



**Tourism & Occupancy Tax Coordination Committee
AGENDA
October 22, 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 September 24, 2024 Tourism & Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** Extend existing contract with Adirondack Civic Center Coalition
Rationale: Extend existing contract with Adirondack Civic Center Coalition in the amount of \$500,000 to be paid over a five-year term at a rate of \$100,000 per year in support of capital costs, starting in 2025.
 - b. **Resolution Request:** To appropriate \$125,000 from A 881.00 Reserve, Occupancy Tax to fund Sponsorship of the 2023 FISU World University Games Snowboard Competition.
Rationale: The original resolution was approved at the November 18, 2022 Board Meeting, and the contract was signed September 19, 2024.
 - c. **Resolution Request:** To approve the appropriation of \$20,000 from A 881.00 Reserve, Occupancy Tax to A. 6417. 0002 480.04 Warren County Projects
Rationale: The Warren County Planning and Community Development Department has contracted with Wilderness Property Management Inc on September 8, 2024 for consulting services to complete a recreational assessment in the Town of Johnsbury.
 - d. **Resolution Request:** To rescind Resolutions 282 and 330 of 2024
Rationale: With the Warren County Coalition's Winter's Dream event on hold for the 2024-2025 season, the Committee is asked to rescind the resolutions appropriating in the amount of Four Hundred Thousand Dollars (\$400,000) intended to be taken from the Occupancy Tax Reserve (A.881.00) to budget code A.6417.0002 480
- V. Discussion Items:
 - a. Tourism Director Report
 - b. Treasurer Report
 - c. Occupancy Tax Funding for City of Glens Falls
 - d. Occupancy Tax Funding for Village of Lake George
- VI. Referrals: None
- VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: Resolution Request Form 4 Extend existing contract with Adirondack Civic Center Coalition

Attachment #2: Resolution 393 of 2019

Attachment #3: Resolution Request Form 20 Appropriate \$125,000 from Occ Tax Reserve for World University Games Sponsorship

Attachment #4: Resolution 635 of 2022

Attachment #5: Resolution Request Form 20 Appropriate \$20,000 from Occ Tax Reserve to Warren County Projects

Attachment #6: Contract with Wilderness Property Management

Attachment #7: Resolution Request Form 20 Rescind resolutions appropriating funds for Winter's Dream event

Attachment #8: Resolution 282 of 2024

Attachment #9: Resolution 330 of 2024

Attachment #10: City of Glens Falls Events Overview Letter

Attachment #11: Village of Lake George Light Show Letter

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism Department

DATE: October 22, 2024

- (a) Purpose of Contract Change: **Extend existing contract with Adirondack Civic Center Coalition in the amount of \$500,000 to be paid over a five-year term at a rate of \$100,000 per year in support of capital costs**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **Resolution 393 of 2019**
- (c) Name of Contractor: **Adirondack Civic Center Coalition**
- (d) Address of Contractor: **1 Civic Center Plaza, Glens Falls, NY 12801**
- (e) Contractor's Contact Person and Telephone Number: **Jeff Mead, 972-786-3196**
- (f) Commencement Date of Extension: **January 1, 2025**
- (g) Termination Date of Extension: **December 31, 2029**
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$500,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **\$500,000 paid over a five-year term at a rate of \$100,000 per year**)
- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417.0002 480.08 (General Tourism/Occupancy. Occupancy Tax Tourism - Civic Center Capital Costs) \$500,000**

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

*as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 393 OF 2019

RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, SIMPSON, STROUGH, BEATY, FRASIER, LEGGETT, GERAGHTY AND DRISCOLL

AUTHORIZING AGREEMENTS WITH THE ADIRONDACK CIVIC CENTER COALITION, INC. AND THE LAKE GEORGE CONVENTION AND VISITORS BUREAU FOR TOURISM PROMOTION AND TOURIST AND CONVENTION DEVELOPMENT SERVICES

WHEREAS, the County derives revenues from the Occupancy Tax authorized by act of the New York State Legislature (Chapter 422 of the Laws of 2003) and, after deducting the amount provided for administering such tax, is to allocate the funds 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 has previously authorized contracts with the Adirondack Civic Center Coalition, Inc. and the Lake George Convention and Visitors Bureau to provide funds, annually, to enhance the general economy of the various municipalities and therefore, the County of Warren, through the promotion of tourist activities, conventions, trade shows, special events, and other directly related and supported activities, and

WHEREAS, the Occupancy Tax Coordination Committee has received funding requests from The Adirondack Civic Center Coalition, Inc. in the amount of Five Hundred Thousand Dollars (\$500,000) to be paid over a five-year term at a rate of One Hundred Thousand Dollars (\$100,000) per year in support of capital costs and from the Lake George Regional Chamber of Commerce & CVB in the amount of Five Hundred Fifty Thousand Dollars (\$550,000) in support of their 2020 marketing plan, and

WHEREAS, the Occupancy Tax Coordination Committee has approved the requests and does recommend the funding of same, now, therefore, be it

*RESOLUTION NO. 393 OF 2019**PAGE 2 OF 2*

RESOLVED, that the Chairman of the Board of Supervisors be, and hereby is, authorized and directed to execute amended agreements providing additional funds for the Adirondack Civic Center Coalition, Inc. and the Convention & Visitors Bureau, as stated in 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 herein above after January 1, 2020 upon receipt of a fully executed agreement.

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: October 22, 2024

- (a) Purpose of Request: **Appropriate \$125,000 from A 881.00 Reserve, Occupancy Tax to fund Sponsorship of the 2023 FISU World University Games Snowboard Competition**
- (b) Details: **Adirondack-1000 Islands Sports & Events Commission, Inc. DBA Adirondack Sports Council sought funding for Warren County to be a bronze partner of the snowboard and Freestyle/Freeski Sponsorship. The original resolution was approved at the November 18, 2022 Board Meeting, and the contract was signed September 19, 2024.**
- (c) Previous Resolution Number: **635 of 2022**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A 881.00 Reserve, Occupancy Tax - \$125,000**

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 635 OF 2022

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

AMENDING RESOLUTION NO. 570 OF 2021, AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2022 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING TO THE WARREN COUNTY PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT AND THE WORLD UNIVERSITY GAMES

WHEREAS, pursuant to Resolution No. 570 of 2021, as amended by Resolution No. 136 of 2022, 185 of 2022, 235 of 2022 and 346 of 2022, 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 October 24, 2022 meeting, the Occupancy Tax Coordination Committee considered and approved requests from the following applicants for occupancy tax funding:

<u>Applicant</u>	<u>Event</u>	<u>Dates</u>	<u>Amount of Award</u>
Warren County Planning and Community Development Department	Matching requirement for Multi-Use Trial Study Grant for the Northern Borders Regional Commission	N/A	\$25,000.00 <i>Municipal Application Funding</i> (contingent upon contribution of remaining local share to be contributed by the Town of Lake George, Queensbury, Hudson Falls and City of Glens Falls)
World University Games	Sponsorship of the 2023 FISU World University Games Snowboard Competition	1/1/23 - 12/31/23	\$125,000.00 <i>Enhanced Promotion Funding</i>

now, therefore, be it

RESOLVED, that Resolution No. 570 of 2021, as subsequently amended by Resolution No. 136 of 2022, 185 of 2022, 235 of 2022 and 346 of 2022 be, and hereby is, amended to authorize the Chair of the Board of Supervisors to execute the standard form Warren County Tourist and Convention Development Agreement with the above referenced applicants, for 2022 funding in the amount of One Hundred Fifty Thousand Dollars (\$150,000) and to increase the total amount of occupancy tax funding to Eight Hundred Eleven Thousand Five Hundred Dollars (\$811,500), to be expended from Budget Code A.6417.0002 480 Tourism/Occupancy, Occupancy Tax, Tourism-Special Events (\$613,500); Budget Code A.6417.0002 469.05 Tourism/Occupancy, Occupancy Tax, Municipal Application Funding (\$73,000) and Budget Code A.6417.0002 480.06 Tourism/Occupancy, Occupancy Tax, Tourism-Enhanced Promotion (\$125,000), as listed on the revised attached Schedule "A" with said agreements to be 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. 570 of 2021, as amended by Resolution No. 136 of 2022, 185 of 2022 and 235 of 2022 will remain the same.

SCHEDULE "A"**2022 Occupancy Tax Awards**

	APPLICANT	EVENT	DATE	AMOUNT OF AWARD
1	Adirondack Hot Air Balloon Festival	Adirondack Hot Air Balloon Festival	9/22/22 - 9/25/22	\$40,000.00
2	Adirondack Cycling Advocates, Inc.	Promotion of Bicycling	2022	\$20,000.00
3	Adirondack Folk School	Marketing and Production	2022	\$12,000.00
4	Adirondack Nationals Car Show	Adirondack Nationals Car Show	9/8/22-9/11/22	\$25,000.00
5	Adirondack Wine and Food Festival	Adirondack Wine and Food Festival	6/25/22 - 6/26/22	\$40,000.00
6	Alpha Win	Lake George Triathlon Festival	9/3/22 - 9/4/22	\$15,000.00
7	Americade, Inc.	Americade	6/7/22-6/11/22	\$50,000.00
8	The Hyde Collection	Marketing and Publications	1/29/22-12/31/22	\$25,000.00
9	Improv Records, Inc.	2 Music Events	5/27/22-5/29/21; 9/2/22 - 9/4/22	\$40,000.00
10	Independence Day	Independence Day Celebration	7/3/22	\$5,000.00
11	Lake George Arts & Crafts Festival	Lake George Arts & Crafts Festival	7/29/22-7/31/22	\$3,000.00
12	Lake George BBQ Festival	Lake George BBQ Festival	8/19/22-8/21/22	\$3,000.00
13	Lake George Music Festival	Lake George Music Festival	8/10/22 - 8/18/22	\$25,000.00
14	Lake George Dinner Theatre	Lake George Dinner Theatre	7/21/22 - 10/8/22	\$5,000.00

15	Nearby-Faraway	Georgia O'Keefe Musical	7/22/22 - 7/24/22; 7/29/22- 7/31/22	\$10,000.00
16	NYSPHSAA Boys Basketball Championships - Glens Falls	Boys Basketball Championships	3/18/22 - 3/20/22	\$30,000.00
17	Prime Time Lacrosse	Lake George National Invitational	7/22/22 - 7/24/22	\$30,000.00
18	Warrensburg Garage Sale	World's Largest Garage Sale	9/30/22 - 10/2/22	\$28,000.00
19	Lake George Winter Carnival, Inc.	Lake George Winter Carnival, Inc.	1/28/22 - 2/27/22	\$50,000.00
20	Lyme Adirondack Timberlands, LLC	Access to Hague Fire Tower	2022	\$2,500.00
21	Northeast District Barbershop Harmony Society Divisional Contest and Convention	Northeast District Barbershop Harmony Society Divisional Contest and Convention <i>* total to be reduced in the amount of any award made by the Town of Queensbury</i>	4/29/22- 5/1/22	\$15,000.00*
22	Adirondack Sports Complex, LLC	2022 Softball Tournaments	1/1/22- 12/31/22	\$45,000.00
23	Greater Glens Falls Transit	CDPHP Cycle Program	4/1/22- 5/1/22	\$10,000.00
24	Special Olympics NY	Special Olympics NY Fall Games	10/21/22- 10/23/22	\$50,000.00
25	Warrensburg Bike Rally	Warrensburg Bike Rally	6/3/22- 6/12/22	\$10,000.00
26	The Glens Falls Collaborative and the City of Glens Falls	Adirondack Christkindlmarkt	12/2/22- 12/4/22	\$25,000.00
TOTAL				\$613,500.00
<i>to be paid from A.6417.0002 480, Special Event Funding</i>				

	<u>APPLICANT</u>	<u>EVENT</u>	<u>DATE</u>	<u>AMOUNT OF AWARD</u>
1	Town of Horicon	Food Truck Friday's on the Pond	7/1/22 - 9/2/22	\$14,000.00
2	Up Yonda Environmental Center	Summer Nature Programs	5/1/22-9/30/22	\$3,000.00
3	Town of Chester	Adirondack Woof Stock	6/4/22-6/5/22	\$6,000.00
4	Village of Lake George	Weekly Summer Events	6/1/22 - 8/30/22	\$25,000.00
5	Warren County Planning and Community Development Department	Matching requirement for Multi-Use Trial Study Grant for the Northern Borders Regional Commission	N/A	\$25,000.00 (contingent upon contribution of remaining local share to be contributed by the Town of Lake George, Queensbury, Hudson Falls and City of Glens Falls)
TOTAL				\$73,000.00
<i>to be paid from A.6417.0002 469.05, Municipal Application Funding</i>				

	<u>APPLICANT</u>	<u>EVENT</u>	<u>DATE</u>	<u>AMOUNT OF AWARD</u>
1	World University Games	Sponsorship of the 2023 FISU World University Games Snowboard Competition	1/1/23 - 12/31/23	\$125,000.00
TOTAL				\$125,000.00
<i>to be paid from A.6417.0002 480.06, Enhanced Promotion 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 & Occupancy Tax Coordination Committee

DATE: 10/22/2024

- (a) Purpose of Request: To approve the appropriation of \$20,000 from A 881.00 Reserve, Occupancy Tax to A. 6417. 0002 480.04 Warren County Projects

- (b) Details: The Warren County Planning and Community Development Department has contracted with Wilderness Property Management Inc on September 8, 2024 for consulting services to complete a recreational assessment in the Town of Johnsbury

- (c) Previous Resolution Number: NA

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

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

* as listed in budget and LOGOS



**WPM Trails – Draft Proposal to conduct a:
Recreational Assessment - for Trail Development
On: Town of Johnsburg Mill Creek/Black Hole property
For: Town of Johnsburg, NY
September 8, 2024**

Wilderness Property Management Inc. / WPM Trails will provide consulting services to complete a recreational assessment of the Town of Johnsburg property 119.-1-22.1 & 119.-1-27 (approx. 171.77 acres) along Mill Creek and the Hudson River in Wevertown, NY. An evaluation of the interaction between the above property/trail system and the black hole will also be included. The client is the Town of Johnsburg and the designated representative is _____. The representative will provide an overview of their interests in the recreational development of the property through phone calls and electronic messages and identifying the primary area of interest. These phone conversations and electronic messages will provide the necessary guidance to initiate the development of a conceptual outdoor recreation report for this property, to be created by WPM Inc.

This project will include *onsite assessment* of the property to locate potential trail destinations, grades, corridors and infrastructure needs in addition to providing information for the establishment of realistic trail standards. WPM will create a *narrative report* for the development of a cohesive and high-quality trail system that includes analysis of recreation opportunities for mtn. biking, hiking, and nature observation. The plan will address and outline logical phases of implementation for trail construction and infrastructure projects. WPM Inc. will also create a *map* of potential trail corridors and areas discussed in the conceptual report.

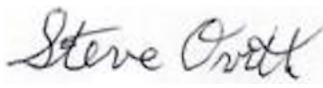
Payment to Wilderness Property Management Inc. / WPM Trails for developing the above narrative report, map and onsite assessment will be \$20,000. Payment for these services will be made in two installments. The project will be completed by May 30, 2025.

1st installment - \$5,000 Down Payment (33%)

2nd installment -\$15,000 At completion of *site visit, narrative report & map* (66%)

This proposal is valid thru October 15, 2024 after which time it will be reviewed by both parties prior to agreement. Unforeseen circumstances and Acts of God may require review of this proposal at the time of their occurrence.

The following parties agree to honor the above described proposal.

 Sept 8, 2024

_____ date _____

Steven Ovitt
Chief Operating Officer
Wilderness Property Management Inc.
3999 State Rt. 8
Wevertown, NY 12886

Johnsburg Representative
North Creek, NY

CEO SLO  090824

Mill Creek Recreation Area, Town of Johnsburg

Project Description

- The Warren County Planning and Economic Development Department is seeking \$20,000 to foster a recreational assessment for trail development at the Mill Creek Recreational Area in support of the Town of Johnsburg and their comprehensive plan.
- Wilderness Property Management (WPM), a widely-respected firm and trail development innovator, has submitted a proposal in the amount of \$20,000 to the Upper Hudson Trail Alliance to conduct this assessment, which will produce a summary report on the opportunities, constraints, and infrastructure needs to develop a cohesive, high-quality trail system, as well as a map of potential trail corridors and on-site destinations.
- Warren County Planning will establish a memorandum of agreement with the Upper Hudson Trail Alliance to ensure the success of this assessment. The Planning Department will also be able to coordinate with the Town of Johnsburg on an implementation strategy, including in assisting with the phasing of improvements and applying for grants. This investment will also advance County initiatives of the First Wilderness program and further showcase Warren County as an outdoor recreation destination. Full description below:

The Town of Johnsburg is seeking to develop a master plan for their 216-acre land holding known as the Mill Creek Recreational Area. The property, along with Sullivan’s Island near the hamlet of North Creek, were donated to the Town by the Open Space Institute in 2018, but the Mill Creek area has been enjoyed by the public for swimming and hiking for more than 50 years and is widely regarded as a local treasure.

Lack of a strategic capital improvement plan, however, has left the site vulnerable to neglect, misuse, and environmental degradation. Located along the Hudson River and Mill Creek, and containing stunning natural features like Dunkley Falls and the “Black Hole” swimming gorge, the site possesses great potential for hiking, mountain biking, and nature observation, as well as opportunities to tie into other nearby recreation amenities and public lands to enhance the area’s outdoor recreation corridor.



Black Hole Swimming Area.



Dunkley Falls.

This site is identified in the **First Wilderness Action Plan** as a key project and the study will build off of other local and countywide planning initiatives, including the original **Mill Creek Recreation Area Management Plan** (1999-2000), the **North Creek Recreational Trail Plan** (2019), and the draft **Outdoor Recreation Economy Strategic Plan** (2024), to develop an actionable plan to improve the site for sustainable and resilient recreational use.

The Upper Hudson Trail Alliance has taken lead on this project and solicited a proposal from Wilderness Property Management, Inc. (WPM) to provide a high-quality master plan that can be used as a guide for capital improvements and a resource to leverage grant funding for implementation. Specifically, the plan will focus on identifying site highlights and destinations, strengths, and potential issues, and establishing a phasing plan for implementation. Total project cost is \$20,000. WPM has an impressive track record in the area), including trail development at Gurney Lane, Potash Mountain, and Ski Bowl Park. More information about WPM is available here: <https://www.wildernesspropertymanagement.com/>

What are the desired outcomes?

A well-constructed, publicly vetted Mill Creek Recreation Area Assessment will allow the Town of Johnsbury and Warren County to prioritize improvements that will improve safety and enjoyment of the site. The Town of Johnsbury and Warren County will be able to pursue grant funding for implementation and trail development with several programs already identified as possible sources, including the **LWRP – First Wilderness Heritage Corridor program** and the **Office of Parks, Recreation & Historic Properties Parks Development Program**.

Successful implementation will also result in an improved recreation amenity that showcases the broader First Wilderness Heritage Corridor program and the crucial roles that Warren County and the Town of Johnsbury play in supporting the outdoor recreation economy.

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: October 22, 2024

- (a) Purpose of Request: **To rescind Resolutions No. 282 and 330 of 2024**
- (b) Details: **With the Warren County Coalition's Winter's Dream event on hold for the 2024-2025 season, the Committee is asked to rescind the resolutions appropriating funds to the Winter's Dream event in the amount of Four Hundred Thousand Dollars (\$400,000) intended to be taken from the Occupancy Tax Reserve (A.881.00) to budget code A.6417.0002 480**
- (c) Previous Resolution Number: **Resolutions 282 and 330 of 2024**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002 480 Tourism/Occupancy, Occupancy Tax, Tourism-Special Events**
Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

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.

Warren County Board of Supervisors

RESOLUTION NO. 330 OF 2024

RESOLUTION INTRODUCED BY SUPERVISORS DIAMOND AND BRUNO

**AUTHORIZING THE APPROPRIATION OF FUNDS FROM
THE OCCUPANCY TAX RESERVE TO THE TOURISM BUDGET;
AND AMENDING 2024 WARREN COUNTY BUDGET**

RESOLUTION INTRODUCED FROM THE FLOOR

WHEREAS, the Director of Tourism requested, and the Finance & Budget Committee approved, the appropriation of funds to the Winter's Dream event, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby appropriates funds in the amount of Four Hundred Thousand Dollars (\$400,000) from the Occupancy Tax Reserve (A.881.00) to the following budget code to cover the cost of occupancy tax funds awarded to the Winter's Dream event since the 2024 Warren County Budget was adopted in November 2023:

CODE	DEPARTMENT	AMOUNT
A.6417.0002 480	Tourism/Occupancy, Occupancy Tax, Tourism-Special Events (Resolution No. 282 of 2024)	\$400,000.00

and be it further

RESOLVED, that the Warren County Budget for 2024 be, and hereby is, amended accordingly.

Occupancy Tax Available Balance
as of 09/30/2024

Occupancy Tax Reserve	\$ 4,900,483.15	
Minimum Reserves	<u>-\$1,500,000.00</u>	
		\$ 3,400,483.15

3-Month Revenue Projection

October	\$	700,000.00	
November	\$	300,000.00	
December	\$	600,000.00	\$ 1,600,000.00

3-Month Expenditures Projection

October	\$	1,760,111.00	
November	\$	360,111.00	
December	\$	460,111.00	\$2,580,333.00

Revenue Projection - Expenditure Projection: **\$ (980,333.00)**

Occupancy Tax Available Balance **\$ 2,420,150.15**

NOTE:

October expenditures include first distribution of 2024 Occupancy Tax (\$390,000), Spending Plan (\$450,000), and Treasurer's 3% (\$231,000)

WARREN COUNTY TREASURER

WARREN COUNTY MUNICIPAL CENTER
1340 STATE ROUTE 9
LAKE GEORGE, NEW YORK 12845

TELEPHONE: (518) 761.6375

CHRISTINE V. NORTON
County Treasurer

ROBERT V. LYNCH II, CPA
Deputy Treasurer

Occupancy Tax Report *Monday, October 21, 2024*

Total Collections

	8/31/2024	9/30/2024	10/18/2024
Total Revenue Collected through 2024	\$ 2,768,676	\$ 5,260,836	\$ 5,670,081
Total Revenue Collected through 2023	\$ 2,503,432	\$ 5,158,055	\$ 5,345,725
Increase/(Decrease) from 2023	<u>\$ 265,244</u>	<u>\$ 102,781</u>	<u>\$ 324,356</u>
Increase/(Decrease) from 2023	11%	2%	6%

Short Term Rental Collections

	8/31/2024	9/30/2024	10/18/2024
Total Revenue Collected through 2024	\$ 262,389	\$ 507,094	\$ 584,014
Total Revenue Collected through 2023	\$ 165,205	\$ 405,582	\$ 441,341
Increase/(Decrease) from 2023	<u>\$ 97,184</u>	<u>\$ 101,512</u>	<u>\$ 142,673</u>
Increase/(Decrease) from 2023	59%	25%	32%

Aiding the growth of Glens Falls-based events—(1) The Adirondack Holiday Festival

The Adirondack Holiday Festival is currently a joint project led by The Glens Falls Collaborative with the participation of the City of Glens Falls. Our hope is to support, strengthen and grow this event.

We are aware that the collaborative already receives occupancy tax funding for this event, and we do not want to impact that. The city is hoping to utilize additional occ tax dollars to widen and deepen the engagement of the entire community in this event and to expand its appeal to visitors from outside the region. We believe a full schedule of activities could attract overnight visitors during this first weekend in December.

A survey of the best-attended winter festivals around the country reveals a number of activities that could be funded with additional occ tax money and adapted in a unique Glens Falls way. Each activity would be sponsored in cooperation with community groups/partners and operated/managed by those organizers drawn from the community.

1-Install a **craft activities area/tent** (return of a feature of previous festivals). Activities could include:

- Ornament making
- Wreath making
- Mitten/hat/scarf knitting

These activities could include demonstration, instruction and/or competition elements. This could engage our area crafters, craft suppliers, crafting-curious residents and provide a showcase for local crafting talent.

2-Add a **family-friendly holiday movie tent** together with food and music.

- Operated by different not-for-profit groups on a day-by-day or movie-by-movie basis.
- Food and music connected thematically to the movie being shown.
 - Restaurants and bake shops could be involved in this <https://www.foodnetwork.com/holidays-and-parties/packages/holidays/holiday-central-christmas/iconic-christmas-movie-foods>
 - Other seasonal specialties like mulled wine, hot cider, roasted chestnuts, maple on snow taffy

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3-“**Reindeer-decorating” competition** (inspired by the CowParade decorated fiberglass cow sculptures found in various cities).

- Decorated by local restaurants, bars or businesses
- Commission plywood cutouts of reindeer (8 + Rudolph)
- Distribute them to participating businesses/organizations for decoration
- Festival attendees can vote on their favorite

4-Games for kids and others

- Candy Cane scavenger hunt—a geocaching type game
- “Snowball Toss”—a variation on cornhole using beanbag ‘snowballs’

5-Competitions/Participatory Activities

- Sprints and Relay Races—Snowshoes or Push Sleds
 - Use open spaces at one of the city’s parks
 - Partner with local ski areas to make snow if needed
 - Could be organized like a corporate “dragon boat” style race with local businesses sponsoring teams
 - Homemade sleds in the style of “Redbull Soapbox”
- Logging themed activities to leverage Glens Falls History (and provide a way for paper mills to partner/sponsor)
 - obstacle course—cord wood stack (time/height), loggers’ cant hook pick up and carry race, balance run down a log, etc.
- Snowman building competition (like sandcastle competitions at beach festivals).
 - Partner with arts organizations to organize/judge
 - Partner with area ski operators for snowmaking if weather does not cooperate
 - Teams from local schools or sponsored by local businesses
- Temporary skate rink in City Park or other downtown location (mini-Wollman Rink).
- Polar Bear Plunge at Haviland’s Cove. Could be done as a fund-raiser where plungers get sponsors.

Aiding the Growth of Glens Falls-based events—(2) June Arts Festival

The City of Glens Falls will collaborate with LARAC to grow the June Arts Festival into a full citywide arts festival weekend incorporating music, food and activities to fill the day for attendees.

Suggestions:

1-Fund an invitational creative competition (similar to the songwriting contests found at many music festivals)

- Provide maker-space tents to artists and challenge them to produce a fine art piece during the festival weekend
- Prize money to the winners

2-Fund satellite events at locations throughout the city and a wayfinding guide to those locations.

- Associated shows at the Hyde Museum, Shirt Factory, local gallery spaces, other locations with interest and space to host

3-Fund a mural/public art tour of the city.

- This could be a guided tour during the festival
- Revise and improve a self-guided tour of public art in Glens Falls building on the Arts Trail.
- Develop a similar companion guide to art in the region for use during and after the festival.

4-Support an “art experience” tent with instructors and supplies for hands-on artmaking by festival visitors (kid-focus?)

5-Close down Glen St and engage more downtown businesses in the festival.

6-Add locations to sell food and alcohol in the event area,

7-Arrange transportation between event and local hotels.

8-Eventual Add—Dan Cameron, a world-famous art curator based in NYC, is a local native who maintains an office in Glens Falls. He has approached the city with ideas for a Glens Falls exhibition. It would be an ideal addition to an expanded June Arts Festival.

Aiding the growth of Glens Falls-based events—(3) Brewfest

City of Glens Falls and the business improvement district will partner with the Glens Falls Brewfest owner The Feeder Canal Alliance to grow the event into a full weekend-long event attracting attendees from outside the area.

- 1-Incorporate wine, cider, spirits and coffee/tea, craft sodas into the event.
 - Include local producers of each of the beverage types and roasters/baristas.
 - Many are GF Farmers' Market vendors from the region who can be engaged and promoted

- Add education sessions/demonstrations drawing on the local brewers/distillers/roasters/growers.
 - Beer brewing
 - Coffee roasting
 - Hops growing in the region
 - Craft soda making
 - Warren County EDC and GFLDC about getting into beverage production business

- Add a competition element (tented in City Park?)
 - "Perfect pour" competition
 - Perfect coffee pull competition

- Add tasting sessions on Saturday and Sunday to the current Friday evening session.

- Organize transportation and coordinate with local hotels—organize hotel/Brewfest/local transportation package deals.

- Create a focused way-finding guide including Warren County Beer Trail, regional wineries and cideries, local and regional roasters/coffee shops and craft soda makers.

Aiding the growth of Glens Falls-based events—(3) Brewfest

- Collaborate with local businesses (restaurants, performing arts locations) to:
 - Add venues
 - Expand entertainment
 - Extend activity beyond Brewfest scheduled hours

Aiding the growth of Glens Falls-based events—(4) Taste of the North Country

The City of Glens Falls and the Glens Falls business improvement district will collaborate with the Glens Falls Kiwanis to revive and grow The Taste of the North Country into a citywide multiday food and beverage festival.

Suggestions:

1-Support the **revival of the main Taste of the North Country** event.

2-**Expand to a multiple day event** with Taste of the North Country on Sunday as the focus and “crown jewel” of the weekend.

- **Food-focused entertainment** on Saturday (in cooperation with SUNY Adirondack Culinary Program?)
 - Add tents with temporary/demonstration kitchens to offer opportunities for local restaurants to highlight their top chefs
 - A cooking lesson space – with some ‘hands-on’ activities for both adults and kids (cookie bake? Make a pizza?)
 - Set up several small temporary kitchens to host a cooking competition for local culinary students with (local, regional or celebrity) chefs as judges
 - Approach local food celebrities (Rebecca and Steve from Morgan & Co?) to take part in some way.

- Encourage participation of restaurants and hotels throughout the region.
 - Create a way-finding tourism guide to the participant restaurants
 - “Dine and Dream” hotel/festival/restaurant packages

Aiding the growth of Glens Falls-based events—(5) “The Mighty Hudson Music Festival”

The City of Glens Falls will collaborate with The Civic Center Collective, each of the communities where venues are located and the originator of this concept Drew Fitzgerald to **establish the Mighty Hudson Music Festival a multiday music festival with associated food/beverage and activity options.**

1-**Potential music venues around the local area** would be downtown Glens Falls, Haviland's Cove, Eastfield, Warren County Airport, Charles Wood, Concert and entertainment areas in Lake George, Crandall Park.

2-There are **no large East Coast music festivals in the fall.**

3-Each venue could offer entertainment throughout the weekend, possibly one kind of music in each venue or all of them following the same theme.

4-Possible begin with Adirondack/Hudson River theme of blues, bluegrass and country.

- Funds to secure headline acts, musical promoter, transportation company

VILLAGE OF LAKE GEORGE, NEW YORK



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10/17/2024

Warren County Tourism & Occupancy Tax Committee
RE: Occupancy Tax Request from the Village & Town of Lake George
"Light at the Lake"

Dear Committee,

I'd like to thank you in advance for your time and consideration of this request.

Lake George has begun to make a name for itself as a winter destination. Thousands of hours of time and planning by several individuals has occurred to achieve this goal. However, the two main attractions are either not returning or have taken a pause. This was unforeseen when our budgets (both Town & Village) were adopted, which has caught us "flat-footed". We have several businesses that have committed to remaining open to accommodate visitors. This includes the employment of countless staff members spanning our large hospitality industry.

In order to provide entertainment that draws visitors to our region, we have negotiated with the Albany Police Athletic League to lease a major portion of the show formerly known as the Capitol Holiday Lights in Washington Park. The cost of this lease is \$150,000.00. This includes design layout, delivery, set up, take down, and removal of the displays.

The Town and Village have invested in a Synthetic Ice Rink to supplement the light show and provide an additional activity for visitors and residents to enjoy.

I kindly ask the Committee to grant the request of \$150,000.00 to the Town & Village of Lake George so we can salvage this winter for our community's businesses, residents, and visitors.

Thank you,

Mayor Ray Perry

Lights at the Lake! Budget

				2024/10/08			
Qty	Item	Description	Each	Ext.	Notes		
1	PAL Lease	Includes crew of 8 for In/Out, Delivery/Rtn and Layout	\$150,000	\$150,000	Annual		
2 Wks	Telehandler Rental	Advance Rental	\$625	\$1,250	Annual		
2 Wks	Aerial Boom Rental	Advance Rental	\$625	\$1,250	Annual		
1	Diesel Fuel	TBD	\$300	\$300	Annual		
24	LED Color Changing Uplights	Bluetooth App	\$30	\$720	One Time Purchase		
24	Cabling & Connectors	Not Cheap...	\$65	\$1,560	One Time Purchase		
4	Gobo Lights & Patterns		\$3,000	\$12,000	One Time Purchase		
8 Zone	Commons Audio	Entry Path, Bathhouse, West Side, South Side, x2 Commons +2 More	\$3,500	\$28,000	One Time Purchase		
1	Audio Signal Distribution	Wireless??	\$6,000	\$6,000	One Time Purchase		
1	Shed for Information Booth	Donated	\$0	\$0	Gardentime donation		
1	Music Licensing	Annual Fee T&V will pay	\$500			\$ 500.00	
4 Days	Local Labor	\$30-40/Hr plus Burden - Crew of 8 - 10 Hours/Day	\$2,400			\$9,600	
16 Wks	Operating Staff	4 Ambassadors could be volunteers	\$1,728			\$27,648	
1	Shed For Skating Rink	Village owned				\$ -	
1	Ice Rink	Town/Village investment				\$ 57,000.00	
1 Zone	Ice Rink Audio	Dedicated System -Town/Village Investment				\$3,500	
1	Ice Rink Lighting	Town/Village investment				\$ 1,500.00	
1	Contingency	Contingency T&V	10%			\$20,108.00	
				Total:	\$201,080	Total:	\$119,856
Breakout of Expenses:				Annual	\$152,800		
				One Time	\$48,280	Maybe budget for year 2	