



**Occupancy Tax Coordination Committee
AGENDA
January 21, 2025**

Committee Members: CROCITTO, Runyon, Patchett, Gilligan, Etu, Thomas, Merlino

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 Crocitto.
- II. Motion to approve minutes of the November 19, 2024 Tourism & Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To allocate funds in the amount of \$100,000 from A881.00 Tourism-Occupancy Tax Reserve, to A.6417.002.480.08 Occupancy Tax – Civic Center Capital Costs.
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.
 - b. **Resolution Request:** To authorize a five-year extension of the Warren County Tourist and Convention Development Agreement with the Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding in the amount of \$250,000 to be paid each year in quarterly installments of \$62,500.
Rationale: To continue contract obligations for another five years.
 - c. **Resolution Request:** To authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within The Lake George Visitor Center, a New York State-designated Tourist Information Center.
Rationale: To continue contract obligations for another year at a cost of \$25,000.
 - d. **Resolution Request:** To authorize extension of the contract with Loud Media, LLC for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM) at a cost not to exceed \$24,000.
Rationale: To continue successful collaboration, with an option to extend contract for an additional three years.

- V. Discussion Items:
 - a. Heather Bagshaw, Tourism Department Overview
 - b. Gina Mintzer, Presentation of Lake George Regional CVB Fourth Quarter report
 - c. Jesse Jackson and Ed Larkin, Presentation of Lake George TV Year in Review report
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
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Attachment #1: Resolution Form 20 Allocation of Funds from Occupancy Tax Reserve to fund Civic Center Capital Costs

Attachment #2: Resolution 419 of 2024

Attachment #3: Resolution Form 4 Extend contract with Civic Center Coalition for Special Events funding

Attachment #4: Resolution 574 of 2023

Attachment #5: Resolution Form 20 Extend intermunicipal agreement with Village of Lake George for promotion space in Lake George Visitor Center

Attachment #6: Resolution 575 of 2023

Attachment #7: Resolution Form 4 Extend contract with Loud Media for weekly Warren County radio features

Attachment #8: Resolution 54 of 2024

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: January 21, 2025

- (a) Purpose of Request: **To allocate \$100,000 from A 881.00 Occupancy Tax Reserve to A.6417.0002.480.08 Occupancy Tax - Civic Center Capital Costs**
- (b) Details: **Per Resolution 419 of 2024, contract for Capital Costs was approved at the November 15, 2024 Board of Supervisors meeting.**
- (c) Previous Resolution Number: **419 of 2024**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A 881.00 Occupancy Tax Reserve \$100,000**
Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 419 OF 2024

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

AUTHORIZING AGREEMENT WITH THE ADIRONDACK CIVIC CENTER COALITION, INC. 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 Director of Tourism requested, and the Tourism & Occupancy Tax Coordination Committee approved, to enter into an agreement with the Adirondack Civic Center Coalition, Inc. 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 Tourism & Occupancy Tax Coordination Committee has received funding request 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, 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 Adirondack Civic Center Coalition, Inc., 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, 2025 upon receipt of a fully executed agreement.

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: January 21, 2025

- (a) Purpose of Contract Change: **To extend agreement with Adirondack Civic Center Coalition, Inc. for Occupancy Tax Special Event Funding**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **574 of 2023**
- (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, 518-798-0366**
- (f) Commencement Date of Extension: **At execution of contract**
- (g) Termination Date of Extension: **December 31, 2025 with the option for two (2) additional one (1) year terms**
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$250,000 annually**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Quarterly payments of \$62,500 each**
- (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 480.02 - Civic Center Promotion****

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

*as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 574 OF 2023

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

**AUTHORIZING WARREN COUNTY TOURIST AND
CONVENTION DEVELOPMENT AGREEMENT WITH
THE ADIRONDACK CIVIC CENTER COALITION, 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 has recommended that Warren County enter into a Tourist and Convention Development Agreement (“Agreement”) with the Adirondack Civic Center Coalition, Inc. (“Coalition”), 1 Civic Center Plaza, Glens Falls, New York 12801, wherein the County would provide funding in a total amount not to exceed Two Hundred Fifty Thousand Dollars (\$250,000) to be paid out in quarterly increments for year 2024, 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 Adirondack Civic Center Coalition, Inc., as outlined in the preambles of this resolution which includes submitting quarterly marketing and event reports to the Tourism Department with performance metrics, which report quarterly and year to date results, for review by the 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 480.02, Tourism/Occupancy, Occupancy Tax, Tourism - Convention Event Development Fund.

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)

DATE: 01/21/2025

- (a) Purpose of Request: to authorize continuation of the intermunicipal agreement with the Village of Lake George to provide funding for promotion space within The Lake Geroge Visitor Center, a New York State designated Tourist Information Center.

- (b) Details: Existing contract expired December 31, 2024

- (c) Previous Resolution Number: Res# 575 of 2023

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480.05 - Tourism-Business Promotion \$25,000

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION No. 575 OF 2023

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

AUTHORIZING CONTINUATION OF THE INTERMUNICIPAL AGREEMENT WITH THE VILLAGE OF LAKE GEORGE TO PROVIDE FUNDING FOR PROMOTION SPACE WITHIN THE LAKE GEORGE VISITOR CENTER

WHEREAS, Resolution No. 638 of 2022 authorized continuation of an intermunicipal agreement with the Village of Lake George for promotional space within the Lake George Visitor Center, for a term commencing January 1, 2023 and terminating December 31, 2023, for an amount not to exceed Twenty-Five Thousand Dollars (\$25,000), and

WHEREAS, the Occupancy Tax Coordination Committee approved a request to continue this agreement for a term commencing January 1, 2024 and terminating December 31, 2024, upon the same terms and conditions as previously authorized, now, therefore be it

RESOLVED, that the Chair of the Board of Supervisors be, and hereby is, authorized to execute an agreement consistent with the terms and provisions of this resolution and in a form approved by the County Attorney, and be it further

RESOLVED, that the funding for the agreement authorized herein shall be paid from Budget Code A.6417.0002 480.05 - Tourism/Occupancy, Occupancy Tax, Tourism-Business Promotion, upon receipt of a verified voucher in the amount authorized above.

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism Department

DATE: 01/21/2025

- (a) Purpose of Contract Change: **To extend contract for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM)**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **Resolution No. 54 of 2024**
- (c) Name of Contractor: **Loud Media LLC**
- (d) Address of Contractor: **34 Congress Street Suite103
Saratoga Springs, NY 12866**
- (e) Contractor's Contact Person and Telephone Number: **Ricki Lee 518-933-2000**
- (f) Commencement Date of Extension: **02/28/2025**
- (g) Termination Date of Extension: **02/27/2026, with option for renewal for three additional years**
- (h) Payment Provisions:
 - i) lump sum amount **\$24,000**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$24,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Monthly**)
- (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 - \$24,000**

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. 54 OF 2024

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

AUTHORIZING EXTENSION OF AGREEMENT WITH LOUD MEDIA, LLC FOR TOURISM REVITALIZATION AND REJUVENATION SERVICES (WC 33-22)

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an extension agreement (previous contract authorized by Resolution No. 80 of 2023) with Loud Media, LLC, 34 Congress Street, Suite 103, Saratoga Springs, New York 12866, for Tourism Revitalization and Rejuvenation Services, to create a weekly Warren County radio feature that airs two times daily during prime listenership (7:20 a.m. and 5:20 p.m.) (WC 33-22), in an amount not to exceed Twenty-Four Thousand Dollars (\$24,000), for a term commencing February 28, 2024 and terminating February 27, 2025, with the option for two (2) additional one (1) year terms, upon the same terms and conditions and upon mutual agreement by both parties, 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.