated to outside of Warren County? regionally and nationally

3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
The 2024 event produced athletes from 20 states and five different countries

4.) Who is your target audience and/or demographic?
passionate health and wellness adults who want to travel to Lake George



APPLICATION FORM

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

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Christian Dutcher, Americade, Point of contact: Kim Sabo

- 2.) Address:
PO Box 2205 Glens Falls, NY 12801

- 3.) Email/Cell phone:
christian@americade.com; kim@americade.com 518-683-1469 (Kim)

- 4.) Estimated Event Duration (including set-up/clean up times):
May 27-June 2, 2024

- 5.) Anticipated Number of Attendees 50,000-100,000

- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 750+

B. EVENT INFORMATION

- 1.) Name of Event: Americade

- 2.) Date & Time of Event: May 28 (opening celebration) - June 1st (Set up and tear down May 29-June 2)
 Winter / Summer 2024 Spring / Fall 2024

- 3.) Location of Event:
Fort William Henry-Demo HQ, Beach Road Parking Lot & Wood Park (Expo), Holiday Inn (Registration HQ)

- 4.) Which category BEST describes your event (check one):
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

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



6.) Type of Organization / Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)

New Event Annual Multi-Day Multi-week/month

7.) How long has this event been in existence: 40 years Date started: 1983

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.*
See attached #5 event detail

9.) Total number of attendees projected? Police Estimate: 50-100K Previous year's attendees? Police Estimate 50-100K

10.) How will you track attendance and room nights?
We defer to the Warren County Tourism Department and Lake George Chamber of Commerce & the Smith Travel Reports; upon departure, we survey attendees

11.) Number of day visitors projected? Aproximately 30% of total

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Survey of previous year's attendees

13.) Number of overnight guests projected? estimate-100,000

14.) How did you determine this percentage (surveys, zip codes, etc.)?
Police Estimate (median) 75K minus 30%(day trippers) = 52,200 x 2 night stay = 105,000

15.) Number of overnight accommodations used in previous year? unknown-STR does not provide this informatior

16.) Average length of stay per guest? 2-4 nights

17.) How did you determine total number of overnight rooms?
We defer to local tourism experts to assess this. The area of regional rooms spreads from Rutland, Vt. to Saratoga and thensome.

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.

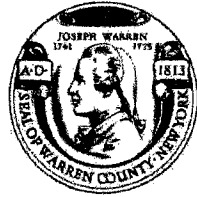
We work closely with Warren County Tourism and Gina from the LGCC.

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: \$ \$10 gate fee; varying package prices NO

Warren County zip codes are admitted free again this year. 6



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

4.) Total Cost to be paid by the organizer for the event: \$ 551,500

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 \$ OT grant of \$50,000 makes it possible to continue event.

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.* \$ 551,500

7.) Anticipated total revenue from the event: \$ 586,500 w/o OT Funds \$636,500 with OT funds

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

Americade's goal is to produce a highly-sought after family-friendly motorcycle rally that can benefit every business in Lake George and the surrounding areas. With multi-night as well as short term visitors, the event is designed to intentionally boost off-season revenues.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ _____ # of yrs. Since 2010
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
We have a number of motorcycle related and non-motorcycle related sponsors as well as advertisers (though advertising revenue continues to drop due to employment issues at businesses who outwardly say they cannot staff for the addition of Americade traffic through their doors.

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? Profit sharing is not a possibility for a company struggling to stay solvent in an ever changing motorcycle event world.

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) See Below NO

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

Ride-For-Kids Pediatric Brain Tumor Foundation; Lake George Rotary. Wounded Warrior Project-other charities are added as the event planning progresses.



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)* Event promotion began immediately following Americade 2023. It has already begun in national motorcycle magazines, online motorcycle rally websites, digital mass emails to attendees, etc.

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?)
20% national market; 60% Northeast & Mid Atlantic; 20% Canada

4.) Who is your target audience and/or demographic?
Touring, cruising, adventure touring motorcyclists of all ages



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

Event Name: Americade

Event Date (and rain date if any): May 29-June 1, 2024 (set up May 27 & 28; tear down June 2nd)

Event Type: Motorcycle Rally

Special Comments: _____

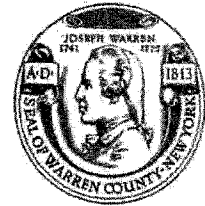
Use this form for estimated budget at time of event and complete with actual budget for submission of **Post Event Final Report**. Please feel free to use another sheet of paper or your own spreadsheet. Budget must list all event/activity related expenditures in detail (i.e., as well as projected revenue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

Expenses	<u>Estimated</u>	<u>Actual</u> (to be completed post event)	<u>Detail</u>
	\$ 30,000	\$ _____	Advertising; marketing
	\$ 15,000	\$ _____	Event insurance
	\$ 70,000	\$ _____	Sub-contractors
	\$ 6000	\$ _____	Licenses/Fees/
	\$ 55,000	\$ _____	Entertainment
	\$ 5000	\$ _____	Website
	\$ 5000	\$ _____	Dues/subscriptions
	\$ 90,000	\$ _____	Rentals
	\$ 100,000	\$ _____	Temporary & year round staffing
	\$ 6500	\$ _____	Sanitation
	\$ 18,000	\$ _____	Supplies/Materials
	\$ 35,000	\$ _____	Mini tour expenses
	\$ 5000	\$ _____	Printing
	\$ 15,000	\$ _____	Volunteers
	\$ 6000	\$ _____	Additional expo expenses
	\$ 5000	\$ _____	Charitable contributions
	\$ 20,000	\$ _____	Security
	\$ 15,000	\$ _____	Merchandise
	\$ 50,000	\$ _____	Package Add Ons
	\$ _____	\$ _____	

VISIT THE
Lake George Area
 IN NEW YORK'S ADIRONDACKS



Revenue	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$ 50000	\$ _____	<u>Occupancy Tax grant – Warren County</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ 30000	\$ _____	<u>Sponsorship/external funding (detail):</u>
	\$ _____	\$ _____	<u>Sponsorship/external funding (detail):</u>
	\$ 330,000	\$ _____	<u>Ticket Sales/Registration fees</u>
	\$ 4000	\$ _____	<u>Fundraising/donations:</u>
	\$ 12000	\$ _____	<u>Merchandise sales</u>
	\$ 150000	\$ _____	<u>Vendor fees:</u>
	\$ 4500	\$ _____	Other: <u>Logo Licensing</u>
	\$ 50000	\$ _____	<u>Manufacturer Fees</u>
	\$ 6000	\$ _____	<u>Advertising</u>
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
TOTALS	\$ 551,500	\$ _____	TOTAL EXPENDITURES
	\$ 636,500	\$ _____	TOTAL INCOME
	inc. OT Grant		



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: \$ 7500.00

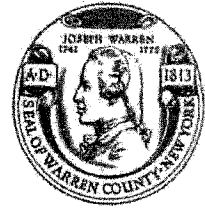
A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
Craftproducers
- 2.) Address:
PO Box 300, Charlotte, VT 05445
- 3.) Email/Cell phone:
tim@craftproducers.com - 802.734.2556
- 4.) Estimated Event Duration (including set-up/clean up times):
5 day - Wed/Thr setup. Fri-Sun for event.
- 5.) Anticipated Number of Attendees 5000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 125

B. EVENT INFORMATION

- 1.) Name of Event: Lake George Art and Craft Festival
- 2.) Date & Time of Event: Aug 2-4. 10 to 5 each day
 Winter / Summer 2024 Spring / Fall 2024
- 3.) Location of Event:
Festivals 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 Organization / Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)

New Event Annual Multi-Day Multi-week/month

7.) How long has this event been in existence: 4 years Date started: 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.*

We now have the maximum number of vendors for the site. We will increase the entertainment and kids activities to further grow the event.

9.) Total number of attendees projected? 5000 Previous year's attendees? 4100 - weather hurt

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

11.) Number of day visitors projected? 3000

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

Zip codes from surveys

13.) Number of overnight guests projected? 2000

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

Survey

Survey

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

16.) Average length of stay per guest? 5 days

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

Survey information

Survey information

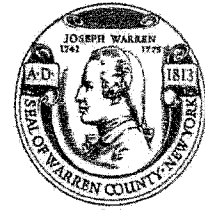
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

No

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 7500.00

2.) Ticketed event: YES Price of tickets: \$ 8.00 NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 5.00 NO

4.) Total Cost to be paid by the organizer for the event: \$ 65000.00

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 \$ 25000.00

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. \$ 62885.000

7.) Anticipated total revenue from the event: \$ 78500

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 are working to create a destination Art and Craft event in Lake George
We are working to create a destination Art and Craft event in Lake George
We are working to create a destination Art and Craft event in Lake George

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 5000 # of yrs. 3
 NO

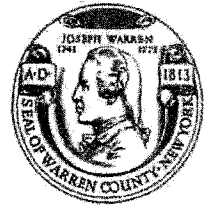
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
I will apply with the Village again
I will apply with the Village again
I will apply with the Village again

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 3500 # of yrs 3
Municipality? Village of Lake George
 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. Once event is profitable.

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) \$3000.00 NO

14.) Please describe community benefit opportunity if answered YES to the previous question:
We will generally work with any non-profit and give free space to several including the Lake George Arts Project
We will generally work with any non-profit and give free space to several including the Lake George Arts Project



D. EVENT MARKETING

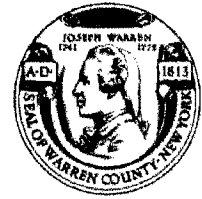
If awarded you will be required to complete a marketing plan.

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) May 1, 2024

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

3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
East to Utica, north to Lake Placid, south to Albany.

4.) Who is your target audience and/or demographic?
Woman 25-50. Families. We are very family friendly.



APPLICATION FORM

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Amount of Occupancy Tax Funding Requested: \$ 37,500

A. CONTACT INFORMATION

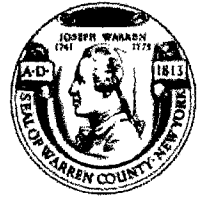
- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Warrenburg Chamber of Commerce - Suzanne Tyler
- 2.) Address:
3839 Main Street Warrenburg NY 12885
- 3.) Email/Cell phone:
styler@warrensburgchamber.com
- 4.) Estimated Event Duration (including set-up/clean up times):
4 days
- 5.) Anticipated Number of Attendees 45K
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 2 (ST) 10 (V)21 (C) 400-500 Vend

B. EVENT INFORMATION

- 1.) Name of Event: World's Largest Garage Sale
- 2.) Date & Time of Event: October 4,5,6 2024
 Winter / Summer 2024 Spring / Fall 2024
- 3.) Location of Event:
Townwide Warrensburg NY
- 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.

See Attached



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

7.) How long has this event been in existence: 44 Years Date started: 10/1980

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 hope to utilize the relationships Warren County Tourism has cultivated over the years to invite bus tours and develop incentives with lodging partners to stay longer. We are exploring ideas and initiatives to cross promote our event to other popular events like the Adirondack Ballon Festival and or Gore Mtns. Fall Fest to enhance the appeal of our event and stay in the region even longer.

9.) Total number of attendees projected? 40-50K Previous year's attendees? Approx 45K

10.) How will you track attendance and room nights?
Past years zip code reports, Collection of data from local lodging 20mi radius of Warrensburg.
Data supplied from local campgrounds, and vacation rental properties.

11.) Number of day visitors projected? 15 K

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Inpeson survey during last years event, zip code reports, Collection of data from local lodging including campground, hotels/motel, vacation rentals.

13.) Number of overnight guests projected? 3000

14.) How did you determine this percentage (surveys, zip codes, etc.)?
zip code reports, Collection of data from local lodging 50mi radius of Warrensburg, Data supplied from local campgrounds, and vacation rental properties and data collection agencies

15.) Number of overnight accommodations used in previous year? 2800

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

17.) How did you determine total number of overnight rooms?
Collection of data from local lodging 20mi radius of Warrensburg, Data supplied from local campgrounds, and vacation rental properties.

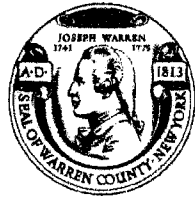
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

We plan on using services from CVB if available.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 37,500

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



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

4.) Total Cost to be paid by the organizer for the event: \$ 37 600

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 \$ 30,000

6) Budget (see Appendix A)

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

7.) Anticipated total revenue from the event: \$ 14,000

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

Our main objectives are to attract new visitors and encourage repeat visits to Warrensburg and surrounding areas throughout the year. Garage Sale weekend introduces visitors to our Main Street Corridor and surrounding residential areas with the a unique shopping experience. The popularity and longevity of the event has created a multi generational destination event, that supports our local economy- providing businesses and residents a financial "boost" as they head into the Adirondack shoulder season.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 35,000 # of yrs. 4
 NO

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

- Event sponsorships available, community donations and Chamber of Commerce organizational funds.
-

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 2000 #of yrs 6

Municipality? Warrensburg

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? All income funds next years event

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) 2000 NO

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

The Chamber donates spaces free of charge to non profit organizations and community groups during the WLGS to facilitate their own fundraising efforts. Funds we raise during the WLGS are given annually to various charities and non profit organizations by resources, services and funds upon request. Recipients include: WB Vol. Fire Co., WB Beautification, WB EMS, WB PTSA, WB Youth Sports, WB Football, North Country Ministry, WB Museum, WSCD, In the Zone.



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? 10%

3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Warren County, Saratoga County, Essex County, Albany County, NYC Region, Canadian Border, Eastern Vermont,
Advertising Nationally via online event resources

4.) Who is your target audience and/or demographic?
Women ages 18-65

Appendix A 2024 World's Largest Garage Sale Budget

EVENT BUDGET FORM

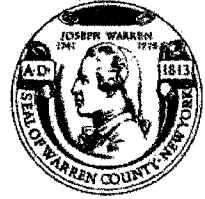
	Estimate	Actual
Print Advertising	\$ 1,300.00	\$ -
Digital Ads / Social Media/website	\$ 7,000.00	\$ -
Event Shuttles	\$ 5,700.00	\$ -
Sanitation	\$ 17,000.00	\$ -
Radio Advertising	\$ 1,000.00	\$ -
Event-related rentals & Expenditures	\$ 5,500.00	\$ -
Total	\$ 37,500.00	\$ -

	Estimate	Actual
Social Media Services and additional advertising	\$ 2,000.00	\$ -
Event Related Expenditures	\$ 500.00	\$ -
Total	\$ 2,500.00	\$ -

FUNDING	Estimate	Actual
Occupancy Tax grant – Warren County	\$ 37,500.00	
Occupancy Tax grant – Town of Warrensburg	\$ 2,500.00	
Registration fees -*Town Collected	\$ 5,000.00	
Sponsorship/external funding	\$ 1,000.00	
Vendor fees	\$ 50,000.00	
Total Event Revenue	\$ 96,000.00	

	Estimate	Actual
Revenue \$96,000 - Expenses \$40,000 =	PROFIT \$ 54,000.00	\$ -

Event budget does not include expenses incurred by the Chamber to run event ie: payroll, equipment, ect. *



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: \$ 3,500.00

A. CONTACT INFORMATION

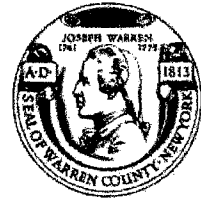
- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
Lorraine Abess-Zonta Club of Glens Falls- Zonta Area Director
- 2.) Address:
PO Box 251 Glens Falls New York 12801
- 3.) Email/Cell phone:
zontafaire@gmail.com 518-260-3832
- 4.) Estimated Event Duration (including set-up/clean up times):
24 hours
- 5.) Anticipated Number of Attendees 1500
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 80 vendors - 40 members of Zonta

B. EVENT INFORMATION

- 1.) Name of Event: Zonta Arts, Crafts & Couriousities Faire
- 2.) Date & Time of Event: May 11 and 12, 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: 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: 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.*
Purchase of a radio advertising contract with live streaming on Saturday, additional of a children's adventure park to include family friendly activities for the whole family, Banner purchase to hang in the city of Glens Falls and Queensbury. New memberships in both the ARCC and Glens Falls Collaborative to benefit from the outreach membership provides.

9.) Total number of attendees projected? 1200-1500 Previous year's attendees? 700-800

10.) How will you track attendance and room nights?
Projection based on growing interest, vendor sign-up and out-of- town visitors

11.) Number of day visitors projected? 750 daily

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Vendor zip codes, social media buzz and sharing

13.) Number of overnight guests projected? N/A

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

N/A

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

16.) Average length of stay per guest? N/A

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

N/A

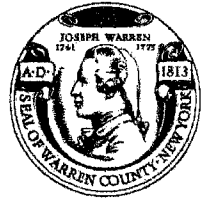
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

No

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 3500

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



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

4.) Total Cost to be paid by the organizer for the event: \$ 11,250.00

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 \$4550.00

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. \$ See attached

7.) Anticipated total revenue from the event: \$After expenses approx.\$7,000.00

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

The purpose of the event is to create a signature Mother's Day family friendly destination. We want the Arts, Crafts + Curiosities Faire to grow in popularity to help foster the home-town image of our city and the region

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? There are no additional sources of income anticipated we self-fund and whatever profits we realize go back to the community.

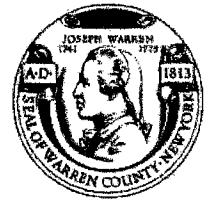
11.) Previously funded by other local municipalities: YES (amount & # of years): \$ # of yrs

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? All profits benefit our charitable giving

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) 100% NO

14.) Please describe community benefit opportunity if answered YES to the previous question: Zonta funds a scholarship program, community grant program to local agencies providing direct services in Warren + Washington County, and educational programs to raise awareness of issues important to improving the lives of women and children.



D. EVENT MARKETING

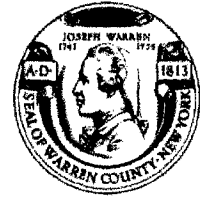
If awarded you will be required to complete a marketing plan.

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)* An event page is on Facebook, and our website

2.) What percentage of your marketing budget is being allocated to outside of Warren County? 35%

3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Glens Falls, Queensbury, Lake George region and north, capital district, lower Hudson Valley,

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



APPENDIX A
EVENT BUDGET FORM *(Required)*

Event Name: Zonta Arts, Crafts & Curiosities Faire

Event Date (and rain date if any): May 11 - May 12, Mother's Day Weekend

Event Type: Family weekend event with artisans, music, food and a children's adventure park

Special Comments: Zonta Club of Glens Falls

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>
	\$ 900.00	\$ _____	Double-sided banner advertising the event
	\$ 300.00	\$ _____	Road side signage advertising the event
	\$ 500.00	\$ _____	Live musicians playing 4 hours each day
	\$ 200.00	\$ _____	Mapping
	\$ 400.00	\$ _____	Portable toilets
	\$ 350.00	\$ _____	Social Media boosted ads
	\$ 300.00	\$ _____	Dumpster and trash removal
	\$ 300.00	\$ _____	Print flyers, business contact cards for advertising
	\$ 350.00	\$ _____	Local newspaper ads
	\$ 200.00	\$ _____	Live stream radio broadcasting
	\$ 500.00	\$ _____	Radio advertising package
	\$ 500.00	\$ _____	Print, radio expanded advertising to reach broader audience
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism

DATE: 2/20/24

- (a) Purpose of Request:
Appropriate funds from the Occupancy Tax Reserve to cover the expenditure of occupancy tax funds approved for the Cliff & Redfield Interactive agreement with the Planning Department

- (b) Details:
Appropriate \$20,000 to A6417.0002 480.04 (Warren County Projects)

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
Occupancy Tax Reserve (A.881.00)

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

* as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department

DATE: February 20, 2024

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **Authorize an agreement with Rittner's Performing Arts Company to create a "Warren County History Adventure," an 11-episode video series that will be featured on the History on the Road program.**
- (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) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **03/16/2024**
- (h) Termination Date of Contract: **03/15/2025**
- (i) 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. **Payment plan will follow the schedule below:**
\$11,250 at completion of pre-production work
\$9,900 at completion of production work
\$15,250 at completion of post-production work
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **\$36,400 to Warren County Projects (A6417.0002 480.04)****

**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

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.*

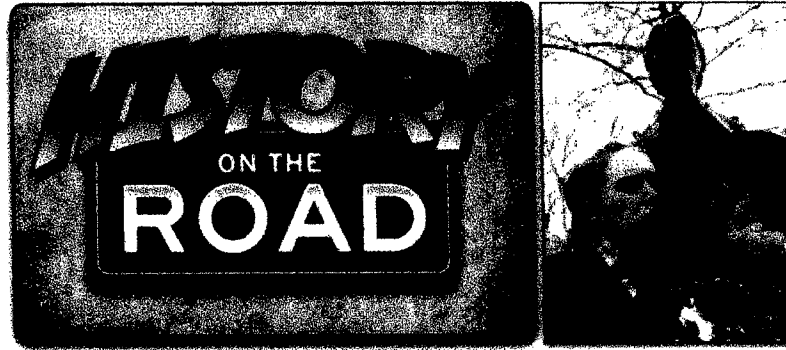
DEPARTMENT NAME: Tourism Department

DATE: February 20, 2024

- (a) Purpose of Request: **Appropriate funds from the Occupancy Tax Reserve in the amount of \$36,400 to fund the execution of the Rittner Performing Arts Company contract.**
- (b) Details: **Appropriate \$36,400 from Occupancy Tax Reserve funds to A.6417.0002 480.04 (Warren County Projects)**
- (c) Previous Resolution Number: **No**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **Occupancy Tax Reserve (A881.00) - \$36,400**

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

* as listed in budget and LOGOS



Proposal for 2023 Funding of History on the Road

History on the Road is a TV History Adventure Series that currently is streaming on YouTube. Historian & Author Don Rittner, executive director of the Warren County Historical Society, and Justyna Kostek, Director of Just More Theatre (NYC), travel the earliest highways of America, stop at the historic communities along the way, interview historians and experts about their community, and try to solve some history mysteries along the way. The 2022 eleven episodes now streaming on YouTube (<https://www.youtube.com/@historyontheroad>) featured the communities along the Great Western Turnpike, the second oldest turnpike in America.

The eleven episodes feature stops and interviews in Guilderland, Duaneburg, Esperance, Sharon Springs and Cherry Valley. In those communities, Rittner and Kostek interview an Irish Pulitzer Prize winning poet and his NY Times bestseller wife, the last of the Beat Poets, a former famous San Francisco Jazz Singer, and they explore the famous medicinal springs and abandoned hotels in Cherry Valley.

In one episode they learn that the residents of one village ganged together, forged a silver bullet, and shot a woman dead because they thought she was a witch. Another community features a woman who gave birth to a "Stone baby." One episode features an 18th century city of New York mayor who wanted to make Duaneburg the Capital of New York.

One of the goals of the series is to show that major historical events and fascinating people were not just confined to large urban areas but that rural areas and small villages also had people that made major contributions to the American experience.

For the 2023 season the show wants to travel the New Netherland Highway, today's Route 9, and feature the unique history of Warren County and environs. Originally a Native American trail from New York City to Canada, Route 9 was the most direct route north and south before the advent of the Adirondack Northway.

Topics that the show is interested in alongside the Adirondacks itself include the French and Indian War, American Revolution military sites; Wiawaka, the oldest women's retreat in America; Lake George and Luzerne; history of the Dude Ranches; amusement parks, and notable Adirondack people like Georgia O'Keefe, Jean Foster, and Seneca Ray Stoddard, to name a few.

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: February 20, 2024

- (a) Purpose of Request:
To authorize an agreement, in the amount of \$52,398, with the Adirondack Regional Tourism Council for regional marketing services.

- (b) Details:
To continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking. Funding is matched by the New York State Matching Funds grant program.

- (c) Previous Resolution Number:
Resolution No. 92 of 2023

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.6417.0001 470 - Tourism-Contract up to \$52,398

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 92 OF 2023

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

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

RESOLVED, that Warren County continue the contractual relationship (the previous agreement being authorized by Resolution No. 84 of 2022), with the Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave., Suite 3, Lake Placid, New York 12946, for regional marketing services, including digital and social media, website, email marketing and mobile tracking, in an amount not to exceed Forty-Eight Thousand One Hundred Eighty-Four Dollars (\$48,184), 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 shall be expended from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract.

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: 02/20/24

- (a) Purpose of Request:
To make 2024 Special Events funding awards

- (b) Details:
Per the attached chart

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
\$151,000 - A.6417.0002 480, Special Event Funding

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

* as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

**Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.*

DEPARTMENT NAME: TOURISM DEPARTMENT

DATE: 02/20/24

- (a) Purpose of Request:
To transfer funds into A6417.0002 480, Special Event Funding to make 2024 Special Events Occupancy Tax Awards

- (b) Details:
Committee awarded \$151,000 with \$95,500 available in the Special Events line. Appropriation of funds will bring the Occupancy Tax Budget Availability up to the required \$151,000.

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **\$55,500 - 881.00 Reserve, Occupancy Tax**

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

* as listed in budget and LOGOS