



**Tourism & Occupancy Tax Coordination Committee
AGENDA
July 23, 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 June 25, 2024 Tourism & Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** Authorization to create the position of Fiscal Coordinator, eliminating position of Principal Account Clerk.
Rationale: To assist the Director of Tourism in overseeing the accounting and financial management of the Tourism Department.
 - b. **Resolution Request:** Authorization to adopt an updated and online version of the Occupancy Tax Grant Application for conventions, trade shows and events.
Rationale: Director of Tourism presented to the Tourism and Occupancy Tax Coordination Committee a new, streamlined online Occupancy Tax Grant Application for conventions, trade shows, and events.
 - c. **Committee Approval:** Authorizing Warren County Coalition to apply for more than the maximum Occupancy Tax request of \$50,000.
Rationale: Organizers are requesting funding that exceeds the limit stipulated in Resolution 461 of 2023, Schedule "A" Item 5. This requires Committee approval. **Total request of \$400,000.**
 - d. **Committee Approval:** Authorizing approval of the Warren County Coalition application requesting \$250,000 for Winter's Dream in Winter 2024-2025.
Rationale: To cover the Special Events funding of the 2024-2025 Winter's Dream attraction in the amount of \$250,000.
 - e. **Committee Approval:** Authorizing approval of the Warren County Coalition Show Improvements application requesting \$150,000 for Winter's Dream in Winter 2024-2025.
Rationale: To cover the Special Events funding of the 2024-2025 Winter's Dream attraction in the amount of \$150,000.
- V. Discussion Items:
 - a. Workshop presentation of the Fall and Winter 2024 campaign
 - b. Occupancy Tax Budget update
 - c. Treasurer's Report

- d. Cool Insuring Arena Update
- e. Lake George Regional CVB Second Quarter Update

- VI. Referrals: None
- VII. Privilege of the floor and public comment
- VIII. Motion to adjourn

Attachment #1: Resolution Request Form 11 Authorizing creation of Fiscal Coordinator position

Attachment #2: Fiscal Coordinator Job Description

Attachment #3: Resolution Request Form 20 Authorization to adopt updated Occupancy Tax Application

Attachment #4: Resolution 509 of 2023 Occupancy Tax Application

Attachment #5: Resolution 461 of 2023

Attachment #6: Occupancy Tax Grant Funding Application for Warren County Coalition

Attachment #7: Occupancy Tax Grant Funding Application for Warren County Coalition Show Improvements

RESOLUTION REQUEST FORM NO. 11

Request to Create New Position

DEPARTMENT NAME: Tourism Department

DATE: July 23, 2024

- (a) Title of Requested Position: Fiscal Coordinator
- (b) Annual **Base** Salary (and Grade if Applicable): \$52,674 (Grade 15)
- (c) Effective Date for New Position*: Upon Board of Supervisor Approval
**Please do not backdate unless the purpose is to correct an error.*
- (d) List Any Position in the Department's Table of Organization Being Deleted as a Result of this Request:
(Include annual salary and grade if applicable):
Principal Account Clerk

- (e) Where are Funds in the Budget for this Position?
List Budget Code, Object Code, Full Title and Amount:
A.6417.0001.110

- (f) Is a Budget Transfer needed? YES NO
If yes, please complete Resolution Request Form No. 10 – Transfer of Funds
If no, please provide details on how the increase will be funded with the current budget:

- (g) Has Director of Human Resources Reviewed and Approved of the New Position Title? YES NO
*(approval is necessary **BEFORE** bringing the request to Committee)* HR Director Initial AS 7/19/24

- (h) Had County Administrator Reviewed and Approved Creation of New Position? YES NO
*(approval is necessary **BEFORE** bringing the request to Committee)* Co. Admin Initial JH 7/19/24

- (i) Is this a mandated position? YES NO
If yes, please explain:

- (j) Is there expected revenue from this position? YES NO
If yes, please explain and complete Resolution Request Form No. 07 – Amend County Budget to recognize revenue:

FISCAL COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: An employee in this position oversees the accounting and financial management functions of a municipal department. Areas of responsibility include fiscal management, budget preparation, accounts payable, accounts receivable, purchasing, cost analysis and program/grant contract monitoring. The work is performed under the general supervision of the department head. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Oversees and participates in department's fiscal and accounting processes including fiscal control of program and/or grant funds, accounts payable, accounts receivable and purchasing;
Prepares vouchers, purchase orders, encumbrances and other fiscal documents relating to all applicable Federal, State and locally-funded programs and/or grants with accuracy to ensure maximum appropriations of charges;
Maintains and reconciles ledgers of revenues received with bank statements;
Oversees and assists in the classification of a variety of receipts and expenditures and the distribution of costs according to prescribed codes and accounts;
Performs all support functions in the preparation of the department's budget, including data collection, preparation of budget forms, reconciliation, analysis and summaries;
Assists and advises department head in formulating, administering and assessing policies relating to fiscal administration of the budget, program expenses and agency procedures;
Prepares departmental financial reports and correspondence; Monitors contracts and service agreements;
Monitors agency adherence to regulations regarding the disbursement of Federal, State and locally-funded programs and/or grants;
Communicates with various Federal, State and local representatives regarding program funding and fiscal affairs within scope of responsibility;
Performs all work related to the efficient execution of the accounting functions of the agency;
Resourcefulness in resolving varied administration problems.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES:

Good knowledge of modern governmental accounting and fiscal procedures and techniques including budgeting and appropriation practices as relates to grant disbursement and general office accounting;
Good knowledge of methods used in keeping financial accounts and records;
Good knowledge of modern fiscal terminology, practices and procedures;
Good knowledge of the laws, rules and regulations related to departmental functions;
Ability to acquire a working knowledge of agency affairs related to fiscal management;
Ability to prepare complete and accurate financial reports and statements;
Ability to present written and oral comments and opinions clearly and concisely;
Good judgment, accuracy, integrity, resourcefulness and tact.

MINIMUM QUALIFICATIONS:

- (A) Bachelor's degree or higher in accounting, business administration or closely related field and one (1) year of business management experience which shall have included substantial responsibility in areas of accounting and fiscal management; or
- (B) Associate's degree in accounting, business administration or closely related field and three (3) years of business management experience which shall have included substantial responsibility in areas of accounting and fiscal management; or
- (C) Graduation from high school or possession of a high school equivalency diploma and five (5) years of business management experience which shall have included substantial responsibility in areas of accounting and fiscal management.

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

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: July 23, 2024

- (a) Purpose of Request: **Authorization to adopt an updated and online version of the Occupancy Tax Grant Application for conventions, trade shows and events.**
- (b) Details: **Director of Tourism presented to the Tourism and Occupancy Tax Coordination Committee a new, streamlined online Occupancy Tax Grant Application for conventions, trade shows, and events**
- (c) Previous Resolution Number: **509 of 2023**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002 480 - Tourism-Special Events - N/A**

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 509 OF 2023

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

ADOPTING THE OCCUPANCY TAX GRANT APPLICATION FOR CONVENTIONS, TRADE SHOWS AND EVENTS

WHEREAS, the Director of Tourism presented to the Tourism & Occupancy Tax Committee a revised Occupancy Tax Grant Application for conventions, trade shows and events, (last adopted by Resolution No. 334 of 2021), and

WHEREAS, the Tourism & Occupancy Tax Committee has reviewed the application and has recommended that the same be advanced to the full Board of Supervisors for consideration, now, therefore, be it

RESOLVED, that the Occupancy Tax Grant Application for conventions, trade shows and events annexed hereto, be and the same hereby is, adopted as the official application for Warren County, and be it further

RESOLVED, that any prior resolutions adopting the Occupancy Tax Grant Application for Conventions, Trade Shows and Events are hereby superceded.

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: \$ 250,000

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Warren County Coalition
- 2.) Address:
48 Canada Street * Lake George, New York 12845
- 3.) Email/Cell phone:
sluciano@fortwilliamhenry.com 518-926-5465
- 4.) Estimated Event Duration (including set-up/clean up times):
November 1st, 2024 through March 31st, 2025
- 5.) Anticipated Number of Attendees 35,000
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors): 20 to 35

B. EVENT INFORMATION

- 1.) Name of Event: Writer's Dream
- 2.) Date & Time of Event: November 29th, 2024 to March 2nd, 2025 - Thu, Fri, Sat, Sun evenings
 Winter / Summer 2024 Spring / Fall 2024
- 3.) Location of Event:
Fort William Henry Historical Fortress
- 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: 1 year Date started: 12/8/23

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 have contracted with FEVER, a national marketing company that works with large attractions.

9.) Total number of attendees projected? 35,000 to 50,000 Previous year's attendees? 26,000

10.) How will you track attendance and room nights?
Zartico Data Platform, Smith Travel Research, and FEVER ticketing platform

11.) Number of day visitors projected? 600 to 1,300 daily attendees

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Last years attendance records, Fort William Henry's capacity, FEVER discussions and calculations

13.) Number of overnight guests projected? 52K

14.) How did you determine this percentage (surveys, zip codes, etc.)?
Last years attendance data, FEVER calculations, Smith Travel Research
Last years attendance data, FEVER calculations, Smith Travel Research

15.) Number of overnight accommodations used in previous year? 43K

16.) Average length of stay per guest? 1.9 nights

17.) How did you determine total number of overnight rooms?
Zartico Data Platform, Smith Travel Research
Zartico Data Platform, Smith Travel Research

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.

FEVER, CVB, and Warren County, Tourism Dept.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 250,000

2.) Ticketed event: YES Price of tickets: \$ 27.90 NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 19.90 NO

4.) Total Cost to be paid by the organizer for the event: \$ 1,001,670

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 \$ 400,000

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.* \$ See attached

7.) Anticipated total revenue from the event: \$ 1,096,932

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

The purpose of Winter's Dream is to bring winter travelers to Warren County, during the county's lowest tourist occupancy period, thus helping area businesses, with revenues, cash flows, and year round employment.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 3,000,000 # of yrs. 1
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
Corporate 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? yes - net profits, less startup costs and improvements

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) % of ticket sales NO

14.) Please describe community benefit opportunity if answered YES to the previous question:
Special Non profit nights Thursdays and Sundays



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) immediately upon approval

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

3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Metro NYC, Lower Hudson Valley Region, Syracuse, Hartford, CT area, Northern New Jersey, Boston, Rochester, Capital District

4.) Who is your target audience and/or demographic?
Transient winter travelers within a 70 mile radius around Lower Hudson Valley, families. Also, Capital District area



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

Sam Luciano

Name

Warren County Coalition

Organization

7/12/24

Date

Coalition Member

Title



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

Event Name: Winter's Dream

Event Date (and rain date if any): November 29th, 2024 to March 2nd, 2025 - Thu, Fri, Sat, Sun

Event Type: Winter Immersive Attraction

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>
	\$ 300	\$ _____	Bank Charges
	\$ 1,500	\$ _____	Credit Card Fees
	\$ 7,000	\$ _____	Insurance
	\$ 68,595	\$ _____	Lease
	\$ 15,000	\$ _____	Legal and Accounting
	\$ 65,000	\$ _____	Management Fees
	\$ 300,000	\$ _____	Marketing
	\$ 115,000	\$ _____	Payroll Expenses
	\$ 130,000	\$ _____	Startup and Breakdown
	\$ 5,000	\$ _____	Equipment Purchase
	\$ 350,000	\$ _____	Equipment Rental
	\$ 146,989	\$ _____	Royalties
	\$ 25,000	\$ _____	Snow Removal
	\$ 45,000	\$ _____	Travel
	\$ 23,200	\$ _____	Utilities
	\$ 50,086	\$ _____	Other - Repair & Maint, shipping, supplies, training, etc.
	\$ 25,000	\$ _____	Cost of Goods
	\$ 17,000	\$ _____	Processing fees
	\$ _____	\$ _____	_____
	\$ _____	\$ _____	_____

	2023-2024 P&L		2024-2025 Budget - Proforma	Diff
Income Income				
Food Royalties	5,213.20	\$	10,000.00	4,786.80
Parking Fees	6,845.23	\$	5,000.00	(1,845.23)
Parking Sales	41,447.82	\$	32,000.00	(9,447.82)
Ticket Fees	73,547.18	\$	-	(73,547.18)
Ticket Sales	656,677.47	\$	979,932.00	323,254.53
SubTotal Income	783,730.90	\$	1,026,932.00	243,201.10
Merchandise Sales	51,216.35	\$	50,000.00	(1,216.35)
Miscellaneous Income	0.00			0.00
Sponsorship	22,250.00	\$	20,000.00	(2,250.00)
Total Income	\$857,197.25	\$	1,096,932.00	239,734.75
Cost of Goods Sold				
Cost of Goods Sold Merchandise	61,213.66	\$	25,000.00	(36,213.66)
Processing Fees	52,487.65	\$	17,000.00	(35,487.65)
Supplies & materials	46,129.98	\$	25,000.00	(21,129.98)
Total Cost of Goods Sold	159,831.29	\$	67,000.00	(92,831.29)
GROSS PROFIT	\$697,365.96	\$	1,029,932.00	332,566.04
Expenses				0.00
Bank Charges	300.00	\$	300.00	
Business licences	75.00	\$	75.00	0.00
Contributions to charities	210.00	\$	210.00	0.00
Credit Card Fees	1,310.19	\$	1,500.00	189.81
Insurance	6,532.00	\$	7,000.00	468.00
Lease	250,000.00	\$	68,595.24	(181,404.76)
Legal & accounting services	9,985.00	\$	15,000.00	5,015.00
Management Fees	77,250.00	\$	65,000.00	(12,250.00)
Marketing	376,101.02	\$	300,000.00	(76,101.02)
Office expenses	160.50	\$	250.00	89.50
Shipping & postage	544.23	\$	550.00	5.77
Payroll Expenses	184,256.50	\$	115,000.00	(69,256.50)
Project Buildout Install/Uninstall	386,846.10	\$	130,000.00	(256,846.10)
MF Project Cost	1,550,000.00	\$	-	(1,550,000.00)
Operation Equipment	9,827.57	\$	5,000.00	(4,827.57)

Show Equipment Rental/Purchase	484,829.45	\$	350,000.00	(134,829.45)
Training Cost	12,916.27	\$	6,000.00	(6,916.27)
SubTotal \$	3,351,143.83	\$	1,131,480.24	\$ (2,286,663.59)
Repairs & maintenance	766.83	\$	1,000.00	233.17
Royalties	92,744.20	\$	146,989.80	54,245.60
Site Maintenance				
Snow Removal/ Surface Conditioning	42,500.00	\$	25,000.00	(17,500.00)
Supplies	1,745.18	\$	2,000.00	254.82
Travel				
Hotels	125,469.91	\$	45,000.00	(80,469.91)
Utilities				
Electricity	17,307.78	\$	17,000.00	(307.78)
Propane	6,516.41	\$	6,000.00	(516.41)
Water & sewer	115.82	\$	200.00	84.18
Total Expenses	\$ 3,638,309.96	\$	1,441,670.04	(2,196,639.92)
NET OPERATING INCOME	-\$ 2,940,944.00			2,940,944.00
Other Income		\$	(400,000.00)	(3,346,433.55)
County Bed Tax Infusion	2,946,433.55			
Total Other Income	\$2,946,433.55	\$	(400,000.00)	(3,346,433.55)
NET OTHER INCOME	\$2,946,433.55			(2,946,433.55)
NET INCOME	\$5,489.55	\$	55,261.96	49,772.41

**STATE OF NEW YORK
DEPARTMENT OF STATE**

I hereby certify that the annexed copy for WARREN COUNTY COALITION, INC., File Number 230628001404 has been compared with the original document in the custody of the Secretary of State and that the same is true copy of said original.

WITNESS my hand and official seal of the Department of State, at the City of Albany, on June 28, 2023.



Brendan C. Hughes

Brendan C. Hughes
Executive Deputy Secretary of State

DC -08

**Certificate of Incorporation
of**

WARREN COUNTY COALITION, INC.

Under section 402 of the New York State Not-for-Profit Corporation Law

The undersigned, a natural person of the age of eighteen years or over, desiring to form a corporation pursuant to the provisions of the New York State Not-for-Profit Corporation Law, hereby states that:

FIRST: The name of the Corporation is WARREN COUNTY COALITION, INC. (hereinafter the "Corporation").

SECOND: The Corporation is a corporation as defined in subparagraph (a)(5) of section 102 of the Not-for-Profit Corporation Law.

THIRD: The purpose or purposes for which the Corporation is formed are as follows:

- (a) The Corporation is formed for the charitable purpose of fostering community assembly, citizenship, and appreciation of the arts, cultural events, athletic events, and educational events by promoting, attracting, producing and causing to be produced educational and cultural productions, entertainment and amusement events, athletic events and competition, and by providing facilities for events, competitions, shows and exhibitions.
- (b) To devote and apply the property of the Corporation and the income to be derived therefrom exclusively for charitable, religious, scientific or literary purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code and its regulations, as amended from time to time, either directly or by contributions to organizations duly authorized to carry on such charitable, religious, scientific or literary activities.
- (c) To receive and administer funds for charitable, religious, scientific or literary purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code and its regulations as amended from time to time, and to that end to take and hold by bequest, devise, gift, grant, purchase, lease, or otherwise, either absolutely or jointly with any other person, persons, or corporation, any property, real, personal, tangible, or intangible, or any undivided interest therein, without limitation as to amount or value; to sell, convey, or otherwise dispose of any such property and to invest, reinvest, or deal with the principal or the income thereof in such manner as, in the judgment of the directors, will best promote the purposes of the Corporation without limitation, except such

limitations, if any, as may be contained in the instrument under which such property is received, this Certificate of Incorporation, the By-laws of the Corporation, or any laws applicable thereto.

- FOURTH: The Corporation is not formed to engage in any activity or for any purpose requiring consent or approval of any state official, department, board, agency, or other body. No consent or approval is required.
- FIFTH: The Corporation is a charitable corporation as defined in section 201 of the Not-for-Profit Corporation Law.
- SIXTH: The office of the Corporation is to be located in WARREN County, New York.
- SEVENTH: In furtherance of its corporate purposes, the Corporation shall have all general powers enumerated in Section 202 of the Not-For-Profit Corporation Law, together with the power to solicit grants and contributions for corporate purposes.
- EIGHTH: The names and addresses of the initial directors of the Corporation are as follows:
- (a) Vincent F. Crocitto, III: 2159 State Route 9, Lake George, NY 12845
 - (b) Sebastian J. Luciano: 12 June Drive, Queensbury, NY 12804
 - (c) Vincent F. Crocitto, Jr.: 38 Gage Road, Lake George, NY 12845
 - (d) Kathryn Flacke Muncil: 12 Fort George Road, Lake George, NY 12845
- NINTH: The Secretary of State is designated as agent of the Corporation upon whom process against the Corporation may be served. The address which the Secretary of State shall mail a copy of any process accepted on behalf of the Corporation is: the Corporation, c/o Meyer, Fuller & Stockwell, PLLC, 1557 State Route 9, Lake George, NY 12845
- TENTH: The following language relates to the Corporation's tax exempt status and is not a statement of purposes and powers. Consequently, this language does not expand or alter the Corporation's purposes or powers set forth in paragraph THIRD:
- (a) Notwithstanding any other provision of these articles, the Corporation is organized exclusively for one or more of the purposes as specified in Section 501(c)(3) of the Internal Revenue Code of 1954 or corresponding provisions of any subsequent federal tax laws, and shall not carry on any activities not permitted to be carried on by (a) a corporation exempt from Federal income tax under Internal Revenue Code Section 501(c)(3) or corresponding provisions of any subsequent Federal tax laws, or (b) a corporation, contributions to which are deductible under Section 170(c)(2) of the Internal

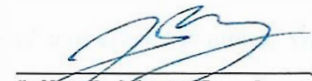
Revenue Code, or corresponding provisions of any subsequent Federal tax laws.

- (b) Notwithstanding anything herein to the contrary, the Corporation shall exercise only such powers as are in furtherance of and consistent with the exempt purposes of organizations set forth in 501(c)(3) of the Internal Revenue Code of 1986, as amended, and regulations promulgated thereunder, as the same now exist or as they may hereafter be amended from time to time.
- (c) No part of the net earnings of the Corporation shall inure to the benefit of, or be distributable to any member, trustee, director, officer of the Corporation, or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered to or for the Corporation; and no member, trustee, officer of the Corporation or any private individual shall be entitled to share in the distribution of any of the corporate assets on dissolution of the Corporation.
- (d) No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation (except as otherwise provided by Section 501(h) of the Internal Revenue Code), and the Corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office.
- (e) In the event of dissolution, all of the remaining assets and property of the Corporation shall after necessary expenses thereof be distributed to another organization exempt under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future Federal tax laws, or shall be distributed to the Federal government, or to a state or local government, for a public purpose, upon the approval of Supreme Court of the State of New York if required by law or otherwise.
- (f) In any taxable year in which the Corporation is a private foundation, as described in Section 509(a) of the Internal Revenue Code, or the corresponding section of any future federal tax code, the Corporation will distribute its income for each tax year at a time and in a manner as not to become subject to the tax on undistributed income imposed by Section 4942 of the Internal Revenue Code, or the corresponding section of any future federal tax code; and the Corporation shall not (i) engage in any act of self-dealing as defined in section 4941(d) of the Internal Revenue Code, or the corresponding section of any future federal tax code; (ii) retain any excess business holdings as defined in Section 4943(c) of the Internal Revenue Code, or the corresponding section of any future federal tax code; (iii) make any investments in a manner as to subject it to tax under section 4944 of the Internal Revenue Code, or the corresponding section of any future federal tax

code; or (iv) make any taxable expenditures as defined in section 4945(d) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

IN WITNESS WHEREOF, this Certificate of Incorporation has been subscribed by the undersigned.

Dated: June 28, 2023



Jeffrey R. Meyer, Esq., Incorporator
Meyer, Fuller & Stockwell, PLLC
1557 State Route 9
Lake George, New York 12845

Filed with the NYS Department of State on 06/28/2023
Filing Number: 230628001404 DOS ID: 6887842

**Certificate of Incorporation
of
WARREN COUNTY COALITION, INC.**

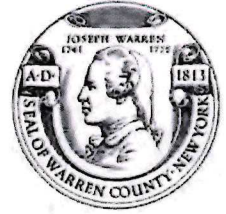
Under section 402 of the New York State Not-for-Profit Corporation Law

Filer:



1557 State Route 9
Lake George, NY 12845
meyerfuller.com

DC-08



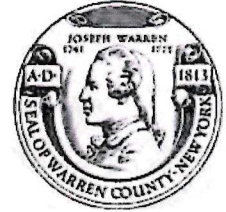
**Warren County Occupancy Tax
Grant Funding
(Special Events and Activities)**

Warren County Coalition – Show improvements

Application 2024

To be completed by those requesting special event or activity funding

**IF YOU ARE APPLYING FOR THE FIRST TIME PLEASE CONTACT
PAUL TACKET AT 518-761-6366 TO MAKE AN APOINTMENT**



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: \$ 150.000 -show improvements

A. CONTACT INFORMATION

- 1.) Name of Applicant/(s)Organizer(s)/ Main Point of Contact
Warren County Coalition
- 2.) Address:
48 Canada Street* Lake George, New York 12845
- 3.) Email/Cell phone:
sluciano@fortwilliamhenry.com 518-926-5465
- 4.) Estimated Event Duration (including set-up/cleanup times):
November 1st, 2024 through March 31st, 2025
- 5.) Anticipated Number of Attendees 3-5,--0_00
- 6.) Anticipated Number of employees/staff (inclusive of vendors and contractors) :20 to 35

B. EVENT INFORMATION

- 1.) Name of Event: Winter's Dream
- 2.) Date & Time of Event: November 29th, 2024 to March 2nd, 2025 - Thu. Fri. Sat. Sun evenings
 winter/ Summer 2024 spring/ Fall 2024
- 3.) Location of Event:
Fort William Henry Historical Fortress
- 4.) §h 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: 1 year Date started: 12/8/23

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 have contracted with FEVER, a national marketing company that works with large attractions. We are asking for this money for show improvements

9.) Total number of attendees projected? 35,000 to 50,000 Previous year's attendees? 26,000

10.) How will you track attendance and room nights?
Zartico Data Platform, Smith Travel Research, and FEVER ticketing platform

11.) Number of day visitors projected. 600 to 1,300 daily attendees

12.) How did you determine this percentage (surveys, zip codes, etc.)?
Last years attendance records, Fort William Henry's capacity, FEVER discussions and calculations

13.) Number of overnight guests projected. 52K

14.) How did you determine this percentage (surveys, zip codes, etc.)?
Last years attendance data, FEVER calculations, Smith Travel Research

15.) Number of overnight accommodations used in previous year? 43K

16.) Average length of stay per guest? 1.9 nights

17.) How did you determine total number of overnight rooms?
Zartico Data Platform, Smith Travel Research

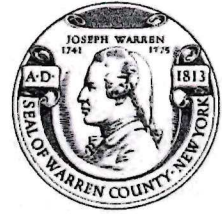
18.) Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.

FEVER, CVB, and Warren County, Tourism Dept.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY REQUESTING FUNDING

1.) Amount of Occupancy Tax Funding Requested: \$ 150,000

2.) Ticketed event: YES Price of tickets: \$ 27.90 NO



3.) Does this event provide an opportunity for local discounted community tickets? YES, Price of tickets: \$ 19.90 NO

4.) Total Cost to be paid by the organizer for the event: \$ 1,001,670

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 \$ 400.000

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.*
 \$ See attached

7.) Anticipated total revenue from the event: \$ 1,096,932

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

The purpose of Winter's Dream is to bring winter travelers to Warren County, during the county's lowest tourist occupancy period, thus helping area businesses, with revenues, cash flows, and year-round employment.

9.) Previously funded by Warren County Occupancy Tax? YES (amount & # of years): \$ 3,000,000 # of yrs. 1
 NO

10.) What other non-municipal sources of funding/sponsorships do you anticipate to fund/operate the event/activity?
Corporate 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? yes - net profits, less startup costs and improvements

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) % of ticket sales NO

14.) Please describe community benefit opportunity if answered YES to the previous question:
Special Non-profit nights Thursdays and Sundays



D. EVENT MARKETING

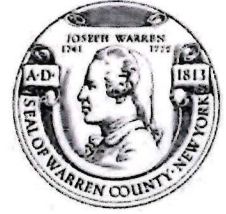
If awarded you will be required to complete a marketing plan.

- 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) immediately upon approval

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

- 3.) What geographic areas do you anticipate your marketing reaching (specify local, regional, state, national?)
Metro NYC, Lower Hudson Valley Region, Syracuse, Hartford, CT area, Northern New Jersey, Boston, Rochester, Capital District

- 4.) Who is your target audience and/or demographic?
Transient winter travelers within a 70-mile radius around Lower Hudson Valley, families. Also, Capital District area



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

7/12/24

Date

Coalition Member

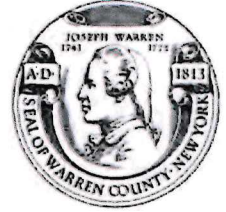
Title

Sam Luciano

Name

Warren County Coalition

Organization



APPENDIX A
EVENT BUDGET FORM (Required)

Event Name: Winter's Dream

Event Date (and rain date if any): November 29th, 2024 to March 2nd, 2025 - Thu, Fri, Sat, Sun

Event Type: Winter Immersive Attraction

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
	\$ 300	\$ _____	Bank Charges
	\$ 1,500	\$ _____	Credit Card Fees
	\$ 7,000	\$ _____	Insurance
	\$ 68,595	\$ _____	Lease
	\$ 15,000	\$ _____	Legal and Accounting
	\$ 65,000	\$ _____	Management Fees
	\$ 300,000	\$ _____	Marketing
	\$ 115,000	\$ _____	Payroll Expenses
	\$ 130,000	\$ _____	Startup and Breakdown
	\$ 5,000	\$ _____	Equipment Purchase
	\$ 350,000	\$ _____	Equipment Rental
	\$ 146,989	\$ _____	Royalties
	\$ 25,000	\$ _____	Snow Removal
	\$ 45,000	\$ _____	Travel
	\$ 23,200	\$ _____	Utilities
	\$ 50,086	\$ _____	Other - Repair & Maint, shipping, supplies, training, etc.
	\$ 25,000	\$ _____	Cost of Goods
	\$ 17,000	\$ _____	Processing fees
	\$ _____	\$ _____	
	\$ _____	\$ _____	



QUARTERLY REPORT

APRIL - JUNE 2024



Lake George Regional Convention & Visitors Bureau

ADDRESS:
PO Box 272
Lake George, NY

CONTACT:
Phone : 518-668-5755
Email : lgrcvb@lakegeorgechamber.com

Key Performance Indicators

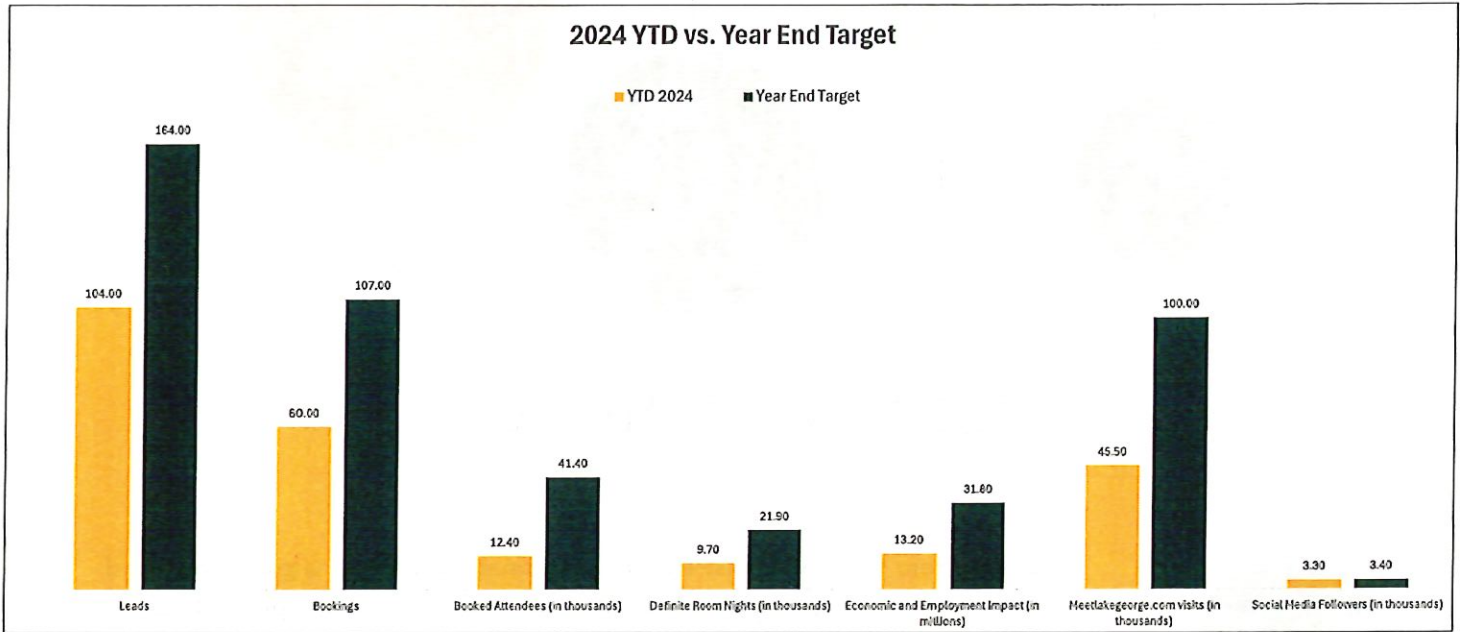
KPI	Q2 2024	2024 Year to Date	2024 Year End Target	2024 % of Target	2023 Total
Leads	59	104	164	63%	187
Bookings	33	60	107	56%	81
Booked Attendees*	5,228	12,438	41,490	30%	30,097
Booked Room Nights	6,278	9,754	21,838	45%	15,814
Economic Impact	\$7,723,285	\$13,207,781	\$31,800,000	42%	\$25,094,827
Meetlakegeorge.com Visits	31,535	45,524	100,000	46%	74,000
Social Media Followers	247	3,263	3,433	95%	2,813

The LGRCVB is pleased to present the **Quarterly Report for April 1 - June 30, 2024**. All programs and services tie back to **LGRCVB's 2024 Sales and Marketing Plan** and drive toward the imperative to increase visitor-related economic impact through five core markets: Meetings, Sports, Weddings, SMERF (Social, Military, Educational, Religious and Fraternal Organizations) and Group Tour.

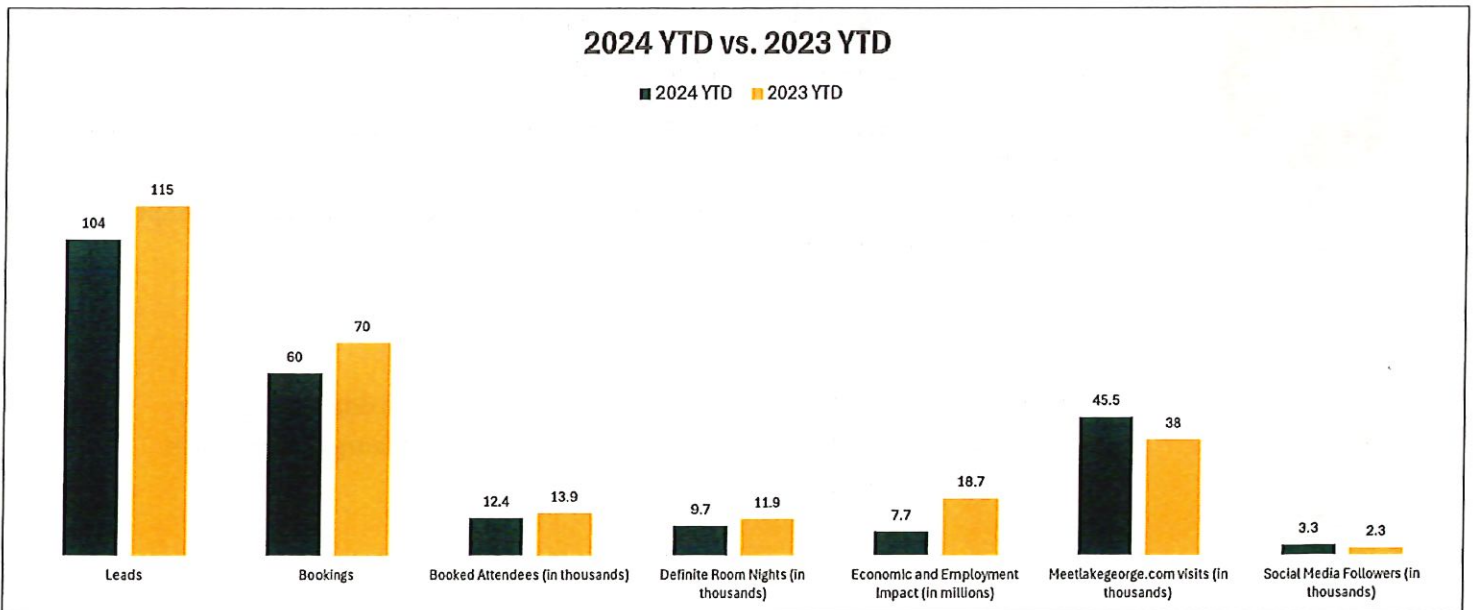
The **Economic and Employment Impact (EEI)** serves as the global benchmark for destinations assessing the net influx of new funds into a community resulting from meetings and events. Updated annually, the calculation utilizes data from ten different sources to establish an industry-wide standard specific to our destination, Warren County.

A Closer Look

YTD 2024 vs Year End Target



2024 YTD vs. 2023 YTD



LGRCVB | Q2 2024

Q2 Highlights

numbers below based on Convention Calendar events that occurred from April 1st - June 30th,



Q2 Sales Activities



Group Tour

- **6** group tour leads were distributed to destination partners, **4** group tours and school groups were successfully booked at various destination properties.
- Attended **US Travel's IPW Los Angeles** from May 3-8, engaging in 42 individual appointments. This participation required extensive planning, coordination, and partnership, with the Warren County Tourism Department, focusing on promoting Wine, Waters & Wonders.



Meetings & Events

- Booked **33 meetings and conventions** for upcoming business.
- **59 leads** sent out to partners for business through 2027.
- **Hudson Valley Volunteer Firemen's Association** announced return for 2025 Annual Conference.
- **Meeting Planners International (MPI)** chose the Lake George area for the September 2024 Education Program.



Sports

- Return of **Diamond Kings Baseball**, **War on the Water Boxing** event, **Dirty Diamonds at the Lake Softball Tournament**, and **Lake George Triathlon** in the Summer and Fall 2024.

Trade Show Attendance



Meetings

Attended the Empire State Society of Association Executives (ESSAE) Annual Meeting and Expo at Saratoga City Center. Participated in the trade show exposition and in turn acquired over 50 new contacts.



Group Tour

Attended U.S Travel's IPW Trade Show in Los Angeles, CA. Participated in 42 appointments during the event with over 250 appointments collectively shared with other NYSDMO's throughout the event.



Meetings Market
50 New Contacts



Group Tour Market
42 Appointments



Sports
18 Appointments

130+ Connections
generated from trade show attendance in Q2

Convention Services



New York School Nutrition Association

Provided personal assistance at registration to offer the Lake George Area informational materials. Additionally, assisted the group to their offsite after hours activity at the Waterfront Cruises. Welcome signage was distributed throughout the Lake George Village.

Referrals

Provided **91 Partner Referrals** to clients within the quarter. Partner Referrals include accommodations, dining, activities, wedding vendors and transportation.



Table displayed at Vendor Hall for NYSRPS hosted at The Queensbury Hotel

Microsites & Welcome Bags

Six microsites developed for booked events with 2,627 views from visiting attendees. Provided **over 1,400 welcome bags** for 18 of the events serviced within the quarter.



Registration table materials for New York School Nutrition Association hosted at Courtyard by Marriott & New York State School Board Association hosted at The Sagamore Resort

New York State Recreation and Parks Society

Hosted New York State Recreation and Parks Society Annual Conference (new business) with over 230 attendees staying at The Queensbury Hotel. Escorted attendees on FAM tour of Glens Falls as well as provided convention services.



Community & Development

NYS DMO Mini Golf Outing

Attended the 2024 Meet NY Destination Discovery Event in Clifton Park where 13 NYSDMO's were in attendance along with 23 Association meeting planners.

Monthly LGRCVB Meetings

Held in-person meetings at various partner venues in April, The Queensbury Hotel; May, Adirondack Pub & Brewery; June, LGRCC & CVB Office for a total of 60 attendees.



Inaugural 2024 New York State Sports Rights Holders Summit

The LGRCVB participated in the NYSDMO Sports Rights Holders Summit held in Albany, NY in June. This event provided collaboration with 11 other New York State Destination Marketing Organizations (DMOs) and 18 sports rights holders participating in a FAM (familiarization) tour hosted by the Huddle Up Group.



Zarticon

Attended Zarticon 2024 in Charlotte, NC alongside partner, Sam Luciano of Fort William Henry Hotel, gaining valuable insights, including expertise on ZDOS™ data for sharing with hospitality partners, networking opportunities, and industry leader perspectives.

New York State Hospitality & Tourism Association (NYSHTA) Legislative Reception

Assisted the NYSHTA Legislative Reception on May 2, at Fort William Henry Carriage House. 50+ people were in attendance from various business sectors. Remarks were made from NYSHTA President Mark Dorr; Warren County Tourism Director, Heather Bagshaw; Executive Director of the Lake George Regional Chamber of Commerce & CVB, Gina Mintzer; Assemblyman Matt Simpson; Senator, Jake Ashby.

Pre-Promo for Hudson Valley Volunteer Fireman's Association



Presented at the 2024 Hudson Valley Volunteer Fireman's Association Annual Conference in Saugerties, NY. Prepared welcome bags as a pre-promotion for their 2025 Conference in the Lake George Area.

Community & Development

Partnership for Community Belonging



Staff attended the Partnership for Community Belonging event held at SUNY Adirondack to collaborate with others to create more of a welcoming and inclusive community.

“Enhancing Accessibility in your Tourism Destination”

Cam Cardinale of Southern Adirondack Independent Living (SAIL) presented at the June LGRCVB Monthly Meeting where he explained an overview of strategies to enhance the accessibility of our tourism destination for individuals with disabilities, as well as fostering a more inclusive environment for guests and staff members.



ServSafe Certification

Organized 28 restaurant employees for the 2024 ServSafe Certification which took place on Tuesday April 30th at The Queensbury Hotel.



2024 Event Industry Trends



LGRCVB hosted their April Monthly Meeting at The Queensbury Hotel where Heidi Longton of New York State School Boards Association, presented on “2024 Event Industry Trends”.

NYSDMO Director, Sales and Marketing Meeting

Attended the NYSDMO Quarterly Meeting in Hudson Valley with many other sales/marketing teams throughout New York State.



International Tourism Training

Collaborated in the promotion and attended the International Tourism Training held by Warren County Tourism and Alon Marketing at The Queensbury Hotel.



Marketing

31K

website visitors

140K

website pageviews

43

lead forms submitted

Top Performing Eblasts

Summer Meetings in the Lake George Area
Upcoming LGRCVB Events in Warren County
Plan Your Meeting in the Lake George Area,
New York
NYSHTA Networking Event Promotion

32% CTR avg

On the Blog

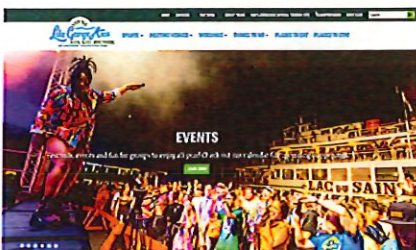
“Take a Tour of Northern New York”

“Catch a Show: Performing Arts in the Lake George Area”

“Servsafe Manager Class Offered by LGRCVB”

1,000 Views

Website Refresh



Updated website to reflect the launch of Warren County Tourism’s site refresh.

Media Publication Presence

Albany Business Review, Capital Region Living Magazine, Northeast Meetings & Events, Post Star, USAE

LGRCVB | Q2 2024

Social Media

95K
Social Reach

3.2K
Social Followers

138
New Followers

Top Performing Posts



Facebook and Instagram

Facebook followers are +5%. Median Facebook post interactions increased 33%. New contacts and messaging increased 111%. On Instagram profile visits up +54% and followers +133%. Instagram link clicks increased 150% and reach from ads increased 7%.

Tik Tok

TikTok followers are +54%. 34% of followers are between the ages 35-44.

LinkedIn

LinkedIn reactions increased 12%, and comments are +150%.



Press

The LGRCVB uses the Meltwater platform to track Advertising Value Equivalency (AVE). Typically, AVE's are calculated from a range of metrics such as comparing the equivalent cost of coverage in a publication based on paid advertisements.

Potential reach gives insight into the number of potential viewers that have been exposed to an event or topic. Articles and Mentions measures media exposure.



Potential Reach



AVE



Articles & Mentions

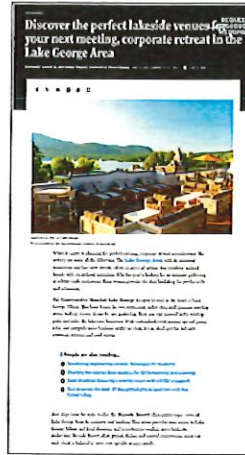
Top Articles

Date	Headline	Publication	Reach	
4/3/24	Hotel, Motel, Quality Inn: Tourists Book Lake George Rooms for Eclipse	WTEN	506K	\$4.7K
4/5/24	Solar Eclipse to Bring Tourism Boom to North Country	Times Union	1.49M	\$13.8K
5/25/24	Lake George Trolley service reopens for another season with big change	The Post Star	157K	\$1450
5/30/24	Six Flags Great Escape to Unveil Latest Tourist Attraction	WCAX-TV	829K	\$7.6K
6/17/24	Inaugural Year Of Winter's Dream Drew Visitors From Throughout The Northeast To Lake George	Glens Falls Business Journal	6.2K	\$60

LGRCVB | Q2 2024 Advertising



Publication: Amplified Digital/Post Star
Market: Corp./Assn
Product: Social Boost
Analytics: 50k impressions, 2,070 clicks, 4% CTR



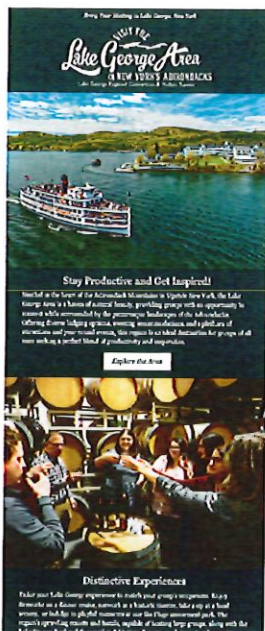
Publication: Amplified Digital/Post Star
Market: Corp./Assn
Product: Native Content Article
Analytics: 80K impressions, 1,000 page views



Publication: Saratoga/Capital Region Living Magazine,
Market: Corp./Assn
Product: Full Page Ad
Analytics: 21K Regional Circulation



Publication: Capital Region Living, Full Page Print Ad,
Market: Corp./Assn.
Product: Full Page Ad,
Analytics: 21K Regional Circulation.



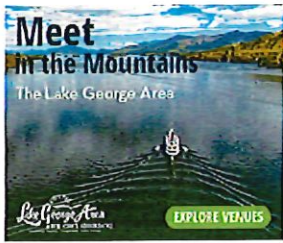
Publication: USAE
Market: Corp./Assn.
Product: Sponsored Eblast
Analytics: 9.2K Sent, 1.2K Open, 785 Licks, 39% CTOR



Publication: USAE
Market: Corp./Assn.
Product: Digital Article
Analytics: 59K Digital Circulation

LGRCVB | Q2 2024

Advertising




Publication: Northeast Meetings and Events
Market: Corp/Assn,
Product: Run of Site
Analytics: Avg:
 Impressions: 2K
 Clicks: 2
 CTR: 0.05%




Meet in the Mountains of the Lake George Area in Upstate New York

By Rachel Serrano, Marketing Manager, Lake George 2 and 4 Seasons & C&E

PHOTO: JAMES



Located in the heart of the Adirondack Mountains in Upstate New York, the Lake George Area is a haven of natural beauty, providing attendees opportunities to connect while surrounded by the picturesque landscapes of the Adirondacks. Offering scenic lodging options, exciting accommodations, and a plethora of activities and seasonal events, it is a prime location for groups of all sizes seeking a perfect blend of productivity and inspiration.



Seasonal Outlook

The Lake George Area transforms with the changing seasons, creating a busy calendar of events. Whether it's the vibrant autumn foliage, the serene winter snow, the refreshing greens and flowers of spring, or the lively months of summer fun at Lake George, it is the perfect destination for a variety of events and activities, making it an exciting destination throughout the year.

Publication: Northeast Meetings and Events
Market: Corp/Assn,
Product: Newsletter Spotlight
Analytics: Avg:
 Sent: 5,500
 CTR: 5%

LEADS Q2

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	Attendees	Rooms	EEL Value
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/23	8/5/23	40	120	\$72,520.00
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/23	10/8/23	650	30	\$274,500.00
2024 Directors Summit	Seattle Study Club	7/18/24	7/21/24	125	235	\$228,750.00
2023 Long Island Surge	Long Island Surge	10/6/23	10/8/23	54	54	\$68,850.00
2024 Board Retreat	Association of School Business Officials of New York (ASBO)	7/17/24	7/19/24	20	24	\$24,300.00
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/8/25	9/12/25	140	220	\$272,300.00
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/24	8/25/24	50	50	\$54,500.00
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/23	10/22/23	55	28	\$70,125.00
Executive Committee Meeting and Board of Directors Meeting 2024	CME Events, LLC	9/6/24	9/7/24	40	34	\$43,600.00
2024 Battle by Saratoga	AAU Baseball	5/25/24	5/27/24	650	680	\$1,199,250.00
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/24	10/6/24	210	110	\$165,900.00
2024 Annual RCCA Conference	Rural Community College Alliance (RCCA)	9/18/24	9/20/24	150	300	\$192,750.00
2025 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/14/25	5/18/25	150	600	\$356,250.00
Q3-2024 Sales and Training	Eagle Sports Meetings & Travel	6/9/24	6/13/24	218	580	\$594,050.00
Q1-2024 Incentive	Eagle Sports Meetings & Travel	5/26/24	5/30/24	134	380	\$410,040.00
Wojewoda/Ventura Wedding	Lake George Area Weddings	9/27/24	9/29/24	150	90	\$219,000.00
2024 Lake George Triathlon	Alpha Win Lake George Triathlon	8/29/24	9/1/24	600	1150	\$2,148,000.00
2025 ASA Winter Meeting	Association Societies Alliance (ASA)	1/19/25	1/21/25	25	75	\$40,875.00
2024 NYS Teachers Retirement System Conference	New York State Teachers Retirement System	9/19/24	9/20/24	90	90	\$98,100.00
Abrahamsen/Frain Wedding	Lake George Area Weddings	9/20/24	9/22/24	150	130	\$219,000.00
2024 Glens Falls Hospital Awards Dinner	Glens Falls Hospital	10/3/24	10/3/24	350	0	\$12,250.00
2024 Multidisciplinary Team Academy	Northeast Regional Children's Advocacy Center	8/6/24	8/7/24	43	86	\$61,920.00
2024 Summer Baseball Tournament	Diamond Kings	7/26/24	7/28/24	288	576	\$285,120.00
2024 WW Crew	TravelMarvelz	4/26/24	4/28/24	81	94	\$132,435.00
2024 Technical Conference	Omega Optical	5/6/24	5/7/24	25	25	\$27,250.00
2025 NYS Disability Services Council	NYS Disability Services Council	6/3/25	6/5/25	120	141	\$238,200.00

LEADS Q2

2024 Incentive Trip- Sales Contest	Northwestern Mutual	10/17/24	10/20/24	30	90	\$73,440.00
2024 L'Oreal Conference	L'Oreal	4/22/24	4/25/24	53	159	\$115,540.00
2024 The Federation of New York Solid Waste Conference with Trade Show	Federation of New York Solid Waste Association	5/19/24	5/21/24	700	300	\$396,300.00
2024 DollarTree Managers Meeting	DollarTree	9/2/24	9/2/24	280	250	\$142,100.00
2024 NYS PTA Event	NYS Parent Teacher Association: NYS PTA	4/19/24	4/21/24	50	100	\$64,250.00
2025 Board Meeting	Land Trust Accreditation Commission	3/5/25	3/8/25	28	84	\$61,040.00
Q3-2024 Incentive - Warehouse Logistics	Eagle Sports Meetings & Travel	11/3/24	11/7/24	134	380	\$290,700.00
2024 Lunar Faire - Staff/Entertainment Rooms	Lunar Faire	6/15/24	6/17/24	31	62	\$39,835.00
2024 Lunar Faire - Vendor Rooms	Lunar Faire	6/15/24	6/17/24	50	150	\$81,750.00
2024 NESO Emerging Leaders Meeting	Meg Taft Events	9/26/24	9/28/24	30	70	\$59,550.00
2024 Gunfighters Motorcycle Club	Gunfighters Motorcycle Club	5/30/24	6/3/24	50	80	\$46,350.00
Fischer Wedding	Lake George Area Weddings	9/12/25	9/14/25	150	160	\$245,250.00
McGivney Family Reunion	Lake George Area Family Reunions	7/25/24	7/28/24	35	105	\$36,260.00
Amcor July 2024 NY/VT	Ginger Meeting Management	7/23/24	7/25/24	20	45	\$39,700.00
2024 The New York State Organization of Mothers of Twins Clubs Meeting	The New York State Organization of Mothers of Twins Clubs	10/18/24	10/19/24	25	15	\$8,350.00
2024 Adirondack Balloon Festival - Pilot Rooms	Adirondack Balloon Festival	9/19/24	9/22/24	225	30	\$490,500.00
2025 or 2026 WASAWA Convention	New York Rural Letter Carriers Association	6/15/25	6/19/25	130	520	\$354,250.00
MPI UNY - September 2024 Educational Program	MPI Upstate NY	9/10/24	9/11/24	30	10	\$32,700.00
2024 Special Olympics Fall Games	Special Olympics New York	10/18/24	10/19/24	600	300	\$1,023,000.00
2025 Vermont Elks Association Conference	Vermont State Elks Association	5/1/25	5/5/25	200	600	\$545,000.00
2024 SKAL Boat Cruise	SKAL International	6/25/24	6/26/24	10	20	\$10,900.00
2024 CSEA Organizing Department	CSEA State Operations	6/10/24	6/12/24	22	44	\$20,340.00
2025 HWFA Convention	Hudson Valley Volunteer Fireman's Association (HWFA)	6/10/25	6/15/25	7000	15120	\$18,690,000.00
2024 Clymer Central School Trip	Clymer Central School	6/18/24	6/19/24	25	25	\$12,950.00
2024 Blackstone Conference	Blackstone Inc.	9/17/24	9/19/24	75	225	\$148,875.00
2024 War on the Water III	War on the Water Boxing	7/13/24	7/13/24	300	0	\$70,500.00
2024 Cambareri Family Reunion	Cambareri/Giordano Reunion	6/27/24	6/30/24	50	75	\$51,800.00

LEADS Q2

AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference (MAAC)	5/27/25	5/29/25	50	100	\$81,750.00
2024 Bureau of Public Work Fall Conference	New York State Department of Labor	9/24/24	9/26/24	80	150	\$125,550.00
2024 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/25/24	9/27/24	50	100	\$81,750.00
Dirty Diamonds at The Lake	Dirty Diamonds at The Lake	7/26/24	7/28/24	400	0	\$510,000.00
2026 GNEMA Spring Meeting	Greater Northeast Motorcoach Association	3/15/26	4/14/26	125	0	\$1,840,625.00
2026 GNEMA Fall Meeting	Greater Northeast Motorcoach Association	9/13/26	10/10/26	125	0	\$1,172,500.00
TOTAL LEADS Q2: 59	TOTAL			15771	25271	\$34,473,240.00

Q2 BOOKINGS 2024

Lead Name	Account Name	Start Date	End Date	Attendees	Rooms	EI Value
2023 Long Island Surge	Long Island Surge	10/6/23	10/8/23	54	54	\$ 68,850
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/8/25	9/12/25	140	220	\$ 272,300
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/24	8/25/24	50	50	\$ 54,500
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/23	10/22/23	55	28	\$ 70,125
2024 Battle by Saratoga	AAU Baseball	5/25/24	5/27/24	650	680	\$ 1,199,250
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/24	10/6/24	210	110	\$ 165,900
2024 Annual RCCA Conference	Rural Community College Alliance (RCCA)	9/18/24	9/20/24	150	300	\$ 192,750
2025 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/14/25	5/18/25	150	600	\$ 356,250
Wojewoda/Ventura Wedding	Lake George Area Weddings	9/27/24	9/29/24	150	90	\$ 219,000
2024 Lake George Triathlon	Alpha Win Lake George Triathlon	8/29/24	9/1/24	600	1150	\$ 2,148,000
Abrahamsen/Frain Wedding	Lake George Area Weddings	9/20/24	9/22/24	150	130	\$ 219,000
2024 Glens Falls Hospital Awards Dinner	Glens Falls Hospital	10/3/24	10/3/24	350	0	\$ 12,250
2024 Summer Baseball Tournament	Diamond Kings	7/26/24	7/28/24	288	576	\$ 285,120
2024 Incentive Trip - Sales Contest	Northwestern Mutual	10/17/24	10/20/24	30	90	\$ 73,440
2024 L'Oreal Conference	L'Oreal	4/22/24	4/25/24	53	159	\$ 115,540
2024 The Federation of New York Solid Waste Conference with Trade Show	Federation of New York Solid Waste Association	5/19/24	5/21/24	700	300	\$ 396,300
2024 NYS PTA Event	NYS Parent Teacher Association: NYS PTA	4/19/24	4/21/24	50	100	\$ 64,250
2024 Lunar Faire - Staff/Entertainment Rooms	Lunar Faire	6/15/24	6/17/24	31	62	\$ 39,835
2024 Lunar Faire - Vendor Rooms	Lunar Faire	6/15/24	6/17/24	50	150	\$ 81,750
2024 Gunfighters Motorcycle Club	Gunfighters Motorcycle Club	5/30/24	6/3/24	50	80	\$ 46,350
McGivney Family Reunion	Lake George Area Family Reunions	7/25/24	7/28/24	35	105	\$ 36,260
Amcor July 2024 NYVT	Ginger Meeting Management	7/23/24	7/25/24	20	45	\$ 39,700
MPI UNY - September 2024 Educational Program	MPI Upstate NY	9/10/24	9/11/24	30	10	\$ 32,700
2025 Vermont Elks Association Conference	Vermont State Elks Association	5/1/25	5/5/25	200	600	\$ 545,000
2024 SKAL Boat Cruise	SKAL International	6/25/24	6/26/24	10	20	\$ 10,900

Q2 BOOKINGS 2024

2024 CSEA Organizing Department	CSEA State Operations	6/10/24	6/12/24	22	44 \$	20,340
2024 Clymer Central School Trip	Clymer Central School	6/18/24	6/19/24	25	25 \$	12,950
2024 Blackstone Conference	Blackstone Inc.	9/17/24	9/19/24	75	225 \$	148,875
2024 War on the Water III	War on the Water Boxing	7/13/24	7/13/24	300	0 \$	70,500
2024 Cambareri Family Reunion	Cambareri/Giordano Reunion	6/27/24	6/30/24	50	75 \$	51,800
AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference (MAAC)	5/27/25	5/29/25	50	100 \$	81,750
2024 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/25/24	9/27/24	50	100 \$	81,750
Dirty Diamonds at The Lake	Dirty Diamonds at The Lake	7/26/24	7/28/24	400	0 \$	510,000
TOTAL BOOKINGS Q2: 33	TOTAL			5228	6278 \$	7,723,285

Q2 EVENTS SERVICED

Lead	Location	Meeting Dates	EEL Type	Attendee Room Nig	EEL Value
Empire State Safety Association (ESSA)	Courtyard by Marriott Lake George	04/10/2024-04/11/2024	Conference	30	\$ 44,400
New York State Recreation & Parks Society	The Queensbury Hotel	04/12/2024-04/16/2024	Conference	70	\$ 346,750
NYS Parent Teacher Association: NYS PTA	Fort William Henry Hotel	04/19/2024-04/21/2024	Conference	50	\$ 64,250
L'Oreal	Holiday Inn Resort Lake George	04/22/2024-04/25/2024	Conference	53	\$ 115,540
New York State Police	The Sagamore Resort	04/24/2024-04/25/2024	Conference	300	\$ 260,700
New York State Conference of Local Mental Hygiene Directors	Courtyard by Marriott Lake George	05/08/2024-05/10/2024	Conference	50	\$ 81,750
New York School Nutrition Association (NYSNA)	Courtyard by Marriott Lake George	05/14/2024-05/16/2024	Conference	75	\$ 222,000
GESTAR II	Fort William Henry Hotel	05/18/2024-05/25/2024	Conference	55	\$ 263,200
Metro Atlantic Athletic Conference (MAAC)	The Sagamore Resort	05/27/2024-05/30/2024	Conference	50	\$ 109,000
New York State School Boards Association (NYSBBA)	The Sagamore Resort	05/30/2024-06/02/2024	Conference	100	\$ 218,000
Gunfighters Motorcycle Club	The Queensbury Hotel	05/30/2024-06/03/2024	Reunion	30	\$ 46,350
New York State Association of Tax Receivers & Collectors (NYSATRC)	Fort William Henry Hotel	06/09/2024-06/12/2024	Conference	50	\$ 124,600
Civil Service Employees Association (CSEA)	Holiday Inn Resort Lake George	06/10/2024-06/12/2024	Seminar	20	\$ 20,340
Clymer Central School	Fairfield Inn & Suites Queensbury-Lake George Area	06/18/2024-06/19/2025	Reunion	25	\$ 12,950
Anderson Coach & Travel	Quality Inn of Lake George	06/18/2024-06/20-2024	Group Tour	40	\$ 14,720
Boy Scouts of America	Camp Wakpominiee	06/22/2024-06/26/2024	Other	50	\$ 155,750
Cambaleri/Giordano Reunion	Fort William Henry Hotel	06/27/2024-06/30/2024	Reunion	50	\$ 51,800
War on the Water Boxing	Charles R Wood Park/Festival Commons	07/13/2024-07/13/2024	Tournament	100	\$ 70,500
Ginger Meeting Management	The Sagamore Resort	07/23/2024-07/24/2024	Conference	20	\$ 39,700
Diamond Kings	Moreau Rec	07/26/2024-07/28/2024	Tournament	288	\$ 285,120
Alpha Win Lake George Triathlon	Million Dollar Beach	08/29/2024-09/01/2024	Special Event	1200	\$ 2,148,000
New York State ID/DD Nurses Association	The Queensbury Hotel	09/09/2024-09/11/2024	Conference	125	\$ 219,000
TOTAL EVENTS SERVICED: 22				2831	\$ 4,914,420

YTD LEADS '24

Lead Name	Account Name	Start Date	End Date	EEL Type	Attendees	Rooms	EEL Value
2023 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association)	11/17/23	11/19/23	Tournament	4500	500	\$ 2,175,000
2024 C. Smith Family Reunion	C. Smith Family Reunion	8/11/24	8/18/24	SMERF/Reunion	60	210	\$ 124,320
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/23	8/5/23	SMERF/Reunion	40	120	\$ 72,520
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/25	7/19/25	Convention	80	330	\$ 243,950
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/23	10/8/23	Special Event	650	30	\$ 274,500
2025 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	9/7/25	9/10/25	Conference	125	382	\$ 360,000
2024 Directors Summit	Seattle Study Club	7/18/24	7/21/24	Conference	125	235	\$ 228,750
2023 Long Island Surge	Long Island Surge	10/6/23	10/8/23	Tournament	54	54	\$ 68,850
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/24	7/7/24	Wedding	150	160	\$ 321,250
2024 Glass Family Reunion	Lake George Area Family Reunions	8/2/24	8/4/24	SMERF/Reunion	30	20	\$ 23,310
2025-2027 NYSPHSAA Boys Basketball Championship	NYSPHSAA (NYS Public High School Athletic Association)	3/20/25	3/23/25	Tournament	9302	445	\$ 5,821,870
2024 Board Retreat	Association of School Business Officials of New York (ASBO)	7/17/24	7/19/24	Board Meeting	20	24	\$ 24,300
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/8/25	9/12/25	Convention	140	220	\$ 272,300
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/24	8/25/24	Wedding	50	50	\$ 54,500
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/23	10/22/23	Tournament	55	28	\$ 70,125
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/24	10/19/24	Wedding	175	60	\$ 110,250
Executive Committee Meeting and Board of Directors Meeting 2024	CME Events, LLC	9/6/24	9/7/24	Board Meeting	40	34	\$ 43,600
Griffiths Family Reunion	Lake George Area Family Reunions	8/4/24	8/10/24	SMERF/Reunion	20	35	\$ 36,260
2024 Hannaford Leadership Conference	ConferenceDirect	9/25/24	9/27/24	Conference	170	367	\$ 396,950
DTN Presidential's Club	DTN	2/25/25	2/27/25	Incentive	50	185	\$ 183,600
2024 Battle by Saratoga	AAU Baseball	5/25/24	5/27/24	Tournament	650	680	\$ 1,199,250
2024 Warthogs Motorcycle Club	Warthogs Motorcycle Club	8/16/24	8/17/24	SMERF/Reunion	80	60	\$ 34,080
"Fate" Movie Filming	Adirondack Film Commission	3/17/24	4/30/24	Other	70	3150	\$ 1,716,750
Paper & Bd Packing Co. Sales Meeting	Meetings Unlimited	5/5/24	5/9/24	Conference	120	320	\$ 327,000
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/24	10/6/24	Wedding	210	110	\$ 165,900

YTD LEADS '24

2024 Annual RCCA Conference	Rural Community College Alliance (RCCA)	9/18/24	9/20/24	Conference	150	300 \$	192,750
Mauk/Janadey Wedding	Lake George Area Weddings	9/6/24	9/7/24	Wedding	100	100 \$	74,000
Camp CHEN-A-WANDA - CIT's Lake George July 29th 2024	LM Media Worldwide. LLC	7/29/24	7/31/24	Group Tour	14	28 \$	7,728
Camp Lenox July 2024 Lake George Enforcement	LM Media Worldwide. LLC ConferenceDirect	7/28/24 10/15/24	7/30/24 10/18/24	Group Tour Convention	18 175	36 \$ 245 \$	6,624 276,500
2025 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/14/25	5/18/25	Convention	150	600 \$	356,250
2024 National Grid Conference	National Grid	5/14/24	5/15/24	Conference	170	340 \$	185,300
2024 ESLETS Conference	New York State Police	4/24/24	4/25/24	Conference	130	260 \$	260,700
Yavneh Academy School Trip	Yavneh Academy	6/3/24	6/5/24	SMERF/Reunion	100	68 \$	59,300
Yeshivat Noam 8th Grade June 2024 Trip	Yeshivat Noam	6/3/24	6/5/24	SMERF/Reunion	93	76 \$	72,261
All Around New England Group Tour	All Around New England	9/22/24	9/25/24	Group Tour	50	75 \$	36,800
MPI UNY - Fall Focus 2024	MPI Upstate NY	11/6/24	11/7/24	Conference	75	50 \$	57,250
Sager/O'Connell Wedding	Lake George Area Weddings	8/15/24	8/16/24	Wedding	150	80 \$	86,500
Q3-2024 Sales and Training	Eagle Sports Meetings & Travel	6/9/24	6/13/24	Conference	218	580 \$	594,050
Q1-2024 Incentive	Eagle Sports Meetings & Travel	5/26/24	5/30/24	Incentive	134	380 \$	410,040
New York State Volleyball Coaches Association 2024	New York State Volleyball Coaches Association	5/16/24	5/18/24	Tournament	90	60 \$	114,750
2024 DELLA Auto Group Annual Meeting	DELLA Auto Group	2/2/24	2/4/24	Conference	63	100 \$	103,005
2024 Friedman Family Reunion	Lake George Area Family Reunions	7/29/24	8/1/24	SMERF/Reunion	50	54 \$	51,800
Wojewoda/Ventura Wedding	Lake George Area Weddings	9/27/24	9/29/24	Wedding	150	90 \$	219,000
2024 Scrabble Tournament	Nor'easter Scrabble	10/17/24	10/20/24	Tournament	140	240 \$	169,600
NYSO DKG 2025 Spring Executive Board Meeting/Seminar	New York State Organization Delta Kappa Gamma Society International	4/25/25	4/27/25	Board Meeting	100	100 \$	163,500
2025 Delta Sigma Theta Sorority, Inc - Annual Founder's Day Celebration	Delta Sigma Theta Sorority Inc.	1/31/25	2/2/25	SMERF/Reunion	700	150 \$	185,100
ESTRA's 40th Tow Show	Empire State Towing & Recovery Association Tow Truck Event (ESTRA)	6/6/24	6/9/24	SMERF/Reunion	300	165 \$	145,200
2024 New York State Association of School Attorneys and the New York State School Boards Association 23rd Annual School Attorney Law Conference	New York State School Boards Association (NYSSBA)	5/30/24	6/2/24	Conference	100	253 \$	218,000

YTD LEADS '24

NYSIDDNA 2024 Annual Conference	New York State ID/DD Nurses Association	9/9/24	9/11/24	Conference	150	246 \$	219,000
2024 Lake George Triathlon	Alpha Win Lake George Triathlon	8/29/24	9/1/24	Special Event	600	1150 \$	2,148,000
2024 New England Summer	Anderson Coach & Travel	6/18/24	6/19/24	Group Tour	40	40 \$	14,720
2025 ASA Winter Meeting	Association Societies Alliance (ASA)	1/19/25	1/21/25	Conference	25	75 \$	40,875
2024 Annual Conference	New York State Conference of Local Mental Hygiene Directors	5/8/24	5/10/24	Conference	50	100 \$	81,750
2024 Giangrande Family Reunion	Lake George Area Family Reunions	8/2/24	8/5/24	SMERF/Reunion	36	39 \$	37,296
2024 April 8 Eclipse	North Country Tours	4/7/24	4/8/24	Group Tour	57	25 \$	11,408
2024 NYSATRC Training Seminar	New York State Association of Tax Receivers & Collectors	6/9/24	6/12/24	Conference	70	150 \$	124,600
2024 NYS Teachers Retirement System Conference	New York State Teachers Retirement System	9/19/24	9/20/24	Conference	90	90 \$	98,100
Abrahamsen/Frain Wedding	Lake George Area Weddings	9/20/24	9/22/24	Wedding	150	130 \$	219,000
Boy Scouts of America Troop 3	Boy Scouts of America	6/22/24	6/26/24	Other	70	200 \$	155,750
2024 Glens Falls Hospital Awards Dinner	Glens Falls Hospital	10/3/24	10/3/24	Banquet	350	0 \$	12,250
2024 Multidisciplinary Team Academy	Northeast Regional Children's Advocacy Center	8/6/24	8/7/24	Conference	43	86 \$	61,920
2025 Japanese Group Tour	I Love New York	7/1/25	12/31/25	Group Tour	30	0 \$	38,640
2024 Annual Meeting	The Business Council of NYS, Inc.	9/17/24	9/20/24	Conference	200	150 \$	296,000
2024 Summer Baseball Tournament	Diamond Kings	7/26/24	7/28/24	Tournament	288	576 \$	285,120
2024 WW Crew	TravelMarvelz	4/26/24	4/28/24	Other	81	94 \$	132,435
2024 Adirondack Mountain Club Annual Dinner	Adirondack Mountain Club	10/17/24	10/20/24	Other	100	0 \$	176,000
2024 Technical Conference	Omega Optical	5/6/24	5/7/24	Conference	25	25 \$	27,250
LTMindtree Event	TRJ Hospitality LLC	5/1/24	5/3/24	Conference	100	200 \$	163,500
2024 Wilderness & Wellbeing Conference	New York Institute of Technology College of Osteopathic Medicine	10/23/24	10/26/24	Conference	150	150 \$	229,000
2025 NYS Disability Services Council	NYS Disability Services Council	6/3/25	6/5/25	Conference	120	141 \$	238,200
2024 Incentive Trip- Sales Contest	Northwestern Mutual	10/17/24	10/20/24	Incentive	30	90 \$	73,440
2024 L'Oreal Conference	L'Oreal	4/22/24	4/25/24	Conference	53	159 \$	115,540
2024 The Federation of New York Solid Waste Conference with Trade Show	Federation of New York Solid Waste Association	5/19/24	5/21/24	Trade Show	700	300 \$	396,300
2024 DollarTree Managers Meeting	DollarTree	9/2/24	9/2/24	Conference	280	250 \$	142,100

YTD LEADS '24

2024 NYS PTA Event	NYS Parent Teacher Association: NYS PTA	4/19/24	4/21/24	Conference	50	100 \$	64,250
2025 Board Meeting	Land Trust Accreditation Commission	3/5/25	3/8/25	Board Meeting	28	84 \$	61,040
Q3-2024 Incentive - Warehouse Logistics	Eagle Sports Meetings & Travel	11/3/24	11/7/24	Incentive	134	380 \$	290,700
2024 Lunar Faire - Staff/Entertainment Rooms	Lunar Faire	6/15/24	6/17/24	Special Event	31	62 \$	39,835
2024 Lunar Faire - Vendor Rooms	Lunar Faire	6/15/24	6/17/24	Special Event	50	150 \$	81,750
2024 NESO Emerging Leaders Meeting	Meg Taft Events	9/26/24	9/28/24	Conference	30	70 \$	59,550
2024 Gunfighters Motorcycle Club	Gunfighters Motorcycle Club	5/30/24	6/3/24	SMERF/Reunion	50	80 \$	46,350
Fischer Wedding	Lake George Area Weddings	9/12/25	9/14/25	Wedding	150	160 \$	245,250
McGivney Family Reunion	Lake George Area Family Reunions	7/25/24	7/28/24	SMERF/Reunion	35	105 \$	36,260
Amcor July 2024 NY/VT	Ginger Meeting Management	7/23/24	7/25/24	Conference	20	45 \$	39,700
2024 The New York State Organization of Mothers of Twins Clubs Meeting	The New York State Organization of Mothers of Twins Clubs	10/18/24	10/19/24	SMERF/Reunion	25	15 \$	8,350
2024 Adirondack Balloon Festival - Pilot Rooms	Adirondack Balloon Festival	9/19/24	9/22/24	Special Event	225	30 \$	490,500
2025 or 2026 WASAWA Convention	New York Rural Letter Carriers Association	6/15/25	6/19/25	Convention	130	520 \$	354,250
MPI UNY - September 2024 Educational Program	MPI Upstate NY	9/10/24	9/11/24	Conference	30	10 \$	32,700
2024 Special Olympics Fall Games Conference	Special Olympics New York	10/18/24	10/19/24	Tournament	600	300 \$	1,023,000
2024 SKAL Boat Cruise	Vermont State Elks Association	5/1/25	5/5/25	Conference	200	600 \$	545,000
2024 CSEA Organizing Department	SKAL International	6/25/24	6/26/24	Board Meeting	10	20 \$	10,900
2025 HVVFA Convention	CSEA State Operations	6/10/24	6/12/24	Seminar	22	44 \$	20,340
2024 Clymer Central School Trip	Hudson Valley Volunteer Fireman's Association (HVVFA)	6/10/25	6/15/25	Convention	7000	15120 \$	18,690,000
2024 Blackstone Conference	Clymer Central School	6/18/24	6/19/24	SMERF/Reunion	25	25 \$	12,950
2024 War on the Water Ill	Blackstone Inc.	9/17/24	9/19/24	Conference	75	225 \$	148,875
2024 Cambareri Family Reunion	War on the Water Boxing	7/13/24	7/13/24	Tournament	300	0 \$	70,500
AD's, SWA's, Head Coaches & MAAC Staff Meeting	Cambareri/Giordano Reunion	6/27/24	6/30/24	SMERF/Reunion	50	75 \$	51,800
2025 Conference	Metro Atlantic Athletic Conference (MAAC)	5/27/25	5/29/25	Conference	50	100 \$	81,750
	New York State Department of Labor	9/24/24	9/26/24	Conference	80	150 \$	125,550

YTD LEADS '24

2024 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/25/24	9/27/24	Conference	50	100	\$	81,750
Dirty Diamonds at The Lake	Dirty Diamonds at The Lake	7/26/24	7/28/24	Tournament	400	0	\$	510,000
2026 GNEMA Spring Meeting	Greater Northeast Motorcoach Association	3/15/26	4/14/26	Board Meeting	125	0	\$	1,840,625
2026 GNEMA Fall Meeting	Greater Northeast Motorcoach Association	9/13/26	10/10/26	Conference	125	0	\$	1,172,500
TOTAL LEADS YTD: 104	TOTAL				34374	35275	\$	50,169,412

YTD BOOKINGS 2024

Lead Name	Account Name	Start Date	End Date	EEL Type	Attendees	Rooms	EEL Value
2023 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association)	11/17/23	11/19/23	Tournament	4500	500	\$ 2,175,000
2023 Long Island Surge	Long Island Surge	10/6/23	10/8/23	Tournament	54	54	\$ 68,850
Casa/Markoe Wedding	Wedding	7/3/24	7/7/24	Wedding	150	160	\$ 321,250
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/8/25	9/12/25	Convention	140	220	\$ 272,300
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/24	8/25/24	Wedding	50	50	\$ 54,500
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/23	10/22/23	Tournament	55	28	\$ 70,125
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/24	10/19/24	Wedding	175	60	\$ 110,250
2024 Battle by Saratoga	AAU Baseball	5/25/24	5/27/24	Tournament	650	680	\$ 1,199,250
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/24	10/6/24	Wedding	210	110	\$ 165,900
2024 Annual RCCA Conference	Alliance (RCCA)	9/18/24	9/20/24	Conference	150	300	\$ 192,750
Mauk/Janadey Wedding	Lake George Area Weddings	9/6/24	9/7/24	Wedding	100	100	\$ 74,000
Camp CHEN-A-WANDA - CIT's Lake George July 29th 2024	LM Media Worldwide. LLC	7/29/24	7/31/24	Group Tour	14	28	\$ 7,728
Camp Lenox July 2024 Lake George	LM Media Worldwide. LLC	7/28/24	7/30/24	Group Tour	18	36	\$ 6,624
2025 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/14/25	5/18/25	Convention	150	600	\$ 356,250
2024 ESLETS Conference	New York State Police	4/24/24	4/25/24	Conference	130	260	\$ 260,700
Yavneh Academy School Trip	Yavneh Academy	6/3/24	6/5/24	SMERF/Reunior	100	68	\$ 59,300
Yeshivat Noam 8th Grade June 2024 Trip	Yeshivat Noam	6/3/24	6/5/24	SMERF/Reunior	93	76	\$ 72,261
All Around New England Group Tour	All Around New England	9/22/24	9/25/24	Group Tour	50	75	\$ 36,800
Sager/O'Connell Wedding	Lake George Area Weddings	8/15/24	8/16/24	Wedding	150	80	\$ 86,500
New York State Volleyball Coaches Association 2024	New York State Volleyball Coaches Association	5/16/24	5/18/24	Tournament	90	60	\$ 114,750
2024 DELLA Auto Group Annual Meeting	DELLA Auto Group	2/2/24	2/4/24	Conference	63	100	\$ 103,005
2024 Friedman Family Reunion	Reunions	7/29/24	8/1/24	SMERF/Reunior	50	54	\$ 51,800
Wojewoda/Ventura Wedding	Lake George Area Weddings	9/27/24	9/29/24	Wedding	150	90	\$ 219,000
2024 Scrabble Tournament	Nor'easter Scrabble	10/17/24	10/20/24	Tournament	140	240	\$ 169,600
NYSO DKG 2025 Spring Executive Board Meeting/Seminar	Delta Kappa Gamma Society International	4/25/25	4/27/25	Board Meeting	100	100	\$ 163,500
ESTRA's 40th Tow Show	Association Tow Truck Event (ESTRA)	6/6/24	6/9/24	SMERF/Reunior	300	165	\$ 145,200

YTD BOOKINGS 2024

2024 New York State Association of School Attorneys and the New York State School Boards Association 23rd Annual School Attorney Law Conference	New York State School Boards Association (NYSABA)	5/30/24	6/2/24	Conference	100	253 \$	218,000
NYSIDDNA 2024 Annual Conference	Association	9/9/24	9/11/24	Conference	150	246 \$	219,000
2024 Lake George Triathlon	Alpha Win Lake George Triathlon	8/29/24	9/1/24	Special Event	600	1,150 \$	2,148,000
2024 New England Summer	Anderson Coach & Travel	6/18/24	6/19/24	Group Tour	40	40 \$	14,720
2024 Annual Conference	New York State Conference of Local Mental Hygiene Directors	5/8/24	5/10/24	Conference	50	100 \$	81,750
2024 April 8 Eclipse	North Country Tours	4/7/24	4/8/24	Group Tour	57	25 \$	11,408
2024 NYSATRC Training Seminar	New York State Association of Tax Receivers & Collectors	6/9/24	6/12/24	Conference	70	150 \$	124,600
Abrahamsen/Frain Wedding	Lake George Area Weddings	9/20/24	9/22/24	Wedding	150	130 \$	219,000
Boy Scouts of America Troop 3	Boy Scouts of America	6/22/24	6/26/24	Other	70	200 \$	155,750
2024 Glens Falls Hospital Awards Dinner	Glens Falls Hospital	10/3/24	10/3/24	Banquet	350	0 \$	12,250
2024 Annual Meeting	Inc.	9/17/24	9/20/24	Conference	200	150 \$	296,000
2024 Summer Baseball Tournament	Diamond Kings	7/26/24	7/28/24	Tournament	288	576 \$	285,120
2024 Adirondack Mountain Club Annual Dinner	Adirondack Mountain Club	10/17/24	10/20/24	Other	100	0 \$	176,000
2024 Wilderness & Wellbeing Conference	New York Institute of Technology	10/23/24	10/26/24	Conference	150	150 \$	229,000
2024 Incentive Trip- Sales Contest	College of Osteopathic Medicine	10/17/24	10/20/24	Incentive	30	90 \$	73,440
2024 L'Oreal Conference	Northwestern Mutual	4/22/24	4/25/24	Conference	53	159 \$	115,540
2024 The Federation of New York Solid Waste Conference with Trade Show	Federation of New York Solid Waste Association	5/19/24	5/21/24	Trade Show	700	300 \$	396,300
2024 NYS PTA Event	NYS PTA	4/19/24	4/21/24	Conference	50	100 \$	64,250
Rooms	Lunar Faire	6/15/24	6/17/24	Special Event	31	62 \$	39,835
2024 Lunar Faire - Vendor Rooms	Lunar Faire	6/15/24	6/17/24	Special Event	50	150 \$	81,750
2024 Gunfighters Motorcycle Club	Gunfighters Motorcycle Club	5/30/24	6/3/24	SMERF/Reunior	50	80 \$	46,350
McGivney Family Reunion	Reunions	7/25/24	7/28/24	SMERF/Reunior	35	105 \$	36,260
Amcor July 2024 NY/VT Program	Ginger Meeting Management	7/23/24	7/25/24	Conference	20	45 \$	39,700
2025 Vermont Elks Association Conference	MPI Upstate NY	9/10/24	9/11/24	Conference	30	10 \$	32,700
2024 SKAL Boat Cruise	Vermont State Elks Association	5/1/25	5/5/25	Conference	200	600 \$	545,000
2024 CSEA Organizing Department	SKAL International	6/25/24	6/26/24	Board Meeting	10	20 \$	10,900
2024 Clymer Central School Trip	CSEA State Operations	6/10/24	6/12/24	Seminar	22	44 \$	20,340
	Clymer Central School	6/18/24	6/19/24	SMERF/Reunior	25	25 \$	12,950

YTD BOOKINGS 2024

2024 Blackstone Conference	Blackstone Inc.	9/17/24	9/19/24	Conference	75	225	\$	148,875
2024 War on the Water III	War on the Water Boxing	7/13/24	7/13/24	Tournament	300	0	\$	70,500
2024 Cambareri Family Reunion	Cambareri/Giordano Reunion	6/27/24	6/30/24	SMERF/Reunior	50	75	\$	51,800
AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference (MAAC)	5/27/25	5/29/25	Conference	50	100	\$	81,750
2024 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/25/24	9/27/24	Conference	50	100	\$	81,750
Dirty Diamonds at The Lake	Dirty Diamonds at The Lake	7/26/24	7/28/24	Tournament	400	0	\$	510,000
TOTAL BOOKINGS YTD: 60	TOTAL				12438	9754	\$	13,207,781

LOST BUSINESS 2024

Account Name	Lead Name	Start Date	End Date	EEL Type	Attendees	Rooms	EEL Value
C. Smith Family Reunion	2024 C. Smith Family Reunion	8/11/24	8/18/24	SMERF/Reuni	60	210	\$ 124,320
Catholic Alumni Club International	2025 CACI Annual Convention	7/13/25	7/19/25	Convention	80	330	\$ 243,950
Mirth Films	2023 Wild in the Trees Music and Skate Festival	10/7/23	10/8/23	Special Event	650	30	\$ 274,500
NYS County Highway Superintendents Association (NYSCHSA)	2025 NYSCHSA Summer Conference	9/7/25	9/10/25	Conference	125	382	\$ 360,000
Seattle Study Club	2024 Directors Summit	7/18/24	7/21/24	Conference	125	235	\$ 228,750
Lake George Area Family Reunions	2024 Glass Family Reunion	8/2/24	8/4/24	SMERF/Reuni	30	20	\$ 23,310
NYSPHSAA (NYS Public High School Athletic Association)	2025-2027 NYSPHSAA Boys Basketball Championship	3/20/25	3/23/25	Tournament	9302	445	\$ 5,821,870
Association of School Business Officials of New York (ASBO)	2024 Board Retreat	7/17/24	7/19/24	Board Meeting	20	24	\$ 24,300
CME Events, LLC	Executive Committee Meeting and Board of Directors Meeting 2024	9/6/24	9/7/24	Board Meeting	40	34	\$ 43,600
Lake George Area Family Reunions	Griffiths Family Reunion	8/4/24	8/10/24	SMERF/Reuni	20	35	\$ 36,260
ConferenceDirect	2024 Hannaford Leadership Conference	9/25/24	9/27/24	Conference	170	367	\$ 396,950
DTN	DTN Presidential's Club	2/25/25	2/27/25	Incentive	50	185	\$ 183,600
Warthogs Motorcycle Club	2024 Warthogs Motorcycle Club	8/16/24	8/17/24	SMERF/Reuni	80	60	\$ 34,080
Meetings Unlimited	Paper & Bd Packing Co. Sales Meeting	5/5/24	5/9/24	Conference	120	320	\$ 327,000
ConferenceDirect	2024 New York Women in Law Enforcement	10/15/24	10/18/24	Convention	175	245	\$ 276,500
National Grid	2024 National Grid Conference	5/14/24	5/15/24	Conference	170	340	\$ 185,300
MPI Upstate NY	MPI UNY - Fall Focus 2024	11/6/24	11/7/24	Conference	75	50	\$ 57,250
Eagle Sports Meetings & Travel	Q3-2024 Sales and Training	6/9/24	6/13/24	Conference	218	580	\$ 594,050
Eagle Sports Meetings & Travel	Q1-2024 Incentive	5/26/24	5/30/24	Incentive	134	380	\$ 410,040
Delta Sigma Theta Sorority Inc.	2025 Delta Sigma Theta Sorority, Inc - Annual Founder's Day Celebration	1/31/25	2/2/25	SMERF/Reuni	700	150	\$ 185,100
Association Societies Alliance (ASA)	2025 ASA Winter Meeting	1/19/25	1/21/25	Conference	25	75	\$ 40,875
New York State Teachers Retirement System	2024 NYS Teachers Retirement System Conference	9/19/24	9/20/24	Conference	90	90	\$ 98,100

LOST BUSINESS 2024

Northeast Regional Children's Advocacy Center	2024 Multidisciplinary Team Academy	8/6/24	8/7/24 Conference	43	86 \$	61,920
Omega Optical	2024 Technical Conference	5/6/24	5/7/24 Conference	25	25 \$	27,250
Meg Taft Events	2024 NESO Emerging Leaders Meeting	9/26/24	9/28/24 Conference	30	70 \$	59,550
TOTAL LOST: 25	TOTAL			12557	4768 \$	10,118,425

YTD TRADE SHOW ACTIVITY

Name	Attendee	Date	Location	# Connections	# Appointments	Leads	Bookings	EI Value
ABA	Steve Magee	Jan-24	Nashville, TN	70	48	1		TBD
MeetNY NYSAE Event	Emily Frost	Feb-24	NYC	198	N/A			TBD
ILoveNY Reverse Sales Mission	Steve Magee	Mar-24	Syracuse, NY	6	6			TBD
IPW	Steve Magee	May-24	Los Angeles, CA	62	42			TBD
ESSAE Annual Meeting & Expo	Gina Mintzer	Jun-24	Saratoga Springs, NY	50	N/A	2		TBD
NYSDMO Sports RightsHolder Event	Steve Magee	Jun-24	Albany, NY	18	18			TBD
				404	114	3		

ECONOMIC IMPACT OF THE

COOL INSURING ARENA

to Warren, Washington, and Saratoga Counties



\$1.2M in Annual Tax Revenues



\$6.2M in Annual Employee Earnings



Increased Quality of Life

Annual Sales Revenue

within the region attributed to visitation to the Arena.

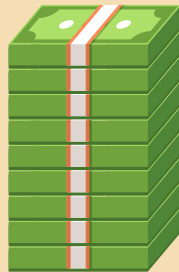
\$10.6M
in 2015-2016



\$13.2M
in 2017-2018



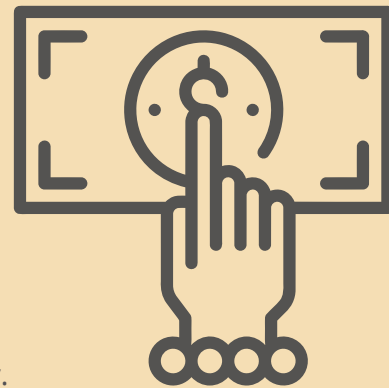
\$21M
in 2022-2023



\$13.6M

Annual Spending

Visitors coming to the Arena spent an estimated \$13.6 million in the region in 2022-2023, helping to support the local economy.



Annual Tax Revenue

Total annual tax revenue generated by the Arena within the region amounted to over \$1.2 million in 2022-2023, including municipal sales taxes, occupancy taxes, and property taxes.



\$780,000
in 2015-2016

\$943,000
in 2017-2018

\$1.2M
in 2022-2023

Annual Attendance

210,000

in 2022-2023



208,000

in 2017-2018*



151,000

in 2015-2016



68%

Approximately two-thirds of all attendees were visiting to watch Adirondack Thunder hockey games.



* In 2017-2018, the Thunder played six more home games than they did during the 2022-2023 season.

Total Jobs

supported throughout the three-county region due to visitation to the Arena.

131

in 2015-2016



155

in 2017-2018



161

in 2022-2023



Annual Earnings

\$6.2M

in 2022-2023

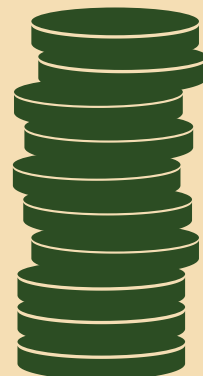
\$3.6M

in 2015-2016



\$4.3M

in 2017-2018



Cool Insuring Arena

AUGUST 2022–JULY 2023 UPDATE: ECONOMIC & FISCAL
IMPACT OF ARENA OPERATIONS

April 2024

PREPARED FOR:

Adirondack Civic Center Coalition
1 Civic Center Plaza
Glens Falls, NY 12801



www.camoinassociates.com

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EXECUTIVE SUMMARY

In 2016, Camoin Associates was commissioned by the Adirondack Civic Center Coalition to conduct an economic and fiscal impact analysis of the Cool Insuring Arena on the counties of Warren, Saratoga and Washington, NY for the time period of August 2015–July 2016.¹ A follow-up study was conducted in 2018 and examined the August 2016–July 2017 and August 2017–July 2018 seasons. This report is an update to the 2018 report and analyzes the impact of Cool Insuring Arena for August 2022–July 2023. Additionally, this report estimates the impact of \$3.3 million in construction-related spending that occurred between 2019 and 2023.

Arena attendance has recovered following the COVID-19 pandemic. This is significant, especially considering that the Adirondack Thunder were unable to sell any tickets during the 2020/2021 season. Adirondack Thunder Hockey Games are still the biggest driver of arena attendance, followed by Other Sporting Events. Attendance at Shows increased by more than 10,000 between the 2017/2018 and the 2022/2023 seasons.

Table 1

Total Cool Insuring Arena Attendance by Event Type

Event Type	August 2016- July 2017	August 2017- July 2018	August 2022- July 2023
Shows	19,836	13,636	25,152
Adirondack Thunder Hockey Games*	103,152	149,187	142,383
Other Sporting Events	38,176	28,509	40,375
Non-Ticketed Events	14,950	17,000	NA
Heritage Hall	NA	NA	1,901
Total	176,114	208,332	209,811

* Compared to the 2022/2023 season the Thunder played six additional home games during the 2017/2018 season

Note: Differences in Non-Ticketed events and Heritage Hall Event categories are the result of data collection changes during the time periods

Source: Adirondack Civic Center Coalition

¹ In the original report, the Arena was referred to as the Glens Falls Civic Center and the commissioning organization as the Glens Falls Civic Center Coalition. Since that time, naming rights were secured by Cool Insuring and the organization was rebranded as Adirondack Civic Center Coalition.



ECONOMIC IMPACT

The increase in attendance has led to a notable increase in economic impacts from visitors coming to the Cool Insuring Arena. The economic impact of Cool Insuring Arena's operations during the 2022/2023 season is outlined in Table 2.

Table 2

Economic Impact of Cool Insuring Arena Events, 2022-2023

	Jobs	Earnings	Sales
Direct	109	\$3,436,145	\$13,573,403
Indirect	31	\$1,458,735	\$4,022,738
Induced	21	\$1,297,723	\$3,386,337
Total	161	\$6,192,604	\$20,982,477

Source: Lightcast, Camoin Associates

In addition to the annual operations impacts, there have been significant one-time impacts on the regional economy through spending to upgrade and enhance the facility. Recently, the Adirondack Civic Center Coalition spent approximately \$3.3 million on arena upgrades, with an estimated \$2.5 million spent in the tri-county area. The economic impact of these construction-related expenditures is shown in Table 3.

Table 3

Economic Impact of Cool Insuring Construction Projects

	Jobs	Earnings	Sales
Direct	13	\$936,343	\$2,475,000
Indirect	3	\$136,330	\$433,381
Induced	2	\$124,765	\$331,120
Total	18	\$1,197,438	\$3,239,501

Source: Lightcast, Camoin Associates



FISCAL IMPACT

The Cool Insuring Arena benefits the tri-county area through increases in sales tax, occupancy tax, and property tax revenues. The effects of these taxes are detailed below.

Table 4

Total Fiscal Impact of Cool Insuring Arena, 2022-2023	
Sales Tax Revenue	\$404,795
Occupancy Tax Revenue	\$40,189
Property Tax Revenue	\$797,370
Total Fiscal Benefits	\$1,242,354

Source: Adirondack Civic Center Coalition, NYS Comptroller, Camoin Associates

Construction projects also resulted in one-time fiscal impacts through increases in sales tax revenue. This tax revenue is generated by construction-related employees spending their earnings in the regional economy. Table 5 shows the construction-related sales tax revenue.

Table 5

One Time, Local Sales Tax Revenue from Construction Related Earnings	
Local Sales Tax Revenue	\$6,287

Source: Lightcast, Camoin Associates



INTRODUCTION

Camoin Associates was retained by the Adirondack Civic Center Coalition to measure the continued impact of Cool Insuring Arena on Warren County, Saratoga County, and Washington County, NY. Cool Insuring Arena is a 4,834-seat, multipurpose complex located in downtown Glens Falls, NY. Within the complex is an arena for hosting sporting events, concerts, and other large-scale events, as well as a 7,300-square-foot banquet facility, known as Heritage Hall, which is used for smaller events. Notably, the Arena is home to the Adirondack Thunder, the East Coast Hockey League’s (ECHL) affiliate of the New Jersey Devils. Annual operations at Cool Insuring Arena have significant financial impacts on the surrounding region. These impacts are generated by the spending of attendees, athletes, visiting performers, and Adirondack Thunder Hockey fans, all of whom travel from around the region and beyond to attend Arena events. Individuals coming to the Arena spend money at local hotels, stores, restaurants, and other businesses during their trip. This spending creates local jobs and supports the region’s economy.

In addition to the annual operation impacts, Camoin was also asked to evaluate the impact of the Arena’s recent construction projects. Since 2018, the Coalition has increased box seating in the arena, replaced the roof, and updated Heritage Hall.

The goal of this analysis is to provide an assessment of Cool Insuring Arena’s continued economic, employment, and fiscal contribution to the tri-county area. The primary tool used in the analysis is the input-output model developed by Lightcast (formerly Emsi). The Adirondack Civic Center Coalition is the primary data source for this project. Information related to additional data sources and methodology is included throughout the report.

The economic impacts are presented in four categories: direct impact, indirect impact, induced impact, and total impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

STUDY INFORMATION

Data Source:

Adirondack Civic Center Coalition

Geography:

Warren County
Saratoga County
Washington County

Study Periods:

Arena Operations: August 2022–July 2023
Facility Improvements: 2019–2023

Modeling Tool:

Lightcast

DIRECT IMPACTS

Initial round of impacts generated as a result of spending by visitors and of new employment generated as a result of annual operation.

INDIRECT IMPACTS

Direct impacts have ripple effects through business-to-business spending. This spending results from the increase in demand for goods and services by industry sectors in the supply chain.

INDUCED IMPACTS

Impacts that result from the spending by employees and employees of suppliers. Earnings of these employees enter the economy as paychecks are spent on food, clothing, and other goods and services.

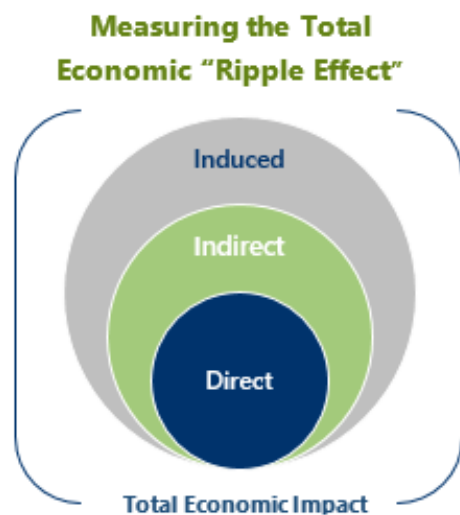


MODELING PROCESS

An economic impact analysis of Cool Insuring Arena's operations was conducted to quantify the impact of the arena on the local economy. The economic impact includes not only the "direct" economic impacts, such as on-site jobs, but also the secondary and tertiary economic impacts that are generated throughout the economy through the economic "ripple" effect. The three specific types of impacts considered in the analysis include:

- **Direct:** The most immediate impacts, which include the new visitor spending, on-site jobs, and construction spending on goods and services.
- **Indirect:** Indirect effects occur when businesses within the region that supply goods and services to the Project re-spend a portion of that revenue locally. In other words, for every dollar spent at a local supplier, a portion of that dollar will again be spent on goods and services at other businesses in the region. This is considered the indirect effect.
- **Induced:** Another "ripple" effect that occurs is when workers at both the Project and indirectly impacted businesses spend a portion of their wages at businesses within the region for things such as retail goods and services. The portion of the spending by new businesses that is paid to workers and re-spent in the economy is considered the induced impact.

The sum of the direct, indirect, and induced impacts equals the total economic impact. The Lightcast Input-Output model is used to calculate the total economic impact, including the three different types of impacts.



Modeling Software

Lightcast (formerly Emsi) designed the input-output model used in this analysis. The Lightcast model allows the analyst to input the amount of new direct economic activity (spending, earnings, or jobs) occurring within the region and uses the direct inputs to estimate the spillover effects that the net new spending, earnings, or jobs have as these new dollars circulate throughout the economy. This is captured in the indirect and induced impacts and is commonly referred to as the "multiplier effect." See Appendix A for more information on economic impact analysis.

What does "Net New" Mean?

When looking at the economic impacts of an industry, it is important to look only at the economic changes that would not happen in the arena's absence. These effects are the "net new" effect: purchases made only as a result of the arena.

Definition of a "Job"

A "job" is equal to one person employed for some amount of time (part-time, full-time, or temporary) during the study period.

ECONOMIC IMPACTS

The Cool Insuring Arena is a unique and unmatched space in the region with the capacity to host various events ranging in both type and size. Between August 2022 and July 2023, Adirondack Thunder played 39 hockey games at the Arena. Attendance at these games ranged from just under 2,000 to more than 5,300 visitors, with an average attendance rate of approximately 3,650 individuals per game. Average attendance rates have increased since the 2017/2018 season when around 3,100 individuals attended the average hockey game. In addition to hosting Adirondack Thunder hockey games, the Arena complex continues to host various other events, including concerts, banquets, graduations, trade shows, and sports tournaments.

TOTAL EVENT ATTENDANCE

Table 6 shows the total number of events that occurred between August 2022 and July 2023, along with the event type, total attendance, and total revenue generated. Attendance figures are shown by event category, which include Shows, Adirondack Thunder Hockey Games, Other Sporting Events, and events held at Heritage Hall.

Table 6

Total Cool Insuring Arena Activity, 2022–2023

Event Type	Number of Events	Total Attendance	Total Revenue
Shows	23	25,152	\$944,996
Adirondack Thunder Hockey Games	39	142,383	\$1,837,400
Other Sporting Events*	35	40,375	\$392,136
Heritage Hall	15	1,901	\$18,200
Total	112	209,811	\$3,192,732

*Tournaments and shows held over multiple days are considered separate events

Source: Adirondack Civic Center Coalition



Table 7 shows the change in attendance by event type from the 2016/2017 season to the 2022/2023 season. Total event attendance between August 2022 and July 2023 surpassed total event attendance during the 2016/2017 and 2017/2018 seasons.

Table 7

Total Cool Insuring Arena Attendance by Event Type

Event Type	August 2016- July 2017	August 2017- July 2018	August 2022- July 2023
Shows	19,836	13,636	25,152
Adirondack Thunder Hockey Games*	103,152	149,187	142,383
Other Sporting Events	38,176	28,509	40,375
Non-Ticketed Events	14,950	17,000	NA
Heritage Hall	NA	NA	1,901
Total	176,114	208,332	209,811

* Compared to the 2022/2023 season the Thunder played six additional home games during the 2017/2018 season

Note: Differences in Non-Ticketed events and Heritage Hall Event categories are the result of data collection changes during the time periods

Source: Adirondack Civic Center Coalition

NET NEW EVENTS

To quantify the economic impacts of the Cool Insuring Arena on the tri-county area, we determined which events would be forced to relocate outside of the region if the Cool Insuring Arena did not exist. The visitation and spending associated with these events is considered “net new” to the region, in that *but for* the Cool Insuring Arena, this economic activity would not be present in the region. Some of the events held at the Arena could relocate to other venues within the region and are therefore not considered to be “net new.” These non-net new events include all of the events held at Heritage Hall.² Most events, however, would be forced to relocate outside the Warren-Saratoga-Washington area to other venues.

To determine if events could be considered net new, Camoin did a thorough search of venues in the tri-county area that can hold similar types of events. Throughout the tri-county area, other venues have the capacity to hold some events similar to those held in the Arena; however, there is no venue that can hold all events. Appendix C lists the venues considered in this analysis.

² The largest event held at Heritage Hall between 2022–2023 was attended by 300 people.



Net New Attendance

The following tables summarize the events that are considered “net new” for the purposes of the analysis. These are events that would be forced to relocate outside the region if the Arena did not exist, and thus are considered to generate new economic activity within the region. For a complete list of “non-net new” events, see Appendix D.

We categorized events to determine visitor spending estimates more accurately, as visitors who travel to see a concert or show will spend differently than visitors who come to see the Adirondack Thunder. Tables 8–10 detail the “net new” events within each of the three event categories. As shown, the overall highest attendance and revenue figures are attributed to the Adirondack Thunder Hockey Games.

Table 8

Shows (Net New), 2022-2023

Show	Attendance	Revenue
Puppy Bowl (12)*	1,800	\$135,000
TAB / Goose	6,123	\$412,051
GODSMACK	4,325	\$264,767
Harlem Globetrotters	3,104	\$99,678
Brewfest	500	\$4,000
Total	15,852	\$915,496

* The Puppy Bowl was held over 12 days which are counted as separate events in the Arena Activity table.

Source: Adirondack Civic Center Coalition

Table 9

Other Sporting Events (Net New), 2022-2023

Event	Attendance	Revenue
Adirondack Junior Thunder	100	\$600
Adirondack Junior Thunder	100	\$600
Adirondack Junior Thunder	100	\$600
Adirondack Stampede (2)*	7,848	\$125,199
NYSPPHSAA Volleyball (2)*	2,600	\$18,000
Rivermen v. Spartans	663	\$3,435
Adirondack Junior Thunder	100	\$600
Adirondack Junior Thunder	100	\$600
Adirondack Junior Thunder	100	\$600
Adirondack Junior Thunder	100	\$600
Northstars Tournament (4)*	2,000	\$12,000
Stick Game	641	\$3,828
Qsby v Riverman	504	\$2,988
Section 2 Wrestling	2,570	\$20,368
Section 2 Basketball (6)*	11,379	\$90,368
NYSPPHSAA Basketball (3)*	9,370	\$97,750
Dance Xplosion (7)*	2100	\$14,000
Total	40,375	\$392,136

* Events held over multiple days are counted as separate events in the Arena Activity table.

(#) represent the number of days events were held over

Source: Adirondack Civic Center Coalition



Table 10

Adirondack Thunder Hockey Events (Net New), 2022-2023

Games	Attendance	Revenue
Hockey Games (39)	142,383	\$1,837,400

Source: Adirondack Civic Center Coalition

The total number of net new events, as well as corresponding event type, average ticket price, total attendance, and total revenue generated are summarized in Table 11. Average ticket prices were calculated by dividing the total amount of revenue generated by an event by the total number of event attendees. Shows had the lowest total attendance numbers and the fewest number of events. However, the average ticket price for Shows was substantially more than the average ticket price for Adirondack Thunder Hockey Games and Other Sporting Events.

Table 11

Net New Attendance, 2022-2023

	Number of Events	Total Attendance	Total Revenue
Shows	17	15,852	\$915,496
Adirondack Thunder Hockey Games	39	142,383	\$1,837,400
Other Sporting Events	35	40,375	\$392,136
Total	91	198,610	\$3,145,032

Source: Adirondack Civic Center Coalition

VISITOR SPENDING

The same methodology deployed in the 2015–2016 report is utilized to estimate visitor spending in this report. Specifically, to estimate visitor spending, Camoin Associates conducted a literature review of typical spending patterns for three different types of visitors: Show attendees, Adirondack Thunder Hockey Game attendees, and Other Sporting Event attendees. We separated visitor spending into day visitors and overnight visitor categories using zip code information collected from credit card sales. Overnight visitors were then defined as anyone with a ZIP code that is more than three hours away from the Arena. Most individuals purchasing tickets to events at the Arena travel from within the three-hour drive-time radius, therefore the vast majority of visitors qualify as day visitors. Using the ticket purchasing and ZIP code data provided by the Adirondack Civic Center Coalition, we estimated attendance and spending figures. Note that ZIP code data is only available for attendees making credit card purchases but was extrapolated to approximate the geographic distribution of all attendees. All sources related to spending averages are provided in Appendix B.



Show Visitors

We determined that day Show visitors spend on average about \$113 per visitor per day, including an average ticket price of \$58 for any given show as their entertainment spending. We do not account for accommodations spending for day visitors because we assume they will not be purchasing hotel rooms or other lodging. Additionally, we conclude that overnight visitors will spend an average of about \$240 per visitor per day. Overnight visitor spending includes the same \$58 ticket price. Overnight visitors typically spend more than double what day visitors spend on transportation, food and beverages, and miscellaneous spending. We estimate that each overnight visitor will spend about \$58 on accommodations, when visitor party size is considered. For both day and overnight visitors, the food and beverage spending may occur at concessionaires within the Arena itself, or at any of the region's other dining establishments. Average spending for day and overnight visitors is broken down by category in Table 12.

Table 12

Average Spending of Show Visitors (Per-Visitor, Per-Day)

Spending Category	Day Visitors	Overnight Visitors
Event Ticket Price	\$58	\$58
Accommodations	-	\$58
Food and Beverage	\$26	\$55
Transportation	\$16	\$40
Misc. Spending	\$13	\$29
Total	\$113	\$240

Note: All dollar values adjusted for inflation to 2023 dollars using the Consumer Price Index

Sources:

Essex County, 2014. "Leisure Travel Study: Essex Country, New York."

Erkkila and Qian, 2015. "Assessing the Annual Economic Impact of the Grand Rapids IRA Civic Center."

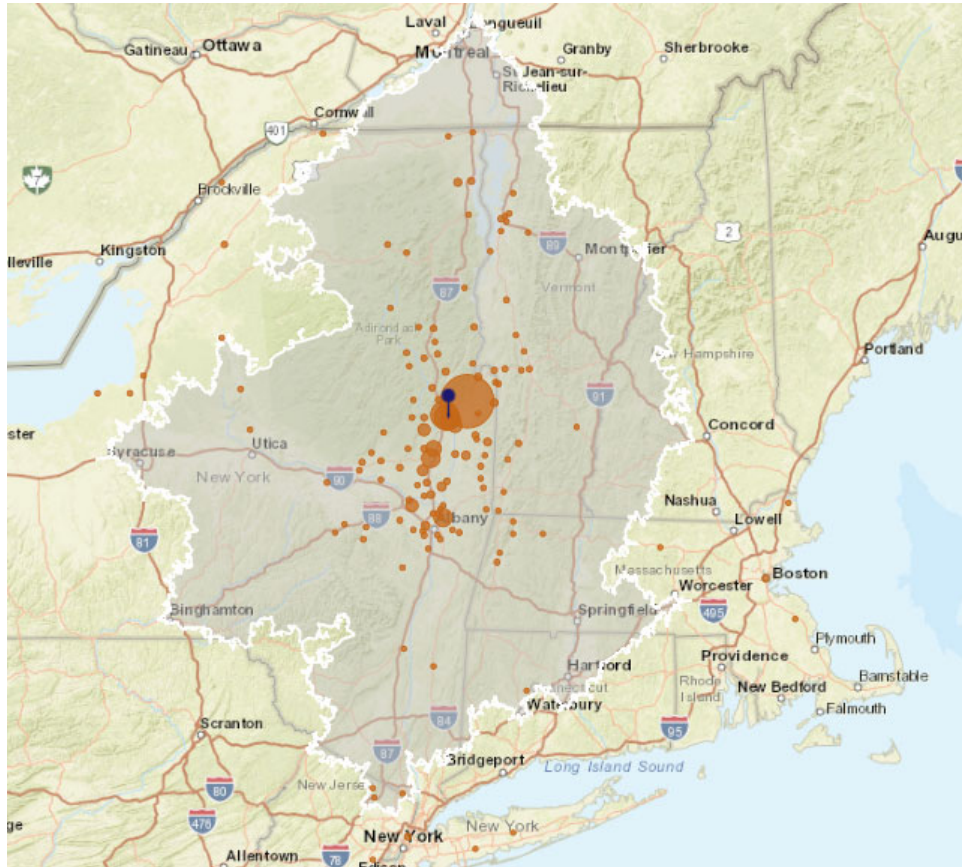
Nassau County, 2015. Researching gathering by Camoin Associates and Nassau County Visitors Bureau

Using the ZIP code data that corresponds with Show ticket purchasing, we estimate that about 95% of Show attendees reside within three hours of the Arena.³ Map 1 highlights where visitors are traveling from in relation to the three-hour drive-time radius. The grey shaded region represents all of the area within the three-hour radius. The orange dots identify the zip code area associated with each purchaser's credit card, and the size of the orange dots indicates the number of purchases made from the given zip code area.

³ The zip code information is available only for attendees who purchase tickets using a credit card.



Map 1: Origin of Show Attendees



Out of the 15,852 Show attendees, it is assumed that 796 of them were overnight guests while the other 15,056 attendees were classified as day visitors. Total visitor spending by category is broken down in Table 13.

Table 13

Total Spending of Show Visitors, 2022-2023

Spending Category	Day Visitors	Overnight Visitors	Total
Event Ticket Price	\$869,511	\$45,985	\$915,496
Accommodations	-	\$46,182	\$46,182
Food and Beverage	\$391,450	\$43,794	\$435,243
Transportation	\$240,892	\$31,850	\$272,742
Misc. Spending	\$195,725	\$23,091	\$218,816
Total	\$1,697,577	\$190,902	\$1,888,479

Source: Adirondack Civic Center Coalition, Camoin Associates



Adirondack Thunder Hockey Visitors

For the 2022/2023 season, the average ticket price for Adirondack Thunder games was \$13. Adirondack Thunder game visitors spend about \$53 per visitor per day, about \$60 less than day Show visitors. Most of this spending discrepancy can be attributed to the difference in ticket pricing. Unlike Show visitors, we do not break hockey attendees into day visitor and overnight visitor categories; instead, we assume all hockey attendees will spend about \$4 on accommodations. The \$4 per-visitor per-day estimate is based on a blended average of day and overnight visitors and indicates that the vast majority of visitors are local.⁴

Table 14

Spending of Adirondack Thunder Game Visitors (Per-Visitor, Per-Day)

Spending Category	Average
Accommodations	\$4
Food and Beverage	\$17
Transportation	\$4
Event Ticket Price	\$13
Misc. Spending	\$15
Total	\$53

Note: All dollar values adjusted for inflation to 2023 dollars using the Consumer Price Index

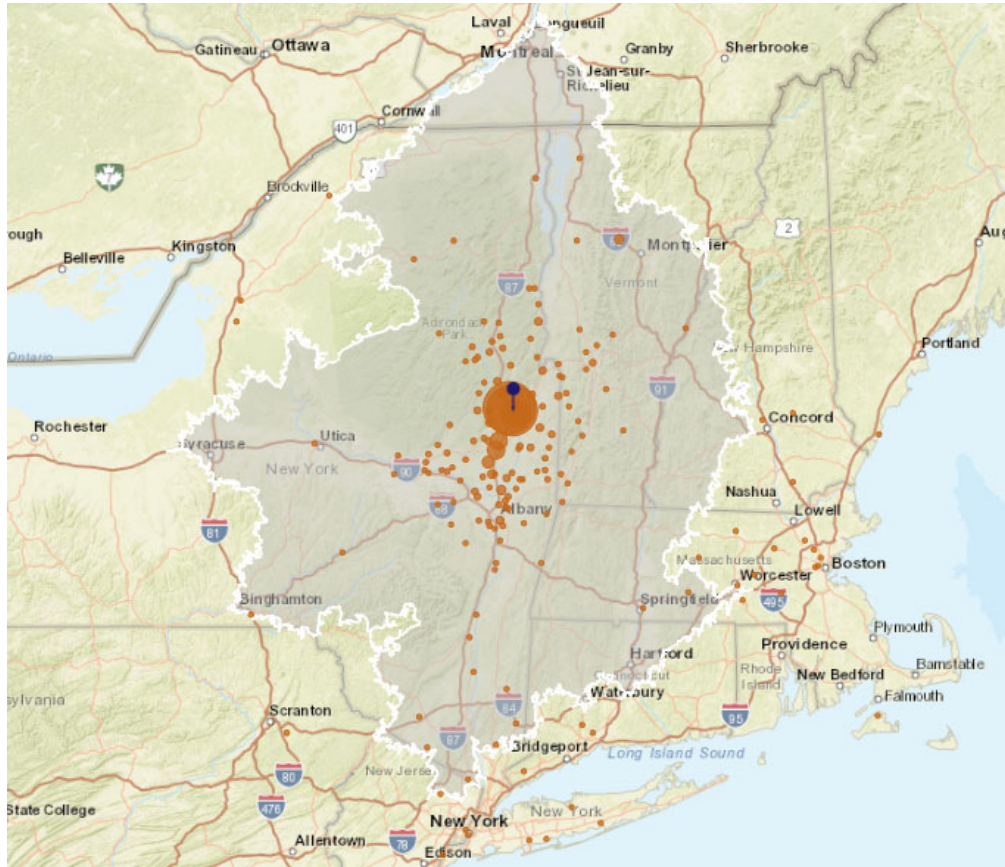
Source: See Appendix B

Map 2 shows where hockey game attendees are traveling from in relation to the three-hour drive-time radius. The grey shaded region represents all of the area within the three-hour radius. The orange dots identify the zip code area associated with each purchaser's credit card, and the size of the orange dots indicates the number of purchases made from a given zip code area.

⁴ The same methodology deployed in our original report was utilized. Visitor spending patterns for Adirondack Thunder game visitors were estimated based on a survey of visitors for another hockey team within the ECHL, the Orlando Solar Bears. Source: Conventions Sports and Leisure, Economic Impact Study for the Orlando Solar Bears, 2012-2013 Season.



Map 2: Origin of Adirondack Thunder Hockey Game Attendees



During the 2022/2023 season, the highest spending of any category was food and beverage purchases, closely followed by miscellaneous spending. The lowest level of spending was on transportation and accommodations because the vast majority of visitors were traveling from within the three-hour drive-time radius. Table 15 shows the total estimated spending of the 142,383 Adirondack Thunder game attendees.

Table 15

Total Spending of Adirondack Thunder Game Visitors, 2022-2023

Spending Category	Total Spending
Event Ticket Price	\$1,837,400
Accommodations	\$569,532
Food and Beverage	\$2,420,511
Transportation	\$569,532
Misc. Spending	\$2,135,745
Total	\$7,532,720

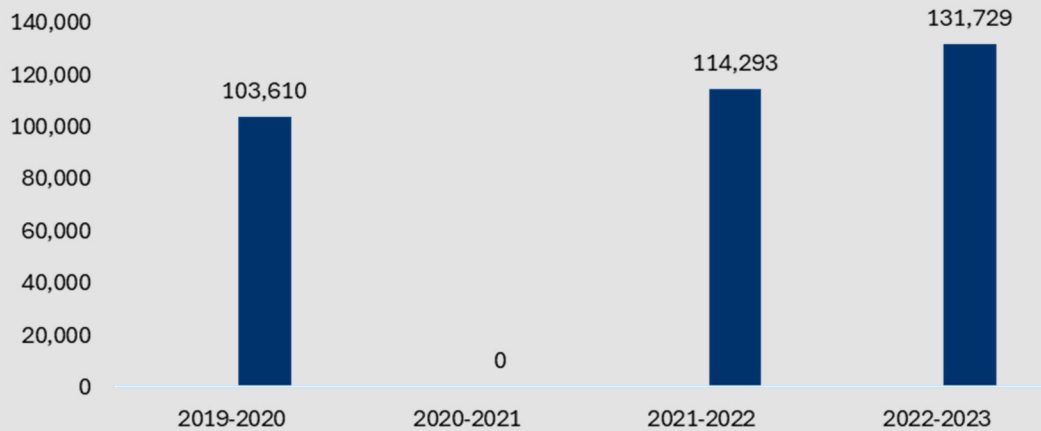
Source: Adirondack Civic Center Coalition, Camoin Associates



Hockey Game Attendance

Hockey game attendance has recovered from and surpassed pre-pandemic attendance numbers. Overall attendance increased by approximately 27% between the 2019/2020 and the 2022/2023 seasons, with average attendance increasing by more than 400 attendees per game. Between the 2021/2022 season and the 2022/2023 season, total attendance increased by about 15% while average attendance increased by just under 400 attendees per game.

Total Attendance for Regular Season Games at Cool Insuring Arena



*Please note that attendance numbers in this chart only account for regular season games while attendance numbers used in the analysis also account for pre and post season games.

Source: Adirondack Civic Center Coalition



Other Sporting Event Visitors

As shown in the table below, day visitors to Other Sporting Events spend on average about \$87 per visitor per day, including an average event ticket price of \$10. Overnight visitors spend an average of about \$168 per visitor per day. With the exception of the event ticket price, overnight visitors are estimated to outspend day visitors in all categories. After accounting for average party size, we estimate that each overnight visitor spends about \$59 per visitor per day on accommodations. Note that food and beverage spending may occur at the Arena itself or at an offsite dining location.

Table 16

Average Spending of Other Sporting Events Visitors (Per-Visitor, Per-Day)

Spending Category	Day Visitors	Overnight Visitors
Accommodations	-	\$59
Food and Beverage	\$37	\$45
Transportation	\$23	\$31
Event Ticket Price	\$10	\$10
Misc. Spending	\$17	\$23
Total	\$87	\$168

Note: All dollar values adjusted for inflation to 2023 dollars using the Consumer Price Index

Sources:

Traverse City Area Chamber of Commerce, 2012. "Game On! The Impact of Youth Sports on a Regional Economy."

City of North Mankato, MN, "Caswell Park Regional Sports Complex Economic Impact Analysis." 2015.

Hays Sports Complex Committee, "Hays Sports Complex Economic Impact Study." 2008

Duy et. al., 2014. "The Economic Impact of Sporting Events in Lane County."

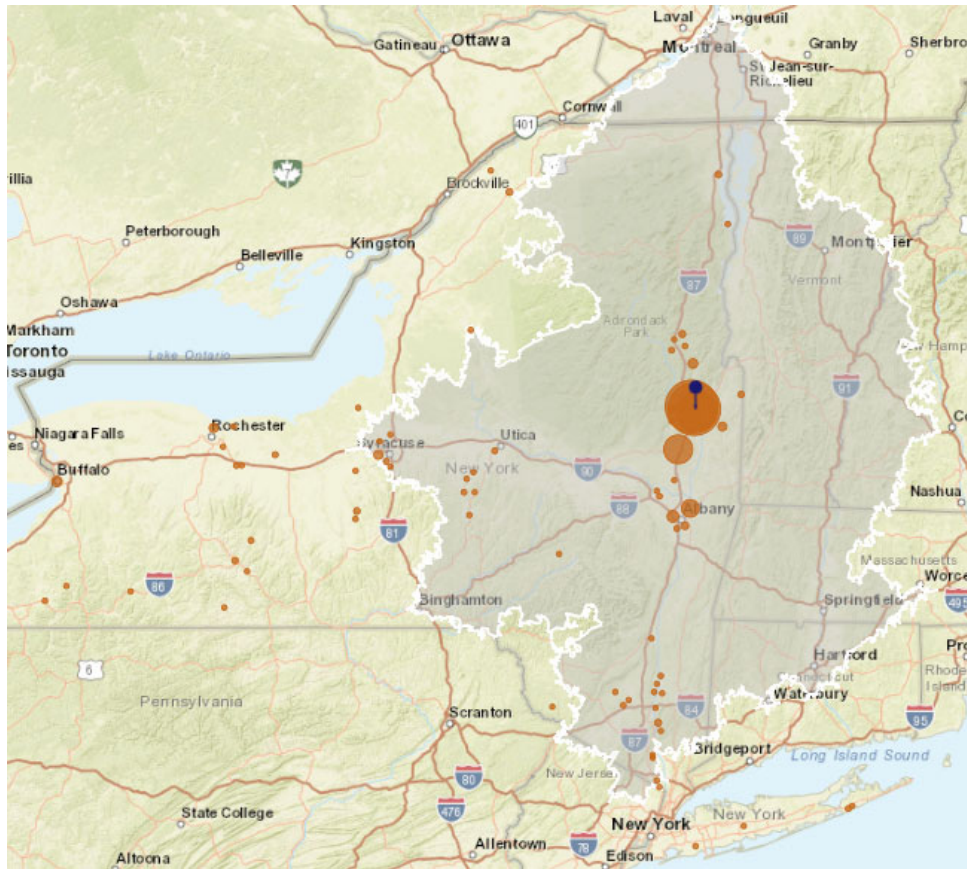
Schultz and Deller, 2000. "Economic Impact of youth Hockey Tournaments: A Case Study of the La Crosse and Onalaska Ice Rinks."

Using the ZIP code data that corresponds with ticket purchases for Other Sporting Events, we estimate that about 92% of event attendees reside within three hours of the Arena.⁵ Map 3 shows where Other Sporting Event visitors are traveling from in relation to the three-hour drive-time radius. The grey shaded region represents all of the area within the three-hour radius. The orange dots identify the zip code area associated with each purchaser's credit card, and the size of the orange dots indicates the number of purchases made from a given zip code area.

⁵ The zip code information is available only for attendees who purchase tickets using a credit card.



Map 3: Origin of Other Sporting Event Attendees



Out of the 40,375 sporting event attendees, it is assumed that 3,230 of them are overnight guests while the other 37,145 attendees are classified as day visitors. Total visitor spending by category is broken down in Table 17.

Table 17

Total Spending of Other Sporting Events Visitors, 2022-2023

Spending Category	Day Visitors	Overnight Visitors	Total
Event Ticket Price	\$360,765	\$31,371	\$392,136
Accommodations	-	\$190,570	\$190,570
Food and Beverage	\$1,374,365	\$145,350	\$1,519,715
Transportation	\$854,335	\$3,230	\$857,565
Misc. Spending	\$631,465	\$74,290	\$705,755
Total	\$3,220,930	\$444,811	\$3,665,741

Source: Adirondack Civic Center Coalition, Camoin Associates



Spending by Visiting Teams, Performers, and Staff

When the Arena hosts Shows, Adirondack Thunder Hockey Games, and Other Sporting Events, there is not only spending by visitors, but also by visiting team members, performers, and staff. Therefore, we have accounted for the spending of visiting teams and show-related workers. The Adirondack Civic Center Coalition provided data showing that a total of 1,941 room nights were booked by visiting teams and show-related workers during the 2022/2023 season. Using this information, we estimated spending for the various arena performers.

Show-Related Workers

Data provided by the Adirondack Civic Center Coalition indicates that show-related workers reserved 575 room nights during the 2022/2023 season. Using this information, we assumed each hotel room night was used by 1.5 individuals for a total of 863 show-related worker days. We also assumed that in addition to accommodations, these individuals purchased food and beverages at the same rate as overnight show visitors. Transportation spending is excluded because these workers are likely to travel in large groups and because spending associated with this type of travel is typically captured by the worker's home county. We also exclude misc. spending as these individuals will likely spend more time working at the arena and less time exploring the town and shopping. The daily spending of show-related workers is available in Table 18.

Table 18

Average Spending of Show-Related Workers (Per-Worker, Per-Day)

Spending Category	Amount
Accommodations and Related Services	\$109
Food and Beverage	\$55
Total	\$164

Source: Adirondack Civic Center Coalition, Camoin Associates

Rival Hockey Teams

Data provided by the Adirondack Civic Center Coalition shows that rival hockey teams reserved 677 room nights during the 2022/2023 season. Using this information, we assumed each hotel room night was occupied by 2 individuals for a total of 1,354 rival team member days. We also assumed that in addition to accommodations, these individuals purchased food and beverages using all of their \$50 per diem.⁶ Transportation spending is excluded because these players are likely to travel in large groups and because spending associated with this type of travel is typically captured by the team's home county. We also exclude misc. spending as these individuals will likely spend more time working at the arena and less time exploring the town and shopping. The daily spending of rival hockey teams is included in Table 19.

Table 19

Average Spending of Rival Team Players (Per-Player, Per-Day)

Spending Category	Amount
Accommodations and Related Services	\$77
Food and Beverage	\$50
Total	\$127

Source: Adirondack Civic Center Coalition, Camoin Associates

⁶ The per diem allowance was collect from the Professional Hockey Players Association. More information can be found here: <https://www.phpa.com/site/agreements#Per%20Diem>



Other Sporting Events Participants

Data provided by the Adirondack Civic Center Coalition showed that participants in Other Sporting Events reserved 689 room nights during the 2022/2023 season. Using this information, we assumed each hotel room night was occupied by 2 individuals. We also assumed that in addition to accommodations, these individuals purchased food and beverages at the same rate as overnight visitors to Other Sporting Events. Transportation spending is excluded because these participants are likely to travel on buses or in large groups. Spending associated with this type of travel is typically captured by the participant's home county. We also exclude misc. spending as these individuals will likely spend more time at the arena and less time shopping. The daily spending of Other Sporting Event Participants is available in Table 20.

Table 20

Average Spending of Other Sporting Event Participants (Per-Participant, Per-Day)

Spending Category	Amount
Accommodations and Related Services	\$72
Food and Beverage	\$45
Total	\$117

Source: Adirondack Civic Center Coalition, Camoin Associates

Total Spending by Visiting Teams, Performers, and Staff

Table 21 outlines annual spending totals for visiting team members, performers, and staff by category and event type.

Table 21

Totals for Visiting Teams, Performers, and Staff

Event Type	Hotel Room		Accommodations Spending	Food & Beverage Spending
	Nights	Individuals		
Other Sporting Events	689	1,378	\$99,716	\$62,010
Hockey	677	1,354	\$104,791	\$67,700
Shows	575	863	\$93,649	\$47,438
Other (Rooms Purchased by Cool Insuring Arena)	90	NA	\$11,160	NA
Total	2,031	3,595	\$309,316	\$177,148

Source: Adirondack Civic Center Coalition, Camoin Associates



TOTAL ECONOMIC IMPACTS

Table 22 outlines annual spending totals by category and event type. These totals were used as the direct inputs into Lightcast's input-output model to determine the indirect, induced, and total impact of the Arena's net new events on the tri-county area's economy.

Table 22

Total Spending by Event Type, 2022-2023

Spending Category	Shows	Hockey	Other Sporting Events	Visiting Teams, Performers, and Staff	Total
Event Ticket Price	\$915,496	\$1,837,400	\$392,136	NA	\$3,145,032
Accommodations	\$46,182	\$569,532	\$190,570	\$309,316	\$1,115,600
Food and Beverage	\$435,243	\$2,420,511	\$1,519,715	\$177,148	\$4,552,617
Transportation	\$272,742	\$569,532	\$857,565	NA	\$1,699,839
Misc. Spending	\$218,816	\$2,135,745	\$705,755	NA	\$3,060,316
Total	\$1,888,479	\$7,532,720	\$3,665,741	\$486,464	\$13,573,404

Source: Lightcast

Total visitor spending, outlined in Table 23, was allocated to the following NAICS codes⁷ for input into the Lightcast model.

Table 23

NAICS Codes Used for Analysis

Spending Category	NAICS Code
Event Ticket Price	711310: Promoters of Performing Arts, Sports, and Similar Events with Facilities
Accommodations	721110: Hotels (except Casino Hotels) and Motels
	722513: Limited-Service Restaurant
Food and Beverage	722511: Full-Service Restaurants
Transportation	447110: Gas Stations with Convenience Stores
Misc. Spending	459999: Various Retail NAICS

Source: Lightcast

Economic Impacts

Table 24 shows the direct, indirect, and induced economic impact of the Cool Insuring Arena on the tri-county area. Visitor spending on tickets, food, retail, lodging, and transportation are the *Direct Impacts*. *Indirect Impacts* occur as visitor-oriented businesses, such as restaurants, hotels, gift shops, and others—as well as the Arena itself—make purchases from second-tier suppliers within the region, those second-tier suppliers make purchases from third-tier suppliers, and so on, back through the supply chain. *Induced Impacts* occur as employees, both those working

⁷ NAICS, or North American Industry Classification System, is used by federal statistical agencies to classify business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. It is also the classification system used by the Lightcast input-output model.



directly for visitor-oriented businesses, as well as employees working for suppliers, spend their wages in the economy. Together, direct, indirect, and induced impacts comprise the total economic impact.

Table 24

Economic Impact of Cool Insuring Arena Events, 2022-2023

	Jobs	Earnings	Sales
Direct	109	\$3,436,145	\$13,573,403
Indirect	31	\$1,458,735	\$4,022,738
Induced	21	\$1,297,723	\$3,386,337
Total	161	\$6,192,604	\$20,982,477

Source: Lightcast, Camoin Associates



FISCAL IMPACTS

Cool Insuring Arena benefits the tri-county area through increases in sales tax, occupancy tax, and property tax revenues. These regional effects are outlined in the analysis below. In addition to the regional impacts, arena visitors traveling from out of state will also have a positive effect on state sales tax revenues.

SALES TAX REVENUE

Cool Insuring Arena generates sales tax revenue in two ways: (1) through direct sales associated with arena visitor spending, and (2) from the spending of direct and indirect employee earnings.

Sales Tax on Direct Sales

In accordance with New York State law, only some ticket sales are taxable. Events and shows involving live dramatic, choreographic, or musical arts performances; grade, middle, and high school sporting events; admission charges taxed under any other law (such as boxing and wrestling matches and exhibitions); and live circus performances are not taxable.⁸ Charitable events are also not taxable. While tickets to all Adirondack Thunder Hockey Games are taxable under state law, admission to the majority of arena events is not taxable.

All taxing districts within the study region, including Warren County, Saratoga County, Washington County, and the City of Glens Falls, impose a 3% local sales tax.⁹

Table 25

Local Sales Tax Revenue from Direct Sales, 2022-2023	
Net New Ticket Sales	\$3,145,032
Non-Taxable Ticket Sales	\$1,152,798
Taxable Ticket Sales	\$1,992,234
Other Direct Sales	\$10,417,212
Total Taxable Sales	\$12,409,446
Local Sales Tax Rate*	3%
Local Sales Tax Revenue	\$372,283

*All taxing jurisdictions within Warren, Saratoga, and Washington counties impose a 3% local sales tax

Source: Adirondack Civic Center Coalition, Camoin Associates

⁸ New York State Department of Taxation and Finance. Tax Bulletin ST-8 (TB-ST-8). Admission Charges to a Place of Amusement. https://www.tax.ny.gov/pubs_and_bulls/tg_bulletins/st/admission_charges.htm

⁹ Note that 1.5% of the 3% sales tax levied in the City of Glens Falls is allocated to Warren County.



Sales Tax on Earnings

The region's taxing districts also receive sales tax revenue resulting from the spending of employees associated with the Arena. Using the *Total Earnings* calculation from the economic impact analysis, we estimate that 70% of net new employee earnings is spent in the tri-county area, and 25% is subject to sales tax. The 3% tax rate is then applied to estimate the total sales tax revenue from earnings over the one-year period. Results from this analysis are shown in Tabel 23.

Table 26

Local Sales Tax Revenue from Earnings, 2022-2023	
Net New Total Earnings	\$6,192,604
Amount Spent in Region (70%)	\$4,334,823
Amount Taxable (25%)	\$1,083,706
Sales Tax Rate	3%
Local Sales Tax Revenue	\$32,511

Source: Lightcast, Camoin Associates

OCCUPANCY TAX REVENUE

Warren County imposes a 4% occupancy tax, also known as a bed tax, on the occupancy of hotel rooms and short-term rentals located in the county.¹⁰ While both Saratoga County and Washington County impose occupancy taxes of 1% or 4%, respectively, it was assumed for the purposes of this analysis that all accommodations spending associated with the Arena occurred in Warren County. An analysis of hotel options and spending patterns within a 20-minute drive time of the Arena revealed that over 95% of hotel revenue is generated by hotels located within Warren County.¹¹ Before calculating the occupancy tax, hotel room revenues from tax exempt entities such as schools and nonprofit organizations were subtracted from total accommodations spending. Table 24 calculates the estimated occupancy tax revenue stemming from visitors, rival teams, and performers at the Arena.

Table 27

Local Occupancy Tax Revenue, 2022-2023	
Accommodations Spending	\$1,115,600
Non-Taxable Accommodation Spending	\$110,876
Taxable Accommodation Spending	\$1,004,724
Occupancy Tax	4%
Local Tax Revenue	\$40,189

Source: Adirondack Civic Center Coalition, Camoin Associates

¹⁰ Certain exceptions apply. See Warren County Occupancy Tax Law. <https://www.warrencountyny.gov/treasurer/bedtax>

¹¹ Esri Business Analyst Online



PROPERTY TAX REVENUE

While property tax revenue is not generated from the Arena site itself, property tax revenue can be thought of as a function of the economic activity within a region. As economic activity increases, so do assessed property values, and therefore, property tax revenue. To estimate the portion of property tax revenue in the region that can be attributed to the Arena, we determined the ratio of total sales associated with the Arena to the total Gross Regional Product of the tri-county area. From 2022 to 2023, the \$20.9 million in sales associated with the Arena accounts for about 0.08% of the tri-county area's Gross Regional Product. This is, in effect, the proportion of the property tax base that is reliant on economic activity generated by the Arena. Applying this ratio to total property tax levies by the region's various taxing districts (counties, cities, villages, towns, and school districts), we estimate total property tax revenues. The arena's attributable tax revenue is outlined in Table 25.

Table 28

Total Property Tax Revenue, 2022-2023	
Total Sales Attributable to Arena	\$20,982,477
Gross Regional Product*	\$24,815,935,586
Pct. of GRP Attributable to Arena	0.08%
Total Property Tax Levy**	\$943,048,058
Property Tax Revenue Attributable to Arena	\$797,370

*2022 Combined Gross Regional Product for Warren, Saratoga, and Washington counties.

**Property tax levied by all taxing jurisdictions in the region, including counties, cities, villages, towns, and school districts)

Source: Lightcast, NYS Comptroller, Camoin Associates

TOTAL FISCAL BENEFITS

Regional sales, occupancy, and property tax benefits from Cool Insuring Arena are shown in Table 26.

Table 29

Total Fiscal Impact of Cool Insuring Arena, 2022-2023	
Sales Tax Revenue	\$404,795
Occupancy Tax Revenue	\$40,189
Property Tax Revenue	\$797,370
Total Fiscal Benefits	\$1,242,354

Source: Adirondack Civic Center Coalition, NYS Comptroller, Camoin Associates



CONSTRUCTION IMPACTS

During the last few years, Cool Insuring Arena has made several upgrades to their facilities, including adding new suites to the ice arena, updating Heritage Hall's interior, and replacing the complex's roof. The spending related to these upgrades had one-time economic and fiscal impacts on the tri-county area.

ECONOMIC IMPACT OF CONSTRUCTION SPENDING

The Adirondack Civic Center Coalition provided costs related to the Arena construction projects and estimated that approximately 75% of the spending related to these projects was captured by the tri-county area. Table 27 details the construction spending and the amount captured by the region.

Table 30

Construction Spending

Category	Amount
New Suites and Arena Improvements	\$400,000
% Spent in Region	75%
Amount Captured by the Tri-County Area	\$300,000
Heritage Hall Improvements	\$900,000
% Spent in Region	75%
Amount Captured by the Tri-County Area	\$675,000
New Roof	\$2,000,000
% Spent in Region	75%
Amount Captured by the Tri-County Area	\$1,500,000
Total Construction Spending	\$3,300,000
Total Construction Spending Captured by the Tri-County Area	\$2,475,000

Source: Adirondack Civic Center Coalition

We utilized the values in the *Amount Captured by the Tri-County Area* rows in Table 27 as direct inputs for the construction impacts model. Table 28 displays the results of the input-output model and highlights the indirect and induced effects captured by the region.

Table 31

Economic Impact of Cool Insuring Construction Projects

	Jobs	Earnings	Sales
Direct	13	\$936,343	\$2,475,000
Indirect	3	\$136,330	\$433,381
Induced	2	\$124,765	\$331,120
Total	18	\$1,197,438	\$3,239,501

Source: Lightcast, Camoin Associates



FISCAL IMPACT OF CONSTRUCTION SPENDING

The region's taxing districts also receive sales tax revenue resulting from the spending of employees associated with the Arena's construction activity. Using the *Total Earning* estimate from the construction impact analysis, we estimate that 70% of net new employee earnings is spent in the tri-county area, and 25% is subject to sales tax. The 3% tax rate is then applied to estimate the total sales tax revenue from construction-related earnings. Results from this analysis are shown in Tabel 29.

Table 32

One Time, Local Sales Tax Revenue from Construction Related Earnings

Category	Amount
Net New Total Earnings	\$1,197,438
Amount Spent in Region (70%)	\$838,207
Amount Taxable (25%)	\$209,552
Sales Tax Rate	3%
Local Sales Tax Revenue	\$6,287

Source: Lightcast, Camoin Associates



ATTACHMENT A: WHAT IS ECONOMIC IMPACT ANALYSIS?

The purpose of conducting an economic impact study is to ascertain the total cumulative changes in employment, earnings and output in a given economy due to some initial “change in final demand”. To understand the meaning of “change in final demand”, consider the installation of a new widget manufacturer in Anytown, USA. The widget manufacturer sells \$1 million worth of its widgets per year exclusively to consumers in Canada. Therefore, the annual change in final demand in the United States is \$1 million because dollars are flowing in from outside the United States and are therefore “new” dollars in the economy.

This change in final demand translates into the first round of buying and selling that occurs in an economy. For example, the widget manufacturer must buy its inputs of production (electricity, steel, etc.), must lease or purchase property and pay its workers. This first round is commonly referred to as the “Direct Effects” of the change in final demand and is the basis of additional rounds of buying and selling described below.

To continue this example, the widget manufacturer’s vendors (the supplier of electricity and the supplier of steel) will enjoy additional output (i.e., sales) that will sustain their businesses and cause them to make additional purchases in the economy. The steel producer will need more pig iron and the electric company will purchase additional power from generation entities. In this second round, some of those additional purchases will be made in the US economy and some will “leak out”. What remains will cause a third round (with leakage) and a fourth (and so on) in ever-diminishing rounds of industry-to-industry purchases. Finally, the widget manufacturer has employees who will naturally spend their wages. Again, those wages spent will either be for local goods and services or will “leak” out of the economy. The purchases of local goods and services will then stimulate other local economic activity. Together, these effects are referred to as the “Indirect Effects” of the change in final demand.

Therefore, the total economic impact resulting from the new widget manufacturer is the initial \$1 million of new money (i.e., Direct Effects) flowing in the US economy, plus the Indirect Effects. The ratio of Total Effects to Direct Effects is called the “multiplier effect” and is often reported as a dollar-of-impact per dollar-of-change. Therefore, a multiplier of 2.4 means that for every dollar (\$1) of change in final demand, an additional \$1.40 of indirect economic activity occurs for a total of \$2.40.

Key information for the reader to retain is that this type of analysis requires rigorous and careful consideration of the geography selected (i.e., how the “local economy” is defined) and the implications of the geography on the computation of the change in final demand. If this analysis wanted to consider the impact of the widget manufacturer on the entire North American continent, it would have to conclude that the change in final demand is zero and therefore the economic impact is zero. This is because the \$1 million of widgets being purchased by Canadians is not causing total North American demand to increase by \$1 million. Presumably, those Canadian purchasers will have \$1 million less to spend on other items and the effects of additional widget production will be cancelled out by a commensurate reduction in the purchases of other goods and services.

Changes in final demand, and therefore Direct Effects, can occur in a number of circumstances. The above example is easiest to understand: the effect of a manufacturer producing locally but selling globally. If, however, 100% of domestic demand for a good is being met by foreign suppliers (say, DVD players being imported into the US from Korea and Japan), locating a manufacturer of DVD players in the US will cause a change in final demand because all of those dollars currently leaving the US economy will instead remain. A situation can be envisioned whereby a producer is serving both local and foreign demand, and an impact analysis would have to be careful in calculating how many “new” dollars the producer would be causing to occur domestically.



ATTACHMENT B: METHODOLOGY DETAILS

Spending Profiles

Camoin Associates conducted a literature review of typical spending patterns of visitors to other arenas and civic centers as well as other leisure travelers, in order to understand what Show visitors could be spending. The values in the table below are the average spending amounts per visitor per day, including participants. On average, day visitors each spend \$113 per day and overnight visitors spend about \$240.

Day Spending of Show Visitors (Per-Visitor Per-Day)

Spending Category	Essex County Leisure (2014)	Erkkila & Qian (2015)	Nassau County (2015)	Average
Food and Beverage	\$16	\$37	\$26	\$26
Transportation	\$8	\$16	\$23	\$16
Event Ticket Price				\$58
Misc. Spending	\$11	\$14	\$14	\$13
Total	\$35	\$67	\$63	\$113

Overnight Spending of Show Visitors (Per-Visitor Per-Day)

Spending Category	Essex County Leisure (2014)	Erkkila & Qian (2015)	Nassau County (2015)	Average
Accommodations	\$43	\$74	\$58	\$58
Food and Beverage	\$21	\$49	\$96	\$55
Transportation	\$11	\$21	\$87	\$40
Event Ticket Price				\$58
Misc. Spending	\$13	\$20	\$53	\$29
Total	\$88	\$164	\$294	\$240

All dollar values adjusted for inflation to 2023 dollars using the Consumer Price Index

Sources:

Essex County, 2014. "Leisure Travel Study: Essex County, New York."

Erkkila and Qian, 2015. "Assessing the Annual Economic Impact of the Grand Rapids IRA Civic Center."

Nassau County, 2015. Researching gathering by Camoin Associates and Nassau County Visitors Bureau.



Camoin Associates conducted a similar literature review to estimate the spending of Other Sporting Event visitors, by looking at sports complexes, hockey tournaments, and other similar sports events. The tables below show, on average, day visitors spend \$87 and overnight visitors \$168.

Day Spending of Sporting Events Visitors (Per-Visitor Per-Day)

Spending Category	Hays Sports					Average
	Traverse City (2012)	Caswell Park (2015)	Complex (2008)	Duy et. al. (2014)	Schultz & Deller (2000)	
Food and Beverage	\$62	\$25	\$38	\$30	\$30	\$37
Transportation	\$14	\$26	\$28	\$39	\$8	\$23
Event Ticket Price						\$10
Misc. Spending	\$26	\$12	\$8	\$30	\$11	\$17
Total	\$102	\$63	\$74	\$99	\$49	\$87

Overnight Spending of Sporting Event Visitors (Per-Visitor Per-Day)

Spending Category	Hays Sports					Average
	Traverse City (2012)	Caswell Park (2015)	Complex (2008)	Duy et. al. (2014)	Schultz & Deller (2000)	
Accommodations	\$95	\$75	\$40	\$33	\$50	\$59
Food and Beverage	\$61	\$33	\$50	\$41	\$39	\$45
Transportation	\$20	\$34	\$37	\$53	\$11	\$31
Event Ticket Price						\$10
Misc. Spending	\$37	\$16	\$11	\$39	\$13	\$23
Total	\$213	\$158	\$138	\$166	\$113	\$168

All dollar values adjusted for inflation to 2023 dollars using the Consumer Price Index

Sources:

Traverse City Area Chamber of Commerce, 2012. "Game On! The Impact of Youth Sports on a Regional Economy."

City of North Mankato, MN, "Caswell Park Regional Sports Complex Economic Impact Analysis." 2015.

Hays Sports Complex Committee, "Hays Sports Complex Economic Impact Study." 2008

Duy et. al., 2014. "The Economic Impact of Sporting Events in Lane County."

Schultz and Deller, 2000. "Economic Impact of youth Hockey Tournaments: A Case Study of the La Crosse and Onalaska



ATTACHMENT C: VENUE COMPARISON

Venue Comparison

Venue	Location (County)	Description	2024 Status
Cool Insuring Arena	Glens Falls (Warren)	<ul style="list-style-type: none"> • 4,774-seat multi purpose arena • Regulation size hockey rink • Uses include hosting sporting events, concerts, and varies other large events 	Open
Cool Insuring Arena Heritage Hall	Glens Falls (Warren)	<ul style="list-style-type: none"> • 7,335 Sq. Ft. banquet facility • Primarily used to host dinners and special events 	Open
Queensbury Hotel	Glens Falls (Warren)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events 	Open
The Sagamore	Bolton Landing (Warren)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events • 27,424 Sq. Ft. including conference center and events center 	Open
Lake George Forum	Lake George (Warren)	<ul style="list-style-type: none"> • 50,000 Sq. Ft. open adaptable space 	Permanently Closed
Saratoga Springs City Center	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • 32,000 Sq. Ft. open adaptable space 	Open
Excelsior Springs	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events 	Open
Upstate Concert Hall	Clifton Park (Saratoga)	<ul style="list-style-type: none"> • Primarily concert space with capacity for 1,000 people 	Open
Hall of Springs	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events • Ballroom space 8,000 Sq. Ft. • Capacity to host sit down dinner for 425 attendees 	Open
Saratoga Performing Arts Center	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • Outdoor amphitheater • Primarily used to host large concerts and festivals • Capacity to host 25,000 people, including 5,100 seats and 20,000 spaces on the lawn 	Open



ATTACHMENT D: NON-NET NEW


Below, we have organized all events held at the Cool Insuring Arena within the past two years that are being described as “Non-Net New.” “Non-Net New” events are events that could be held at other venues in the region, which means their economic impacts would have occurred irrespective of whether the Arena existed. Spending associated with “Non-Net New” events is not counted as part of the economic impact of the Arena, because the region could still have benefited from these events even if the Arena had ceased operations.


Many of these events were held at Heritage Hall, which could be substituted for similar banquet halls in the region, such as The Sagamore, Hall of Springs, The Queensbury Hotel, or Excelsior Springs, all of which are located in either Saratoga or Warren counties. Other events, such as graduations, although they require a large venue, would still more than likely be held elsewhere in the region because the schools are based locally. Therefore, any spending associated with these events is not considered to be “net new” to the region. Listed below are all events which we consider non-net new.

- Upstate NY Cornhole Fundraiser (7)
- Glens Falls Senior Expo
- Sandy's Bar Reunion
- Songs of White Lion
- ADK Cornhole (2)
- WAIT House
- Birthday Party
- Private Event / Spa Show (3)
- Suny ADK Graduation
- Boces Graduation
- SGF High School Graduation
- QSBY High School Graduation



ATTACHMENT E: DATA SOURCES

 **Lightcast** (formerly Emsi Burning Glass) is a global leader in labor market analytics, offering a data platform that gives a comprehensive, nuanced, and up-to-date picture of labor markets at all scales from national to local. Key components of the platform include traditional labor market information, job postings analytics, talent profile data, compensation data, and skills analytics. Lightcast integrates government data with information from online job postings, talent profiles, and resumes to produce timely intelligence on the state of the labor market. Job and compensation data is available by industry, occupation, educational program, and skill type. [Click to learn more.](#)

 **Esri ArcGIS Business Analyst** combines proprietary statistical models covering demographic, business, and spending data with map-based analytics to offer insights on market opportunities for industries, businesses, and sites. Business Analyst integrates datasets covering a wide range of topics including demographics, consumer spending, market potential, customer segmentation, business locations, traffic counts, and crime indexes, which can be overlaid spatially to produce customizable maps and uncover market intelligence. Data can be pulled for standard and custom geographies, allowing for valuable comparison between places. [Click to learn more.](#)

ABOUT CAMOIN ASSOCIATES

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Since 1999, Camoin Associates has helped local and state governments, economic development organizations, nonprofit organizations, and private businesses across the country generate economic results marked by resiliency and prosperity.

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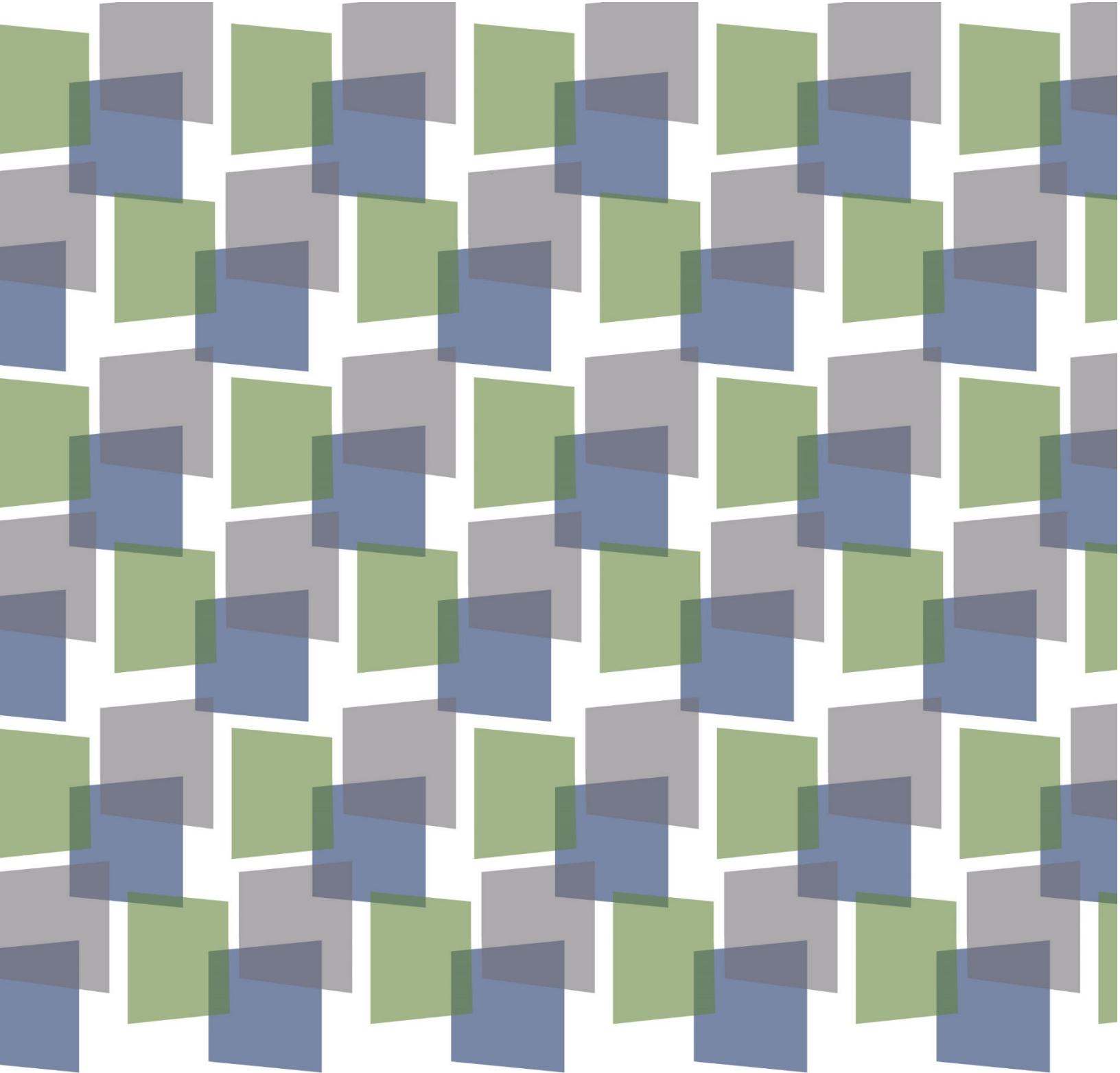


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RESOLUTION REQUEST FORM NO. 20

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: July 23, 2024

- (a) Purpose of Request: **To make 2024-2025 Special Events funding award**
- (b) Details: **Warren County Coalition Winter's Dream Attraction 2024-2025**
- (c) Previous Resolution Number:
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **\$250,000 - A6417.0002 480, Special Events Funding**

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

* as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Tourism Department

DATE: July 23, 2024

- (a) Purpose of Request: **To make 2024-2025 Special Events funding award**
- (b) Details: **Warren County Coalition Winter's Dream Show Improvements
2024-2025**
- (c) Previous Resolution Number:
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **\$150,000 - A6417.0002 480, Special Events Funding**

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

* as listed in budget and LOGOS