



**Tourism & Occupancy Tax Coordination Committee  
AGENDA  
August 20, 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 July 23, 2024 Tourism & Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Discussion Items:
  - a. Treasurer's Report
- V. Action Agenda/New Business Items:
  - a. **Resolution Request:** Authorizing the appropriation of funds from the Occupancy Tax Reserve to fund approved Municipal Payments  
**Rationale:** Increase A 6417.469 Town Payments in the amount of **\$496,990:**  
 \$179,997 to fund remaining 25% to be used toward the first distribution of 2024 Occupancy Tax and \$316,993 to fund the 2024 Spending Plan.

	<u>Budgeted</u>	<u>Actual</u>	<u>Difference</u>
Revenue	\$7,000,000	\$7,719,919	
25%	\$1,750,000	\$1,929,997	\$179,997
Spending Plan	\$133,007	\$450,000	<u>\$316,993</u>
			<b>\$496,990</b>

- b. **Resolution Request:** Authorizing the appropriation of funds from the Occupancy Tax Reserve to fund approved Special Events.  
**Rationale:** Increase A 6417.480 Special Events in the amount of **\$500,000:**  
 \$100,000 to fund the Balloon Festival, \$250,000 to fund Winter's Dream Marketing and \$150,000 to fund Winter's Dream Show Improvements.
- c. **Resolution Request:** Authorizing the appropriation of funds from the Occupancy Tax Reserve to fund Warren County Projects.  
**Rationale:** Increase A 6417.002 480.04 Warren County Projects in the amount of \$100,000 to fund the first of five annual installments of \$100,000 toward a \$500,000 contract with SUNY Adirondack for reimbursement of funds expended on the construction and installation of the synthetic turf recreation field.

- VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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**Attachment #1:** Resolution Request Form 20 Appropriation of funds from Occ Tax Reserve to Municipal Funds

**Attachment #2:** Resolution 198 of 2024

**Attachment #3:** Resolution Request Form 20 Appropriation of funds from Occ Tax Reserve to Special Events

**Attachment #4:** Resolution 237 of 2024

**Attachment #5:** Resolution 282 of 2024

**Attachment #6:** Resolution Request Form 20 Appropriation of funds from Occ Tax Reserve to Warren County  
Projects

**Attachment #7:** Resolution 259 of 2023

# **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: August 20, 2024**

- (a) Purpose of Request: **Appropriate \$496,990 from A 881.00 Reserve, Occupancy Tax to fund approved municipal payments.**
- (b) Details: **Increase A 6417.469 Town Payments in the amount of \$496,990: \$179,997 to fund remaining 25% to be used toward the first distribution of 2024 Occupancy Tax and \$316,993 to fund the 2024 Spending Plan (R 198/2024).**
- (c) Previous Resolution Number: **Resolution 198 of 2024**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A 881.00 Reserve, Occupancy Tax - \$496,990**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 198 OF 2024

**RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, STROUGH, RUNYON, BEAN, GERACI, CROCITTO AND STRAINER**

**APPROVING THE 2024 OCCUPANCY TAX SPENDING PLAN FOR MUNICIPALITIES AND AUTHORIZING AGREEMENTS FOR TOURISM PROMOTION AND TOURIST AND CONVENTION DEVELOPMENT SERVICES**

WHEREAS, the County is authorized and empowered to impose a tax upon persons occupying any facility providing lodging on an overnight basis by section 1202-u of the Tax Law (also known as Chapter 422 of the Laws of 2003, as amended) and thereafter, the County enacted various local laws, with the most recent being Local Law 5 of 2018, which imposes and collects occupancy tax in Warren County, and provides that after deducting amounts provided for the County's administration of such tax, that revenues derived from such tax shall be allocated to enhance the general economy of the County of Warren, and its cities, towns and villages through the promotion of tourist activities, conventions, trade shows, special events and other directly-related and supported activities, and

WHEREAS, the Warren County Board of Supervisors previously approved criteria for issuing awards to municipalities in Warren County through various prior resolutions, to include Resolution 392 of 2021, for the purpose of providing the County's occupancy tax revenues to enhance the general economy of the County of Warren and the City of Glens Falls (the "City"), the Towns of Bolton, Chester, Hague, Horicon, Johnsbury, Lake George, Lake Luzerne, Queensbury, Stony Creek, Thurman, and Warrensburg (the "Towns"), and the Village of Lake George (the "Village"), through each municipalities' promotion of tourist activities, conventions, trade shows, special events, and other directly-related and supported activities, and

WHEREAS, the Occupancy Tax Coordination Committee approved a 2024 Occupancy Tax Spending Plan for Municipalities which, in part, would authorize agreements with the City, Towns and Village for the 2024 calendar year, in the revenue amounts set forth on the 2024 Occupancy Tax Municipal Spending Plan Chart herein, as of June 21, 2024:

**RESOLUTION No. 198 OF 2024**

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**2024 Occupancy Tax Municipal Spending Plan**

<b>Municipality</b>	<b>Amount</b>	<b>Notes</b>
Town and Village of Lake George	\$150,000	Combined Town and Village allocation paid to Town of Lake George
Bolton	\$ 60,000	
Queensbury	\$ 60,000	
Remaining Towns & City of Glens Falls	\$180,000	\$20,000 to City of Glens Falls and to each of the eight remaining Towns

now, therefore, be it

RESOLVED, that the Chair of the Board of Supervisors be, and hereby is, authorized and directed to execute agreements providing 2024 occupancy tax revenue to the City, Towns and Village, as set forth above in the 2024 Occupancy Tax Municipal Spending Plan, effective June 21, 2024, with payments to be made in September of 2024 following the appropriation of funds to be accomplished by separate resolution, and as provided by the preambles of this resolution, in a form approved by the County Attorney, and be it further

RESOLVED, that the Warren County Treasurer be, and hereby is, authorized and directed to pay the amounts specifically set forth above, with all payments to be made in September of 2024 following the appropriation of funds to be accomplished by separate resolution, upon receipt of: (1) A fully executed agreement; (2) A copy of the resolution enacted by the Municipality accepting the award and approving the terms of the agreement; and (3) A County voucher, and be it further

RESOLVED, that any additional amounts of occupancy tax revenue awarded to the municipalities for the 2024 calendar year shall be subject to the further resolution of the Board of Supervisors.

# ***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: August 20, 2024**

- (a) Purpose of Request: **Appropriate \$500,000 from A 881.00 Reserve, Occupancy Tax to fund additional special events.**
- (b) Details: **Increase A6417.480 Special Events \$100,000 to fund the 2024 Adirondack Balloon Festival (R 237/2024); \$250,000 to fund Winter's Dream Marketing and \$150,000 to fund Winter's Dream Show Improvements (R 282/2024).**
- (c) Previous Resolution Number: **Shown above**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A 881.00 Reserve, Occupancy Tax - \$500,000**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 237 OF 2024

**RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, STROUGH, RUNYON, BEAN, GERACI, CROCITTO AND STRAINER**

**AMENDING RESOLUTION NO. 573 OF 2023, WHICH AUTHORIZED AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2024 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING TO ADIRONDACK HOT AIR BALLOON FESTIVAL**

WHEREAS, pursuant to Resolution No. 573 of 2023, as amended by Resolution Nos. 52 of 2024; 91 of 2024; 130 of 2024, 165 of 2024 and 196 of 2024, the Chair of the Board of Supervisors was authorized and directed to execute standard form Warren County Tourist and Convention Development Agreements for occupancy tax funding with certain applicants, and

WHEREAS, at their June 25, 2024 meeting, the Tourism & Occupancy Tax Coordination Committee considered a written application from the following applicant for 2024 occupancy tax funding and approved special event funding request, as follows:

<u>Applicant</u>	<u>Event</u>	<u>Dates</u>	<u>Amount of Award</u>
Adirondack Hot Air Balloon Festival	Adirondack Balloon Festival	9/19/24-9/22/24	\$100,000.00 <i>Special Event Funding</i>

now, therefore, be it

RESOLVED, that Resolution No. 573 of 2023, as subsequently amended by Resolution Nos. 52 of 2024; 91 of 2024; 130 of 2024; 165 of 2024 and 196 of 2024 be, and hereby is, amended to approve and award 2024 occupancy tax awards to the applicant named above in the amount set forth above and to increase the total amount of occupancy tax funding to Eight Hundred One Thousand Three Hundred Twelve Dollars (\$801,312.00), to be expended from Budget Code A.6417.0002 480, Tourism/Occupancy Tax, Tourism-Special Events (\$752,500.00) and Budget Code A.6417.0002 469.05, Tourism/Occupancy Tax, Municipal Application Funding (\$48,812.00), as listed on the revised Schedule "A," and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute a Warren County Tourist and Convention Development Agreements for occupancy tax funding for the above referenced applicant, in a form approved by the County Attorney, and be it further

RESOLVED, that other than the changes outlined herein, all other terms and conditions of Resolution No. 573 of 2023, as amended by Resolution Nos. 52 of 2024; 91 of 2024; 130 of 2024; 165 of 2024 and 196 of 2024 will remain the same.

# Warren County Board of Supervisors

## RESOLUTION No. 282 OF 2024

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, STROUGH, RUNYON, BEAN, GERACI, CROCITTO AND STRAINER

**AMENDING RESOLUTION NO. 573 OF 2023, WHICH AUTHORIZED AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2024 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING TO THE WARREN COUNTY COALITION, INC.**

WHEREAS, pursuant to Resolution No. 573 of 2023, as amended by Resolution Nos. 52 of 2024; 91 of 2024; 130 of 2024, 165 of 2024, 196 of 2024 and 237 of 2024, the Chair of the Board of Supervisors was authorized and directed to execute standard form Warren County Tourist and Convention Development Agreements for occupancy tax funding with certain applicants, and

WHEREAS, at their July 23, 2024 meeting, the Tourism & Occupancy Tax Coordination Committee considered written applications from the following applicants for 2024 occupancy tax funding and approved special event funding request, as follows:

<u>Applicant</u>	<u>Event</u>	<u>Dates</u>	<u>Amount of Award</u>
Warren County Coalition, Inc.	Winter's Dream	11/29/24-3/2/25	\$250,000.00 <i>Special Event Funding</i>
Warren County Coalition, Inc.	Winters's Dream (Show Improvements)	11/29/24-3/2/25	\$150,000.00 <i>Special Event Funding</i>

now, therefore, be it

RESOLVED, that Resolution No. 573 of 2023, as subsequently amended by Resolution Nos. 52 of 2024; 91 of 2024; 130 of 2024; 165 of 2024; 196 of 2024 and 237 of 2024 be, and hereby is, amended to approve and award 2024 occupancy tax awards to the applicants named above in the amounts set forth above and to increase the total amount of occupancy tax funding to One Million Two Hundred One Thousand Three Hundred Twelve Dollars (\$1,201,312.00), to be expended from Budget Code A.6417.0002 480, Tourism/Occupancy Tax, Tourism-Special Events (\$1,152,500.00) and Budget Code A.6417.0002 469.05, Tourism/Occupancy Tax, Municipal Application Funding (\$48,812.00), as listed on the revised Schedule "A," and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute Warren County Tourist and Convention Development Agreements for occupancy tax funding for the above referenced applicants, in a form approved by the County Attorney, and be it further

RESOLVED, that other than the changes outlined herein, all other terms and conditions of Resolution No. 573 of 2023, as amended by Resolution Nos. 52 of 2024; 91 of 2024; 130 of 2024; 165 of 2024; 196 of 2024 and 237 of 2024 will remain the same.

**SCHEDULE "A"**

**2024 Occupancy Tax Awards**

	<b>APPLICANT</b>	<b>EVENT</b>	<b>DATE</b>	<b>AMOUNT OF AWARD</b>
1	Hyde Collection	Boost Year Round Marketing Efforts	1/1/24 - 12/31/24	\$25,000.00
2	Adirondack Weddings/Total Entertainment, Inc.	Lake George DJ Takeover Music & Arts Festival	6/7/24-6/9/24	\$5,000.00
3	Marcella Sembrich Memorial Association, Inc.	2024 Summer Festival	6/5/24-8/31/24	\$20,000.00
4	Lake George Music Festival, Inc.	Lake George Music Festival	8/11/24-8/22/24	\$30,000.00
5	Greater Glens Falls Amateur Athletic Championship Association	NYSPHSAA Boys Basketball Championships	3/14/24-3/17/24	\$46,000.00
6	Eastern NY Marine Trades Association, Inc.	Great Upstate Boat Show	3/22/24-3/24/24	\$25,000.00
7	Silver Bay YMCA	Bluegrass in Heaven	9/13/24-9/15/24	\$7,500.00
8	Improv Records, Inc.	Memorial Meltdown	5/25/24-5/26/24	\$35,000.00
9	Adirondack Festivals, LLC	Adirondack Wine and Food Festival	6/29/24-6/30/24	\$45,000.00
10	Lake George Winter Carnival, Inc.	Lake George Winter Carnival	1/26/24-2/25/24	\$50,000.00
11	Lower Adirondack Regional Arts Council (LARAC)	LARAC Annual June Arts Festival	6/8/24-6/9/24	\$13,000.00

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12	Albany Rods & Kustoms, Inc.	Adirondack Nationals Car Show	9/5/24-9/8/24	\$40,000.00
13	Glens Falls Collaborative and the City of Glens Falls	Adirondack Holiday Festival	12/6/24-12/8/24	\$30,000.00
14	Glens Falls Collaborative and the City of Glens Falls	Wingfest	4/27/24	\$10,000.00
15	Lake George Steamboat Company	Rock the Dock Music Festival	7/13/24	\$15,000.00
16	Northeastern District Barbershop Harmony Society	Division Contest and Convention	5/3/24-5/4/24	\$20,000.00
17	GenzHomes, Inc. d/b/a Alpha Win	Lake George Triathlon	8/31/24-9/1/24	\$20,000.00
18	Americade, Inc.	Americade Motorcycle Touring Rally	5/27/24-6/2/24	\$50,000.00
19	Vermontfare, Inc. d/b/a Craftproducers	Lake George Art and Craft Festival	8/2/24-8/4/24	\$7,500.00
20	Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/4/24-10/5/24	\$35,000.00
21	Zonta Club of Glens Falls, New York, Inc.	Zonta Arts, Crafts & Curiosities Faire	5/11/24-5/12/24	\$3,500.00
22	Improv Records, Inc.	Anahata Nada Yoga, Music, Wellness Festival	9/13/24-9/15/24	\$30,000.00
23	Improv Records, Inc.	Adirondack Independence Music Festival	8/30/24-9/1/24	\$30,000.00
24	Special Olympics NY	New York State Fall Games	10/18/24-10/20/24	\$50,000.00

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25	Lake Theatre Productions, Inc.	Lake George Dinner Theatre	7/12/24-10/12/24	\$10,000.00
26	Adirondack Hot Air Balloon Festival	Adirondack Balloon Festival	9/19/24-9/22/24	\$100,000.00
27	Warren County Coalition, Inc.	Winter's Dream	11/29/24-3/2/25	\$250,000.00
28	Warren County Coalition, Inc.	Winters's Dream (Show Improvements)	11/29/24-3/2/25	\$150,000.00
<b>TOTAL</b>				\$1,152,500.00
<i>to be paid from A.6417.0002 480, Special Event Funding</i>				
	<b>APPLICANT</b>	<b>EVENT</b>	<b>DATE</b>	<b>AMOUNT OF AWARD</b>
1	Town of Horicon	Food Truck Friday's on the Pond	6/28/24-9/6/24	\$23,812.00
2	Lake Luzerne Regional Chamber of Commerce	Summer Concert and Food Truck Extravaganza	July, 2024-Aug, 2024 (6 weeks)	\$12,000.00
3	Muralgarten, Inc.	Multi-year list of Mural Projects	N/A	\$10,000.00
4	South Queensbury Volunteer Fire Department	Funding for Food Expenses associated with the 2024 Adirondack Balloon Festival	N/A	\$3,000.00
<b>TOTAL</b>				\$48,812.00
<i>to be paid from A.6417.0002 469.05, Municipal Application Funding</i>				

## ***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: August 20, 2024**

- (a) Purpose of Request: **Appropriate \$100,000 from A 881.00 Reserve, Occupancy Tax to A6417.0002 480.04 Warren County Projects to fund the reimbursement of SUNY Adirondack for funds expended on a synthetic turf recreation field.**
- (b) Details: **Increase A6417.0002 480.04 Warren County Projects, to fund the first of five annual installments of \$100,000 toward a \$500,000 contract with SUNY Adirondack for reimbursement of funds expended on the construction and installation of the synthetic turf recreation field.**
- (c) Previous Resolution Number: **Resolution 259 of 2023**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A 881.00 Reserve, Occupancy Tax \$100,000**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 259 OF 2023

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

**AUTHORIZING AGREEMENT WITH SUNY ADIRONDACK FOR OCCUPANCY TAX FUNDING FOR REIMBURSEMENT OF MONIES EXPENDED FOR THE CONSTRUCTION AND INSTALLATION OF A SYNTHETIC TURF RECREATIONAL COMPLEX**

WHEREAS, construction and installation of a synthetic turf recreational complex is underway at the SUNY Adirondack campus located in Queensbury, New York (the “Project”) with an estimated total cost of Five Million Seven Hundred Thousand Dollars (\$5,700,000), and

WHEREAS, the Project, upon completion, will attract vendors to Warren County in need of field space to host sporting events that brings athletes, their families and friends to the area as tourists, and will aid and assist to develop tourism activity within Warren County, and

WHEREAS, the Occupancy Tax Coordination Committee considered and approved a request for an award of occupancy tax funds to SUNY Adirondack in an amount not to exceed One Hundred Thousand Dollars (\$100,000) per year for five (5) years, to assist in defraying the total costs incurred for the Project, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby finds that the Project shall promote tourist activities and special sporting events which attract tourists to Warren County and is a qualified expenditure of occupancy tax revenues, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with SUNY Adirondack, 640 Bay Road, Queensbury, New York 12804, in the amount of One Hundred Thousand Dollars (\$100,000) per year for five (5) consecutive years, to assist in defraying the total costs incurred for the Project, for a term commencing upon execution by both parties and terminating five (5) years from date of execution, in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0002 480.04 Tourism/Occupancy, Occupancy Tax, Tourism-Warren County Projects.