



Tourism & Occupancy Tax Coordination Committee
AGENDA
October 21, 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. Privilege of the floor and public comment
 - III. Action Agenda/New Business Items:
None
 - IV. Discussion Items:
 - a. Consider applications for 2025 Special Events Occupancy Tax Funding. Committee will listen to five-minute presentations from all applicants for 2025 funding. No action will be taken at this meeting.
 - V. Referrals: None
 - VI. Privilege of the floor and public comment
 - VII. Motion to adjourn
-

Occupancy Tax Application for: 2025

Organization

Adirondack Axe LLC

Type: For Profit

Event

Revolution Rumble

Year Started: 2025

New Event? Yes **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 08/21/2025 - 08/24/2025 **Season:** Summer **Disbursement Date:** 10/23/2025

Amount Requested: \$20,000.00

Attendance

Anticipated # of Attendees: 300

% Day Visitors: 10 / **% Overnight Visitors:** 90

Event Days: 4 **Room Nights:** 810

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** Yes

Orders taken through the Axe throwing community- We will know where they are from except for guests

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Primarily the Northeast being Maine, NH, CT, MA, NJ but I would expect some from Canada and Ohio as well

Target Audience

Directly the Axe throwing community being WATL or NATF.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 61,500.00

Expense: 42,000.00

Net Profit/Loss: 19,500.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Adirondack Festivals LLC

Type: For Profit

Event

Adirondack Wine and Food Festival

Year Started: 2015

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 06/27/2025 - 06/29/2025 **Season:** Shoulder **Disbursement Date:** 08/28/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 6,198

% Day Visitors: 47 / **% Overnight Visitors:** 53

Event Days: 3 **Room Nights:** 6,570

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

8418 Room Nights based on last years survey data

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

New York State, NYC Metropolitan area, New Jersey, Massachusetts, Connecticut, Pennsylvania, New Hamshire, VT

Target Audience

Young Affluent Wine and Beverage enthusiasts under 40. Primarily Female.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 488,596.83

Expense: 327,660.64

Net Profit/Loss: 160,936.19

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Adirondack Folk School, Inc.

Type: Non-Profit (501-c-3)

Event

2025 Course Catalog

Year Started: 2018

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** Yes

Event Date(s): 01/01/2025 - 10/06/2025 **Season:** Off Peak **Disbursement Date:** 12/05/2025

Amount Requested: \$18,000.00

Attendance

Anticipated # of Attendees: 1,200

% Day Visitors: 45 / **% Overnight Visitors:** 55

Event Days: 279 **Room Nights:** 150

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

We determine attendance based on the number of registrations we receive both on-line and over the phone. We also ask students to complete two forms: 1) the Warren County Economic Impact Visitor's Survey and 2) an AFS class evaluation. Not all students fill them out--however, we get a lot of good information from the approximately 400 people who do.

Working with anyone

Do you anticipate working with another party? Yes

Organization: Local Hotels for ad support and student discounts

Contact: Huttopia, Motel Luzerne, Rockwell Falls Inn **Phone:** several

Target Geographic Area

We will continue to market to the following areas: Lake George, Glens Falls, Saratoga, the Capital Region and Hudson Valley and we will begin expanding to the western and southern parts of New York state to seek greater diversity.

Target Audience

In addition to the older adult population we have been attracting, we are adding programming for children and families that include summer classes for kids and evening programs for families. We are offering more scheduling options and a wider variety of programs to help cultivate our next generation audience.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 24,000.00

Expense: 18,000.00

Net Profit/Loss: 6,000.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Adirondack Hot Air Balloon Festival, Inc

Type: Not-For-Profit (501-c-6)

Event

Adirondack Balloon Festival

Year Started: 1974

New Event? No Annual? Yes Multi Day? Yes Multi Week/Month? No

Event Date(s): 09/18/2025 - 09/21/2025 Season: Shoulder Disbursement Date: 11/20/2025

Amount Requested: \$75,000.00

Attendance

Anticipated # of Attendees: 150,000

% Day Visitors: 65 / % Overnight Visitors: 35

Event Days: 4 Room Nights: 35,000

Additional Info: Opening ceremonies will be at Crandall Park on Thursday, with main events at airport Fri, Sat, and Sun

Room Nights Calculation Method: Zip Code: No Survey: No Other: Yes

Working with anyone

Do you anticipate working with another party? Yes

Organization: various

Contact: Phone:

Target Geographic Area

through years of relationship building, most of our marketing is done through sponsors and media sponsors. Stewarts started promoting our schedule of events in early august through its whole chain and even renamed an ice cream flavor for us. Price Chopper promote us in their sales flyer and now that they merged with tops, they do this for Tops stores too. Stewarts reaches the canadian border to the hudson valley, vermont, and

Target Audience

since we are a free event, we purposely do not target a specific group, we keep it broad which in turn helps us be broad reaching when it comes to types of businesses who may support us.

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 282,500.00

Expense: 306,700.00

Net Profit/Loss: -24,200.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Adirondack Institute

Type: Non-Profit (501-c-3)

Event

Drag Queen Story Hour the Musical

Year Started: 2025

New Event? Yes **Annual?** No **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 06/06/2025 - 06/08/2025 **Season:** Shoulder **Disbursement Date:** 08/07/2025

Amount Requested: \$10,000.00

Attendance

Anticipated # of Attendees: 600

% Day Visitors: 67 / **% Overnight Visitors:** 33

Event Days: 3 **Room Nights:** 396

Additional Info: During Pride Month, which is especially attractive to LGBTQiA destination and cultural tourists state- and nation-wide. See attachments.

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** Yes

Based on percentages from our previous WCOT granted show, applied to Wood Theater: 300 seat capacity, four shows, at least half capacity. This number could easily be doubled.

Working with anyone

Do you anticipate working with another party? Yes

Organization: Warren County Historical Society (umbrella for 501(c)3 status)

Contact: Teri Podnorszki Rogers, Executive Director **Phone:** 518-743-0734

Target Geographic Area

Warren County and surrounding counties out to the Capital Region and Hudson Valley, as well as all New York State and nationwide with social media

Target Audience

PRIDE (LGBTQIAA) members as well as Allies of all ages, including families with children: an integrated straight and gay audience who want to support and be informed about Pride issues such as discrimination, banning of LGBTQ books, flags, story hours and drag shows and who want to entertain and inform their children and families of such issues, which affect local Warren County residents but also any tourists in small

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 50,000.00

Expense: 50,000.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Adirondack Pub & Brewery, Inc.

Type: For Profit

Event

Lake George Oktoberfest

Year Started: 2024

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 10/10/2025 - 10/12/2025 **Season:** Shoulder **Disbursement Date:** 12/11/2025

Amount Requested: \$40,000.00

Attendance

Anticipated # of Attendees: 10,000

% Day Visitors: 75 / **% Overnight Visitors:** 25

Event Days: 3 **Room Nights:** 5,000

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

sample polling of visitors, calling hotels

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Throughout NY state, and some reach beyond NY. Very small percentage outside the USA

Target Audience

families and children, all ages

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 85,425.00

Expense: 85,986.00

Net Profit/Loss: -561.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Adirondack Theatre Festival, Inc.

Type: Non-Profit (501-c-3)

Event

Adirondack Theatre Festival

Year Started: 2005

New Event? No Annual? Yes Multi Day? No Multi Week/Month? Yes

Event Date(s): 06/27/2025 - 08/05/2025 Season: Shoulder Disbursement Date: 10/04/2025

Amount Requested: \$40,000.00

Attendance

Anticipated # of Attendees: 3,500

% Day Visitors: 80 / % Overnight Visitors: 20

Event Days: 40 Room Nights: 1,400

Additional Info:

Room Nights Calculation Method: Zip Code: Yes Survey: No Other: No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Adirondack Theatre Festival (ATF) is regularly covered by press outlets in New York City, Massachusetts, Vermont, and throughout the Capital Region. Our internet marketing and social media campaigns leverage this press and target audiences in these markets.

Target Audience

ATF's audiences represent a wide swath of the Northeast and beyond. In alignment with theatre marketing best practices, our marketing particularly targets audiences with some college education; women; and members of the LGBTQ+ community, as these demographics are represented consistently among theatre audiences nationally.

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 623,500.00

Expense: 538,690.00

Net Profit/Loss: 84,810.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Adirondack-Albany Weddings/Total Entertainment, Inc

Type: For Profit

Event

Lake George DJ Takeover Music & Arts Festival

Year Started: 2024

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 05/09/2025 - 05/11/2025 **Season:** Shoulder **Disbursement Date:** 07/10/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 1,500

% Day Visitors: 10 / **% Overnight Visitors:** 90

Event Days: 3 **Room Nights:** 2,700

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** Yes

based on last years response (and zip codes collected) and this years formatting

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

We are already working with multiple music curating crews from NYC and other surround areas . Multiple tickets have already been sold. We found the right formula finally!

Target Audience

Those ages 18+ who enjoy EDM festivals and this type of music, in a large gathering space with multiple stages.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 110,500.00

Expense: 104,200.00

Net Profit/Loss: 6,300.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Advokate, LLC

Type: For Profit

Event

Glens Falls Vegan Festival

Year Started: 2025

New Event? No Annual? Yes Multi Day? No Multi Week/Month? No

Event Date(s): 02/08/2025 - 02/08/2025 Season: Off Peak Disbursement Date: 04/09/2025

Amount Requested: \$5,000.00

Attendance

Anticipated # of Attendees: 500

% Day Visitors: 85 / % Overnight Visitors: 15

Event Days: 1 Room Nights: 0

Additional Info: VeganFest will take place twice a year, in February and again in the summer in City Park, although the date is pending. Attendance details below are only for February event.

Room Nights Calculation Method: Zip Code: Yes Survey: Yes Other: No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

We will reach the North Country, Vermont, Albany, and surrounding regions within a 1-4 hour radius. Festivals play a vital role in vegan culture, bringing people together to celebrate and promote plant-based living, making these areas ideal for fostering a vibrant community connection.

Target Audience

Attending food festivals is a popular part of vegan culture that builds community and highlights plant-based living. Our target audience are health-conscious individuals and environmentally aware consumers who value sustainable lifestyles and look for experiences that resonate with their beliefs, as well as foodies who enjoy trying new things.

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 6,550.00

Expense: 6,550.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

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5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Albany Rods and Kustoms

Type: For Profit

Event

Adirondack Nationals

Year Started: 1989

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 09/04/2025 - 09/07/2025 **Season:** Shoulder **Disbursement Date:** 11/06/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 15,000

% Day Visitors: 10 / **% Overnight Visitors:** 90

Event Days: 4 **Room Nights:** 40,500

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

multiple states and Canada

Target Audience

We are reaching out to all ages

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 72,000.00

Expense: 322,000.00

Net Profit/Loss: -250,000.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Americade Inc

Type: For Profit

Event

Americade

Year Started: 1983

New Event? No Annual? Yes Multi Day? Yes Multi Week/Month? No

Event Date(s): 05/27/2025 - 05/31/2025 Season: Shoulder Disbursement Date: 07/30/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 60,000

% Day Visitors: 40 / % Overnight Visitors: 60

Event Days: 5 Room Nights: 144,000

Additional Info: Onsite registration for those not registered opens Tuesday morning and opening ceremonies are Tuesday evening for registered attendees. Expo & demos, which are open to the public, begin Wednesday at 9:00am.

Room Nights Calculation Method: Zip Code: No Survey: No Other: Yes

Due to the nature of our event, Americade defers to local law enforcement for an estimate of attendance. They provide a "peak crowd size" which is typically reached on Saturday, ramping up from the preceding Tuesday. The room night total is less than what is auto-calculated on this form, given that the -average-crowd size is less than Saturday's estimated peak.

Working with anyone

Do you anticipate working with another party? Yes

Organization: Lake George Chamber of Commerce

Contact: Gina Mintzer Phone: 518.668.5755

Target Geographic Area

Geographic areas for marketing are nationwide (print ads), digital and social media are all Northeast, Midatlantic and Central states (Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont. Virginia. West Virginia, &

Target Audience

Target audience is 35-65 yr. old motorcyclist interested in touring, cruising, or sport touring

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 646,000.00

Expense: 646,500.00

Net Profit/Loss: -500.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

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4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Center for Disability Services, Inc.; dba/Prospect Center

Type: Non-Profit (501-c-3)

Event

Million Dollar Beach Volleyball Tournament

Year Started: 2025

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 08/02/2025 - 08/03/2025 **Season:** Summer **Disbursement Date:** 10/02/2025

Amount Requested: \$5,000.00

Attendance

Anticipated # of Attendees: 1,500

% Day Visitors: 70 / **% Overnight Visitors:** 30

Event Days: 2 **Room Nights:** 450

Additional Info: n/a

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? Yes

Organization: Non-Staff Tournament Directors

Contact: Chris Bowler & Ben Rosenthal **Phone:** 518-944-2121

Target Geographic Area

The majority of our marketing is through social media, which has a worldwide audience. We had some participants who came from Germany and Hawaii for our last tournament.

Target Audience

Volleyball circuit enthusiasts from around the world

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 63,961.00

Expense: 25,637.00

Net Profit/Loss: 38,324.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Charles R. Wood Theater

Type: Non-Profit (501-c-3)

Event

Colorworld LIVE

Year Started: 2025

New Event? No Annual? Yes Multi Day? No Multi Week/Month? No

Event Date(s): 01/24/2025 - 01/26/2025 Season: Off Peak Disbursement Date: 03/27/2025

Amount Requested: \$2,500.00

Attendance

Anticipated # of Attendees: 1,200

% Day Visitors: 90 / % Overnight Visitors: 10

Event Days: 3 Room Nights: 240

Additional Info: The Charles R. Wood Theater is proud to be working with Artist Anthony Richichi to turn his award winning children's book into a LIVE Stage Play! Colorworld is the story of a little boy named Henry who discovers a magical treasure of art supplies that bring his drawings to life. Finding the power to change his World just by using his imagination, Henry joins his new best friend, Captain Tony, as they explore the magical lands of COLORWORLD! The premiere production will host 2 school performances on Friday January 24th and 3+ public performances on January 25th and 26th. Actors will be local adults and children and we anticipate many families traveling to the Wood to see this world premiere play based on a local author's book. Anthony Richichi has a reputation both locally and in school systems in many neighboring counties where he has presented his book to classrooms. Our hope is to find ways to partner with local organizations to further engage larger audiences such as student art galleries in the lobby, discounted admittance into other family friendly activities locally and more. We feel this will have a major draw to our area and make a lasting impact on children and families, seeing a professional production of a lovely book about creativity, mental health, kindness and growth.

Room Nights Calculation Method: Zip Code: Yes Survey: No Other: Yes

Data was taken from a number of weekend long events and found that on average, about 10% of attendees were from over at least 2 hours away. Depending on the events, this number was significantly higher in some cases. The attached zip code report shows nearly 500 zip codes reached in 2024 to date across events.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

We anticipate this reaching audiences is Warren, Washington, Saratoga, Schenectady, Albany, Essex and Clinton counties as well as regions of Vermont and downstate.

Target Audience

Our target audience is children and families.

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 6,000.00

Expense: 6,000.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Eastern New York Marine Trades Association (ENYMTA)

Type: Not-For-Profit (501-c-6)

Event

Great Upstate Boat Show

Year Started: 2007

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 03/28/2025 - 03/30/2025 **Season:** Off Peak **Disbursement Date:** 05/29/2025

Amount Requested: \$30,000.00

Attendance

Anticipated # of Attendees: 5,000

% Day Visitors: 80 / **% Overnight Visitors:** 20

Event Days: 3 **Room Nights:** 2,000

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** No

Working with anyone

Do you anticipate working with another party? Yes

Organization: Normandin Marketing

Contact: George Normandin **Phone:** 518-791-4597

Target Geographic Area

New York and New England, although our search results pull as far South as Florida and as far north as Canada

Target Audience

25+, Female & Males, Outdoor Enthusiasts, Families, Boaters

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 310,000.00

Expense: 310,000.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

GenzHomes Inc DBA Alpha Win

Type: For Profit

Event

Lake George Triathlon

Year Started: 2006

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 08/29/2025 - 08/31/2025 **Season:** Summer **Disbursement Date:** 10/30/2025

Amount Requested: \$30,000.00

Attendance

Anticipated # of Attendees: 2,124

% Day Visitors: 30 / **% Overnight Visitors:** 70

Event Days: 3 **Room Nights:** 2,974

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

In 2024, it was determined that athletes traveled from all over the United States to the Lake George area for this annual destination race as more than 20 states were represented including triathletes all the way from California. A majority of our marketing efforts will be fitness enthusiasts with a focus on triathlons from the NorthEast.

Target Audience

The Alpha Win athletes are goal orientated individuals who are successful in life as well as their sport. Here are a few facts about triathletes:

80% have a four-year degree

71% have a HHI of more than \$100,000 while 12% have a HHI of more than \$200,000

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 170,500.00

Expense: 133,876.89

Net Profit/Loss: 36,623.11

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Glens Falls Collaborative

Type: Non-Profit (501-c-3)

Event

Adirondack Holiday Festival

Year Started: 2018

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 12/05/2025 - 12/07/2025 **Season:** Off Peak **Disbursement Date:** 02/05/2026

Amount Requested: \$35,000.00

Attendance

Anticipated # of Attendees: 6,500

% Day Visitors: 95 / **% Overnight Visitors:** 5

Event Days: 3 **Room Nights:** 650

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? Yes

Organization: Lake George CVB

Contact: Gina Mintzer **Phone:** 518-668-5755

Target Geographic Area

Saratoga Region, Capital Region, New York City, Boston, Central NY, Vermont, New Hampshire, Rhode Island

Target Audience

Families and individuals

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 52,275.00

Expense: 52,275.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Glens Falls Collaborative

Type: Non-Profit (501-c-3)

Event

Wing Fest

Year Started: 2015

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** No

Event Date(s): 04/26/2025 - 04/26/2025 **Season:** Off Peak **Disbursement Date:** 06/25/2025

Amount Requested: \$15,000.00

Attendance

Anticipated # of Attendees: 6,000

% Day Visitors: 95 / **% Overnight Visitors:** 5

Event Days: 1 **Room Nights:** 0

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Downstate, Central and Western New York, Vermont, New Hampshire, Capital and Saratoga regions, Montreal

Target Audience

18-60+ and families

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 19,300.00

Expense: 18,945.00

Net Profit/Loss: 355.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Glens Falls Symphony Orchestra, Inc.

Type: Non-Profit (501-c-3)

Event

"Holiday Pops" Glens Falls Symphony, December 7, 2025

Year Started: 1983

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** No

Event Date(s): 12/07/2025 - 12/07/2025 **Season:** Off Peak **Disbursement Date:** 02/05/2026

Amount Requested: \$3,500.00

Attendance

Anticipated # of Attendees: 1,200

% Day Visitors: 90 / **% Overnight Visitors:** 10

Event Days: 1 **Room Nights:** 0

Additional Info: The "Holiday Pops" concert on December 7, 2025, will be the 35th Annual Holiday Concert, and features young dancers, chorus singers from multiple local and regional high school choruses, and holiday favorites from multiple traditions, and is generally the best-attended concert in any given season.

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** Yes

This is a ticketed event, with our ticket system capturing patron name, mailing address, email, phone number, and therefore zip codes, as well. The 2023 Holiday Pops concert on December 10, 2023 attracted ticket purchases from 46 distinct zip codes, and included Warren, Washington, Lewis, Saratoga, Onondaga, Hamilton, and other NY counties, plus the states of NH, VT, CT, FL, AZ, and others.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Primarily the North Country and Capital Region, with targeted marketing to the counties from where the high school choruses whose students will be singing reside.

Target Audience

Families, people of all ages. A fun, festive, family-friendly, non-religious holiday event.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 58,760.00

Expense: 58,760.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Glens Falls Symphony Orchestra, Inc.

Type: Non-Profit (501-c-3)

Event

"Independence Day Celebration" July 3, 2025

Year Started: 1983

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** No

Event Date(s): 07/03/2025 - 07/03/2025 **Season:** Summer **Disbursement Date:** 09/01/2025

Amount Requested: \$12,000.00

Attendance

Anticipated # of Attendees: 4,500

% Day Visitors: 75 / **% Overnight Visitors:** 25

Event Days: 1 **Room Nights:** 0

Additional Info: This event has a 25-year history, and attracts people from up to 200 zip codes to attend in a free, celebratory concert, complete with patriotic and family favorite music, sing-along opportunities for the entire audience, and has become a beloved tradition for families of many generations.

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

This is a free, un-ticketed event. We include surveys with a prize for people to let us know their zip code and email address.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

All of NY State, Southwestern Vermont, and beyond.

Target Audience

All people of all ages, all interests, all ethnicities, all religions, all abilities, and any residence location.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 63,500.00

Expense: 63,500.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Glens Falls Symphony Orchestra, Inc.

Type: Non-Profit (501-c-3)

Event

"Mahler Symphony No. 5"

Year Started: 1983

New Event? No Annual? Yes Multi Day? No Multi Week/Month? No

Event Date(s): 05/04/2025 - 05/04/2025 Season: Shoulder Disbursement Date: 07/03/2025

Amount Requested: \$4,000.00

Attendance

Anticipated # of Attendees: 800

% Day Visitors: 85 / % Overnight Visitors: 15

Event Days: 1 Room Nights: 0

Additional Info: This concert is the final concert of the Glens Falls Symphony's 2024-25 Concert season, which includes concerts from October, November, and December of 2024....and extending into march and May of 2025

Room Nights Calculation Method: Zip Code: Yes Survey: Yes Other: Yes

We sell tickets online, by phone, and in person in advance and also on the day of the event, and therefore we capture name, email, phone, and mailing address of every patron. This is our 41st season, and we have gotten quite precise in estimating attendance for each of our main season concerts.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Primarily Warren, Washington, Saratoga counties, with a secondary marketing reach into the further 8 counties in New York, plus near counties in Vermont and New Hampshire. As of October 10, 2024, we have already sold 420 tickets from 27 distinct zip codes, including NY, Vt, NH, and Ontario and Quebec.

Target Audience

Anyone who loves music, and especially orchestral music, and people who are interested in any of the instruments in the orchestra (violin, viola, cello, bass, trumpet, trombone, French Horn, tuba, clarinet, flute, bassoon, oboe, piano, all percussion).

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 74,365.60

Expense: 74,365.60

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Glens Falls Symphony Orchestra, Inc.

Type: Non-Profit (501-c-3)

Event

"Piano Festival" March 16, 2025

Year Started: 1983

New Event? No Annual? Yes Multi Day? No Multi Week/Month? No

Event Date(s): 03/16/2025 - 03/16/2025 Season: Off Peak Disbursement Date: 05/15/2025

Amount Requested: \$2,000.00

Attendance

Anticipated # of Attendees: 900

% Day Visitors: 90 / % Overnight Visitors: 10

Event Days: 1 Room Nights: 0

Additional Info:

Room Nights Calculation Method: Zip Code: Yes Survey: No Other: Yes

We sell direct tickets to the event, therefore, we have the patron's name, email, phone number, mailing address, and prior ticket purchasing history.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Warren, Washington, Essex, Saratoga, Hamilton, Fulton, Montgomery, and Schenectady Counties for about 80% of the marketing, plus another 20% estimated to extend beyond through social media.

Target Audience

People of all ages who love music, the piano, youth playing music, and want to hear and meet the orchestra musicians and the guest pianists, who will be 6 students who regularly win regional and national awards for their piano playing, plus a guest pianist from the Berlin Opera Company. All 7 guest pianists will be playing with the orchestra.

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 54,250.00

Expense: 54,250.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Hudson Valley Volunteer Firefighters Association

Type: Non-Profit (501-c-3)

Event

Annual Firefighters Convention & Parade

Year Started: 2025

New Event? No **Annual?** No **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 06/11/2025 - 06/14/2025 **Season:** Shoulder **Disbursement Date:** 08/13/2025

Amount Requested: \$35,000.00

Attendance

Anticipated # of Attendees: 15,000

% Day Visitors: 65 / **% Overnight Visitors:** 35

Event Days: 4 **Room Nights:** 15,750

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** Yes

Past history and conventions in other areas throughout the entire association.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

The HVVFA geographic area includes 16 counties from Westchester and Rockland to the south and Essex to the north, basically over 200 fire companies along the Hudson River and throughout Sullivan County.

Target Audience

Volunteer firefighters and families as well as local enthusiasts and families.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 66,000.00

Expense: 63,300.00

Net Profit/Loss: 2,700.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Hyde Collection

Type: Non-Profit (501-c-3)

Event

Exhibitions and Programs at The Hyde Collection

Year Started: 2024

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** Yes

Event Date(s): 01/01/2025 - 12/31/2025 **Season:** Off Peak **Disbursement Date:** 03/01/2026

Amount Requested: \$35,000.00

Attendance

Anticipated # of Attendees: 25,000

% Day Visitors: 62 / **% Overnight Visitors:** 38

Event Days: 365 **Room Nights:** 2,375

Additional Info: Projected attendance for 2025 is 25,000. Of this, 62% are within a three-hour radius and can be classified as day-trippers. Of the remaining 38% or 9,500 visitors, 25% will convert to overnight stays of at least one night, indicating 2,375 total room nights.

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

Communication/reporting from local accommodations

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Vermont, New Hampshire, Western Massachusetts, Northwestern Connecticut, lower Hudson Valley, Central New York as well as targeted areas of northern New Jersey and northern Pennsylvania

Target Audience

Cultural Tourism

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 110,500.00

Expense: 140,500.00

Net Profit/Loss: -30,000.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Imagination Nation, LLC

Type: For Profit

Event

Wonderplace Alpha

Year Started: 2025

New Event? Yes Annual? Yes Multi Day? No Multi Week/Month? No

Event Date(s): 05/02/2025 - 05/04/2025 Season: Shoulder Disbursement Date: 07/03/2025

Amount Requested: \$35,000.00

Attendance

Anticipated # of Attendees: 6,000

% Day Visitors: 20 / % Overnight Visitors: 80

Event Days: 3 Room Nights: 9,600

Additional Info:

Room Nights Calculation Method: Zip Code: No Survey: Yes Other: Yes

We use a combination of Internet analytics, locations from ticket sales, and demographic information from Ticket Tailor. We use fairly industry-standard tools, mostly Optin Monster and Wincher, and that will let us provide some fairly in-depth data.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Our events span the entire Northeast and our initial marketing is going to be throughout the Northeast - with a special focus on New York, New Jersey, and Connecticut, as well as Imagination Nation's home state of Pennsylvania. However, we plan to market as far north as Niagara-On-The-Lake and as far south as Florida.

Target Audience

Our market is essentially a combination of three huge markets: the Renaissance Faire market, the Comic Con market, and the Halloween Horror-style market. This market, which was considered to be a bit juvenile when we entered it some thirty years ago, it has now matured into a combined demographic which is both highly capable of, and highly interested in, travel for

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 108,000.00

Expense: 103,200.00

Net Profit/Loss: 4,800.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Improv Records Inc

Type: For Profit

Event

Adirondack Independence Music Festival

Year Started: 2014

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 08/29/2025 - 08/31/2025 **Season:** Summer **Disbursement Date:** 10/30/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 7,500

% Day Visitors: 85 / **% Overnight Visitors:** 15

Event Days: 3 **Room Nights:** 2,250

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Regional, state, national - we get attendees from 17 states

Target Audience

18 - 100 year old happy friendly people

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 0.00

Expense: 0.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Improv Records Inc

Type: For Profit

Event

Massive Mascarave

Year Started: 2025

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 10/31/2025 - 11/01/2025 **Season:** Shoulder **Disbursement Date:** 12/31/2025

Amount Requested: \$40,000.00

Attendance

Anticipated # of Attendees: 6,000

% Day Visitors: 80 / **% Overnight Visitors:** 20

Event Days: 2 **Room Nights:** 1,200

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Reach 35 or more states

Target Audience

Families, fit, heathy, conscientious

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 150,000.00

Expense: 150,000.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Improv Records Inc

Type: For Profit

Event

Memorial Meltdown

Year Started: 2021

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 05/23/2025 - 05/25/2025 **Season:** Shoulder **Disbursement Date:** 07/24/2025

Amount Requested: \$40,000.00

Attendance

Anticipated # of Attendees: 3,000

% Day Visitors: 20 / **% Overnight Visitors:** 80

Event Days: 2 **Room Nights:** 2,400

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Entire East Coast, attendees have visited from 29 states

Target Audience

Ages 5 - 100 happy and kind music lovers

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 0.00

Expense: 0.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Improv Records Inc

Type: For Profit

Event

Soul Bloom Music and Wellness Festival

Year Started: 2024

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 09/12/2025 - 09/14/2025 **Season:** Shoulder **Disbursement Date:** 11/13/2025

Amount Requested: \$40,000.00

Attendance

Anticipated # of Attendees: 6,000

% Day Visitors: 80 / **% Overnight Visitors:** 20

Event Days: 3 **Room Nights:** 2,400

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Reach 35 or more states

Target Audience

Families, fit, heathy, conscientious

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 0.00

Expense: 0.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Kevin Richards Entertainment

Type: For Profit

Event

Kevin Richards' 'Close Up' Country Concert Weekend Festival

Year Started: 2022

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 03/13/2025 - 03/16/2025 **Season:** Off Peak **Disbursement Date:** 05/15/2025

Amount Requested: \$35,000.00

Attendance

Anticipated # of Attendees: 1,200

% Day Visitors: 50 / **% Overnight Visitors:** 50

Event Days: 3 **Room Nights:** 1,800

Additional Info: Estimated 300 attendees per show- 3 shows (total 900) and 300 estimated attendees for Thursday's free Kick-Off Party - Total of 1200 estimated for duration of event

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Albany NY, Syracuse NY, Vermont and Massachusettes Markets.

Target Audience

Adult Music Fans Aged 40 Plus.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 98,450.00

Expense: 61,500.00

Net Profit/Loss: 36,950.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Kevin Richards Entertainment

Type: For Profit

Event

Kevin Richards' 'Close Up' Country Concert Weekend Festival #2

Year Started: 2022

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 10/16/2025 - 10/19/2025 **Season:** Shoulder **Disbursement Date:** 12/18/2025

Amount Requested: \$35,000.00

Attendance

Anticipated # of Attendees: 1,200

% Day Visitors: 50 / **% Overnight Visitors:** 50

Event Days: 4 **Room Nights:** 1,800

Additional Info: Estimated 300 attendees per show- 3 shows (total 900) and 300 estimated attendees for Thursday's free Kick-Off Party - Total of 1200 estimated for duration of event

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Albany NY, Syracuse NY, Vermont and Massachusettes Markets.

Target Audience

Adult Music Fans Aged 40 Plus.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 98,450.00

Expense: 61,500.00

Net Profit/Loss: 36,950.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Lake George Arts Project

Type: Non-Profit (501-c-3)

Event

Jazz at the Lake

Year Started: 2006

New Event? No Annual? Yes Multi Day? Yes Multi Week/Month? No

Event Date(s): 09/12/2025 - 09/14/2025 Season: Shoulder Disbursement Date: 11/13/2025

Amount Requested: \$20,000.00

Attendance

Anticipated # of Attendees: 4,000

% Day Visitors: 50 / % Overnight Visitors: 50

Event Days: 3 Room Nights: 4,000

Additional Info: Jazz at the Lake is the largest, free, cultural event in Lake George and presents 17 performances (by emerging, established, regional and world-renowned artists) over the course of three days in September.

Room Nights Calculation Method: Zip Code: Yes Survey: Yes Other: No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Jazz at the Lake has a robust and multi-faceted marketing and promotions plan that includes a variety of paid and in-kind ads and promotion that cover the whole of the Northeast including all of NY, with a special focus on the NYC Metro region, New Jersey, Vermont, Western MA, and southern Canada. Our approach to marketing is nimble, robust and

Target Audience

Being situated in a popular tourist destination, our audience is a wonderful mix of residents and visitors to the region. Our long-standing partnership with the Village and our use of Shepard Park provides a unique opportunity to attract not only those who intentionally come to our events, but also those who are in town for other events.

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 125,000.00

Expense: 141,037.00

Net Profit/Loss: -16,037.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Lake George Battlefield Park Alliance

Type: Non-Profit (501-c-3)

Event

Henry Knox 1775 Commemoration

Year Started: 2025

New Event? Yes Annual? No Multi Day? Yes Multi Week/Month? No

Event Date(s): 12/11/2025 - 12/13/2025 Season: Off Peak Disbursement Date: 02/11/2026

Amount Requested: \$23,250.00

Attendance

Anticipated # of Attendees: 1,000

% Day Visitors: 35 / % Overnight Visitors: 65

Event Days: 3 Room Nights: 1,300

Additional Info:

Room Nights Calculation Method: Zip Code: No Survey: Yes Other: Yes

Estimates attendance numbers based on similar events

Working with anyone

Do you anticipate working with another party? Yes

Organization: Warren County 250th Commission on the American Revolution

Contact: John Berry Phone:

Target Geographic Area

Albany to Plattsburgh, Multi-County initiative, including Washington, Saratoga, Rensselaer, Albany, Columbia; Massachusetts

Target Audience

History enthusiasts, education, families, heritage tourism; Renowned author will draw a more diverse, dynamic audience demographic

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 23,250.00

Expense: 23,250.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Lake George Music Festival, Inc

Type: Non-Profit (501-c-3)

Event

Lake George Music Festival

Year Started: 2011

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** Yes

Event Date(s): 06/08/2025 - 06/19/2025 **Season:** Shoulder **Disbursement Date:** 08/18/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 5,000

% Day Visitors: 50 / **% Overnight Visitors:** 50

Event Days: 12 **Room Nights:** 5,050

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** No

Working with anyone

Do you anticipate working with another party? Yes

Organization: Behan Communications

Contact: Ryan Moore, Mark Behan **Phone:** (877) 792-3856

Target Geographic Area

Northeast demographics.

Target Audience

Cultural tourists.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 263,000.00

Expense: 313,000.00

Net Profit/Loss: -50,000.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Lake George Steamboat Company

Type: For Profit

Event

Rock the Dock Music Festival

Year Started: 2017

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** No

Event Date(s): 07/12/2025 - 07/12/2025 **Season:** Summer **Disbursement Date:** 09/10/2025

Amount Requested: \$20,000.00

Attendance

Anticipated # of Attendees: 4,000

% Day Visitors: 100 / **% Overnight Visitors:** 0

Event Days: 1 **Room Nights:** 0

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? Yes

Organization: CVB, Fort William Henry, Holiday Inn

Contact: Gina Mintzer **Phone:** 518-668-5755

Target Geographic Area

New York and New England

Target Audience

18+ Male and Female, Outdoor and Music Enthusiasts

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 173,875.00

Expense: 200,875.00

Net Profit/Loss: -27,000.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Lake George Winter Carnival Inc

Type: Non-Profit (501-c-3)

Event

Lake George Winter Carnival

Year Started: 1961

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** Yes

Event Date(s): 01/24/2025 - 03/02/2025 **Season:** Off Peak **Disbursement Date:** 05/01/2025

Amount Requested: \$85,000.00

Attendance

Anticipated # of Attendees: 350,000

% Day Visitors: 50 / **% Overnight Visitors:** 50

Event Days: 38 **Room Nights:** 30

Additional Info: Our event commences with our annual Gala to be held on January 24, 2025, location TBD, then every Saturday and Sunday in February with a NEW extension of one additional weekend through 3/2/2025. In addition, The LGWC will be offering pop up activities through out Presidents week, Date TBD. We are actively in the planning stages with the NYS Lumberjack Association planning a Lumberjack event for the Weekend of March 1 and 2, 2024 which will bring many to our area. Lastly, as part of the LGWC trying to become more active throughout the year we are beginning to plan events year round, during this past 2024 summer season, Chesycas Vision, our youth committee of the LGWC hosted a softball tournament for 14 out of state teams competing at the 14u/16u level at the LG Rec. This was a very well attended and successful event. Due to its success and numbers that it drew, the Committee plans to host another tournament in July 2025 along with a few other summer events with the goal to make visitors aware of what we offer in the Winter Months.

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

LGWC collected information via ticket sales reports with mandated information as well as social media survey and Hotel Occupancy Data Surveys. In addition zip code and hotel information was collected during sign-up of events during non-ticketed events during the LGWC

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

New England and Mid-Atlantic States and Canada. In addition the LGWC has association with I Love NY and our International social media presence.

Target Audience

The LGWC loves to focus and engage with our local communities however, we target Families with all ages as well as Retirees spanning throughout the United States. Individuals through Central and Western NY, Finger lakes, Long Island, NYC, Catskill and Southern Tier are just few of our demographic locations or our returning visitors!

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 151,500.00

Expense: 166,372.00

Net Profit/Loss: -14,872.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Lake Theatre Productions Inc

Type: Non-Profit (501-c-3)

Event

Lake George Dinner Theatre

Year Started: 1968

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** Yes

Event Date(s): 07/11/2025 - 10/11/2025 **Season:** Summer **Disbursement Date:** 12/10/2025

Amount Requested: \$15,000.00

Attendance

Anticipated # of Attendees: 5,800

% Day Visitors: 80 / **% Overnight Visitors:** 20

Event Days: 93 **Room Nights:** 580

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** Yes

Ticket sales

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Local, regional, state

Target Audience

Ages 17 to 100

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 434,000.00

Expense: 454,694.00

Net Profit/Loss: -20,694.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Lawrence & Cooper Inc

Type: For Profit

Event

Thursday Market & food Truck Corral

Year Started: 2018

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** Yes

Event Date(s): 05/22/2025 - 09/11/2025 **Season:** Shoulder **Disbursement Date:** 11/10/2025

Amount Requested: \$9,000.00

Attendance

Anticipated # of Attendees: 22,500

% Day Visitors: 75 / **% Overnight Visitors:** 25

Event Days: 17 **Room Nights:** 5,000

Additional Info: 17 dates scheduled mid May through mid September, typically we loose 2-3 dates per season due to weather

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** Yes

Approx 1500 attendees/night x 15 nights, approx 25% are out of area / overnight

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

typically we advertise in about 100 mile radius of Lake George

Target Audience

Our event attracts a wide range, from families with young children to retirees

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 59,000.00

Expense: 59,000.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Lower Adirondack Pride

Type: Non-Profit (501-c-3)

Event

Annual Pride Festival

Year Started: 2022

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** No

Event Date(s): 06/01/2025 - 06/01/2025 **Season:** Shoulder **Disbursement Date:** 07/31/2025

Amount Requested: \$20,000.00

Attendance

Anticipated # of Attendees: 5,000

% Day Visitors: 92 / **% Overnight Visitors:** 8

Event Days: 1 **Room Nights:** 0

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

Data from Cell Towers, Credit Card Info from Vendors

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

NYC, NJ, Vermont, Plattsburgh, Philadelphia

Target Audience

LGBTQIA+ Individuals and allies – any age, family friendly event.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 35,000.00

Expense: 38,700.00

Net Profit/Loss: -3,700.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Lower Adirondack Regional Arts Council

Type: Non-Profit (501-c-3)

Event

LARAC Annual June Arts Festival

Year Started: 1972

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 06/14/2025 - 06/15/2025 **Season:** Shoulder **Disbursement Date:** 08/14/2025

Amount Requested: \$30,270.00

Attendance

Anticipated # of Attendees: 15,000

% Day Visitors: 60 / **% Overnight Visitors:** 40

Event Days: 2 **Room Nights:** 6,000

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

On site communication / visitors

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Upstate NY, Western NY, Capitol Region, Hudson Valley, Vermont, New England

Target Audience

Art enthusiast, Families, Patrons between the ages of 24 - 75, Tourists / Vacationers (Summer kick off), Warren and Washington County Residents,

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 30,270.00

Expense: 30,270.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Marcella Sembrich Memorial Association, Inc.

Type: Non-Profit (501-c-3)

Event

The Sembrich Summer Music Festival

Year Started: 1998

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** Yes

Event Date(s): 06/04/2025 - 08/30/2025 **Season:** Shoulder **Disbursement Date:** 10/29/2025

Amount Requested: \$20,000.00

Attendance

Anticipated # of Attendees: 2,900

% Day Visitors: 40 / **% Overnight Visitors:** 60

Event Days: 88 **Room Nights:** 1,715

Additional Info: The 2025 Summer Festival includes 25 events (13 musical performances, 5 film screenings, 4 historical programs, 3 children/family events) and a special museum exhibition. More information on individual festival events and the 2025 festival theme are available in the attached "2025 Festival Summary."

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

The Sembrich's marketing is anticipated to reach audiences throughout Eastern New York from the Canadian border to New York City. Digital/Social ads will target demographics in the Capital Region, Hudson Valley, New York City markets of NYS. Additional marketing will focus on drawing visitors from western MA, western CT, Vermont, northern NJ, and eastern PA.

Target Audience

The Sembrich draws a variety of visitors, with a particular focus on cultural tourists. 60% of visitors to the Sembrich are age 45+ and either stay in the area 2+ nights or own a second residence in the area. The majority of the remaining 40% of visitors come from Warren, Saratoga, Albany, and Schenectady counties.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 153,040.00

Expense: 153,040.00

Net Profit/Loss: 0.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

New York State Coroner & Medical Examiner Association

Type: Government

Event

NYSACCME

Year Started: 1977

New Event? No Annual? Yes Multi Day? No Multi Week/Month? No

Event Date(s): 03/21/2025 - 03/23/2025 Season: Off Peak Disbursement Date: 05/22/2025

Amount Requested: \$10,000.00

Attendance

Anticipated # of Attendees: 125

% Day Visitors: 0 / % Overnight Visitors: 100

Event Days: 3 Room Nights: 250

Additional Info: Education accredited conference. Continued education credits are required by NYS for Funeral Directors and soon to be for County Coroners. This bi-yearly event has been held in Syracuse forever. Warren County Coroners have worked hard to get it back here .When we finally got it awarded by the board we want to make it the best it could be . The participants are in classes from 8:AM until 5:30 Saturday and 8 to 12:30 pm on Sunday. Lake George is our gift and want to show the others That our beautiful location will bring them back may times over.

Room Nights Calculation Method: Zip Code: Yes Survey: Yes Other: Yes

Passed Events, Zip Codes

Working with anyone

Do you anticipate working with another party? Yes

Organization: NYSCCME

Contact: Robert Lemier Phone: 5187447319

Target Geographic Area

NYS

Target Audience

Coroners, Medical Examiners, Funeral directors, Police, EMS

Analytics (3 Year Look Back)

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Dif
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 10,000.00

Expense: 14,750.00

Net Profit/Loss: -4,750.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application for: 2025

Organization

Northeastern District Association of Chapters Inc

Type: Non-Profit (501-c-3)

Event

Northeastern District Barbershop Harmony Society Division Contest and

Year Started: 1996

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** No

Event Date(s): 05/02/2025 - 05/03/2025 **Season:** Shoulder **Disbursement Date:** 07/02/2025

Amount Requested: \$20,000.00

Attendance

Anticipated # of Attendees: 450

% Day Visitors: 10 / **% Overnight Visitors:** 90

Event Days: 2 **Room Nights:** 405

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** Yes

registration

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Eastern Canada, Vermont, New York, Connecticut

Target Audience

Singers and their families , fans of a cappella music Students

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 20,000.00

Expense: 46,700.00

Net Profit/Loss: -26,700.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

PrimeTime Lacrosse Inc

Type: For Profit

Event

Lake George National Invitational

Year Started: 2011

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 07/18/2025 - 07/20/2025 **Season:** Summer **Disbursement Date:** 09/18/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 12,500

% Day Visitors: 35 / **% Overnight Visitors:** 65

Event Days: 3 **Room Nights:** 16,250

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** Yes

We use online booking system called BookYourBlock, our total room nights will likely be 6000-7000.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

15-20 states will be represented throughout the US

Target Audience

Boys and girls youth/HS lacrosse players

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 423,250.00

Expense: 248,000.00

Net Profit/Loss: 175,250.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Silver Bay YMCA

Type: Non-Profit (501-c-3)

Event

Bluegrass in Heaven

Year Started: 2023

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 09/12/2025 - 09/14/2025 **Season:** Shoulder **Disbursement Date:** 11/13/2025

Amount Requested: \$15,000.00

Attendance

Anticipated # of Attendees: 400

% Day Visitors: 55 / **% Overnight Visitors:** 45

Event Days: 3 **Room Nights:** 360

Additional Info: The purpose of Bluegrass in Heaven is to further grow the audience for this premier Fall Bluegrass festival in the Lake George region utilizing the lakeside venue of Silver Bay YMCA and its historic campus.

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Northeast US

Target Audience

Families, Musicians, Folk and Bluegrass music enthusiasts, visitors,

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 75,525.00

Expense: 47,908.00

Net Profit/Loss: 27,617.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Six Flags Great Escape Resort

Type: For Profit

Event

Oktoberfest

Year Started: 2000

New Event? No **Annual?** Yes **Multi Day?** No **Multi Week/Month?** Yes

Event Date(s): 08/23/2025 - 09/21/2025 **Season:** Summer **Disbursement Date:** 11/20/2025

Amount Requested: \$25,000.00

Attendance

Anticipated # of Attendees: 44,000

% Day Visitors: 90 / **% Overnight Visitors:** 10

Event Days: 15 **Room Nights:** 1,500

Additional Info: This event takes place over weekends in this time period on Saturdays and Sundays.

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** Yes

This event takes place over weekends in this time period on Saturdays and Sundays.

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

DMA's: Albany, NYC, Burlington/Plattsburgh, Montreal

Target Audience

Families

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 25,000.00

Expense: 66,500.00

Net Profit/Loss: -41,500.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Special Olympics New York Inc.

Type: Non-Profit (501-c-3)

Event

Special Olympics State Fall Games

Year Started: 2012

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 10/17/2025 - 10/18/2025 **Season:** Shoulder **Disbursement Date:** 12/17/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 3,000

% Day Visitors: 60 / **% Overnight Visitors:** 40

Event Days: 2 **Room Nights:** 1,200

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? Yes

Organization: Adirondack Chamber of Commerce

Contact: Tricia Rogers **Phone:** 518-798-1761

Target Geographic Area

Most of our marketing will take place throughout the greater Capital Region however since we will have attendees from across the state we will also have statewide outreach.

Target Audience

We have an inclusive target audience with a concentration on our sponsors, volunteers, athletes, families and key stakeholders.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 400,000.00

Expense: 380,905.00

Net Profit/Loss: 19,095.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Tannery Pond Center for Arts, Education, Community

Type: Non-Profit (501-c-3)

Event

2025 Concert Series

Year Started: 2025

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 06/19/2025 - 09/11/2025 **Season:** Shoulder **Disbursement Date:** 11/10/2025

Amount Requested: \$5,000.00

Attendance

Anticipated # of Attendees: 800

% Day Visitors: 100 / **% Overnight Visitors:** 0

Event Days: 85 **Room Nights:** 0

Additional Info:

Room Nights Calculation Method: Zip Code: No **Survey:** No **Other:** Yes

Sell tickets

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

North Country, Indian Lake,

Target Audience

Families, music enthusiasts, locals, summer residents

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 11,000.00

Expense: 21,100.00

Net Profit/Loss: -10,100.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Warren County Historical Society

Type: Non-Profit (501-c-3)

Event

Warren County Commission for 250th Anniversary of American Revolution

Year Started: 2022

New Event? No **Annual?** No **Multi Day?** Yes **Multi Week/Month?** Yes

Event Date(s): 01/01/2025 - 12/31/2025 **Season:** Off Peak **Disbursement Date:** 03/01/2026

Amount Requested: \$30,000.00

Attendance

Anticipated # of Attendees: 1,000

% Day Visitors: 75 / **% Overnight Visitors:** 25

Event Days: 365 **Room Nights:** 200

Additional Info: Multiple events taking place all year marking the 250th Anniversary of the American Revolution

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

Attendees sign in at all events, Society keeps records

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Warren County, multi-county initiative including counties of Washington, Saratoga, Rennselaer, Albany, Columbia; and Massachusettes

Target Audience

History enthusiasts, academia and education, families, heritage tourism

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 30,000.00

Expense: 36,500.00

Net Profit/Loss: -6,500.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Warrensburg Chamber of Commerce

Type: Not-For-Profit (501-c-6)

Event

World's Largest Garage Sale

Year Started: 1980

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 10/03/2025 - 10/05/2025 **Season:** Shoulder **Disbursement Date:** 12/04/2025

Amount Requested: \$37,500.00

Attendance

Anticipated # of Attendees: 15,000

% Day Visitors: 85 / **% Overnight Visitors:** 15

Event Days: 3 **Room Nights:** 4,500

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

Collaborate with lodging venues for room / site rentals

Working with anyone

Do you anticipate working with another party? Yes

Organization: LG CVB

Contact: Gina Mintzer **Phone:**

Target Geographic Area

Warren County, Saratoga County, Essex County, Albany County, NYC Region, Canadian Border, Eastern Vermont, Advertising nationally via online event resources

Target Audience

Women ages 18-65

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 100,000.00

Expense: 40,000.00

Net Profit/Loss: 60,000.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
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Ideal Type of Event	1	2	3	4	5
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Ability to Increase Overnight Stays	1	2	3	4	5
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Overall Event Score	1	2	3	4	5
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Occupancy Tax Application for: 2025

Organization

West Mountain

Type: For Profit

Event

Kandahar Festival Championships

Year Started: 2025

New Event? Yes **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 03/14/2025 - 03/16/2025 **Season:** Off Peak **Disbursement Date:** 05/15/2025

Amount Requested: \$50,000.00

Attendance

Anticipated # of Attendees: 2,500

% Day Visitors: 10 / **% Overnight Visitors:** 90

Event Days: 3 **Room Nights:** 4,500

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Capital District

Target Audience

Families

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 260,000.00

Expense: 140,900.00

Net Profit/Loss: 119,100.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

World Awareness Children's Museum

Type: Non-Profit (501-c-3)

Event

Beyond the Exhibit

Year Started: 2025

New Event? Yes **Annual?** Yes **Multi Day?** No **Multi Week/Month?** No

Event Date(s): 06/01/2025 - 08/31/2025 **Season:** Shoulder **Disbursement Date:** 10/30/2025

Amount Requested: \$7,500.00

Attendance

Anticipated # of Attendees: 400

% Day Visitors: 100 / **% Overnight Visitors:** 0

Event Days: 92 **Room Nights:** 0

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** No **Other:** No

Working with anyone

Do you anticipate working with another party? Yes

Organization: Charles R. Wood Theater

Contact: Emily Murphy **Phone:** (518) 480-4878

Target Geographic Area

Warren, Washington, and Saratoga Counties via online marketing, email marketing to our 6,000+ email list, print ads, and postcard direct mailings.

Target Audience

Adults and families interested in learning about international cultures and traditions.

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 20,875.00

Expense: 20,220.00

Net Profit/Loss: 655.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

	1	2	3	4	5
Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5

Occupancy Tax Application for: 2025

Organization

Zonta Club Foundation of Glens Falls

Type: Non-Profit (501-c-3)

Event

Zonta Arts, Crafts, & Curiosities Faire

Year Started: 2021

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Event Date(s): 05/11/2025 - 05/12/2025 **Season:** Shoulder **Disbursement Date:** 07/11/2025

Amount Requested: \$4,000.00

Attendance

Anticipated # of Attendees: 2,000

% Day Visitors: 90 / **% Overnight Visitors:** 10

Event Days: 2 **Room Nights:** 200

Additional Info:

Room Nights Calculation Method: Zip Code: Yes **Survey:** Yes **Other:** Yes

Designated parking area car count

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Capital District, Saratoga County, Warren and Washington Counties, Essex County

Target Audience

Families with children, adults, craft fair enthusiasts

Analytics (3 Year Look Back)

<u>Year</u>	<u>Occupancy</u>	<u>% Diff</u>	<u>Revenue</u>	<u>% Diff</u>	<u>ADR</u>	<u>% Diff</u>	<u>Spending</u>	<u>% Dif</u>
		0.00		0.00		0.00		0.00

Budget Summary

Revenue: 17,550.00

Expense: 7,300.00

Net Profit/Loss: 10,250.00

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location	1	2	3	4	5
Ideal Type of Event	1	2	3	4	5
Ability to Increase Overnight Stays	1	2	3	4	5
Overall Event Score	1	2	3	4	5