

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 *Tuesday, November 19, 2024*

Total Collections

	9/30/2024	10/31/2024	11/18/2024
Total Revenue Collected through 2024	\$ 5,260,836	\$ 5,979,515	\$ 6,162,730
Total Revenue Collected through 2023	\$ 5,158,055	\$ 5,808,231	\$ 5,977,016
Increase/(Decrease) from 2023	<u>\$ 102,781</u>	<u>\$ 171,284</u>	<u>\$ 185,714</u>
Increase/(Decrease) from 2023	2%	3%	3% ***

Short Term Rental Collections

	9/30/2024	10/31/2024	11/18/2024
Total Revenue Collected through 2024	\$ 507,094	\$ 771,550	\$ 908,527
Total Revenue Collected through 2023	\$ 405,582	\$ 640,799	\$ 776,407
Increase/(Decrease) from 2023	<u>\$ 101,512</u>	<u>\$ 130,751</u>	<u>\$ 132,120</u>
Increase/(Decrease) from 2023	25%	20%	17%

2024 Occupancy Tax Enforcement Efforts have collected \$126K or 2%. Therefore, when factored into total collections vs 2023, there is really only a 1% year over year increase. In addition:

- 2024/2025 Occ Tax Enforcement Efforts expect to collect an additional **\$158K** from **WIP Notices of Determination** filed in 2024
- General Fund Interest & Penalties:
 - 2024 Collected to Date: **\$25K**
 - 2024/2025 WIP expected to be another **\$83K**
- **2024 Occ Tax Gross Revenues are likely flat to declining as volume is down but room rates have increased. We are working on getting you more insight into this impact.**



**Tourism & Occupancy Tax Coordination Committee
AGENDA
November 19, 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 October 22 and October 29, 2024 Tourism & Occupancy Tax Coordination Committee meetings.
- III. Privilege of the floor and public comment:
 - a. Pam Petteys – Lake Luzerne Concerts & Food Trucks
 - b. Erwin Morris – North Creek Ski Shuttle Service from businesses to Gore Mountain
 - c. Adam Bailey – North Warren Three-town regional branding
 - d. Krista Wood – Town of Horicon Food Truck Fridays on the Pond
 - e. Dan Barusch – McPhillips Preserve at French Mountain park development
 - f. Joyce Reed – Town of Warrensburg's Holiday Spirit
 - g. Gina Mintzer – Lake George Regional Conventions and Visitors Bureau contract
 - h. City of Glens Falls Mayor Collins – Application for events support
- IV. Action Agenda/New Business Items:
 - a. **Committee Approval:** To approve the request from The City of Glens Falls in the amount of \$100,000
Rationale: To support existing and new events happening in the City of Glens Falls
 - b. **Committee Approval:** To approve two Special Events Occupancy Tax Funding applicants, the 2025 Adirondack Balloon Festival and 2025 Lake George Winter Carnival, to apply for more than \$50,000.
Rationale: Organizers are requesting funding exceeding the limit stipulated in Resolution 461 of 2023, Schedule "A" Item 5, requiring Committee approval. Total request of \$160,000.
 - c. **Committee Approval:** To award 2025 Special Events Occupancy Tax funding for the 38 recommended applications, totaling \$861,858.
Rationale: Committee has reviewed applications and is asked to consider recommendations and vote on awards
 - d. **Committee Approval:** To award 2025 Municipal Supplemental Occupancy Tax Funding for six events/projects recommended applications totaling \$314,850
Rationale: Committee has heard applicants and is asked to consider recommendations and vote on awards
 - e. **Resolution Request:** To approve a three-year contract with the Lake George Regional Convention and Visitors Bureau in the amount of \$650,000 (Three-year total \$1,950,000)
Rationale: To extend expiring contract for three years with Lake George Regional

- Convention and Visitors Bureau for tourism sales and marketing activity related to meetings and events, sports, and group tours
- f. **Resolution Request:** To authorize an agreement with the Adirondack Regional Tourism Council in the amount required by the New York State Matching Funds program, not to exceed \$65,000.
Rationale: The New York State Matching Funds program requires a regional portion of the grant's total budget be transferred directly to the Adirondack Regional Tourism Council to support tourism marketing programs.
- g. **Resolution Request:** To award contract with Broadcast Media/Social Media vendor in the amount not to exceed, \$1,250,000
Rationale: To provide Broadcast and Digital Media Buying services to strategize through research and data collection, implement, negotiate and purchase its broadcast and digital media spots for the consumer market, and report on results and ad attribution in the form of overnight stays and attendance.
- h. **Resolution Request:** To extend contract with Rove Marketing Inc. for two years in the amount of \$32,675 annually (Two-year total \$65,350).
Rationale: To extend expiring contract for the purchase and subscription of data sets and dashboard reporting
- i. **Resolution Request:** To extend contract with Smith Travel Research in the amount of \$7,485.00
Rationale: To extend expiring contract to provide hotel occupancy reports and rate data to Warren County.
- j. **Resolution Request:** To transfer funds from Salaries-Part time to Salaries-Overtime in the amount of \$1,000.
Rationale: Cover shortfall in overtime expenditures

V. Discussion Items:

- a. Tourism Director Report
b. Treasurer Report

VI. Referrals: None

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: City of Glens Falls Events Growth report

Attachment #2: Resolution 461 of 2023 Occ Tax Request Limit

Attachment #3: Occupancy Tax Special Events Summary Report

Attachment #4: Municipal Supplemental Funding Application Summary Report

Attachment #5: Resolution Form 4 Extend, amend to three-year contact with the Lake George Regional CVB

Attachment #6: Lake George Regional CVB budget report and budget insights documents

Attachment #7: Resolution 577 of 2023

Attachment #8: Resolution Form 20 Authorize agreement with Adirondack Regional Tourism Council

Attachment #9: Resolution 93 of 2024

Attachment #10: Resolution Form 4 Extend contract with Rove Marketing

Attachment #11: Resolution 197 of 2024

Attachment #12: Resolution Form 20 Renew contract with Smith Travel Research (STR Report)

Attachment #13: Resolution 55 of 2024

Attachment #14: Resolution Form 10 Transfer funds to cover overtime expenses

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: November 19, 2022

- (a) Purpose of Request: **To approve the request from The City of Glens Falls for \$100,000 in Occupancy Tax funds.**
- (b) Details: **To support existing and new events happening in Glens Falls in 2025**
- (c) Previous Resolution Number: **N/A**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A6417 0002 469.05 Municipal Application Funding**

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

* as listed in budget and LOGOS

City of Glens Falls Business Improvement District--Event Growth Budget

Category	Event and Item Details	Supplier	CoGF Sole Contribution	BID-CoGF Contribution	Warren County Occup Tax Contribution	Total Estimated Investment (less CoGF Sole Contrib)
Volunteers	Volunteer Website Development	Volgistics	\$0.00	\$15,000.00	\$15,000.00	\$30,000
Planning + Promotion Consultant	Great Hudson Music Festival	tbd	\$0.00	\$15,000.00	\$15,000.00	\$30,000
Production and Staging	Great Hudson Music Festival		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	Great Hudson Music Festival		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Great Hudson Music Festival	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	LARAC June Arts Festival		\$0.00	\$7,500.00	\$7,500.00	\$15,000
Production and Staging	LARAC June Arts Festival		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	LARAC June Arts Festival		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	LARAC June Arts Festival	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	Taste of the North Country		\$0.00	\$7,500.00	\$7,500.00	\$15,000
Production and Staging	Taste of the North Country		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	Taste of the North Country		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Taste of the North Country	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	Glens Falls Brewfest		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Production and Staging	Glens Falls Brewfest		\$0.00	\$5,000.00	\$5,000.00	\$10,000
Advertising	Glens Falls Brewfest		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Glens Falls Brewfest	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Planning + Promotion Consultant	Adirondack Holiday Festival		\$0.00	\$7,500.00	\$7,500.00	\$15,000
Production and Staging	Adirondack Holiday Festival		\$0.00	\$5,000.00	\$5,000.00	\$10,000

Category	Event and Item Details	Supplier	CoGF Sole Contribution	BID-CoGF Contribution	Warren County Occup Tax Contribution	Total Estimated Investment (less CoGF Sole Contrib)
Advertising	Adirondack Holiday Festival		\$0.00	\$2,000.00	\$2,000.00	\$4,000
Services and Logistics	Adirondack Holiday Festival	CoGF DPW, GFFD, GFPD	\$5,000.00	\$0.00	\$0.00	\$0
Total			\$25,000.00	\$92,500.00	\$92,500.00	\$185,000.00

Subtotal \$185,000.00

Unexpected Costs - Add 8.5% \$15,725.00

Total \$200,725.00

Total + CoGF Sole Contribution \$225,725.00

Warren County Board of Supervisors

RESOLUTION NO. 461 OF 2023

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

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

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

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

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

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

SCHEDULE "A"

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

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

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: November 19, 2022

- (a) Purpose of Request: **To award 2025 Special Events funding in the amount of \$861,860.**
- (b) Details: **To fund the attached list of awardees in the amount noted.**
- (c) Previous Resolution Number: **N/A**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A6417 0002 480 Special Events**

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

* as listed in budget and LOGOS

Board of Supervisors Summary

Period: 2025

Total Amount Budgeted: 725,622.00

Organization Name	Event Name	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Adirondack Axe LLC	Revolution Rumble	0	20,000	8,040	8,040
Adirondack Festivals LLC	Adirondack Wine and Food Festival	0	50,000	31,550	31,550
Adirondack Folk School, Inc.	2025 Course Catalog	6,000	18,000	12,852	12,852
Adirondack Hot Air Balloon Festival, Inc	Adirondack Balloon Festival	15,000	75,000	60,000	60,000
Adirondack Pub & Brewery, Inc.	Lake George Oktoberfest	10,000	40,000	27,520	27,520
Adirondack Theatre Festival, Inc.	Adirondack Theatre Festival	12,500	40,000	17,000	17,000
Adirondack-Albany Weddings/Total Entertainment, Inc	Lake George DJ Takeover Music & Arts Festival	0	50,000	22,200	22,200
Albany Rods and Kustoms	Adirondack Nationals	0	50,000	48,900	48,900
Americade Inc	Americade	0	50,000	49,800	49,800

Organization Name	Event Name	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Eastern New York Marine Trades Association (ENYMTA)	Great Upstate Boat Show	0	30,000	18,180	18,180
GenzHomes Inc DBA Alpha Win	Lake George Triathlon	10,000	30,000	15,570	15,570
Glens Falls Collaborative	Adirondack Holiday Festival	1,000	35,000	19,775	19,775
Hudson Valley Volunteer Firefighters Association	Annual Firefighters Convention & Parade	15,000	35,000	25,725	25,725
Hyde Collection	Exhibitions and Programs at The Hyde Collection	15,500	35,000	24,990	24,990
Imagination Nation, LLC	Wonderplace Alpha	0	35,000	20,510	20,510
Improv Records Inc	Massive Mascarave	0	40,000	20,240	20,240
Improv Records Inc	Soul Bloom Music and Wellness Festival	0	40,000	20,600	20,600
Improv Records Inc	Memorial Meltdown	0	40,000	18,360	18,360

Organization Name	Event Name	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Improv Records Inc	Adirondack Independence Music Festival	0	50,000	28,400	28,400
Kevin Richards Entertainment	Kevin Richards' 'Close Up' Country Concert Weekend Festival	0	35,000	18,270	18,270
Kevin Richards Entertainment	Kevin Richards' 'Close Up' Country Concert Weekend Festival #2	0	35,000	16,485	16,485
Lake George Arts Project	Jazz at the Lake	21,000	20,000	11,680	11,680
Lake George Battlefield Park Alliance	Henry Knox 1775 Commemoration	0	23,250	12,113	12,113
Lake George Music Festival, Inc	Lake George Music Festival	0	50,000	31,200	31,200
Lake George Winter Carnival Inc	Lake George Winter Carnival	0	85,000	83,130	83,130
Lake Theatre Productions Inc	Lake George Dinner Theatre	0	15,000	7,125	7,125
Lawrence & Cooper Inc	Thursday Market & food Truck Corral	0	9,000	5,913	5,913

Organization Name	Event Name	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Lower Adirondack Pride	Annual Pride Festival	0	20,000	9,700	9,700
Lower Adirondack Regional Arts Council	LARAC Annual June Arts Festival	0	30,270	20,341	20,341
Marcella Sembrich Memorial Association, Inc.	The Sembrich Summer Music Festival	20,000	20,000	9,140	9,140
Northeastern District Association of Chapters Inc	Northeastern District Barbershop Harmony Society Division Contest and Convention	0	20,000	9,160	9,160
PrimeTime Lacrosse Inc	Lake George National Invitational	0	50,000	36,100	36,100
Silver Bay YMCA	Bluegrass in Heaven	0	15,000	6,885	6,885
Six Flags Great Escape Resort	Oktoberfest	0	25,000	13,175	13,175
Special Olympics New York Inc.	Special Olympics State Fall Games	0	50,000	24,050	24,050

Organization Name	Event Name	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Warren County Historical Society	Warren County Commission for 250th Anniversary of American Revolution	0	30,000	15,090	15,090
Warrensburg Chamber of Commerce	World's Largest Garage Sale	2,500	37,500	36,908	36,908
World Awareness Children's Museum	Beyond the Exhibit	0	7,500	5,183	5,183
		\$128,500	\$1,340,520	\$861,860	\$861,860

Period Budget Amount: 725,622		
	Award Amount	% Over/Under Budget
Suggested	\$861,860	15.81%
Final	\$861,860	15.81%

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: November 19, 2022

- (a) Purpose of Request: **To award 2025 Municipal Supplemental funding in the amount of \$314,850.**
- (b) Details: **To fund the attached list of awardees in the amount noted.**
- (c) Previous Resolution Number: **N/A**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A6417 0002 469.05 Municipal Application Funding**

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

* as listed in budget and LOGOS

Application Summary

Period: 2025

Total Award Limit Budgeted 50,000.00

<u>Organization Name</u>	<u>Event/Project</u>	<u>Amt. Requested</u>	<u>Amt. Awarded</u>
Lake Luzerne Regional Chamber of Commerce	Lake Luzerne Concerts & Food Trucks	10,250	
North Creek Ski Shuttle	Provide a Shuttle from North Creek to Gore Mountain Ski area(s)	17,500	
North Warren Chamber of Commerce	North Warren Three-town Regional Branding	150,000	
Town of Horicon	Food Truck Fridays on the Pond	22,100	
Town of Lake George	McPhillips Preserve at French Mountain (park development)	100,000	
Town of Warrensburg	Warrensburg's Holiday Spirit	15,000	
		\$314,850	

Committee Scoring Summary

Period: 2025

Total Amount Budgeted: 725,622.00

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Adirondack Axe LLC	Revolution Rumble	45	40	0	20,000	8,040	
Adirondack Festivals LLC	Adirondack Wine and Food Festival	65	63	0	50,000	31,550	
Adirondack Folk School, Inc.	2025 Course Catalog	55	71	6,000	18,000	12,852	
Adirondack Hot Air Balloon Festival, Inc	Adirondack Balloon Festival	95	80	15,000	75,000	60,000	
Adirondack Institute	Drag Queen Story Hour the Musical	50	35	5,000	10,000	3,480	
Adirondack Pub & Brewery, Inc.	Lake George Oktoberfest	70	69	10,000	40,000	27,520	
Adirondack Theatre Festival, Inc.	Adirondack Theatre Festival	50	43	12,500	40,000	17,000	
Adirondack-Albany Weddings/Total Entertainment, Inc	Lake George DJ Takeover Music & Arts Festival	60	44	0	50,000	22,200	
Advokate, LLC	Glens Falls Vegan Festival	55	48	0	5,000	2,415	
Albany Rods and Kustoms	Adirondack Nationals	90	98	0	50,000	48,900	

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Americade Inc	Americade	95	100	0	50,000	49,800	
Center for Disability Services, Inc.; dba/Prospect Center	Million Dollar Beach Volleyball Tournament	45	41	7,500	5,000	2,065	
Charles R. Wood Theater	Colorworld LIVE	55	51	0	2,500	1,273	
Eastern New York Marine Trades Association (ENYMTA)	Great Upstate Boat Show	70	61	0	30,000	18,180	
GenzHomes Inc DBA Alpha Win	Lake George Triathlon	55	52	10,000	30,000	15,570	
Glens Falls Collaborative	Adirondack Holiday Festival	60	57	1,000	35,000	19,775	
Glens Falls Collaborative	Wing Fest	60	55	0	15,000	8,190	
Glens Falls Symphony Orchestra, Inc.	"Holiday Pops" Glens Falls Symphony, December 7, 2025	55	50	260	3,500	1,740	
Glens Falls Symphony Orchestra, Inc.	"Independence Day Celebration" July 3, 2025	45	40	11,500	12,000	4,848	

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Glens Falls Symphony Orchestra, Inc.	"Mahler Symphony No. 5"	50	44	246	4,000	1,752	
Glens Falls Symphony Orchestra, Inc.	"Piano Festival" March 16, 2025	55	48	246	2,000	964	
Hudson Valley Volunteer Firefighters Association	Annual Firefighters Convention & Parade	80	74	15,000	35,000	25,725	
Hyde Collection	Exhibitions and Programs at The Hyde Collection	75	71	15,500	35,000	24,990	
Imagination Nation, LLC	Wonderplace Alpha	65	59	0	35,000	20,510	
Improv Records Inc	Adirondack Independence Music Festival	60	57	0	50,000	28,400	
Improv Records Inc	Massive Mascarave	55	51	0	40,000	20,240	
Improv Records Inc	Memorial Meltdown	60	46	0	40,000	18,360	

Red: Represents one-day events and/or suggested award below \$5,000
Black: Represents recommended applications to award

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Improv Records Inc	Soul Bloom Music and Wellness Festival	65	52	0	40,000	20,600	
Kevin Richards Entertainment	Kevin Richards' 'Close Up' Country Concert Weekend Festival	55	52	0	35,000	18,270	
Kevin Richards Entertainment	Kevin Richards' 'Close Up' Country Concert Weekend Festival #2	50	47	0	35,000	16,485	
Lake George Arts Project	Jazz at the Lake	60	58	21,000	20,000	11,680	
Lake George Battlefield Park Alliance	Henry Knox 1775 Commemoration	55	52	0	23,250	12,113	
Lake George Music Festival, Inc	Lake George Music Festival	65	62	0	50,000	31,200	
Lake George Steamboat Company	Rock the Dock Music Festival	45	42	10,000	20,000	8,420	
Lake George Winter Carnival Inc	Lake George Winter Carnival	80	98	0	85,000	83,130	

Red: Represents one-day events and/or suggested award below \$5,000

Black: Represents recommended applications to award

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Lake Theatre Productions Inc	Lake George Dinner Theatre	50	48	0	15,000	7,125	
Lawrence & Cooper Inc	Thursday Market & food Truck Corral	70	66	0	9,000	5,913	
Lower Adirondack Pride	Annual Pride Festival	55	49	0	20,000	9,700	
Lower Adirondack Regional Arts Council	LARAC Annual June Arts Festival	70	67	0	30,270	20,341	
Marcella Sembrich Memorial Association, Inc.	The Sembrich Summer Music Festival	50	46	20,000	20,000	9,140	
New York State Coroner & Medical Examiner Association	NYSACCME	55	51	0	10,000	5,050	
Northeastern District Association of Chapters Inc	Northeastern District Barbershop Harmony Society Division Contest and Convention	50	46	0	20,000	9,160	
PrimeTime Lacrosse Inc	Lake George National Invitational	75	72	0	50,000	36,100	

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
Silver Bay YMCA	Bluegrass in Heaven	50	46	0	15,000	6,885	
Six Flags Great Escape Resort	Oktoberfest	55	53	0	25,000	13,175	
Special Olympics New York Inc.	Special Olympics State Fall Games	50	48	0	50,000	24,050	
Tannery Pond Center for Arts, Education, Community	2025 Concert Series	50	44	0	5,000	2,200	
Warren County Historical Society	Warren County Commission for 250th Anniversary of American Revolution	55	50	0	30,000	15,090	
Warrensburg Chamber of Commerce	World's Largest Garage Sale	70	98	2,500	37,500	36,908	
World Awareness Children's Museum	Beyond the Exhibit	50	69	0	7,500	5,183	
Zonta Club Foundation of Glens Falls	Zonta Arts, Crafts, & Curiosities Faire	50	44	2,000	4,000	1,777	

Red: Represents one-day events and/or suggested award below \$5,000
Black: Represents recommended applications to award

Organization Name	Event Name	System Points	Awarded Points	Municipal Support	Occ Tax Requested	Suggested Award	Final Award
				\$165,251	\$1,438,520	\$906,032	

Period Budget Amount: 725,622.00

Suggested Award Amount: 906,032

Percent Decrease needed to meet Budget: 19.91%

Application Summary

Period: 2025

Total Award Limit Budgeted 50,000.00

<u>Organization Name</u>	<u>Event/Project</u>	<u>Amt. Requested</u>	<u>Amt. Awarded</u>
Lake Luzerne Regional Chamber of Commerce	Lake Luzerne Concerts & Food Trucks	10,250	
North Creek Ski Shuttle	Provide a Shuttle from North Creek to Gore Mountain Ski area(s)	17,500	
North Warren Chamber of Commerce	North Warren Three-town Regional Branding	150,000	
Town of Horicon	Food Truck Fridays on the Pond	22,100	
Town of Lake George	McPhillips Preserve at French Mountain (park development)	100,000	
Town of Warrensburg	Warrensburg's Holiday Spirit	15,000	
		\$314,850	

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: November 19, 2024

- (a) Purpose of Contract Change: **Extend contract for three years with Lake George Regional Convention and Visitors Bureau for tourism sales and marketing activity related to meetings and events, sports, and group tours**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **577 of 2023**
- (c) Name of Contractor: **Lake George Regional Convention and Visitors Bureau**
- (d) Address of Contractor: **2176 State Route 9, PO Box 272, Lake George, NY 12845**
- (e) Contractor's Contact Person and Telephone Number: **Gina Mintzer, 518-668-5755, gmintzer@lakegeorgechamber.com**
- (f) Commencement Date of Extension: **January 1, 2025**
- (g) Termination Date of Extension: **December 31, 2027**
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$650,000 per year**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **To be paid in advance, on a quarterly basis, as approved by the Tourism and Occupancy Tax Coordination Committee**
- (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 480.05 - Tourism - Business Promotion \$650,000 (Three-year total \$1,950,000)****

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



2025 LGRCVB BUDGET FINAL

Account	2024 Budget	2025 Budget DRAFT	Notes
Income			
Contract Revenue- Warren CO	\$ 600,000.00	\$ 650,000.00	
Miscellaneous	\$ 0.00		
Total for Income	\$ 600,000.00	\$ 650,000.00	
Expenses			
CVB Contract Expenses	\$ 0.00		
Administration	\$ 41,500.00	\$ 46,110.00	Bookkeeping/reporting/office supplies, tax return prep
Contract Administration	\$ 0.00		Shared technology platforms- All consolidated
Office/General Expenses	\$ 0.00	\$ 0.00	
Office/General Expenses	\$ 0.00	\$ 0.00	
Office Rent/Equipment	\$ 0.00	\$ 0.00	
Phone/Internet	\$ 0.00	\$ 0.00	
Advertising	\$ 52,000.00	\$ 50,460.00	Most hits in Q4 for both buys/pre-buys
Marketing	\$ 61,000.00	\$ 72,500.00	
Memberships	\$ 5,000.00	\$ 8,200.00	Added GT Assns
Trade Shows	\$ 51,500.00	\$ 64,100.00	Added BienVenue (Montreal-GT), GovBuy (Capital Region-Mtg), Adk Sports Expos, Cvent, Conference Direct; cut Connect
Sponsorships	\$ 25,000.00	\$ 10,000.00	
Community Development	\$ 17,000.00	\$ 10,000.00	Monies split 2024-2025 budgets for Intl Tourism
Conv Sales & Development	\$ 23,275.00	\$ 16,000.00	
Convention Services	\$ 19,000.00	\$ 13,900.00	
CVB Gross Payroll	\$ 243,550.00	\$ 251,540.00	2024 budget included fringe/taxes/payroll service-less staff out on maternity leave/staff changes
Payroll Taxes	\$ 0.00	\$ 24,900.00	
Fringe Benefits	\$ 0.00	\$ 21,050.00	new/additional staff insurance
Employee Benefits	\$ 0.00	\$ 500.00	EAP
Payroll Service	\$ 0.00	\$ 770.00	
Subcontract Labor	\$ 0.00	\$ 1,770.00	HR
Staff Development	\$ 9,000.00	\$ 9,000.00	Destinations International / Crowdriff
Mileage	\$ 4,000.00	\$ 5,000.00	
Research	\$ 32,000.00	\$ 25,000.00	
Economic Impact Calculator	\$ 6,275.00	\$ 6,000.00	
Simpleview	\$ 9,900.00	\$ 13,200.00	additional users added for staff/API website feeds/annual 3 year contract increase
Total for Expenses	\$ 600,000.00	\$ 650,000.00	



The 2025 Lake George Regional Convention & Visitors Bureau budget emphasizes a balanced approach, aligning with **Warren County Tourism (WCT)** to strengthen the Lake George region's presence in both **international and domestic travel trade markets** and to address the needs of **regional corporate, sports, and wedding group business**.

Key Areas of Alignment with WCT

1. Marketing and Trade Shows:

- **Marketing Budget:** Increased to \$68,460 from \$61,000, demonstrating a robust commitment to enhanced promotion efforts. This budget increase will likely cover targeted marketing campaigns and outreach activities in both international and domestic markets.
- **Trade Show Participation:** The trade show budget rose from \$51,500 to \$58,600, explicitly adding events like BienVenue in Montreal and in addition to other Northeast-based association and corporate trade show opportunities. This inclusion aligns with a strategic approach to capture more bus tour and group business opportunities from key feeder markets. These trade shows provide direct access to the bus tour market, a primary focus for expanding Lake George's international and regional appeal.

2. Industry-Specific Needs for Group Business:

- **Corporate, Sports, and Wedding Segments:**
 - **Convention Sales & Development** saw a shift down from \$23,275 to \$12,000, reallocating resources from direct sales efforts to broader marketing and trade show initiatives. This approach is a strategy to enhance lead generation utilizing the contacts that we have gained over the last several years and brand visibility, which indirectly supports group business growth in these sectors. We are continuing enhanced sales and development activities through a statewide grant initiative in the meetings and sports markets, leveraging our visibility with less financial budget impact.
 - **Convention Services** was reduced slightly, maintaining a core focus on support while optimizing resource allocation. This budget is still substantial enough to meet essential service needs for large group events and provides flexibility to address industry-specific requirements as they arise.

Operational and Foundational Support

- **Memberships and Community Development:** The budget for memberships increased from \$5,000 to \$8,200 to include tourism associations, strengthening partnerships with broader networks. Community development funds were adjusted to \$10,000, supporting phased development in alignment with international tourism goals and support of hosting statewide tourism meetings.

PO Box 272, Lake George, NY 12845

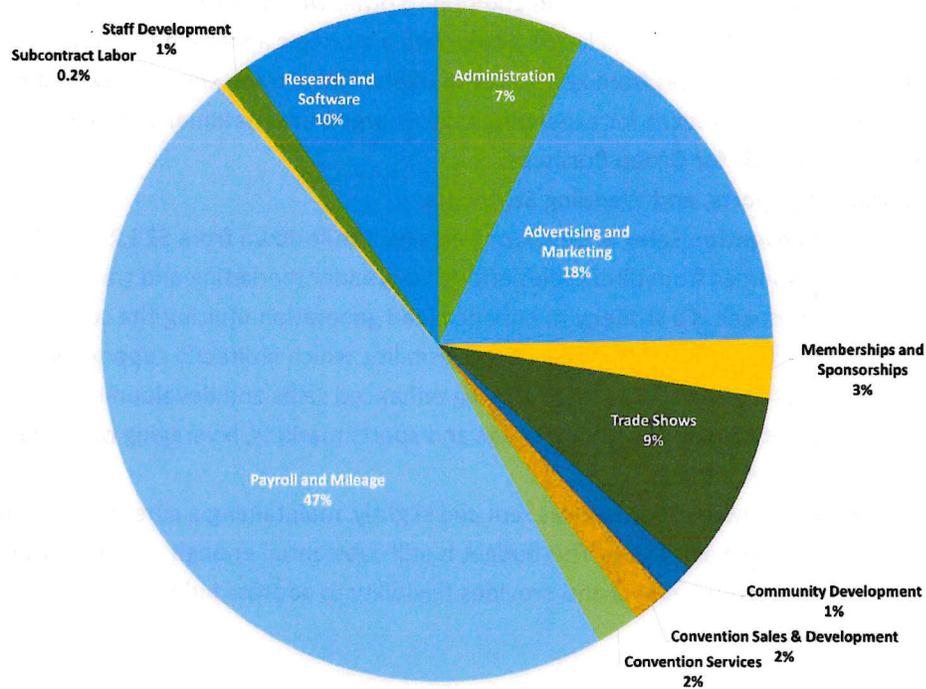
lgrcvb@lakegeorgechamber.com | 518-668-5755 | meetlakegeorge.com



Summary of Insights

The budget strategically prioritizes expanded **marketing and trade show presence, specifically in the group tour travel trade**, essential for the Lake George region's growth in the international/domestic travel trade and bus tour markets. By reallocating certain funds from direct sales and sponsorships, the budget supports a more impactful presence at industry events and bolsters brand recognition across the targeted group business markets. This resource allocation underscores the commitment to a collaborative approach with Warren County Tourism, while operational investments provide necessary foundational support to achieve these ambitious goals.

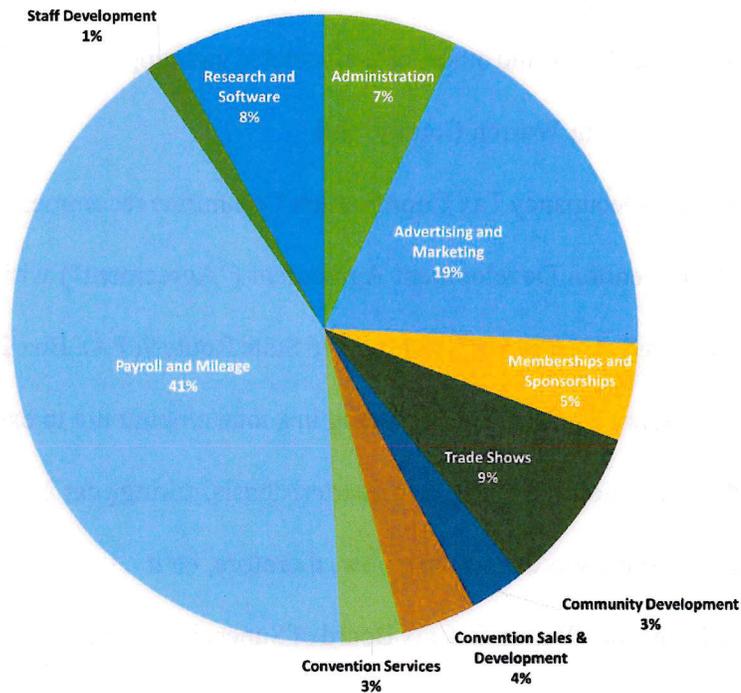
2025 Budget



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2024 Budget



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Warren County Board of Supervisors

RESOLUTION NO. 577 OF 2023

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

AUTHORIZING WARREN COUNTY TOURIST AND CONVENTION DEVELOPMENT AGREEMENT WITH THE LAKE GEORGE REGIONAL CONVENTION AND VISITORS BUREAU, INC. FOR OCCUPANCY TAX SPECIAL EVENT FUNDING

WHEREAS, Warren County established a program to provide funding for certain qualifying conventions, events, trade shows, and others directly related and supporting activities which develop tourism and convention activity within Warren County, and

WHEREAS, the Occupancy Tax Coordination Committee recommended that Warren County enter into a Tourist and Convention Development Agreement (“Agreement”) with the Lake George Regional Convention and Visitors Bureau, Inc. (“CVB”), 2176 State Route 9, P.O. Box 272, Lake George, New York 12845, wherein the County would provide funding in a total amount not to exceed Six Hundred Thousand Dollars (\$600,000) to be paid in advance, on a quarterly basis, during year 2024 as approved by the Tourism & Occupancy Tax Coordination Committee, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with the Lake George Regional Convention and Visitors Bureau, Inc. as outlined in the preambles of this resolution which includes submitting quarterly marketing reports to the Tourism Department with performance metrics, which report quarterly and year to date results, for review by the Tourism & Occupancy Tax Coordination Committee as a condition of receiving each quarterly payment for the year 2024, and in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0002 480.05, Tourism/Occupancy, Occupancy Tax, Tourism-Business Promotion.

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: November 19, 2024

- (a) Purpose of Request:
To authorize an agreement in an amount not to exceed \$65,000 with the Adirondack Regional Tourism Council for regional marketing services.

- (b) Details:
To continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking. Funding is matched by the New York State Matching Funds grant program.

- (c) Previous Resolution Number:
Resolution No. 93 of 2024

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.6417.0001 470 - Tourism-Contract not to exceed \$65,000

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 93 OF 2024

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

EXTENDING AGREEMENT WITH THE ADIRONDACK REGIONAL TOURISM COUNCIL, INC. FOR REGIONAL MARKETING SERVICES

RESOLVED, that Warren County continue the contractual relationship (the previous agreement being authorized by Resolution No. 92 of 2023), with the Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave., Suite 3, Lake Placid, New York 12946, for regional marketing services, including digital and social media, website, email marketing and mobile tracking, in an amount not to exceed Fifty-Two Thousand Three Hundred Ninety-Eight Dollars (\$52,398), for a term commencing January 1, 2024 and terminating December 31, 2024, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute said extension agreement in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract.

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: November 19, 2024

- (a) Purpose of Contract Change: **Extend existing contract with Rove Marketing, Inc. for the purchase and subscription of data sets and dashboard reporting**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **197 of 2024**
- (c) Name of Contractor: **Rove Marketing, Inc.**
- (d) Address of Contractor: **270 The Kingsway, PO Box 74513, Toronto, Ontario, Canada M9E 5E2**
- (e) Contractor's Contact Person and Telephone Number: **James Sauter, 1-877-573-6680, finance@rovemarketing.ca**
- (f) Commencement Date of Extension: **January 1, 2025**
- (g) Termination Date of Extension: **December 31, 2026**
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$32,675 per year**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Dashboard subscription in the amount of \$4,275 and Data Subscriptions in the amount of \$28,400 for a total annual amount of \$32,675 for the first and second 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.6417.0001 426 Subscriptions \$65,350**

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. 197 OF 2024

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

AMENDING RESOLUTION NO. 592 OF 2023, WHICH AUTHORIZED AN AGREEMENT WITH ROVE MARKETING, INC. FOR THE PURCHASE AND SUBSCRIPTION OF DATA SETS AND DASHBOARD REPORTING, TO INCORPORATE THE NOWCAST SUBSCRIPTION AND THE ADDITION OF 6 POI'S FOR THE MOBILE DATA PLATFORM

WHEREAS, pursuant to Resolution No. 592 of 2023, the Warren County Board of Supervisors authorized an agreement with ROVE Marketing, Inc., 270 The Kingsway, P.O. Box 74513, Toronto, Ontario, Canada M9E 5E2, for the purchase and subscription of data sets and dashboard reporting, in an amount not to exceed Twenty-Three Thousand Nine Hundred Fifty Dollars (\$23,950), for a term commencing upon execution by both parties and terminating December 31, 2024, and

WHEREAS, the Tourism & Occupancy Tax Coordination Committee has approved a request to incorporate the NowCast subscription and the addition of 6 POI's for the mobile data platform, in an amount not to exceed Five Thousand Six Hundred Dollars (\$5,600), now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an amendment agreement with ROVE Marketing, Inc. for the NowCast subscription and the addition of 6 POI's for the mobile data platform, in an amount not to exceed Five Thousand Six Hundred Dollars (\$5,600), in a form approved by the County Attorney, and be it further

RESOLVED, that other than the changes set forth herein, all other terms and conditions of Resolution No. 592 of 2023 will remain the same.

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

DATE: 11/19/24

- (a) Purpose of Request: to continue the contract with CoStar (STR) for hotel occupancy data

- (b) Details: Extend agreement with STR, LLC to provide hotel occupancy reports and rate data to Warren County

- (c) Previous Resolution Number: Resolution 55 of 2024

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0001 470, Tourism - Contract \$7,485

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION No. 55 OF 2024

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

EXTENDING AGREEMENT WITH STR, LLC TO PROVIDE HOTEL OCCUPANCY REPORTS AND RATE DATA TO WARREN COUNTY

RESOLVED, that Warren County continue the contractual relationship (the previous agreement being authorized by Resolution No. 93 of 2023), with STR, LLC, 735 East Main Street, Henderson, Tennessee 37075, in an amount not to exceed Five Thousand Nine Hundred Eighty-Eight Dollars (\$5,988) to provide hotel occupancy reports and rate data to Warren County, for a term commencing January 1, 2024 and terminating December 31, 2024, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute said extension agreement in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0001 470, Tourism/Occupancy, Tourism, Contract.

RESOLUTION REQUEST FORM NO. 10

Request for Transfer of Funds

TO: AMANDA ALLEN, CLERK, WARREN COUNTY BOARD OF SUPERVISORS

DEPARTMENT NAME: Tourism Department

SIGNED:

DATE: 11/19/24

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A6417.0001 130	Salaries - Part Time - Tourism	A6417.0001 120	Salaries - Overtime - Tourism	\$1,000

Please state reason for transfers requested:

To cover shortfall in overtime expenditures

CONTINGENT FUND TRANSFER REQUESTS

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A.1990 469	Contingent Account- Other Payments/Contributions			

Please state reason for transfer request:

Please file original request with Clerk of the Board and retain copy for your records.

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: NOVEMBER 19, 2024

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
STROUGH
RUNYON
BEAN
GERACI
STRAINER

COMMITTEE MEMBER ABSENT:

SUPERVISOR: CROCITTO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR
PAUL TACKETT, TOURISM COORDINATOR
JESSICA CARSON, FISCAL COORDINATOR
CHRISTINE NORTON, COUNTY TREASURER
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR

AMANDA ALLEN, CLERK OF THE BOARD

ROBERT TERWILLIGER, FIRST ASSISTANT COUNTY ATTORNEY

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS GILLIGAN

PATCHETT

TURNER

WILD

AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS FALLS

GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF COMMERCE & CVB

LUKE MOSSEAU, *THE POST STAR*

MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

*SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

Please note, the following contains a summarization of the November 19, 2024 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following links:

Warren County website - <https://warrencountyny.gov/mma>

Warren County's YouTube Channel - <https://www.youtube.com/watch?v=K8x3igYionM>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:41 a.m.

Motion was made by Mr. Bean, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agenda were distributed; a copy of the agenda is on file with the meeting minutes.

Privilege of the floor was extended to the following individuals who were in attendance to speak regarding the following Occupancy Tax Application requests:

- a. Pam Petteys, \$10, 250, Lake Luzerne Concerts and Food Truck.
- b. Erwin Morris, \$17,500, North Creek Ski Shuttle Service from businesses to Gore Mountain.
- c. Adam Baily, \$150,000, North Warren three-town regional branding.
- d. Silvia Smith, \$22,100, Town of Horicon Food Truck Fridays on the Pond.

Mr Bean exited the meeting at 10:58 a.m and returned to the meeting at 11:01 a.m.

- e. Dan Barusch, \$100,000, McPhillips Preserve at French Mountain park development.

- f. Joyce Reed, \$15,000, Town of Warrensburg's Holiday Spirit.
- g. Gina Mintzer, *Executive Director, Lake George Chamber of Commerce & CVB*, Lake George Regional Conventions and Visitor Bureau contract.
- h. City of Glens Falls, Mayor Collins, \$100,000, Application for event support.

Supervisor Wild spoke regarding occupancy tax funding applications.

The Committee jumped to the Discussion Items portion of the agenda which included Item b. review of the Treasurer's Report, a copy of which is on file with the minutes.

Moving on, a review of the Action Agenda/New Business portion of the agenda proceeded with the following requests:

- a. To approve the Occupancy Tax Funding request from the City of Glens Falls in the amount of \$100,000, to support existing and new events happening in Glens Falls in 2025.

Motion was made by Mr. Geraci, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To approve the request for the 2025 Adirondack Balloon Festival and the 2025 Lake George Winter Carnival to apply for funding greater than \$50,000. (Previous Resolution 461 of 2023) (Note: this request is for Committee consensus to entertain applications over the \$50,000 maximum request amount)

Motion was made by Ms. Runyon, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented.

- c. To award 2025 Special Events Occupancy Tax Funding in the amount of \$861,860, to fund those in the attached list in the agenda packet.

Motion was made by Mr. Strainer, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- d. To award 2025 Special Events Occupancy Tax Funding in the amount of \$314,850, to fund those in the attached list in the agenda packet.

Motion was made by Mr. Geraci, seconded by Mr. Bean and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- e. To extend the contract with Lake George Regional Conventions and Visitor Bureau for tourism sales and marketing activity related to meetings and events, sports, and group tours, for three years, to commence January 1, 2025 and terminate December 31, 2027. At a rate of \$650,000 per year. (Previous Resolution 577 of 2023)

Motion was made by Mr. Strough, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- f. To extend the agreement with the Adirondack Regional Tourism Council, in the amount of \$65,000 for regional marketing services. (Previous Resolution No. 93 of 2024)

Motion was made by Ms. Runyon, seconded by Mr. Strough and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- g. To award a contract with Broadcast Media/Social Media vendor for broadcast and digital media buying services. (This request was withdrawn.)
- h. To extend the existing contract with Rove Marketing, Inc., in the amount not to exceed \$32,657 per year for a Dashboard subscription in the amount of \$4,275 and Data subscription in the amount of \$28,400, to commence January 1, 2025 and terminate December 31, 2026.

Motion was made by Ms. Runyon, seconded by Mr. Geraci and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- i. To continue the contract with CoStar (STR) for hotel occupancy reports and rate data to Warren County, in the amount of \$7,485.

Motion was made by Mr. Strainer, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and the necessary resolution was authorized for the December 20th Board Meeting. *A copy of the resolution request form is on file with the minutes.*

- j. For a transfer of funds in the amount of \$1,000 from Budget Code A6417.0001 130, *Salaries - Part Time - Tourism*, to Budget Code A6417.0001 120, *Salaries - Overtime - Tourism*, to cover a shortfall in overtime expenditures.

Motion was made by Mr. Geraci, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Mr. Crocitto absent*) to approve the request as presented and refer same to the Finance & Budget Committee. *A copy of the resolution request form is on file with the minutes.*

Returning to review of the Discussion Items portion of the agenda, which included updates on the following:

- a. Tourism Director Report.
- b. Treasurers Report. Previously addressed.

Privilege of the floor and public comment was called for, but there was no one was wishing to speak.

Mr. Merlino announced he was not going to run for re-election in 2026 and he asked that for next year he be replaced as chair of the Tourism & Occupancy Tax Committee, noting he would remain on the Board until he was ready to retire.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mr. Strainer and seconded by Mr. Strough, Mr. Merlino declared the meeting adjourned at 11:51 a.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist



The 2025 Lake George Regional Convention & Visitors Bureau budget emphasizes a balanced approach, aligning with **Warren County Tourism (WCT)** to strengthen the Lake George region's presence in both **international and domestic travel trade markets** and to address the needs of **regional corporate, sports, and wedding group business**.

Key Areas of Alignment with WCT

1. Marketing and Trade Shows:

- **Marketing Budget:** Increased to \$72,500 from \$61,000, demonstrating a robust commitment to enhanced promotion efforts. This budget increase will likely cover targeted marketing campaigns and outreach activities in both international and domestic markets.
- **Trade Show Participation:** The trade show budget rose from \$51,500 to \$64,100, explicitly adding events like BienVenue in Montreal and in addition to other Northeast-based association and corporate trade show opportunities. This inclusion aligns with a strategic approach to capture more bus tour and group business opportunities from key feeder markets. These trade shows provide direct access to the bus tour market, a primary focus for expanding Lake George's international and regional appeal.

2. Industry-Specific Needs for Group Business:

- **Corporate, Sports, and Wedding Segments:**
 - **Convention Sales & Development** saw a shift down from \$23,275 to \$16,000, reallocating resources from direct sales efforts to broader marketing and trade show initiatives. This approach is a strategy to enhance lead generation utilizing the contacts that we have gained over the last several years and brand visibility, which indirectly supports group business growth in these sectors. We are continuing enhanced sales and development activities through a statewide grant initiative in the meetings and sports markets, leveraging our visibility with less financial budget impact.
 - **Convention Services** was reduced slightly, maintaining a core focus on support while optimizing resource allocation. This budget is still substantial enough to meet essential service needs for large group events and provides flexibility to address industry-specific requirements as they arise.

Operational and Foundational Support

- **Memberships and Community Development:** The budget for memberships increased from \$5,000 to \$8,200 to include tourism associations, strengthening partnerships with broader networks. Community development funds were adjusted to \$10,000, supporting phased development in alignment with international tourism goals and support of hosting statewide tourism meetings.

PO Box 272, Lake George, NY 12845

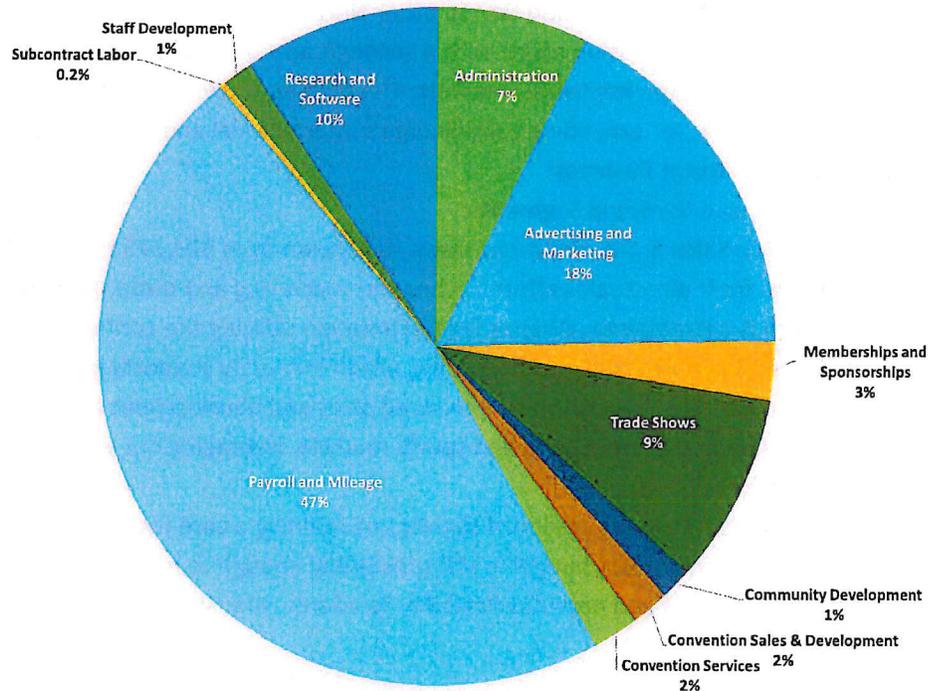
lgrcvb@lakegeorgechamber.com | 518-668-5755 | meetlakegeorge.com



Summary of Insights

The budget strategically prioritizes expanded **marketing and trade show presence, specifically in the group tour travel trade**, essential for the Lake George region's growth in the international/domestic travel trade and bus tour markets. By reallocating certain funds from direct sales and sponsorships, the budget supports a more impactful presence at industry events and bolsters brand recognition across the targeted group business markets. This resource allocation underscores the commitment to a collaborative approach with Warren County Tourism, while operational investments provide necessary foundational support to achieve these ambitious goals.

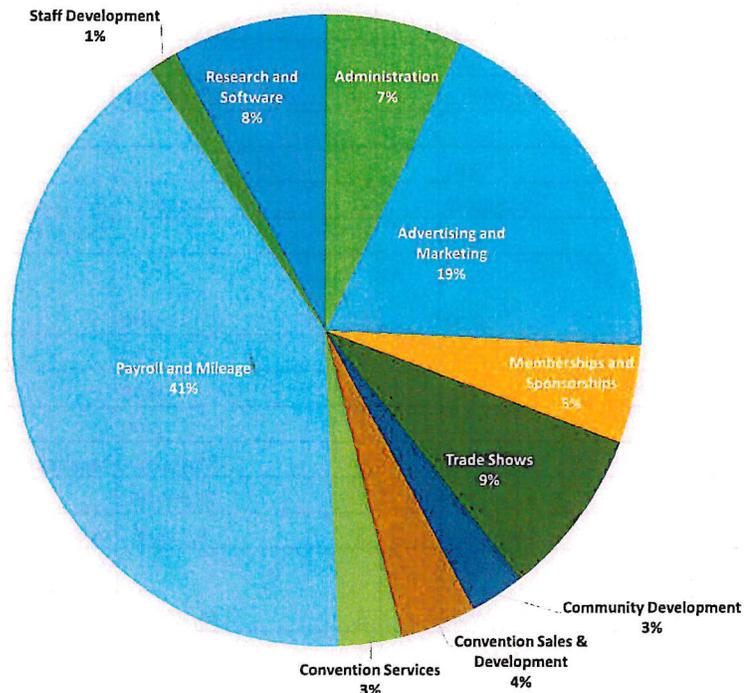
2025 Budget



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lgrcvb@lakegeorgechamber.com | 518-668-5755 | meetlakegeorge.com

2024 Budget



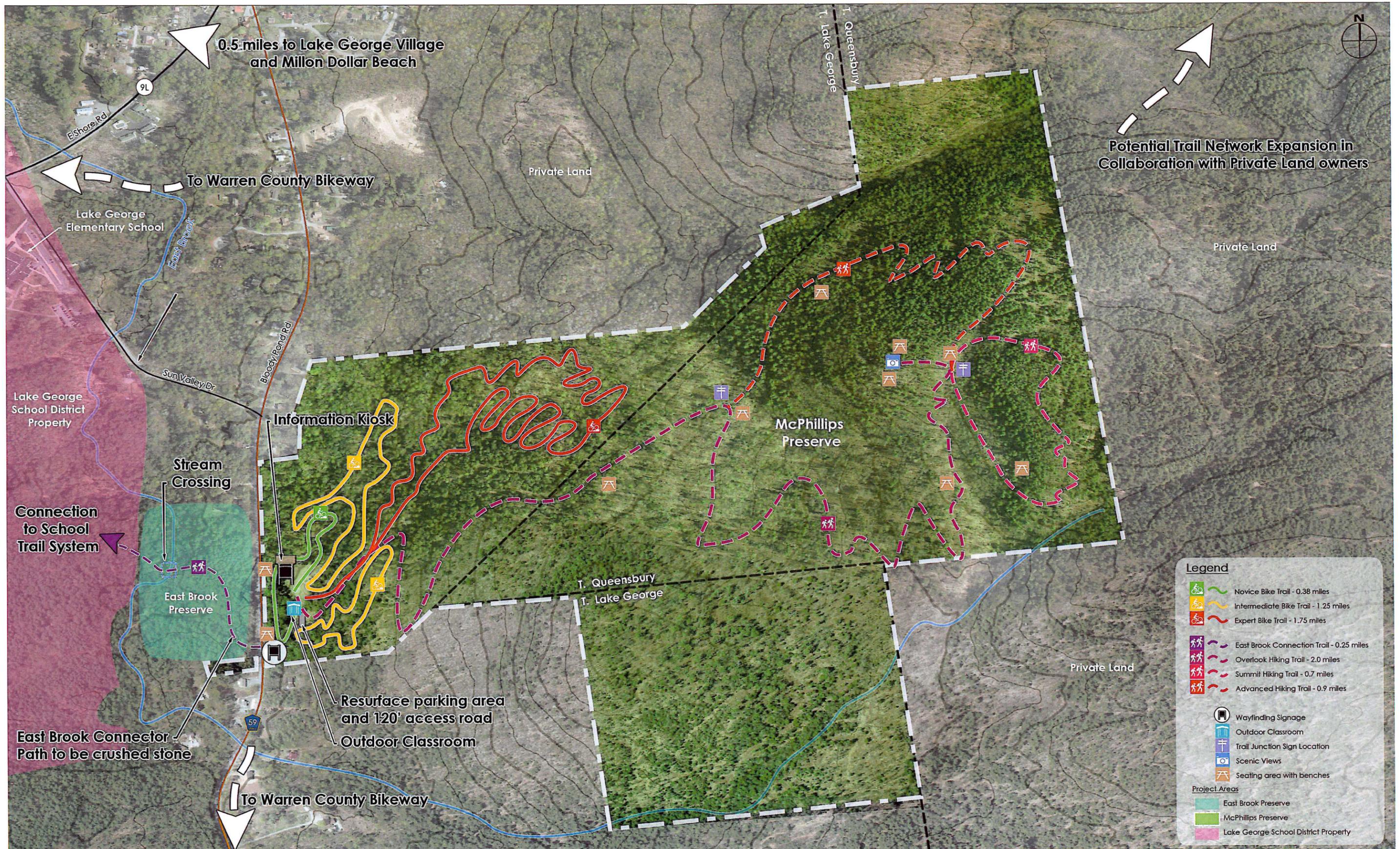
PO Box 272, Lake George, NY 12845

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2025 LGRCVB BUDGET FINAL

Account	2024 Budget	2025 Budget DRAFT	Notes
Income			
Contract Revenue- Warren CO	\$ 600,000.00	\$ 650,000.00	
Miscellaneous	\$ 0.00		
Total for Income	\$ 600,000.00	\$ 650,000.00	
Expenses			
CVB Contract Expenses	\$ 0.00		
Administration	\$ 41,500.00	\$ 46,110.00	Bookkeeping/reporting/office supplies, tax return prep
Contract Administration	\$ 0.00		Shared technology platforms- All consolidated
Office/General Expenses	\$ 0.00	\$ 0.00	
Office/General Expenses	\$ 0.00	\$ 0.00	
Office Rent/Equipment	\$ 0.00	\$ 0.00	
Phone/Internet	\$ 0.00	\$ 0.00	
Advertising	\$ 52,000.00	\$ 50,460.00	Most hits in Q4 for both buys/pre-buys
Marketing	\$ 61,000.00	\$ 72,500.00	
Memberships	\$ 5,000.00	\$ 8,200.00	Added GT Assns
Trade Shows	\$ 51,500.00	\$ 64,100.00	Added BienVenue (Montreal-GT), GovBuy (Capital Region-Mtg), Adk Sports Expos, Cvent, Conference Direct; cut Connect
Sponsorships	\$ 25,000.00	\$ 10,000.00	
Community Development	\$ 17,000.00	\$ 10,000.00	Monies split 2024-2025 budgets for Intl Tourism
Conv Sales & Development	\$ 23,275.00	\$ 16,000.00	
Convention Services	\$ 19,000.00	\$ 13,900.00	
CVB Gross Payroll	\$ 243,550.00	\$ 251,540.00	2024 budget included fringe/taxes/payroll service-less staff out on maternity leave/staff changes
Payroll Taxes	\$ 0.00	\$ 24,900.00	
Fringe Benefits	\$ 0.00	\$ 21,050.00	new/additional staff insurance
Employee Benefits	\$ 0.00	\$ 500.00	EAP
Payroll Service	\$ 0.00	\$ 770.00	
Subcontract Labor	\$ 0.00	\$ 1,770.00	HR
Staff Development	\$ 9,000.00	\$ 9,000.00	Destinations International / Crowdriff
Mileage	\$ 4,000.00	\$ 5,000.00	
Research	\$ 32,000.00	\$ 25,000.00	
Economic Impact Calculator	\$ 6,275.00	\$ 6,000.00	
Simpleview	\$ 9,900.00	\$ 13,200.00	additional users added for staff/API website feeds/annual 3 year contract increase
Total for Expenses	\$ 600,000.00	\$ 650,000.00	





Welcome to New York's
Capital of Outdoor Adventure:

The
**NORTH WARREN
REGION**

THE PROBLEM

**No branding + No signage =
NO AWARENESS**

A lack of deliberate placemaking creates confusion, leading to below-average visitation of Brant Lake, Chestertown, and North Creek.



NEGATIVE EFFECTS

Visitors not finding North Warren Region.

Losing out to Essex Co., less area investment, and viable businesses become less so as people go elsewhere.



THE SOLUTION

Brand Together.

Strengthen County tourism by adding a destination-within-a-destination, which promises more to explore.



THE PLAYERS

- **Chester** (Chestertown)
- **Horicon** (Brant Lake)
- **Johnsburg** (North Creek)

Key assets: Ski area, trails, mountains, lakes, quaint downtowns, rivers, firetowers, lodging.



WHY DO THIS?

Impressions. Awareness. Earned Media.

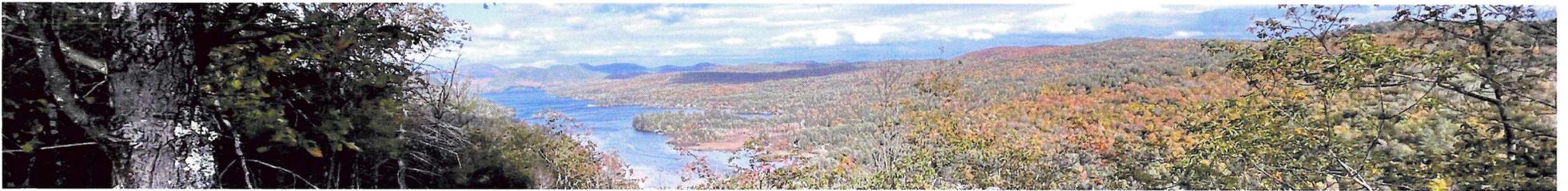
People want to discover new experiences!
By presenting a compelling brand, the North
Warren Region will attract visitors and extend
time and \$ spent in the region.



AREA STUDY

**An abundance of
adventure and allure is there.**

Visitors don't realize this.



CATEGORY #3: COMMUNITIES

GOAL #11: Hamlets and downtown districts see increased community and economic benefit from outdoor recreation activity.

ACTION AREA 11A: Make hamlets and downtown districts the hubs of outdoor recreation experiences and travel.

OUTDOOR ECONOMY PILLARS: INFRASTRUCTURE / ASSETS + BUSINESSES + COMMUNITIES

Involved Parties	Core County Actions	Strategies
Warren County, Municipalities, Chambers of Commerce	<ul style="list-style-type: none"> • Coordination • Planning & Technical Assistance 	<ul style="list-style-type: none"> • Establish physical connections between hamlets/downtowns and nearby recreation offerings, including wayfinding signage (Action Area 1B). • Establish and advertise in-town parking options. • Promote/advertise seamless recreation experiences involving outdoor activities and in-town food, beverage, and accommodations. • Offer community events that start and end in-town in partnership with local businesses. • Encourage the development of anchor businesses in hamlets and downtown districts, such as breweries, bakeries, and small hotels.



STRATEGY

Introduce a credible and guaranteed good time.

Create an exciting brand, wayfinding signage, engaging website, and a digital footprint.

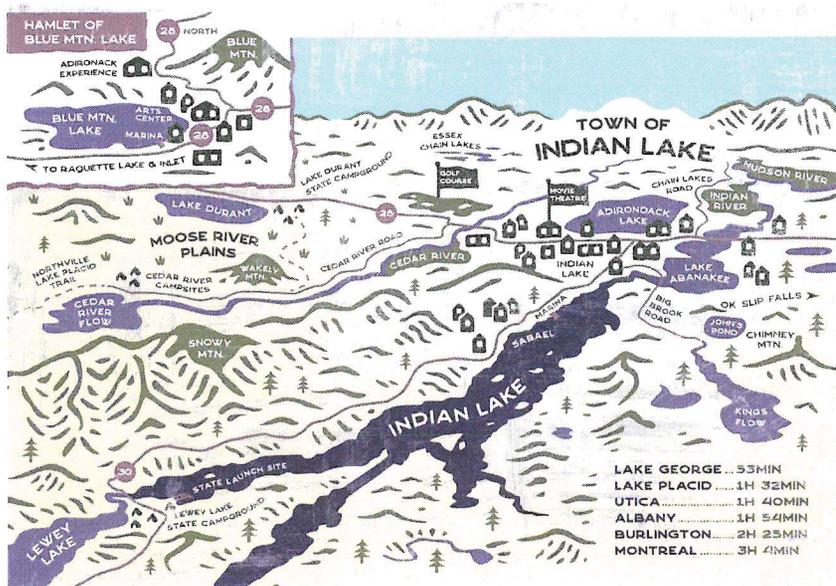


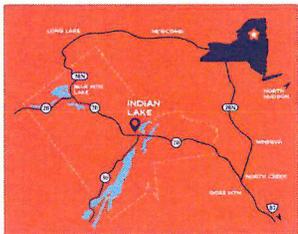
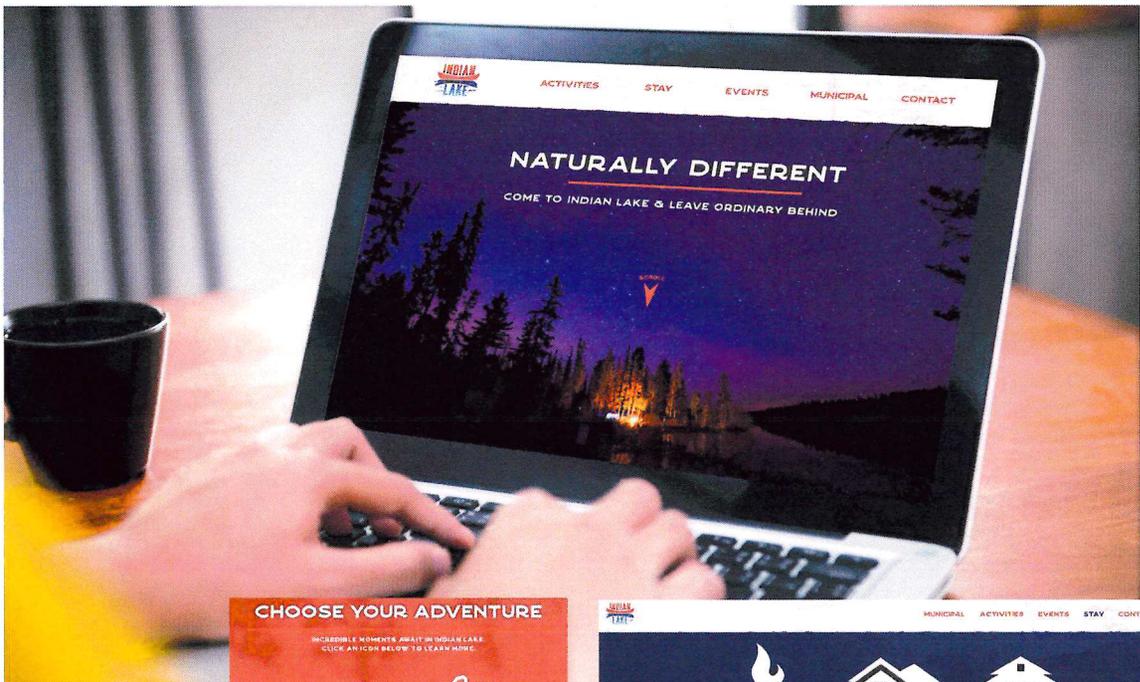


CREATE

INDIAN LAKE^{NY}







CHOOSE YOUR ADVENTURE

INCREDIBLE MOMENTS AWAIT IN INDIAN LAKE
CLICK AN ICON BELOW TO LEARN MORE



EXPLORE



SHOP



BIKE



FISH

INDIAN LAKE

MUNICIPAL ACTIVITIES EVENTS STAY CONTACT



CAMP



LODGE



RESORT

BE SURE TO BOOK WELL IN ADVANCE OF YOUR STAY. CAMPSITES, ROOMS, AND LODGES FILL UP QUICK!

EXPERT TIP:

INDIAN LAKE | **TOWN OF INDIAN LAKE**

25-554-3800 | 25 Prince Street, Box 750 | Indian Lake, BC V2Y 1R1

SIGN UP FOR OUR NEWSLETTER

Big changes are coming to Indian Lake in 2021 — stay tuned!

INDIAN LAKE

MUNICIPAL
ACTIVITIES
EVENTS
STAY
CONTACT

NATURALLY DIFFERENT

COME TO INDIAN LAKE & LEAVE ORDINARY BEHIND

SCROLL

The macron over the Ō starts the long “oh” sound, houses the subtitle, and becomes the abbreviated profile, titled the *Standing O*

Upward crescendo represents an aspirational and vibrant community, its future growth, and a nod to the surrounding hills

Customized typeface and its variation in shape represents the City’s quirky nature, frequently mentioned in focus groups



Color breaks up the syllables to help pronunciation and represents the area’s colleges, hills, and the Susquehanna River

Phonetic pronunciation of “on to” highlights the brand’s casual nature and reinforces the City’s name



ONEONTA
City of the Hills

↑ Hartwick College
SUNY Oneonta
Oneonta High School
Job Corps
Oneonta Airport

← Historic Downtown
Ball Park

← Hartwick College
SUNY Oneonta
Oneonta High School

→ Job Corps
Oneonta Airport

ONEONTA
City of the Hills

WELCOME TO

ONEONTA
City of the Hills

FOF
Future of Oneonta
Foundation Inc.

WELCOME TO

ONEONTA
City of the Hills

FOF

P
Public Parking
→

P Public Parking

ONEONTA
City of the Hills

Wayfinding

Gateway

Parking

POSITIVE EFFECTS

The value of Warren County as a destination increases.

When one community thrives, the neighboring communities have a greater prospect of thriving as well. Build enthusiasm amid locals and visitors alike.



COMPETITION

Keep up with the Joneses.

 ADIRONDACK HUB Lodging What to Do Events Outdoors Plan Our Towns Live

The Adirondack Hub is ... your next getaway

In the Adirondack Hub, we're proud of our long history of combining epic [adventure](#) with our small and mighty creative arts communities. The Adirondack Hub boasts some of New York's best [fall](#) scenery, rugged [wilderness](#), hikeable forested mountaintops, and an extraordinary network of interconnected trails. From paddling and cycling to historic sites and renowned music, there are plenty of reasons to make the Adirondack Hub your next destination!

The charming villages of [Newcomb](#), [North Hudson](#), [Minerva](#), and [Schroon Lake](#) welcome you to experience fall foliage from a new perspective, where you'll discover a variety of seasonal activities and planned [events](#), cozy and comfortable [lodging](#), [restaurants](#) serving up creative, tasty meals, [breweries](#) creating the area's best drinks, and [local shops](#) brimming with delightful and unique items.

Experience a little or a lot of the Adirondack's best in the Adirondack Hub, your perfect basecamp for adventure!

Our Towns

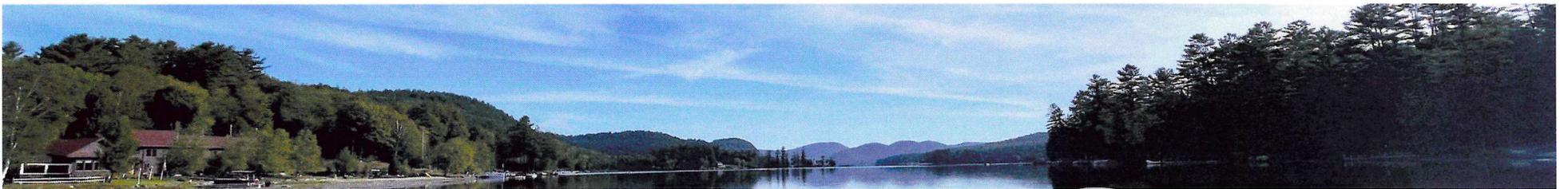
 MINERVA  NEWCOMB  NORTH HUDSON  SCHROON LAKE



THE NORTH WARREN REGION IS READY

Placemaking is investing in the future.

The success of the North Warren Region will also be the success of Warren County.



Occupancy Tax Available Balance
as of 10/31/2024

Occupancy Tax Reserve \$ 3,886,445.44
Minimum Reserves -\$1,500,000.00

\$ 2,386,445.44

3-Month Revenue Projection

November \$ 300,000.00
December \$ 600,000.00
January \$ 600,000.00 **\$ 1,500,000.00**

3-Month Expenditures Projection

November \$ 780,111.00
December \$ 560,111.00
December \$ 581,100.00 **\$1,921,322.00**

Revenue Projection - Expenditure Projection: **\$ (421,322.00)**

Occupancy Tax Available Balance **\$ 1,965,123.44**