



Tourism & Occupancy Tax Coordination Committee
AGENDA
June 25, 2024

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

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

- I. Committee meeting called to order by Chairman Merlino.
- II. Motion to approve minutes of the May 21, 2024 Tourism & Occupancy Tax Coordination special meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Committee Approval:** To obtain committee approval to allow the Applicant of the 2024 Adirondack Balloon Festival to apply for more than \$50,000.
Rationale: Organizers are requesting funding exceeding the limit stipulated in Resolution 461 of 2023, Schedule "A" Item 5, requiring Committee approval. **Total request of \$75,000.**
 - b. **Committee Approval:** Committee to consider approving the Application for the 2024 Adirondack Balloon Festival in the amount of \$75,000. **Total request of \$75,000.**
Rationale: To cover the Special Events funding of the 2024 Adirondack Balloon Festival in the amount of \$75,000 and to be paid in September of 2024.
 - c. **Resolution Request:** To authorize an agreement in the amount of \$19,950 to Alon Tourism Solutions for training, consultation, and development of a virtual market place.
Rationale: To work with the Tourism Department to prepare Warren County tourism businesses to successfully promote to the international travel market, both leisure and group sales. **Total request of \$19,950.**
 - d. **Resolution Request:** To authorize an agreement in the amount of \$11,495 with New York Welcomes You, Inc. for travel guide distribution services.
Rationale: To work with the Tourism Department in travel guide distribution at 10 major East Coast market shows/events with the Lake George Area featured as one of 15 "Epicenters of Experiences" in New York. **Total request of \$11,495.**
- V. Discussion Items:
 - a. Occupancy Tax Funds
 - b. Treasurer's Report

c. Lake George TV

VI. Referrals: None

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: Resolution 461 of 2023

Attachment #2: 2024 Occupancy Tax Grant Funding Application for Adirondack Balloon Festival

Attachment #3: Resolution Request Form No. 3 to contract with Alon Marketing

Attachment #4: Resolution Request Form No. 3 to contract with New York Welcomes You

Warren County Board of Supervisors

RESOLUTION NO. 461 OF 2023

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

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

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

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

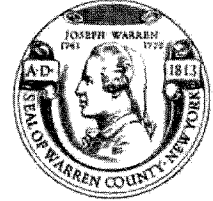
RESOLVED, that the Warren County Board of Supervisors does hereby revise and re-establish the criteria for the expenditure of County occupancy tax revenues in connection with Special Events, as outlined in the attached Schedule "A," and be it further

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

SCHEDULE "A"

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

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



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: \$ 75,000

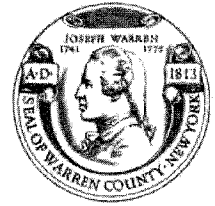
A. CONTACT INFORMATION

- 1.) Name of Applicant(s)/Organizer(s)/ Main Point of Contact
Adirondack Hot Air Balloon Festival, Inc., Mark Donahue, President, Board of Directors
- 2.) Address:
PO Box 303, Glens Falls, NY 12801
- 3.) Email/Cell phone:
adirondackballoonfest@gmail.com Festival: 518-222-4593 Personal: 518-421-0627
- 4.) Estimated Event Duration (including set-up/clean up times):
4 p.m. Thursday, September 19 to 11 a.m. Sunday, September 22
- 5.) Anticipated Number of Attendees 150,000 - 200,000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors):
All volunteers, no employees

B. EVENT INFORMATION

- 1.) Name of Event: Adirondack Balloon Festival
- 2.) Date & Time of Event: 4 p.m. Thursday, September 19 to 11 a.m. Sunday, September 22
 Winter / Summer 2024 Spring / Fall 2024
- 3.) Location of Event:
Crandall Park, and Floyd Bennet Memorial Airport (Warren County Airport)
- 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: 51 years Date started: 1973

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.*

My summary from our 50th Anniversary event is very telling. I will include this with the application. The Weather Channel, New York Times, Amtrak, Thruway Authority ... no other event can compete with the exposure our event generates, and all of it is done by volunteers. Our reputation and goodwill is well recognized by our partners.

9.) Total number of attendees projected? 150,000 - 200,000 Previous year's attendees? 150,000

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

The event consistently fills hotel rooms across the county, although we have no means of tracking room nights. Because the event is so lucrative for hotels, very few of them will accommodate our efforts to house pilots at reduced rates.

11.) Number of day visitors projected? Typically 75%, 120,000

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

Zip codes from merchandise sales assist with these numbers, but no means of tracking this percentage.

13.) Number of overnight guests projected? Estimated 25%, 37,500

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

Zip codes from merchandise sales assist with these numbers, but no means of tracking this percentage.

15.) Number of overnight accommodations used in previous year? No means of tracking

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

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

No means of tracking this number, but visitation is evidenced by demand for overnight accommodations and resultant elevated room rates for an off-season event

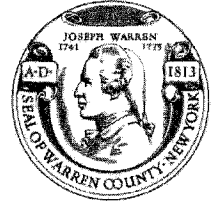
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

This is an all volunteer effort managed by the event director

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 75,000.00

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: \$ _____

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 \$ 220,000.00

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.* \$ 300,000.00 + _____

7.) Anticipated total revenue from the event: \$ 200,000.00

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

Please see attached

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 50,0000 # of yrs. Varied
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
Corporate sponsors, business sponsors, advertisers, merchandise sales, vendor contributions

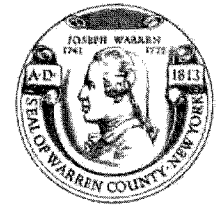
11.) Previously funded by other local municipalities: YES (amount & # of years): \$ _____ #of yrs _____
Municipality? Queensbury
 NO

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? This is a non-profit enterprise - see expanded answer in #14

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:

With regard to question #12, the County receives all VIP parking fees, \$5m parking fees, Charter bus parking fees and now receives bed tax for overtime. The County is not transparent with the Festival with the amount of money that is even collected. This is very unfair to the only event that has no self motivation and is all-volunteer driven. Last year, we were not even able to collect donations as the County did not issue a new resolution for the event. To see we are disheartened by the County's supporting many ways is an understatement.



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*) The event is currently being promoted

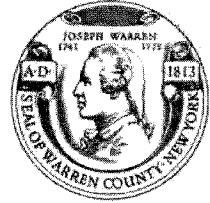
2.) What percentage of your marketing budget is being allocated to outside of Warren County? 95%

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

Mid-Atlantic states, New England, East Coast

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

All demographics and age groups, those with income levels allowing travel



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

Mark Donahue

Name

Adirondack Balloon Festival

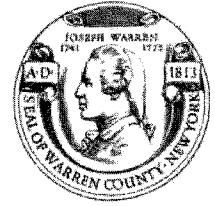
Organization

June 10, 2024

Date

President, Board of Directors

Title



APPENDIX A
EVENT BUDGET FORM (Required)

Event Name: Adirondack Hot Air Balloon Festival

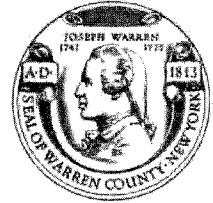
Event Date (and rain date if any): September 19 - 22, 2024

Event Type: Not for profit

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>
	\$ <u>1300.00</u>	\$ _____	Intuit Credit Card Fees
	\$ <u>2500.00</u>	\$ _____	Advertising and Promotion Website
	\$ <u>65000.00</u>	\$ _____	Apparel and merchandise
	\$ <u>5000.00</u>	\$ _____	Audio equipment
	\$ <u>2500.00</u>	\$ _____	Golf cart rental
	\$ <u>8500.00</u>	\$ _____	Insurance
	\$ <u>14000.00</u>	\$ _____	Lighting
	\$ <u>1500.00</u>	\$ _____	Office supplies
	\$ <u>40000.00</u>	\$ _____	Lodging
	\$ <u>15000.00</u>	\$ _____	Portable toilets
	\$ <u>20000.00</u>	\$ _____	Promotional printing
	\$ <u>2000.00</u>	\$ _____	Professional services
	\$ <u>8000.00</u>	\$ _____	Propane
	\$ <u>25000.00</u>	\$ _____	Special shaped balloons
	\$ <u>900.00</u>	\$ _____	Storage unit rental
	\$ <u>12500.00</u>	\$ _____	Tents
	\$ <u>750.00</u>	\$ _____	Truck rental, special shaps
	\$ <u>700.00</u>	\$ _____	U-haul rental
	\$ <u>18100.00</u>	\$ _____	Entertainment
	\$ <u>11775.00</u>	\$ _____	Additional advertising, filing fees, postage, volunteer expenses



Revenue	<u>Estimated</u>	<u>Actual</u>	<u>Detail</u>
	\$ 75000.00	\$ _____	<u>Occupancy Tax grant – Warren County</u>
	\$ 20000.00	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Municipal/town/village funding</u>
	\$ _____	\$ _____	<u>Sponsorship/external funding (detail):</u>
	\$ _____	\$ _____	<u>Sponsorship/external funding (detail):</u>
	\$ _____	\$ _____	<u>Ticket Sales/Registration fees</u>
	\$ _____	\$ _____	<u>Fundraising/donations:</u>
	\$ _____	\$ _____	<u>Merchandise sales</u>
	\$ _____	\$ _____	<u>Vendor fees:</u>
	\$ _____	\$ _____	<u>Other: _____</u>
	\$ 22500.00	\$ _____	<u>Corporate Sponsorships</u>
	\$ 50000.00	\$ _____	<u>Merchandise and apparel sales</u>
	\$ 2950.00	\$ _____	<u>FAA mandated pilot entry fee</u>
	\$ 28075.00	\$ _____	<u>Sponsorships and advertising income</u>
	\$ 22500.00	\$ _____	<u>Vendor contribution</u>
	\$ 1000.00	\$ _____	<u>Other, 50/50 raffle</u>
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____
TOTALS	\$ 255025	\$ _____	TOTAL EXPENDITURES
	\$ 222025	\$ _____	TOTAL INCOME

50th Anniversary Adirondack Balloon Festival

After more than 5 years of planning, the Golden Anniversary of the Adirondack Balloon Festival was a huge success. ABF is the oldest major balloon festival on the East Coast and second to only Albuquerque in the United States. Albuquerque celebrated its 50th anniversary one year prior to us. It is important to note that a significant number of pilots first discovered ballooning by attending this event.

Our committee felt it was very important that for the 50th we make it a true community celebration but also take time to reflect and show appreciation to those who helped make this event what it is today. The event started a day early and kicked off with a Gala celebration and Moonglow at Hiland Park. The festival subsidized the event to keep the ticket price a reasonable \$40 so our general community could attend and join the celebration. What we thought would be a reasonably small celebration exploded with a sellout crowd of almost 500 people, making it one of the largest events ever held at Hiland Park. Mark Mulholland from NewsChannel 13 was the Master of Ceremonies for the event and he broadcasted live for all of the evening's newscasts providing us with great exposure to kick off the event. The Festival honored 3 businesses who have supported the event for 50 incredible years: Harvest Restaurant, Glens Falls National Bank, and our biggest sponsor, Whiteman Chevrolet. The Festival also recognized John Strough and the Town of Queensbury and Warren County and all of its department heads for their incredible support. John Taflan accepted the award for Warren County as there was not any Supervisors present other than John Strough. Lastly, we honored 6 pilots who have participated in the event for more than 40 years. All six pilots attended with their families.

We also unveiled our 50th anniversary book compiled by volunteer Amy Lapoint from South Glens Falls. The book is almost 300 pages and is a memoir from pilots who flew in the event over the years. It is a very special book and I highly recommend reading it. We also unveiled our 50th anniversary original painting. Lynn Benevento from Lake Luzerne came out of retirement to create her rendition of our 50 years. The painting was up for silent auction to support the festival. In addition to 6 months it took her to finish the painting, Lynn also had prints made for us to sell to support the event. This event is what it is today because of people like Amy and Lynn.

Thursday saw another special event for our 50th. We invited all of our veteran pilots from the 1970s to attend our anniversary celebration. We hosted them for a special luncheon and awards ceremony at our original home, SUNY Adirondack (the festival program cover featured a picture from 1974 at the college. I expected roughly 10 to 15 of our veteran pilots and their families to attend. I was quite touched when nearly 90 pilots and their families committed to come from across the country. It was a very special afternoon.

The city of Glens Falls made our official opening ceremonies very special. In addition to our normal 15 balloon launch, the city supported us in having a moonglow as well. It became our biggest opening ceremonies ever. The city also hosted a bbq for participating pilots and their families and our volunteers.

Our Friday morning flight is a non publicized event. It is designed to be our media flight so reporters and TV stations can do interviews with a minimal crowd. Usually we have about 10 balloons for this event and each pilot donates a flight for a member of the media.; this year would be different as 50 balloonists came early at their own expense to participate. With the help of Kevin Hajos and John Strough, we were able to offer balloon flights to County Staff and the Town Of Queensbury staff. It was a short notice so there were not many takers. This opened another opportunity and we were able to give flights to nearly 40 members Of Bay Ridge Rescue and So Queensbury Fire dept. A wonderful way for us to show our appreciation.

Friday evenings airport launch was a huge event. With warm temperatures and light winds, all 97 participating balloons flew and most hovered over the airport for nearly an hour. All 4 Albany news stations were present .

Saturday morning had a a unique predawn flight of 5 balloons followed by all the others after sunrise.

Saturday afternoon we hosted an anniversary party and bbq for the balloonists prior to the flight. Nearly 900 chicken dinners were served to the balloonists and their families as well as sponsors.

Saturday afternoons launch was cancelled due to high winds. The Moonglow was replaced by a candlestick glow which had an at capacity crowd happy to see a show..

The weekend ended with Sunday mornings flight, a tribute to Walt and Joan Grishkot.

Other Notables:

We were featured on the WEATHER CHANNEL for the two weekends preceding the event. The taped interviews were aired at least 6 times each day of each weekend.

Sunday NEW YORK TIMES did a feature on us the weekend before the event

The Balloon Federation of America had representatives attending the event this year. They surprised Mark Donahue and his sister Laurie Wetsel with its National Directors award, given annually to a balloonist for their volunteerism and commitment to community. Mark became the youngest recipient of the award for which he received unanimous votes from the Board.

The Balloon Federation of America featured us in its international magazine. A copy is included in our submission.

Amtrak once again supported us by hanging banners and distributing brochures at Penn Station. 5,000 brochures were given out over 2 days the weekend before.

The Thruway authority assisted us and placed our brochures in every rest area on the Thruway the week before the event.

Lodging became a crisis for in 2023 and that is now continuing in 2024. An RFP was sent out to 25 major hotels requesting bids to be our host hotel. Not one hotel responded. We ended up booking room blocks at 8 different hotels. Hotels can make more money booking rooms to our spectators as opposed to discounting the rooms for us. So far for 2024 only 3 hotels have offered us room blocks. This is a very concerning trend that could put the event in crisis.

The Festival received proclamations from Senator Chuck Schumer representing the U.S. Senate and Congresswoman Elise Stefanik from the House of Representatives. Proclamations were also presented to us from the NY Senate and Assembly at opening ceremonies.

The Festival requested \$90,000 in bed tax and was only awarded \$50,000. This was quite disheartening considering how much money has been given out in Lake George for winter events which have not proven to bring visitors to the area like our event does year and year. Even more sad is that our event is all volunteer driven and those events had paid promoters.

The Board of Supervisors did not issue a revised resolution for the festival for 2023. As a result, the festival was not able to collect donations impacting us to the tune of about \$30,000.

To show our appreciation and thanks, the Festival provided tshirts to all members of the dpw staff and Sheriff's dept who worked at the event. Shirts were also given to all members of So. Queensbury Fire Dept. Bay Ridge rescue did not provide sizing information timely so we promised them shirts in 2024.

Stewarts Shops had committed to making a special limited run Ice Cream flavor to celebrate our 50th. Logisitics got in the way timewise so they could not pull it off. They have committed to doing so for this years event.

I personally spent over 1500 hours planning for the 50th anniversary none of which was compensated. It is done out of my passion for ballooning and love of my community. That does not include hundreds of hours by 6 to 8 other volunteers. None of us is in this for personal or professional gain. This can not be said by any other entity requesting occ tax funding. Despite this, we still feel we are not treated fairly or with transparency. We requested \$90,000 last year, we were awarded \$50,000. Yet we had to order and pay for more light towers, so the next effect was an award less than our previous award, a great sign of support for the event that has generated an economic impact greater than any other over its lifetime. I was specifically told an event can only be awarded \$50,000 and no more. Within a few months, a new winter event in Lake George was awarded 3 times as much. Much of which went to a well known paid promoter This is the same promotor who was allowed during Covid to move his Americade event to the same weekend as the balloon festival with no one ever asking us for our thoughts or opinions. Once approved by the County, he made a failed attempt (in his partnership with a local balloonist who together organized the Saratoga craft and balloon festival for several years) to take over the balloon festival by purposely reserving room blocks at every hotel the Festival uses. They then tried to negotiate with us to get rooms through them if they were able to broker all the balloon rides at the festival. I can elaborate greatly on this but I doubt I will be asked.

I would also like to know why the County can be reimbursed for overtime through occ tax and still are able to keep all the revenue received from VIP parking, bus charters and the \$5.00 parking lot? How is this justified. We are entitled to know how much money is generated by this yet it has never been shared with us. How fair is that to us. The supervisors like to tout that they are present and help with parking... do you all realize in all these years, not one of you has ever stopped by our RV office or our merchandise tent to just say thank you to the small group of folks who commit so much of themselves to make this happen? Why is it the festival was not included in discussions about ending the collection of donations. We were not even asked about this. When I was told the County was no longer doing this, we began making plans to do as we had always worked with VFW on this yet never allowed to keep any of the proceeds. We were then told we could not do so at our own event?? Why was a new Board resolution not issued for balloon fest last year? The County Attorney told me it was MY responsibility to put forward a resolution for the balloon festival. In my close to 30 years of involvement we have never been able to put forward a resolution, we have not even been allowed to make changes to the contract why can't the contract be provided to us 3 to 4 months early so an attorney can review it to protect us?

This is just a small sampling of issues we face, There is not much sense in even discussing any of them until we know where things will stand with our bed tax award as that may determine the next steps our Board of Directors pursue for 2025 and beyond.

Mark Donohue, Board President

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: 06/25/24

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

- (b) Details:
2024 Adirondack Balloon Festival

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
\$100,000 - A.6417.0002 480, Special Events Funding

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: June 25, 2024

- (a) Is this a Result of a Bid or Request for Proposal? **No, written quotes**
- (b) Purpose of Contract: **To authorize agreement with Alon Tourism Solutions. Company will train, consult and develop a virtual market place and work with the Tourism Department to prepare Warren County tourism businesses to successfully promote to the international travel market, both leisure and group sales.**
- (c) Name of Contractor: **Alon Tourism Solutions**
- (d) Address of Contractor: **11 Alexander Avenue, Farmingdale, NY 11735**
- (e) Contractor's Contact Person and Telephone Number: **Jennifer Ackerson, jackerson@alontourism.com, 631-756-1102**
- (f) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **Upon contract execution**
- (h) Termination Date of Contract: **December 31, 2024**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$19,950**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.
- (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: **\$19,950 to Contracts (A6417.0001 470)****

**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. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department

DATE: June 25, 2024

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To authorize agreement with New York Welcomes You, Inc. for Warren County Travel Guide distribution services, with the Lake George Area featured as one of 15 "Epcenters of Experiences" in New York; and distribution at 10 major market East Coast shows/events.**
- (c) Name of Contractor: **New York Welcomes You, Inc.**
- (d) Address of Contractor: **51863 State Highway 10, Bloomville, NY 13739**
- (e) Contractor's Contact Person and Telephone Number:
Josiah Brown, 845-283-1638
- (f) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **Upon contract execution**
- (h) Termination Date of Contract: **December 31, 2024**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$11,495**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.
- (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: \$11,495 to Contracts (A6417.0001 470)**

**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