



Tourism & Occupancy Tax Coordination Committee
AGENDA
March 19, 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 February 20, 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 authorize an agreement with the selected vendor for Search Engine Optimization services for the Warren County Tourism Department.
Rationale: Successful vendor will develop SEO strategies and work with internal staff to execute a robust SEO program.

 - V. Discussion Items:
 - a. Workshop to preview Summer campaign
 - b. Winter Coalition update

 - 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. 3 Authorize agreement with successful bidder for SEO services

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

7/16/1905

2024 Occupancy Tax Budget Allocation: * * \$532,500

Event Sponsor/Applicant	Event Name/Details	Start Date	End Date	Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Amount Suggested	2024 Award
Hyde Collection 2024 Exhibitions	2024 Exhibitions, boost marketing efforts	1/1/2024	12/31/2024	Non-Profit	30,000	2,900	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Adirondack Weddings/Total Entertainment	Lake George DJ Takeover Music & Arts Festival	6/7/2024	6/9/2024	For Profit	1,000+	100-500	\$0	\$0	\$10,000	\$5,000	\$5,000
Silver Bay YMCA	Bluegrass in Heaven - to cover cost of talent	9/13/2024	9/15/2024	Non-Profit	400	100-200	\$0	\$15,000	\$15,000	\$7,500	\$7,500
Sembrich Museum	A Century of Sembrich, 2024 Summer Festival	6/5/2024	8/31/2024	Non-Profit	1500+	1,000	\$0	\$20,000	\$20,000	\$20,000	\$20,000
Lake George Music Festival - Alexander Lombard	Lake George Music Festival 2024	8/11/2024	8/22/2024	Non-Profit	5,000	3,250+	\$25,000	\$30,000	\$30,000	\$30,000	\$30,000
Greater Glens Falls Amateur Athletic Championship Assn	NYSPHSAA Boys State Basketball Championships	3/14/2024	3/17/2024	For Profit	10,000 - 20,000	6,000+	\$30,000	\$47,100	\$46,000	\$46,000	\$46,000
Eastern New York Marine Trades Association (ENYMTA)	The Great Upstate Boat Show	3/22/2024	3/24/2024	Not for Profit	4,000 - 5,000	2,000+	\$0	\$25,000	\$25,000	\$25,000	\$25,000
Lake George Steamboat Company	Rock The Dock Music Festival	7/13/2024	7/13/2024	For Profit	3,000-4,000	800+	\$0	\$0	\$20,000	\$10,000	\$15,000
Improv Records Inc.	Memorial Meltdown Music Festival	5/25/2024	5/26/2024	For Profit	2,500 - 3,500	2,000+	\$20,000	\$35,000	\$40,000	\$20,000	\$35,000
Adirondack Festivals LLC	Adirondack Wine and Food Festival	6/29/2024	6/30/2024	For Profit	6,837	6,165	\$40,000	\$45,000	\$50,000	\$25,000	\$45,000
Lake George Winter Carnival	Lake George Winter Carnival	1/26/2024	2/25/2024	Non-Profit	150,000	3,000 - 6,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Lower Adirondack Regional Arts Council	LARAC Annual June Arts Festival	6/8/2024	6/9/2024	Non-Profit	15,000	3,000	\$0	\$11,000	\$13,000	\$13,000	\$13,000
Albany Rods and Kustoms	Adirondack Nationals Car Show	9/5/2024	9/8/2024	Non-Profit	10,000+	30,000+	\$25,000	\$35,000	\$50,000	\$30,000	\$40,000
Northeastern District Barbershop Harmony Society	Division Contest and Convention	5/3/2024	5/4/2024	Non-Profit	1000+	150	\$13,700	\$21,100	\$20,500	\$20,000	\$20,000
Glens Falls Collaborative	Adirondack Holiday Festival	12/6/2024	12/8/2024	For Profit	6,000	90+	\$25,000	\$25,000	\$35,000	\$25,000	\$30,000
Glens Falls Collaborative	Glens Falls Wing Fest	4/27/2024	4/27/2024	For Profit	2,000	0	\$0	\$10,000	\$15,000	\$0	\$10,000
GenzHomes, Inc. DBA Alpha Win/Tommy Struzzieri	Lake George Triathlon	8/31/2024	9/1/2024	For Profit	3,000	2,600	\$15,000	\$30,000	\$30,000	\$15,000	\$20,000
Americade Inc.	Americade Motorcycle Touring Rally	5/27/2024	6/2/2024	For Profit	50,000 - 100,000	100,000+	\$50,000	\$50,000	\$50,000	\$40,000	\$50,000
Craftproducers	Lake George Art and Craft Festival	8/2/2024	8/4/2024	For Profit	5,000	2,000	\$3,000	\$5,000	\$7,500	\$7,500	\$7,500
Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/4/2024	10/5/2024	Not for Profit	15,000	3,000	\$28,000	\$35,000	\$37,500	\$35,000	\$35,000
Zonta Club of Glens Falls	Zonta Arts, Crafts & Curiosities Faire	5/11/2024	5/12/2024	Non-Profit	1,200 - 1,500	New Event	\$0	\$0	\$3,500	\$3,500	\$3,500
									\$593,000	\$452,500	\$532,500

2024 Occupancy Tax Budget Available: \$0

Event Sponsor/Applicant	Event Name/Details	Start Date	End Date	For Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Amount Suggested	2024 Award
Improv Records Inc. - DAVE EHMAN	Anahata Nada Yoga, Music, Wellness Festival	9/13/2024	9/15/2024	For Profit	2,000 - 2,500	2,000+	\$0	\$0	\$40,000	\$30,000	
Improv Records Inc. - DAVE EHMAN	Adirondack Independence Music Festival	8/30/2024	9/1/2024	For Profit	2,500 - 3,500	2,100+	\$20,000	\$45,000	\$50,000	\$30,000	
Special Olympics - RENEE SNYDER	New York State Fall Games	10/18/2024	10/20/2024	Non-Profit	2,000	400-800	\$50,000	\$50,000	\$50,000	\$50,000	
Lake Theatre Productions - JAREL DAVIDOW	Lake George Dinner Theatre	7/12/2024	10/12/2024	Non-Profit	5,800	500+	\$5,000	\$12,000	\$15,000	\$10,000	
									\$155,000	\$120,000	\$0

2024 Occupancy Tax Budget Remaining: -\$155,000 -\$120,000 \$0

* \$20,000 Allocated to Adirondack Cycling Advocates; \$3,000 to Up Yonda Farm on an ongoing basis
 02.20.24 Moved \$55,500 from the Reserve to cover the Committee's Awards

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

7/16/1905

2024 Municipal Occupancy Tax Allocation:

\$50,000

Event	Event details	Start Date	End Date	Profit Not for Profit Non- Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Amount Suggested	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	\$23,812
Lake Luzerne Regional Chamber of Commerce	Summer Concert and Food Truck Extravaganza	Weeks in July, August		municipality	4,200	unknown	\$0	\$0	\$12,000	\$12,000	\$12,000
									\$35,812	\$35,812	\$35,812

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

7/16/1905

2024 Municipal Occupancy Tax AVAILABLE:

\$14,188

Event	Event details	Start Date	End Date	Profit Not for Profit Non- Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Amount Suggested	2024 Award
										\$0	\$0

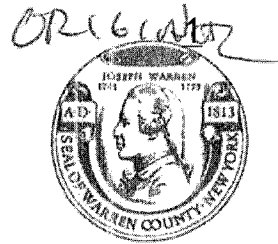
2024 Municipal Occupancy Tax REMAINING:

\$14,188

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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

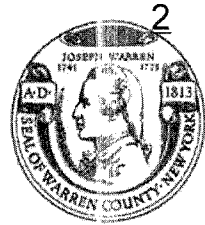
A. CONTACT INFORMATION

- 1.) Name of Applicant/(s) Organizer(s)/ Main Point of Contact: IMPROV RECORDS INC - DAVE EITMAN
- 2.) Address: 47 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 VISITS
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 50 - 100

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

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

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



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

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

8.) If a multi-year event, what new marketing, promotions and/or activities have been added to enhance the event and increase attendance? *Feel free to attach a separate sheet.*
N/A

9.) Total number of attendees projected? 6000-7500 ^{NEEDS} Previous year's attendees? N/A

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

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

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

13.) Number of overnight guests projected? EST 2000

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

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

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

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

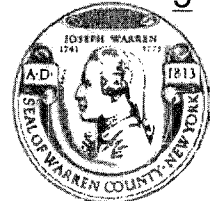
18.) Do you work/or anticipate working with a third-party company, CVE or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

NO

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

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

2.) Ticketed event: YES Price of tickets: \$ T.B.D. NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: 10% off 1D NO

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

5.) Total amount that the organizer has calculated that needs to be raised to fund/support the event that is currently not available or expected to be available is \$ 150,000 1st

6) Budget (see Appendix E)

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

\$ 150,000

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

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

THE INTENTION OF LG ANAHATA NADA IS TO BRING TOGETHER ALL KIND 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

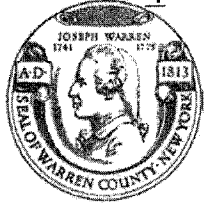
11.) Previously funded by other local municipalities: YES (amount & # of years): \$ _____ # of yrs _____

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 LOCAL 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 STAFF 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.

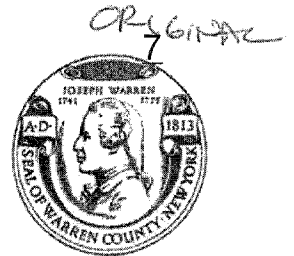
7.) Do you need assistance with the permitting/licensing process? YES NO

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



ADK MUSIC FEST

APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include ALL items on the page two check list. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and **WILL NOT be reviewed or awarded.** All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism Committee and are subject to **Freedom of Information Law** (Public Officers Law, Article 6) (FOIL) requests. If you are submitting information which is considered proprietary "trade secrets" and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

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

A. CONTACT INFORMATION

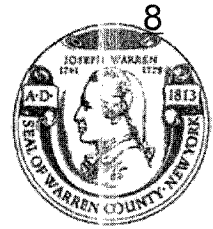
- 1.) Name of Applicant/(s) Organizer(s)/ Main Point of Contact: IMPROV RECORDS INC - DAVE EHRMANN
- 2.) Address: 747 STATE ROUTE 149 LAKE GEORGE, NY 12845
- 3.) Email/Cell phone: improrecords@gmail.com 518 361 0667
- 4.) Estimated Event Duration (including set-up/clean up times): 5 DAYS
- 5.) Anticipated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

B. EVENT INFORMATION

- 1.) Name of Event: ADIRONDACK INDEPENDENCE MUSIC FESTIVAL
- 2.) Date & Time of Event: 8/30 - 9/1/24
 Peak Season (June-September) Off-Peak (October-May)
SEPT SHOULD BE OFF PEAK?
- 3.) Location of Event: WOOD FESTIVAL COMMONS
- 4.) Which category BEST describes your event (check one):
 High Impact: 6,000-14,999 estimated room nights and/or 15,000+ day visitors -
 Medium Impact: 1000-5,999 estimated room nights and/or 5,000+ day visitors
 Low Impact: < 1000 estimated room nights and/or 2,500 +/- day visitors

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

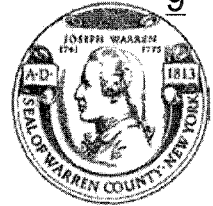
ATTACHED IS FULL DESCRIPTION AND POST EVENT REPORT FOR 2023 7



- 6.) Type of Event: For Profit Non-Profit (501-c-3) Not-for-Profit (501-c-6)
 New Event Annual Multi-Day Multi-week/month
- 7.) How long has this event been in existence: 10 YEARS (-) 2020 Date started: 2014 - SOFT LAUNCH
2015 REVAMPED START
- 8.) If a multi-year event, what new marketing, promotions and/or activities have been added to enhance the event and increase attendance? *Feel free to attach a separate sheet.*
WE INCREASE SPEND YEARLY
ATTACHED IS 2023 EXPENSE REPORT - FINANCIALS,
ATTENDANCE - COMPLETE EVENT REPORT FROM 2023
- 9.) Total number of attendees projected? 2500-3500 PER DAY Previous year's attendees? 4200 - DOWN 1200
- 10.) How will you track attendance and room nights?
ONLINE SURVEY WHEN BUYING TICKETS (MANDATORY) THEN WE
USE THAT PERCENTAGE TO FIGURE OUT WALKUP SALES
OVER 2022
- 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 PWS 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?
ON SURVEY & PERCENTAGES OF WALKUP 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 2013

- 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. 2
 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 \$500,000 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 SANDRIVE 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 7 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.

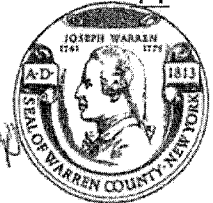
7.) Do you need assistance with the permitting/licensing process? YES NO

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



Marketing/Advertising Plan p. 2

2/24
LIKELY BOX → AFTER MEMORIAL MEETING
5/27 LATEST THRU 9/1/24

1) When will your event marketing campaign begin/end?

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 ReportRevenueGross**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
EXPENSES \$413,717.35

Net

NET LOSS (\$31,285.84)

~~IMPROV RECORDS 2 SHOW BUDGET (RISK)~~

~~\$ 678,367.81~~

ADK \$413,717.35

MMP 264,650.46

IMPROV RECORDS 2 SHOW NET

\$6849.80

ADK FEST (\$31,285.84)

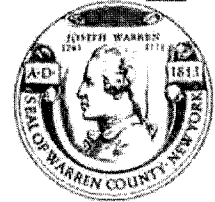
MEMORIAL MERTDOWN +\$24,436.04

2 show

LG ECONOMIC IMPACT
\$1,013,845

ADK \$519,845

MERTDOWN 494,000



APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include **ALL items on the page two check list**. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and **WILL NOT be reviewed or awarded**. All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism Committee and are subject to **Freedom of Information Law (Public Officers Law, Article 6) (FOIL)** requests. If you are submitting information which is considered proprietary "trade secrets" and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

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

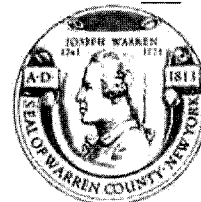
A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Renee Snyder
- 2.) Address:
94 New Karner Rd. Albany, NY 12203
- 3.) Email/Cell phone:
518-203-8348
- 4.) Estimated Event Duration (including set-up/clean up times):
10/15 - 10/20/2024
- 5.) Anticipated Number of Attendees 2,000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 65

B. EVENT INFORMATION

- 1.) Name of Event: Special Olympics NY Fall State Games
- 2.) Date & Time of Event: 10/18/24 - 10/20/2024
 Winter / Summer 2024 Spring / Fall 2024
- 3.) Location of Event:
Glens Falls City Park, Brookhaven CC, SUNY ADK, ADK Dome, Morse Field, Skidmore
- 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: 40+ years

Date started: 2012-15 & 21-24 in GF

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.*

Special Olympics NY has a dedicated Office of External Relations that will be focused on historical outreach and marketing around this event as well as new and innovated opportunities to drive volunteers, spectators, and new sponsors.

9.) Total number of attendees projected? 2,000

Previous year's attendees? 2,000

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

Participant and support staff rooms are booked through a contracted vendor (Sport Nation) and paid for in full by Special Olympics NY. Special Olympics also promotes local hotels to spectators and families of participants.

11.) Number of day visitors projected? 1500

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

Numbers are based on budget and previous years events

13.) Number of overnight guests projected? 500-600

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

Historical data from past events and current athlete information

15.) Number of overnight accommodations used in previous year? 400

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

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

Special Olympics NY determines our number of athlete allocations based on our budget. All athlete and support staff expenses are paid for by Special Olympics NY.

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.

Tricia Rogers, ADK Chamber of Commerce, Sport Nation 716-507-8480

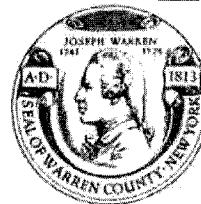
C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

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

2.) Ticketed event:

YES Price of tickets: \$ _____

NO



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

4.) Total Cost to be paid by the organizer for the event: \$ 256,250

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 \$ 75,000

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. \$ Attached _____

7.) Anticipated total revenue from the event: \$ 165,000

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 Fall State Games are the largest culminating event of the fall sports season for the athletes of SONY Athletes from across the state will have the opportunity to showcase their skills in 7 sports. Community members are encouraged to get involved through volunteerism and sponsorship opportunities. The event is cost-free.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 50,000 # of yrs. 3
 NO

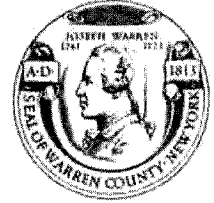
10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 230,000 #of yrs 17
Municipality? Tompkins, Monroe, Onondaga, Dutchess, Suffolk Counties
 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? Special Olympics does not profit from this 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) All NO

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



D. EVENT MARKETING

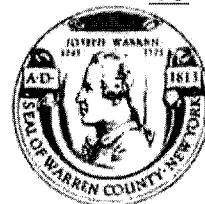
If awarded you will be required to complete a marketing plan.

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*) July 2024

2.) What percentage of your marketing budget is being allocated to outside of Warren County? 30%

3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
The event will be promoted statewide as our athletes and coaches from the across the state will attend.
Additionally, there will be a heavy focus on the local and regional areas around Warren County.

4.) Who is your target audience and/or demographic?
Local community for volunteers and spectators, families with children w/ ID



AFFIRMATION

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

Signature of Responsible Party

Raymond Polikoski Jr.

Name

Special Olympics New York, Inc.

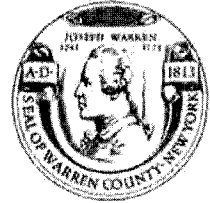
Organization

Date

3/1/24

Vice President of Finance & Administration

Title



APPENDIX A
EVENT BUDGET FORM (Required)

Event Name: Special Olympics NY Sate Fall Games

Event Date (and rain date if any): October 18 - 20, 2024

Event Type: Largest statewide culminating event of the fall season for the athletes of SONY

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
	\$ 500	\$ _____	Medical Supplies
	\$ 1200	\$ _____	Security
	\$ 15,000	\$ _____	Athlete shirts
	\$ 2,500	\$ _____	Office/Event Supplies
	\$ 1,500	\$ _____	Registration Materials
	\$ 5,000	\$ _____	Signage
	\$ 1,500	\$ _____	Sports Equipment
	\$ 500	\$ _____	Regonition Awards
	\$ 1,800	\$ _____	Athlete Medals
	\$ 3,500	\$ _____	Facility Costs
	\$ 25,000	\$ _____	Tent (Tables/Chairs) Rental
	\$ 3,000	\$ _____	Vehicle Rental
	\$ 66,000	\$ _____	Transportation
	\$ 2,500	\$ _____	Volunteer Education/Recruitment
	\$ 39,500	\$ _____	Food & Meals
	\$ 5,000	\$ _____	Misc. Event Supplies
	\$ 72,000	\$ _____	Lodging
	\$ 10,000	\$ _____	Opening Ceremonies Exp.
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

The 2024 Special Olympics NY Fall Games will take place utilizing multiple venues throughout Warren County, October 18-20, 2024. Approximately 800 athletes and coaches will come together from across the state to showcase their skills in 7 Olympic-style sports. The Fall Games will also feature a grand opening ceremonies for our athletes and the community, an Olympic Village, a Young Athletes exhibition, Healthy Athletes area with free health screening for our athletes, and closing ceremonies. Over 1,000 community volunteers, sponsors, families and spectators will also be on hand. Several area hotels will be utilized to house the participants and event staff. The event will mark the fourth consecutive year of a six-year stay in Warren County.

Special Olympics New York is proud to part of a global movement that unleashes the human spirit through the transformative power and joy of sport, every day around the world. Through programming in sports, health, education and community building, we are changing the lives of people with intellectual disabilities and working to reduce global injustice, isolation, intolerance and inactivity they often face.

State Fall Games

October 18 & 19, 2024

Bocce • Cross Country Running • Cycling • Equestrian • Golf • Soccer • Softball



Sport Venue	Location/ Address
Adirondack Sports Complex – Softball & Bocce	326 Upper Sherman Avenue, Queensbury, NY 12804
Cole’s Woods – Cross County Running	600 Glen Street, Glens Falls, NY 12801
SUNY Adirondack - Cycling	640 Bay Road, Queensbury, NY 12804
Skidmore College - Riding Center - Equestrian	145 Daniels Road, Saratoga Springs, NY 12866
Brookhaven Golf Course - Golf	333 Alpine Meadows Road, Porter Corners, NY 12859
Morse Athletic Complex – Softball & Soccer	267 Sherman Avenue, Queensbury 12804

Control Center - Queensbury Hotel, 88 Ridge Street, Glens Falls, NY 12801

Opening Ceremonies - Glens Falls City Park, 42 Ridge Street, Glens Fall, NY 12801

Health Programs - Glens Falls City Park at Opening Ceremonies & select competition venues

Friday, October 20

Time

1:00 pm - 5:00 pm
4:30 pm - 6:45 pm
4:30 pm - 6:30 pm
6:00 pm – 6:30 pm
7:00 pm – 8:00 pm

Event

Delegation Check-in
Healthy Athletes
Dinner
Head of Delegation Meeting
Opening Ceremonies

Location

Queensbury Hotel - 2nd floor Lobby
Glens Falls City Park- Maple Street
Queensbury Hotel, ADK Rooms
Queensbury Hotel, Albany Room
Glens Falls City Park

Saturday, October 21

Time

6:00 am - 7:30 am
8:30 am – 3:00 pm
8:30 am – 3:30 pm
8:30 am – 4:00 pm
8:45 am – 4:00 pm
9:30 am – 1:30 pm
9:00 am – 3:30 pm
10:00 am – 1:00 pm
10:30 am - 1:00 pm
Throughout the day

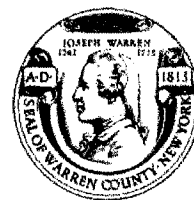
Event

Breakfast
Equestrian
Golf and Golf Skills
Football (Soccer)
Softball
Cycling
Bocce
Cross Country Running
Lunch Distribution
Health Programs

Location

All Hotels
Skidmore , Van Lennep Riding Center
Brookhaven Golf Course
Morse Athletic Complex
ADK Sports Complex & Morse Ath Complex
SUNY Adirondack
ADK Sports Complex
Cole’s Woods
All Competition Venues
Select Competition Venues

Sport competition times released closer to the event.



APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application and include **ALL items on the page two check list**. Incomplete applications, areas left blank and applications that do not submit all required materials will be considered incomplete and **WILL NOT be reviewed or awarded**. All event budget, financial and marketing information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism Committee and are subject to **Freedom of Information Law** (Public Officers Law, Article 6) (**FOIL**) requests. If you are submitting information which is considered proprietary "trade secrets" and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

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

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Sharon Reynolds
- 2.) Address:
PO Box 441, Lake George, NY 12845
- 3.) Email/Cell phone:
sharon@lakegeorgedinnertheatre.org
- 4.) Estimated Event Duration (including set-up/clean up times):
July 12th - October 12th, 2024
- 5.) Anticipated Number of Attendees 5800
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 24

B. EVENT INFORMATION

- 1.) Name of Event: Lake George Dinner Theatre
- 2.) Date & Time of Event: July 12th - October 12th, 2024
 Winter / Summer 2024 Spring / Fall 2024
- 3.) Location of Event:
Holiday Inn, Lake George 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.*



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: 56 years Date started: 1968

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? 5800 Previous year's attendees? 3968 Show 1; 1800 Show 2

10.) How will you track attendance and room nights?
We use our ticketing software (Ovation)

11.) Number of day visitors projected? 4000

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

13.) Number of overnight guests projected? 30% of total audience

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

Zip codes

15.) Number of overnight accommodations used in previous year? Exact number unknown

16.) Average length of stay per guest? Unknown

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

Zip codes

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

No

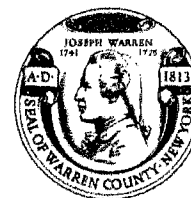
C.FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

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

2.) Ticketed event:

YES Price of tickets: \$ 70 (average)

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: \$ 4 53 7

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 \$ 7000.00

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. \$425372.00

7.) Anticipated total revenue from the event: \$ 429550.00

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
Please see Attachment A

Please see Attachment A

Please see Attachment A

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 17000 # of yrs. 2
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
Grant applications are in process to help support a variety of technical needs and special programs.

Grant applications are in process to help support a variety of technical needs and special programs.

Grant applications are in process to help support a variety of technical needs and special programs.

11.) Previously funded by other local municipalities: YES (amount & # of years): \$ 400 #of yrs 1

Municipality? Town of Lake George

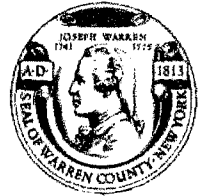
NO

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? 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) 10% NO

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

Open to all nonprofit organizations



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) March 1st, 2024

2.) What percentage of your marketing budget is being allocated to outside of Warren County? 20%

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

4.) Who is your target audience and/or demographic?
Ages 17 to 90



AFFIRMATION

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

Signature of Responsible Party

Sharon Reynolds

Name

Lake George Dinner Theatre

Organization

Date

Board President

Title



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

Event Name: Lake George Dinner Theatre 2024 Season

Event Date (and rain date if any): July 12th - October 12th 2024

Event Type: Dinner/Theater

Special Comments: We are seeking funding for advertising/promo

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.)

<u>Expenses</u>	<u>Estimated</u>	<u>Actual</u> (to be completed post event)	<u>Detail</u>
	\$ 63944	\$ _____	Event Payroll
	\$ 17523	\$ _____	Health and Pension for actors & SM
	\$ 12181	\$ _____	Payroll Taxes
	\$ 37700	\$ _____	Subcontractors
	\$ 10150	\$ _____	Ovation Ticketing Fees
	\$ 8400	\$ _____	Sets
	\$ 1000	\$ _____	Equipment/Rental
	\$ 4000	\$ _____	Costumes
	\$ 400	\$ _____	Scenic Lighting
	\$ 18331	\$ _____	Royalties
	\$ 5500	\$ _____	Printing (Playbill and Flyers)
	\$ 14500	\$ _____	Artist Housing
	\$ 25750	\$ _____	*ADVERTISING/PROMO*
	\$ 2190	\$ _____	Audition Expenses
	\$ 2400	\$ _____	Accounting
	\$ 925	\$ _____	Operating Expenses (admin, phone, supplies)
	\$ 6578	\$ _____	Insurance
	\$ 2500	\$ _____	Props
	\$ 191400	\$ _____	Holiday Inn (meal portion of ticket)
	\$ _____	\$ _____	



"Serving up deliciously fun entertainment for over 50 years!"

BOARD

Sharon Reynolds *President*

Chandler Atkins *Vice President*

Colleen Potter *Treasurer*

Johnna Maiorella *Secretary*

Rachel Budin

Erin L. Coon, PhD

Sue D'Angelico

Steve Moulton

Bruce O'Connell

Warren County Tourism
Tourism & Occupancy Tax Coordinators
1340 State Route 9
Lake George, NY 12845

February 14, 2024

Dear Committee Members,

I apologize for the delay in getting our application in to you for consideration this year. There was some miscommunication and we didn't actually receive it until January 30th.

That being said, we are hoping that you will consider our request this year for our full Lake George Dinner Theatre season 2024, July 12-October 12.

Last year we were pleased that our return to a normal schedule was so well received by our audience, since many of us had been on 'covid leave'.

We met our projected attendance and even surpassed it a little; mainly due to the popularity of our main show, "Shear Madness".

This year, we are stretching our boundaries again by offering a musical and a comedy for the first time in over 30 years! Although it is more costly to produce a musical, we felt it was time to bring the combination of music, romance and comedy to our stage again. Our first show is "I Love You, You're Perfect, Now Change", a delightful musical comedy. The second show is "Old Love" a romantic comedy which will appeal to our older demographic.

As always, the advertising and marketing of our season is crucial to our success and we are hopeful that you might consider helping us again this year.

Respectfully,

Sharon Reynolds, President

STAFF

Jarel Davidow
Artistic Director

Amber Reitan
Administrative Director

Sylvia Bloom
Marketing Director

ADVISORY BOARD

Vicky Eastwood

Shay Humphrey

Barbara Miner

Affiliate of



Lake Theatre Productions, Inc. is a 501(c)(3) Non-Profit Organization.

In Residence: Holiday Inn Resort | Lake George | NY
Post Office Box 441 | Lake George | NY | 12845
www.LakeGeorgeDinnerTheatre.org
518.879.6218

Attachment A

Lake George Dinner Theatre's mission is to continue the time-honored tradition of quality dining and professional live theatrical entertainment in a uniquely intimate setting that honors the artistic value of lively storytelling. In fact, at 90 to 120 seats, none of which are more than 35 feet from the stage, we are the most intimate professional dinner theater in the United States.

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: 03/19/24

- (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:
\$120,000 - A.6417.0002 480, Special Event Funding

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

* as listed in budget and LOGOS

2024 Occupancy Tax Budget Available:

\$0

	Event Sponsor/Applicant	Event Name/Details	Start Date	End Date	For Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Amount Suggested	2024 Award
12	Improv Records Inc. - DAVE EHMAN	Anahata Nada Yoga, Music, Wellness Festival	9/13/2024	9/15/2024	For Profit	2,000 - 2,500	2,000+	\$0	\$0	\$40,000	\$30,000	\$30,000
13	Improv Records Inc. - DAVE EHMAN	Adirondack Independence Music Festival	8/30/2024	9/1/2024	For Profit	2,500 - 3,500	2,100+	\$20,000	\$45,000	\$50,000	\$30,000	\$30,000
26	Special Olympics - RENEE SNYDER	New York State Fall Games	10/18/2024	10/20/2024	Non-Profit	2,000	400-800	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
27	Lake Theatre Productions - JAREL DAVIDOW	Lake George Dinner Theatre	7/12/2024	10/12/2024	Non-Profit	5,800	500+	\$5,000	\$12,000	\$15,000	\$10,000	\$10,000
										\$155,000	\$120,000	\$120,000

2024 Occupancy Tax Budget Remaining:

-\$155,000

-\$120,000

-\$120,000

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: 03/19/24

- (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 \$120,000 with \$0 available in the Special Events line. Appropriation of funds will bring the Occupancy Tax Budget Availability up to the required \$120,000.

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **\$120,000 - 881.00 Reserve, Occupancy Tax**

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: March 19, 2024

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **To authorize an agreement with the selected vendor for Search Engine optimization (SEO) services for the Warren County Tourism Department. The successful vendor will develop SEO strategies and work with internal staff to execute a robust SEO program.**
- (c) Name of Contractor: **Rooted Rock Marketing**
- (d) Address of Contractor: **41 Jenkins Street, Saranac Lake, NY 12983**
- (e) Contractor's Contact Person and Telephone Number: **Shelly Cihan, 518-897-9922, shelly@rootedrock.com**
- (f) Has or will the Contract be provided, if so, please attach: **NO**
- (g) Commencement Date of Contract: **May 1, 2024**
- (h) Termination Date of Contract: **April 30, 2025**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **One-time fee of \$3,950 for kick-off and set-up (30 hours; anything over at a rate of \$150/hour); monthly fee of \$3,250 (26 hours/month; anything over at a rate of \$125/hour); Travel & Project Management Fee of \$75/hour (if needed)**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417 0001 470 Contract \$42,950**

Sample: A.1010 470 Legislative Board – Contract Sxx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations Sxx.xx

*as listed in budget and LOGOS