



**Occupancy Tax Coordination Committee
AGENDA
February 27, 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 January 21, 2025 Occupancy Tax Coordination Committee meeting and the February 10, 2025 Special Meeting of the Occupancy Tax Coordination Committee.
 - III. Privilege of the floor and public comment
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To extend existing contract with Rittner's Performing Arts Company for two months to complete the History on the Road TV series and amend the number of episodes from 11 to 7.
Rationale: Project post-production work incomplete by original contract termination date of March 15, 2025 and vendor requests two additional months. Number of episodes was not specified in original application.
 - V. Discussion Items:
 - a. Heather Bagshaw, Tourism Department Overview
 - b. Christine Norton, Treasurer 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 Request Form No. 4 Extend and amend contract with Rittner's Performing Arts Company

Attachment #2: Resolution 92 of 2024

Attachment #3: Lake George TV Handout

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism Department

DATE: 02/27/2025

- (a) Purpose of Contract Change: **Extend contract for two months and amend number of episodes in existing contract from 11 to 7.**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **92 of 2024**
- (c) Name of Contractor: **Rittner's Performing Arts Company, History on the Road TV series**
- (d) Address of Contractor: **835 Central Avenue, Schenectady, NY 12309**
- (e) Contractor's Contact Person and Telephone Number: **Don Rittner, 518-378-9256**
- (f) Commencement Date of Extension: **03/15/2025**
- (g) Termination Date of Extension: **05/15/2025**
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$15,250**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Payment plan will follow the schedule below:**
\$11,250 at completion of pre-production work PAID
\$9,900 at completion of production work PAID
\$15,250 at completion of post-production work
- (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: \$15,250 to Warren County Projects (A6417.0002 480.04)**

**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. 92 OF 2024

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

AUTHORIZING AGREEMENT WITH RITTNER'S PERFORMING ARTS COMPANY TO CREATE AN 11-EPIISODE VIDEO SERIES CALLED "WARREN COUNTY HISTORY ADVENTURES" THAT WILL BE FEATURED ON THE HISTORY ON THE ROAD PROGRAM FOR THE TOURISM DEPARTMENT

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to enter into an agreement with Rittner's Performing Arts Company, 835 Central Avenue, Schenectady, New York 12309, to create an 11-episode video series called "Warren County History Adventures" that will be featured on the History on the Road program, for a term commencing March 16, 2024 and terminating March 15, 2025, for an amount not to exceed Thirty-Six Thousand Four Hundred Dollars (\$36,400), to be paid as follows:

PAYMENT DUE	AMOUNT
Completion of pre-production work	\$11,250.00
Completion of production work	\$ 9,900.00
Completion of post-production work	\$15,250.00

in a form approved by the County Attorney, and be it further

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

LGTV Year 2 Metrics Summary

- 1054% Growth in Reach
- 827% Growth in Platform Visitors
- 490% Growth in Visitor Content Views
- 689% Growth in Visitor Content Play Time
- 90% of Platform Visitors in 3-4 Hour Tourism Radius
- 157% Growth & Exceeded Goals for Partner Participation
- 682% Growth in Visitors Driven to Businesses

LGTV 2.0 Platform Upgrades

- Launched Amazon Fire TV App - *adds 250 million potential visitors to platform*
- Created LGTV Video Loops - *for Member Channels & non-category videos*
- Enabled LGTV Platform Embeds - *delivers interactive experience & boosts visitor engagement for 3rd party websites with no strain on website*
- LGTV is Everywhere - *24/7, 365, physical presence, smart devices, mobile apps*

Testimonials

- ❖ "Fantastic- thank you for helping us!" *Julia Johnson, Gore Mountain*
- ❖ "Thanks LakeGeorgeTV, this is awesome!!! Appreciate the additional advertising!" *Candice Murray, Tannery Pond Center*
- ❖ "Thank you so much for doing this for us! WE love it!" *Denise Geiger, Emerson House*
- ❖ "On behalf of ARK and The Nationals Committee I'd like to thank Lake George TV, Supervisor Crocitto, and Warren County Board of Supervisors for being so supportive of our show, local community and business. Great way to promote the show." *Bill Antalek, Adirondack Nationals*
- ❖ "Awesome! Thank you!!!" *Rob Lippolis, Adirondack Thunder*
- ❖ "thank you so much for adding my content to LGTV!!!" *Vito Caselnova, True North Boat Tours*
- ❖ "Fantastic, thanks so much! We appreciate your help getting word out." *Kyle Massa, Special Olympics*
- ❖ "I'd like to thank Warren County for seeing the value in the LGTV platform. What a great way to help promote our events, attractions and local businesses." *Theresa Whalen, Warrensburg Beautification*
- ❖ "I appreciate everything you did - getting a lot of compliments" *Peter Ruggiero, Ruggiero Stables*
- ❖ "Sweet!" *Matt Parobeck, becks TAVERN & Gore Mountain Lodge*
- ❖ "Our recent stay at Fort William Henry Hotel in Lake George was nothing short of spectacular. One of the highlights was winning tickets to the Adirondack Wine & Food Festival. We were thrilled to receive a gift card to Café Verro. It was a trip we will cherish for a long time. We thank Lake George.TV and their partners for this opportunity!" *Andy, Winner of Grape Escape Giveaway*