



**Occupancy Tax Coordination Committee  
AGENDA  
August 19, 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.*

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- I. Committee meeting called to order by Chairman Crocitto.
- II. Motion to approve minutes of the July 21, 2025 Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
  - a. **Resolution Request:** To approve funding of annual signature events and amounts to be awarded for three consecutive years starting in 2026.  
**Rationale:** To support annual signature events with the following award amounts:

\$100,000.00	Adirondack Balloon Festival
\$75,000.00	Lake George Winter Carnival
\$60,000.00	World's Largest Garage Sale
\$50,000.00	Adirondack Nationals Car Show
<u>\$50,000.00</u>	<u>Americade Motorcycle Rally</u>
<b>\$335,000.00</b>	<b>Total for signature events</b>
  - b. **Resolution Request:** Authorization to appropriate \$664,675.36 from A 881.00 Occupancy Tax Reserve.  
**Rationale:** To fund the following items previously approved by the Warren County Board of Supervisors:

\$364,850.00	Municipal Application Funding for 2025
\$159,238.00	Special Events Funding for 2025
\$67,071.00	Travel Guide
\$58,516.36	Payments to Towns (25%)
<u>\$15,000.00</u>	<u>Annual Contracts (Lake George Event Manager)</u>
<b>\$664,675.36</b>	<b>Total Appropriation</b>

- c. **Resolution Request:** Authorization to approve \$7,500 for September NYSTIA conference.  
**Rationale:** To fund sponsorship of the New York State Tourism Industry Association (NYSTIA) 2025 Tourism Excellence Awards & Summit September 10-12, 2025 at the Fort William Henry Conference Center.
- d. **Resolution Request:** Authorization to appropriate \$7,500.00 from A 881.00 Occupancy Tax Reserve.  
**Rationale:** To fund sponsorship of the New York State Tourism Industry Association (NYSTIA) 2025 Tourism Excellence Awards and Summit.
- e. **Resolution Request:** To revise language of Continuing Resolution 503 of 2007.  
**Rationale:** To correct language in Paragraph 8 of resolution from 1% to read a total of 25% of annual Occupancy Tax collections will be directed to Warren County municipalities.

V. Discussion Items:

- a. Heather Bagshaw – Cash Flow Report
- b. Christine Norton – Treasurer Report
- c. Jeff Mead – Harding Mazzotti Arena Update
- d. Jesse Jackson, Ed Larkin – Lake George TV Quarterly Overview

VI. Referrals: None

VII. Privilege of the floor and public comment

VIII. Motion to adjourn

**Attachment #1:** Resolution Request Form 20 Continuing Resolution for 2026-2028 Signature Events

**Attachment #2:** Resolution Request Form 20 Appropriation of funds from Occupancy Tax Reserve

**Attachment #3:** Resolution 478 of 2024

**Attachment #4:** Resolution 82 of 2023

**Attachment #5:** Resolution 193 of 2025

**Attachment #6:** Cenergy Creative Contract

**Attachment #7:** Resolution 503 of 2007

**Attachment #8:** Resolution 214 of 2025

**Attachment #9:** Resolution Request Form 20 Authorize funds to sponsor NYSTIA conference

**Attachment #10:** NYSTIA Sponsorship Agreement

**Attachment #11:** Resolution Request Form 20 Appropriation of funds from Occupancy Tax Reserve

**Attachment #12:** Resolution Request Form 20 Revising Language of Resolution 150 of 2005

**Attachment #13:** Resolution 150 of 2005

**Attachment #14:** Resolution 503 of 2007

**Attachment #15:** Tourism Cash Flow Report (Ledger spreadsheet at back of packet)

**Attachment #16:** Treasurer Report

**Attachment #17:** Harding Mazzotti Arena Report

**Attachment #18:** Lake George TV Quarterly Overview

# ***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: August 19, 2025**

- (a) Purpose of Request: **To approve funding of annual signature events and amounts to be awarded for three consecutive years starting in 2026.**
  
- (b) Details: **To support annual signature events with the following award amounts:**
  - \$100,000.00 Adirondack Balloon Festival**
  - \$75,000.00 Lake George Winter Carnival**
  - \$60,000.00 World's Largest Garage Sale**
  - \$50,000.00 Adirondack Nationals Car Show**
  - \$50,000.00 Americade Motorcycle Rally**
  
- (c) Previous Resolution Number: **None**
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **\$335,000.00 A.6417.0002.480.09 Tourism - Signature Events**

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

\* as listed in budget and LOGOS



# **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: August 19, 2025**

- (a) Purpose of Request: **To appropriate \$664,675.36 from A 881.00 Occupancy Tax Reserve to the following line items:**  
**\$364,850.00 - A.6417.0002.469.05 Municipal Application Funding**  
**\$159,238.00 - A.6417.0002.480 Special Events Funding**  
**\$ 67,071.00 - A.6417.0001.470 Travel Guide**  
**\$ 58,516.36 - A.6417.0002.469 Payments to Towns (25%)**  
**\$ 15,000.00 - A.6417.0002.480.05 Annual Contracts (Lake George Event Mgr)**
- (b) Details: **To cover the cost of funding previously approved by the Warren County Board of Supervisors in accordance with the resolutions listed below**
- (c) Previous Resolution Number:  
**478 of 2024 - A.6417.0002.469.05 Municipal Application Funding**  
**478 of 2024 - A.6417.0002.480 Special Events Funding**  
**82 of 2023 - A.6417.0002.480 Special Events Funding - Up Yonda Farm**  
**193 of 2025 - A.6417.0001.470 Tourism/Occupancy, Tourism, Contract**  
**503 of 2007 - A.6417.0002.469 Payments to Towns (25%)**  
**214 of 2025 - A.6417.0002.480.05 Annual Contracts (Lake George Event Mgr)**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A 881.00 Occupancy Tax Reserve \$664,675.36**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

## RESOLUTION NO. 478 OF 2024

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

**AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2025 OCCUPANCY TAX REVENUES, TO AUTHORIZE AGREEMENTS AND FUNDING FOR SAME**

WHEREAS, at their November 19, 2024 meeting the Tourism & Occupancy Tax Coordination Committee considered written applications from certain applicants as listed on the attached “Schedule A” for 2025 occupancy tax funding and approved special event and municipal event funding requests, now, therefore, be it

RESOLVED, that Warren County enter into the standard form Warren County Tourist and Convention Development Agreement with certain applicants as listed on the attached “Schedule A” with each agreement to be in a form approved by the County Attorney, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute the agreements identified herein and that the funds will be expended from Budget Code A.6417.0002 480, Tourism/Occupancy, Occupancy Tax, Tourism-Special Events - \$861,860 and Budget Code A.6417.0002 469.05, Tourism/Occupancy, Occupancy Tax, Municipal Application Funding - \$414,850.

**SCHEDULE "A"**

**2025 Occupancy Tax Awards**

	<b>APPLICANT</b>	<b>EVENT</b>	<b>DATE</b>	<b>AMOUNT OF AWARD</b>
1	Adirondack Axe, LLC	Revolution Rumble	8/21/25 - 8/24/25	\$8,040.00
2	Adirondack Festivals, LLC	Adirondack Wine and Food Festival	6/27/25- 6/29/25	\$31,550.00
3	Adirondack Folk School, Incorporated	2025 Course Catalog	1/1/25- 10/6/25	\$12,852.00
4	Adirondack Hot Air Balloon Festival, Inc.	Adirondack Balloon Festival	9/18/25- 9/21/25	\$60,000.00
5	Adirondack Pub and Brewery, Inc.	Lake George Oktoberfest	10/10/25- 10/12/25	\$27,520.00
6	Adirondack Theatre Festival, Inc.	Adirondack Theatre Festival	6/27/25- 8/5/25	\$17,000.00
7	Adirondack-Albany Weddings/Total Entertainment, Inc.	Lake George DJ Takeover Music & Arts Festival	5/9/25- 5/11/25	\$22,200.00
8	Albany Rods & Kustoms, Inc.	Adirondack Nationals	9/4/25- 9/7/25	\$48,900.00
9	Americade, Inc.	Americade	5/27/25- 5/31/25	\$49,800.00
10	Eastern NY Marine Trades Association, Inc.	Great Upstate Boat Show	3/28/25- 3/30/25	\$18,180.00
11	GenzHomes, Inc. d/b/a Alpha Win	Lake George Triathlon	8/29/25- 8/31/25	\$15,570.00

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12	Glens Falls Collaborative and the City of Glens Falls	Adirondack Holiday Festival	12/5/25-12/7/25	\$19,775.00
13	Hudson Valley Volunteer Firefighters' Association, Inc.	Annual Firefighters Convention & Parade	6/11/25-6/14/25	\$25,725.00
14	Hyde Collection	Exhibitions and Programs at The Hyde Collection	1/1/25-12/31/25	\$24,990.00
15	Imagination Nation, Inc.	Wonderplace Alpha	5/2/25-5/4/25	\$20,510.00
16	Improv Records, Inc.	Massive Mascarave	10/31/25-11/1/25	\$20,240.00
17	Improv Records, Inc.	Soul Bloom Music and Wellness Festival	9/12/25-9/14/25	\$20,600.00
18	Improv Records, Inc.	Memorial Meltdown	5/30/25-5/31/25	\$18,360.00
19	Improv Records, Inc.	Adirondack Independence Music Festival	8/29/25-8/31/25	\$28,400.00
20	Kevin Richards Entertainment and Travel, LLC	Kevin Richards' "Nashville in the North Country - Close Up Country Festival"	3/15/25-3/17/25	\$18,270.00
21	Kevin Richards Entertainment and Travel, LLC	Kevin Richards' "Nashville in the North Country - Close Up Country Festival"	10/16/25-10/19/25	\$16,485.00
22	Lake George Arts Project	Jazz at the Lake	9/12/25-9/14/25	\$11,680.00
23	Lake George Battlefield Park Alliance	Henry Knox 1775 Commemoration	12/11/25-12/13/25	\$12,113.00
24	Lake George Music Festival, Inc.	Lake George Music Festival	6/8/25-6/19/25	\$31,200.00

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25	Lake George Winter Carnival, Inc.	Lake George Winter Carnival	1/24/25-3/2/25	\$83,130.00
26	Lake Theatre Productions, Inc.	Lake George Dinner Theatre	7/11/25-10/11/25	\$7,125.00
27	Lawrence & Cooper, Inc.	Thursday Market & Food Truck Corral	5/22/25-9/11/25	\$5,913.00
28	Lower Adirondack Pride	Annual Pride Festival	6/1/25-6/1/25	\$9,700.00
29	Lower Adirondack Regional Arts Council (LARAC)	LARAC Annual June Arts Festival	6/14/25-6/15/25	\$20,341.00
30	Marcella Sembrich Memorial Association, Inc.	The Sembrich Summer Music Festival	6/4/25-8/30/25	\$9,140.00
31	Northeastern District Barbershop Harmony Society	Northeastern District Barbershop Harmony Society Division Contest and Convention	5/2/25-5/3/25	\$9,160.00
32	Prime Time Lacrosse, Inc.	Lake George National Invitational	7/18/25-7/20/25	\$36,100.00
33	Silver Bay YMCA	Bluegrass in Heaven	9/12/25-9/14/25	\$6,885.00
34	Six Flags Great Escape L.P.	Oktoberfest	8/23/25-9/21/25	\$13,175.00
35	Special Olympics New York, Inc.	Special Olympics State Fall Games	10/17/25-10/18/25	\$24,050.00
36	Warren County Historical Society	Warren County Commission for 250 <sup>th</sup> Anniversary of American Revolution	1/1/25-12/31/25	\$15,090.00
37	Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/3/25-10/5/25	\$36,908.00

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38	World Awareness Children’s Museum	Beyond the Exhibit	6/1/25-8/31/25	\$5,183.00
TOTAL				\$861,860.00
<i>to be paid from A.6417.0002 480, Special Event Funding</i>				
	<b>APPLICANT</b>	<b>EVENT</b>	<b>DATE</b>	<b>AMOUNT OF AWARD</b>
1	City of Glens Falls	Support Existing and New Events happening in Glens Falls in 2025	1/1/25-12/31/25	\$100,000.00
2	Lake Luzerne Regional Chamber of Commerce	Lake Luzerne Concerts and Food Trucks	1/1/25-12/31/25	\$10,250.00
3	North Creek Ski Shuttle	Provide a Shuttle from North Creek to Gore Mountain Ski Area(s)	1/1/25-12/31/25	\$17,500.00
4	North Warren Chamber of Commerce	North Warren Three-Town Regional Branding	1/1/25 - 12/31/25	\$150,000.00
5	Town of Horicon	Food Truck Fridays on the Pond	Summer 2025	\$22,100.00
6	Town of Lake George	McPhillips Preserve at French Mountain (Park Development)	1/1/25 - 12/31/25	\$100,000.00
7	Town of Warrensburg	Warrensburg’s Holiday Spirit	1/1/25-12/31/25	\$15,000.00
TOTAL				\$414,850.00
<i>to be paid from A.6417.0002 469.05, Municipal Application Funding</i>				

# Warren County Board of Supervisors

## RESOLUTION NO. 82 OF 2023

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

### **AMENDING RESOLUTION NO. 570 OF 2021, AUTHORIZING AGREEMENTS WITH CERTAIN APPLICANTS FOR THE DISBURSEMENT OF 2022 OCCUPANCY TAX REVENUES, TO CHANGE APPLICANT FROM GLENS FALLS NATIONAL TRUST TO UP YONDA ENVIRONMENTAL CENTER**

WHEREAS, pursuant to Resolution No. 570 of 2021, as amended by Resolution No. 136 of 2022, 185 of 2022, 235 of 2022, 346 of 2022, 635 of 2022 and 735 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 January 23, 2023 meeting, the Occupancy Tax Coordination Committee considered and approved the request to change the applicant from Glens Falls National Trust to Up Yonda Environmental Center:

<u>Applicant</u>	<u>Event</u>	<u>Dates</u>	<u>Amount of Award</u>
Glens Falls National Trust Up Yonda Environmental Center	Support programming for the Summer Nature Programs <i>*continuing on an annual basis                      until cancelled or materially                      changed</i>	2023	\$3,000.00 <i>Special Event 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, 346 of 2022, 635 of 2022 and 735 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 applicant, for 2022 funding in the amount of Twenty-Nine Thousand Three Hundred Eighty-Six Dollars and Fifty-Four Cents (\$29,386.54) and to increase the total amount of occupancy tax funding to Eight Hundred Forty Thousand Eight Hundred Eighty-Six Dollars and Fifty-Four Cents (\$840,886.54), to be expended from Budget Code A.6417.0002 480 Tourism/Occupancy, Occupancy Tax, Tourism-Special Events (\$642,886.54); 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, 235 of 2022, 346 of 2022, 635 of 2022 and 735 of 2022 will remain the same.

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

	<b>APPLICANT</b>	<b>EVENT</b>	<b>DATE</b>	<b>AMOUNT OF AWARD</b>
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.	3 Music Events	5/27/22-5/29/21; 7/1/22 - 7/3/22; 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	8/4/22 - 8/10/22	\$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
27	Warren County Historian	250 <sup>th</sup> Anniversary of the American Revolution Commission	N/A	\$23,000.00
28	Up Yonda Environmental Center	Support programming for the Summer Nature Programs <i>*continuing on an annual basis until cancelled or materially changed</i>	2023	\$3,000.00

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29	Warren County Planning and Community Development Department	Print 5,000 copies of a tri-fold brochure for the Planning and Community Development Departments De-Icing Device Education and Awareness Initiative	N/A	\$3,386.54
TOTAL				\$642,886.54
<i>to be paid from A.6417.0002 480, Special Event Funding</i>				
	<b><u>APPLICANT</u></b>	<b><u>EVENT</u></b>	<b><u>DATE</u></b>	<b><u>AMOUNT OF AWARD</u></b>
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>				
	<b><u>APPLICANT</u></b>	<b><u>EVENT</u></b>	<b><u>DATE</u></b>	<b><u>AMOUNT OF AWARD</u></b>
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>				

# Warren County Board of Supervisors

## RESOLUTION NO. 193 OF 2025

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

**ACCEPTING PROPOSAL AND AUTHORIZING AGREEMENT WITH CENERGY STUDIOS, LLC D/B/A FOURTHIDEA FOR 2025 WARREN COUNTY TRAVEL GUIDE CREATIVE DESIGN & PRINTING (WC 25-25)**

### ***RESOLUTION AMENDED FROM THE FLOOR***

WHEREAS, the Purchasing Agent requested proposals for 2025 Warren County Travel Guide Creative Design & Printing (WC 25-25), and

WHEREAS, proposals were opened on May 8, 2025 and the Tourism Director has recommended the contract be awarded to Cenergy Studios, LLC d/b/a FourthIdea, 535 Washington Street Buffalo, NY 14203, now, therefore, be it

RESOLVED, that the Warren County Purchasing Agent be, and hereby is, authorized and directed to notify Cenergy Studios, LLC d/b/a FourthIdea of the acceptance of its proposal, and be it further

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with Cenergy Studios, LLC d/b/a FourthIdea in an amount not to exceed One Hundred Fifty-Five Thousand Six Hundred Forty-Two Dollars and Ninety-Six Cents (\$155,642.96) for 2025 Warren County Travel Guide Creative Design & Printing, pursuant to the terms and provisions of the bid documents and proposal (WC 25-25), for a term commencing May 15, 2025 and terminating May 12, 2026, 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.



# CAMPAIGN ESTIMATE

FourthIdea  
535 Washington Street  
Suite 1400  
Buffalo, NY 14203-1427  
fourthidea.com

TEL. 716-725-6056

Warren County  
1340 State Route 9  
Lake George, NY 12845

**Date:** Aug 05 2025  
**Campaign Name:** 490 - 2026 Travel Guide  
**Prepared By:** FourthIdea Accounting  
**Campaign Description:**

Scope Of Work	Cost
490 - Warren County 2026 Travel Guide - Concepting (4920)	\$16,414.00
490 - Warren County 2026 Travel Guide - Creative Development (Round I) (4921)	\$17,829.00
490 - Warren County 2026 Travel Guide - Creative Development (Round II) (4922)	\$24,621.00
490 - Warren County 2026 Travel Guide - Production (4923)	\$8,207.00
<b>Total</b>	<b>\$67,071.00</b>

## Terms & Conditions

This price quotation will be honored for 30 days from the day it was sent.

All estimates may vary +/-10%. Any deviation from original project scope as described in the overview in this document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

signature \_\_\_\_\_ printed name \_\_\_\_\_ date \_\_\_\_\_  
 Approved to proceed. I have read and agreed with the terms and conditions.

signature \_\_\_\_\_ printed name \_\_\_\_\_ date \_\_\_\_\_

# Warren County Board of Supervisors

RESOLUTION NO. 503 OF 2007

Resolution introduced by Supervisors Caimano, Kenny, Tessier, Gabriels, Merlino, Haskell and Monroe

## **AUTHORIZING REVISED AGREEMENTS BETWEEN Municipalities IN WARREN COUNTY AND THE COUNTY OF WARREN FOR TOURISM PROMOTION AND TOURIST AND CONVENTION DEVELOPMENT SERVICES - OCCUPANCY TAX**

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 County has previously contracted with the various Municipalities in Warren County (Resolution No. 688 of 2006) to provide funds during 2007 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 Warren County Board of Supervisors anticipates continuing to contract with the Municipalities for expenditure of annual Occupancy Tax revenues for promotional activities, conventions, trade shows, and special events in 2007 and beyond, and

WHEREAS, it has been proposed to execute one agreement with each of the Municipalities that will be effective for the 2007 year and thereafter until terminated by either party on thirty (30) days notice thereby eliminating the need to adopt additional resolutions and enter into additional repetitious contracts, now, therefore, be it

RESOLVED, that the form contract with the Municipalities be amended and/or revised such that the next contract that is entered into with the Municipalities shall continue indefinitely until terminated by the ending of the Occupancy Tax currently in effect or by notice provided by either party upon thirty (30) days written notice, and be it further

RESOLVED, that with the terms and provisions of Resolution No. 688 of 2006 shall continue to remain in force and effect except as now amended hereby, which terms and provisions provide for, among other things, a distribution of Occupancy Tax revenues to the Municipalities for each year Occupancy Tax revenues are collected by distributing the sum of Thirty Thousand Dollars (\$30,000) by October 15<sup>th</sup> of each calendar year, with the remaining balance to be distributed by June 1<sup>st</sup> of the following year, and be it further

**RESOLUTION NO. 503 OF 20 07**

**Page 2, Continued**

RESOLVED, that the Chairman of the Board of Supervisors be, and hereby is, authorized and directed to execute an amended or revised agreement as herein before provided in a form to be approved by the County Attorney, and be it further

RESOLVED, that the Warren County Treasurer be, and hereby is authorized and directed to pay to each municipality the initial amount of Thirty Thousand Dollars (\$30,000) by October 15<sup>th</sup> of each year with the remaining balance to be distributed by June 1<sup>st</sup> of the following year with the second distribution to be based upon the formula previously approved by the Warren County Board of Supervisors in distributing one percent (1%) to the Municipalities, and be it further

RESOLVED, that first distribution of the Occupancy Tax Revenue each year shall be accompanied by a copy of the aforementioned revised contract as executed by the parties.

# Warren County Board of Supervisors

## RESOLUTION NO. 214 OF 2025

**RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, BRUNO, CROCITTO AND WILD (ALTERNATE COUNTY MEMBER - SUPERVISOR DIAMOND)**

**AMENDING RESOLUTION NO. 209 OF 2023, WHICH AUTHORIZED AN INTERMUNICIPAL AGREEMENT WITH THE VILLAGE OF LAKE GEORGE AND THE TOWN OF LAKE GEORGE TO PROVIDE FUNDING FOR THE LAKE GEORGE EVENT MANAGER POSITION, TO PAY A LUMP SUM TO UTILIZE VILLAGE OF LAKE GEORGE EMPLOYEES OR OFFICERS TO COMPLETE AND PERFORM SERVICES RELATED TO SPECIAL EVENTS COORDINATION**

WHEREAS, pursuant to Resolution No. 209 of 2023, the Warren County Board of Supervisors authorized an intermunicipal agreement with the Village of Lake George and the Town of Lake George to provide funding for the Lake George Event Manager position created at the Village of Lake George, for an amount not to exceed Fifteen Thousand Dollars (\$15,000) per year, over a three (3) year term commencing April 1, 2023 and terminating March 31, 2026, and

WHEREAS, upon the request of the Village of Lake George, the Superintendent of Public Works requested, and the Park O&M Committee agreed, to have the County pay a lump sum in the amount of Fifteen Thousand Dollars (\$15,000) to utilize such Village of Lake George employees or officers as the Village deems appropriate, to complete and perform the services related to special events coordination, without requiring that the Village of Lake George hire a dedicated special events coordinator, for a term commencing April 1, 2025 and terminating December 31, 2025, 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 the Village of Lake George and the Town of Lake George as described in the preamble of this resolution, 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. 209 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: August 19, 2025**

- (a) Purpose of Request: **Authorization to approve \$7,500 for September NYSTIA conference.**
- (b) Details: **To fund sponsorship of the New York State Tourism Industry Association (NYSTIA) 2025 Tourism Excellence Awards & Summit September 10-12, 2025 at the Fort William Henry Conference Center.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **\$7,500 A.6417.0001.444 Tourism/Occupancy, Tourism Conferences/ Education**

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

\* as listed in budget and LOGOS

**Warren County Tourism (Host TPA)  
& New York State Tourism Industry Association (NYSTIA)  
2025 Tourism Excellence Awards & Summit**

**Host Market / TPA Partnership Agreement: August 12, 2025 to December 31, 2025**

- a. **New York State Tourism Industry Association shall provide Host TPA with the following:**
  - I. **24/7- logo** feature on NYSTIA website through December 31, 2025
  - II. **24/7- logo** feature in NYSTIA newsletter through December 31, 2025
  - III. Opportunity to share relevant event news/updates\* with NYSTIA members:
  - IV. Opportunity to engage NYSTIA membership with pre-and-post event promotions
    - i. News post and newsletter feature
  - V. **CO-HOSTING RIGHTS - 2025 NYS Tourism Excellence Awards & Summit, September 10-12, 2025, Fort William Henry Hotel & Conference Center:**
    - i. **Economic Impact:** Approx. 250 room nights and \$75,000 in food and beverage expenditures in-market. Over \$100,000 total visitor spending.
    - ii. **Registration(s):**
      - i. Five (5) representatives for the Tourism/250 Summits
      - ii. Up to five (5) 'writers-in-residence for the Tourism/250 Summits
      - iii. Two tables of eight (8) for the Tourism Excellence Awards
    - iii. **VIP guest speakers:** welcome remarks / podium time (5 minutes)
    - iv. **Speaking Opportunities:** Organizational /Market update (15 minutes)
    - v. On-screen logo visual and 'Thank You'.
    - vi. Logo recognition in any event web or printed materials
    - vii. Participation in a scheduled 10x10 session on Thursday afternoon.
    - viii. Display table at registration
  - VI. **Curated In-Market Immersion Experiences: Curated for Visitors from Across NYS**
    - i. **America's Cleanest Lake:** 2 hour Floating Classroom experience with Lake George Association (25 attendees)
    - ii. **Tourism in Our Towns:** Transportation and admission three destinations in and around Lake Luzerne, approx. 4 hours including travel.
- b. **Host shall provide the New York State Tourism Industry Association with the following:**
  - I. Financial or in-kind support in the sum of **\$7,500** to provide the above benefits, registrations and visibility.
    - i. Billable upon signing with final payment by September 30, 2025.
  - ii. Assistance from the **Host** with event coordination, underwriting outreach, and local contacts as mutually agreed by both parties.

*Agreed to on behalf of:*

*Date:* \_\_\_\_\_

**Host TPA: Warren County**

**NYS Tourism Industry Association**

**Name:** \_\_\_\_\_

**Robert C Provost**

**Title:** \_\_\_\_\_

**President & CEO**

**Signature:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

# ***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: August 19, 2025**

- (a) Purpose of Request: **To appropriate \$7,500.00 from A 881.00 Occupancy Tax Reserve to A.6417.0001.444, Tourism/Occupancy, Tourism, Conferences/ Education.**
- (b) Details: **To fund sponsorship of the New York State Tourism Industry Association (NYSTIA) 2025 Tourism Excellence Awards & Summit.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A 881.00 Occupancy Tax Reserve \$7,500**

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

\* as listed in budget and LOGOS



# ***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: August 19, 2025**

- (a) Purpose of Request: **To revise language in Continuing Resolution 503 of 2007.**
- (b) Details: **Original resolution language (R150 of 2005) directs 25% distribution of Occupancy Tax collections to municipalities for tourism promotion. Continuing Resolution (R503 of 2007) in Paragraph 8 reads distribution of a total of 1% of Occupancy Tax collections. Revise Continuing Resolution to read that a total distribution of 25% of Occupancy Tax collections are directed to the Warren County municipalities.**
- (c) Previous Resolution Number: **Resolution No. 150 of 2005**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: **A.6417.0002.469**

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

\* as listed in budget and LOGOS

# Warren County Board of Supervisors

RESOLUTION NO. 150 OF 2005

Resolution introduced by Supervisors Caimano, W. Thomas, Tessier, Gabriels and Kenny

**CLARIFYING THAT ONE-FOURTH OF OCCUPANCY TAX REVENUE DISTRIBUTED TO THE MUNICIPALITIES WOULD BE BASED ON THE DOLLAR AMOUNT OF OCCUPANCY TAX COLLECTED WITHIN EACH MUNICIPALITY, OVER AND ABOVE THE MINIMUM DISTRIBUTION OF \$30,000 PER YEAR TO EACH MUNICIPALITY**

RESOLVED, that the Warren County Board of Supervisors hereby clarifies that one-fourth of Occupancy Tax Revenue distributed to each municipality would be based on the dollar amount of Occupancy Tax collected within each municipality over and above the minimum distribution of Thirty Thousand Dollars (\$30,000) per year to each municipality.

# Warren County Board of Supervisors

RESOLUTION NO. 503 OF 2007

Resolution introduced by Supervisors Caimano, Kenny, Tessier, Gabriels, Merlino, Haskell and Monroe

## **AUTHORIZING REVISED AGREEMENTS BETWEEN Municipalities IN WARREN COUNTY AND THE COUNTY OF WARREN FOR TOURISM PROMOTION AND TOURIST AND CONVENTION DEVELOPMENT SERVICES - OCCUPANCY TAX**

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 County has previously contracted with the various Municipalities in Warren County (Resolution No. 688 of 2006) to provide funds during 2007 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 Warren County Board of Supervisors anticipates continuing to contract with the Municipalities for expenditure of annual Occupancy Tax revenues for promotional activities, conventions, trade shows, and special events in 2007 and beyond, and

WHEREAS, it has been proposed to execute one agreement with each of the Municipalities that will be effective for the 2007 year and thereafter until terminated by either party on thirty (30) days notice thereby eliminating the need to adopt additional resolutions and enter into additional repetitious contracts, now, therefore, be it

RESOLVED, that the form contract with the Municipalities be amended and/or revised such that the next contract that is entered into with the Municipalities shall continue indefinitely until terminated by the ending of the Occupancy Tax currently in effect or by notice provided by either party upon thirty (30) days written notice, and be it further

RESOLVED, that with the terms and provisions of Resolution No. 688 of 2006 shall continue to remain in force and effect except as now amended hereby, which terms and provisions provide for, among other things, a distribution of Occupancy Tax revenues to the Municipalities for each year Occupancy Tax revenues are collected by distributing the sum of Thirty Thousand Dollars (\$30,000) by October 15<sup>th</sup> of each calendar year, with the remaining balance to be distributed by June 1<sup>st</sup> of the following year, and be it further

**RESOLUTION NO. 503 OF 20 07**

**Page 2, Continued**

RESOLVED, that the Chairman of the Board of Supervisors be, and hereby is, authorized and directed to execute an amended or revised agreement as herein before provided in a form to be approved by the County Attorney, and be it further

RESOLVED, that the Warren County Treasurer be, and hereby is authorized and directed to pay to each municipality the initial amount of Thirty Thousand Dollars (\$30,000) by October 15<sup>th</sup> of each year with the remaining balance to be distributed by June 1<sup>st</sup> of the following year with the second distribution to be based upon the formula previously approved by the Warren County Board of Supervisors in distributing one percent (1%) to the Municipalities, and be it further

RESOLVED, that first distribution of the Occupancy Tax Revenue each year shall be accompanied by a copy of the aforementioned revised contract as executed by the parties.

# WARREN COUNTY TREASURER

Warren County Municipal Center  
1340 State Route 9  
Lake George, New York 12845-9803



**Christine V. Norton**  
Warren County Treasurer

## Occupancy Tax Committee Report Tuesday, August 19, 2025

### Total Receipts June 1st - August 6, 2025 & 2024

				Total Receipts			June 1st-August 6th
		30-Jun	31-Jul	6-Aug			
June 1st through <b>August 6, 2025</b>	\$	619,637	\$ 568,596	\$ 5,728	\$	1,193,961	
June 1st through <b>August 6, 2024</b>	\$	516,305	\$ 580,299	\$ 60,809	\$	1,157,413	
Increase/(Decrease) from 2024	\$	103,332	\$ (11,703)	\$ (55,081)	\$	36,548	
Increase/(Decrease) from 2024		20%	-2%	-91%		3%	

**ANALYSIS:** Total Occupancy Tax collections from June 1st through August 6th are up 3%, with increases in STR collectipns making up for H/M/R decreases. The \$55K/91% unfavorable varance through August 6th is likely a receipt timing issue.

				Hotel Motel Resort Receipts			June-August
		30-Jun	31-Jul	6-Aug			
H/M/R Receipts through <b>August 6, 2025</b>	\$	477,756	\$ 336,482	\$ 580	\$	814,818	
H/M/R Receipts through <b>August 6, 2024</b>	\$	383,411	\$ 378,667	\$ 57,380	\$	819,458	
Increase/(Decrease) from 2024	\$	94,345	\$ (42,185)	\$ (56,800)	\$	(4,640)	
Increase/(Decrease) from 2024		25%	-11%	-99%		-1%	

**ANALYSIS:** H/M/Rs continue to lose ground to STRs. While June collections were up 25%, July receipts were down 11%, heavily contribution to the 2% decrease in the July Total Occ Tax collections above. The July H/M/Rs unfavorable 11% variance was countered by the 15% favorable variance experienced in STRs (see below). The \$57K/99% unfavorable vaiance through August 6th is likely a receipt timing issue.

				Short Term Rental Unit (STRU) Receipts			June-August
		30-Jun	31-Jul	6-Aug			
STR Receipts through <b>August 6, 2025</b>	\$	141,880	\$ 232,114	\$ 5,148	\$	379,142	
STR Receipts through <b>August 6, 2025</b>	\$	132,893	\$ 201,633	\$ 3,429	\$	337,955	
Increase/(Decrease) from 2024	\$	8,987	\$ 30,481	\$ 1,719	\$	41,188	
Increase/(Decrease) from 2024		7%	15%	50%		12%	

**Analysis:** STRs continue to perform favorably and eat into H/M/Rs market share. The 50% favorable variance through August 6th is likely a receipt timing issue.

**WARREN COUNTY TREASURER**  
*Warren County Municipal Center*  
 1340 State Route 9  
 Lake George, New York 12845-9803



**Christine V. Norton**  
 Warren County Treasurer

**Occupancy Tax Committee Report**  
 Tuesday, August 19, 2025  
**Total Receipts through July 31st**

**2025 Revenues**

	Total Receipts							
	31-Jan	28-Feb	31-Mar	30-Apr	30-May	30-Jun	31-Jul	YTD
Total Receipts through <b>July 31, 2025</b>	\$ -	\$ 111,152	\$ 277,222	\$ 175,662	\$ 125,816	\$ 619,637	\$ 568,596	\$ 1,878,085
Total Receipts through <b>July 31, 2024</b>	\$ -	\$ 78,165	\$ 305,487	\$ 173,565	\$ 176,644	\$ 516,305	\$ 580,299	\$ 1,830,466
Increase/(Decrease) from 2024	\$ -	\$ 32,987	\$ (28,265)	\$ 2,097	\$ (50,828)	\$ 103,332	\$ (11,703)	\$ 47,620
Increase/(Decrease)		42%	-9%	1%	-29%	20%	-2%	3%

**ANALYSIS:** Total Occ Tax receipts through July 31, 2025 are 3% ahead of the 2024 receipts for the same period.

**2025 Revenues**

	Hotel Motel Resort Receipts							
	31-Jan	28-Feb	31-Mar	30-Apr	30-May	30-Jun	31-Jul	YTD
H/M/R Receipts through July 31, <b>2025</b>	\$ -	\$ 83,918	\$ 209,581	\$ 81,697	\$ 82,880	\$ 477,756	\$ 336,482	\$ 1,272,314
H/M/R Receipts through July 31, <b>2024</b>	\$ -	\$ 54,104	\$ 243,253	\$ 97,219	\$ 109,731	\$ 383,412	\$ 378,667	\$ 1,266,387
Increase/(Decrease) from 2024	\$ -	\$ 29,814	\$ (33,672)	\$ (15,523)	\$ (26,851)	\$ 94,344	\$ (42,185)	\$ 5,927
Increase/(Decrease)		55%	-14%	-16%	-24%	25%	-11%	0%

**ANALYSIS:** H/M/Rs receipts are flat to declining through July 31, 2025 compared to 2024 receipts for the same period.

**2025 Revenues**

	Short Term Rental Unit (STRU) Receipts							
	31-Jan	28-Feb	31-Mar	30-Apr	30-May	30-Jun	31-Jul	YTD
STR Receipts through July 31, <b>2025</b>	\$ -	\$ 27,234	\$ 67,641	\$ 93,965	\$ 42,937	\$ 141,880	\$ 232,114	\$ 605,770
STR Revenue Collected through July 31, <b>2024</b>	\$ -	\$ 24,061	\$ 62,234	\$ 76,346	\$ 66,913	\$ 132,893	\$ 201,633	\$ 564,080
Increase/(Decrease) from 2024	\$ -	\$ 3,173	\$ 5,407	\$ 17,620	\$ (23,977)	\$ 8,987	\$ 30,481	\$ 41,690
Increase/(Decrease)		13%	9%	23%	-36%	7%	15%	7%

**ANALYSIS:** The STR market continues to perform favorably and capture market share. The 7% YOY increase through July 31, 2025 offsets the flat increase in H/M/Rs.

# HARDING MAZZOTTI ARENA

LLP

## 2024-25 Recap

Adirondack Thunder Hockey enjoyed its most successful regular season attendance wise since its inception in 2015. Average attendance was over 4500 fans per game. Seventeen sold out games out of 36 games. The team had over 2300 Season Ticket equivalents. On the ice was a difficult season, as the team did not make the playoffs.

2025-26—The team is over 2011 FSE to date.

On the arena side—It was a successful year with \$350,000 of investment into the arena after a successful 2024-25 season. We were able to host many events—we were not able to host a major concert, which is a major priority for us this year.

### Investments

\$175,000 Arena Bathrooms  
\$120,000 Arena Mechanicals  
\$30,000 Arena Food and Beverage  
\$25,000 Miscellaneous

### 2025-26

We have secured the Naming Rights to the Arena for the next 5 years with Harding Mazzotti. We have a mutually agreed extension for the following 5 years that hopefully both parties' sign. We have signed two major events that we will announce soon. All our traditional events will return as well.

The one event that has been here in late September will return. Rodeo, Girls State Volleyball State Championships, Section 2 Wrestling Semi Finals and Finals, Section 2 Boys Basketball Semi Finals and Finals. The Adirondack United—The HS Girls Hockey Team has moved to the arena.

Our biggest concern is our mechanicals for the ice. Our current system is 25 years old. We are working on a plan now for a new system. This would be a major investment in the arena.

<u>Date</u>	<u>Event</u>	<u>Total</u>
Friday, October 11, 2024	Adirondack Thunder vs. Reading Royals	3,471
Saturday, October 26, 2024	Adirondack Thunder vs. Trois Rivieres Lions	5,184
Friday, November 8, 2024	Adirondack Thunder vs. Norfolk Admirals	5,214
Saturday, November 9, 2024	Adirondack Thunder vs. Norfolk Admirals	5,309
Friday, November 15, 2024	Adirondack Thunder vs. Reading Royals	3,894
Saturday, November 16, 2024	Adirondack Thunder vs. Reading Royals	4,934
Sunday, November 17, 2024	Adirondack Thunder vs. Reading Royals	3,745
Wednesday, November 27, 2024	Adirondack Thunder vs. Trois Rivieres Lions	4,166
Friday, November 29, 2024	Adirondack Thunder vs. Reading Royals	4,476
Saturday, November 30, 2024	Adirondack Thunder vs. Reading Royals	5,106
Wednesday, December 4, 2024	Adirondack Thunder vs. Worcester Railers	2,548
Friday, December 6, 2024	Adirondack Thunder vs. Norfolk Admirals	4,056
Friday, December 13, 2024	Adirondack Thunder vs. Maine Mariners	3,512
Saturday, December 14, 2024	Adirondack Thunder vs. Maine Mariners	4,861
Saturday, December 21, 2024	Adirondack Thunder vs. Reading Royals	4,479
Tuesday, December 31, 2024	Adirondack Thunder vs. Worcester Railers	5,460
Friday, January 3, 2025	Adirondack Thunder vs. Trois Rivieres Lions	5,020
Friday, January 10, 2025	Adirondack Thunder vs. Orlando Solar Bears	4,258
Saturday, January 11, 2025	Adirondack Thunder vs. Orlando Solar Bears	4,736
Sunday, January 12, 2025	Adirondack Thunder vs. Orlando Solar Bears	4,940
Saturday, January 25, 2025	Adirondack Thunder vs. Norfolk Admirals	5,460
Sunday, January 26, 2025	Adirondack Thunder vs. Norfolk Admirals	4,068
Wednesday, January 29, 2025	Adirondack Thunder vs. Norfolk Admirals	3,026
Friday, February 14, 2025	Adirondack Thunder vs. Trois Rivieres Lions	4,316
Saturday, February 15, 2025	Adirondack Thunder vs. Trois Rivieres Lions	5,192
Sunday, February 16, 2025	Adirondack Thunder vs. Trois Rivieres Lions	3,773
Friday, March 7, 2025	Adirondack Thunder vs. Wheeling Nailers	5,000
Saturday, March 8, 2025	Adirondack Thunder vs. Wheeling Nailers	5,426
Sunday, March 9, 2025	Adirondack Thunder vs. Wheeling Nailers	4,443
Friday, March 14, 2025	Adirondack Thunder vs. Maine Mariners	4,019
Saturday, March 15, 2025	Adirondack Thunder vs. Wheeling Nailers	5,046
Wednesday, March 26, 2025	Adirondack Thunder vs. Indy Fuel	2,896
Friday, March 28, 2025	Adirondack Thunder vs. Indy Fuel	4,732
Saturday, March 29, 2025	Adirondack Thunder vs. Indy Fuel	5,391
Friday, April 4, 2025	Adirondack Thunder vs. Worcester Railers	4,457
Friday, April 11, 2025	Adirondack Thunder vs. Maine Mariners	4,704
Saturday, April 12, 2025	Adirondack Thunder vs. Maine Mariners	5,560
<b>Grand Total:</b>		<b>166,878</b>

**Average Attendance**

**4635**

ADIRONDACK THUNDER HOCKEY!



# THUNDER 2024-25 RECAP

**SOCIAL MEDIA (6,490+ NEW FOLLOWERS)**

**FACEBOOK: 25,499 - INSTAGRAM: 18,123**

**TWITTER/X: 11,900**

## **IMPRESSIONS**

**FACEBOOK: 18.7 MILLION (+800,000)**

**INSTAGRAM: 6.8 MILLION (+1,530,000)**

**TWITTER / X: 5.8 MILLION (+2,270,000)**

**WEBSITE (INCREASE OF 7,842)**

**OVER 1,040,700 WEBSITE VIEWS!**

## **TEAM E-BLASTS**

**E-BLAST TO 17,000 UNIQUE EMAIL ACCOUNTS!**

## **TEXT ALERTS**

**13,300 FANS & GROWING!**

## **RECORD ATTENDANCE**

**RECORD REGULAR SEASON SELLOUTS: 16**

**TOTAL HOCKEY ATTENDANCE: 163,240**

**TOTAL ARENA VISITORS: 300,000+**

**RECORD AVERAGE ATTENDANCE: 4,539**

**RECORD AVERAGE WEEKEND ATTENDANCE: 4,687**

## **IN THE COMMUNITY**

**CHARITABLE DONATIONS: \$319,477**

**TOTAL PLAYER APPEARANCES: 200**

**TOTAL APPEARANCES: 300**



**LAKEGEORGE.TV**

***All Video  
One Place***



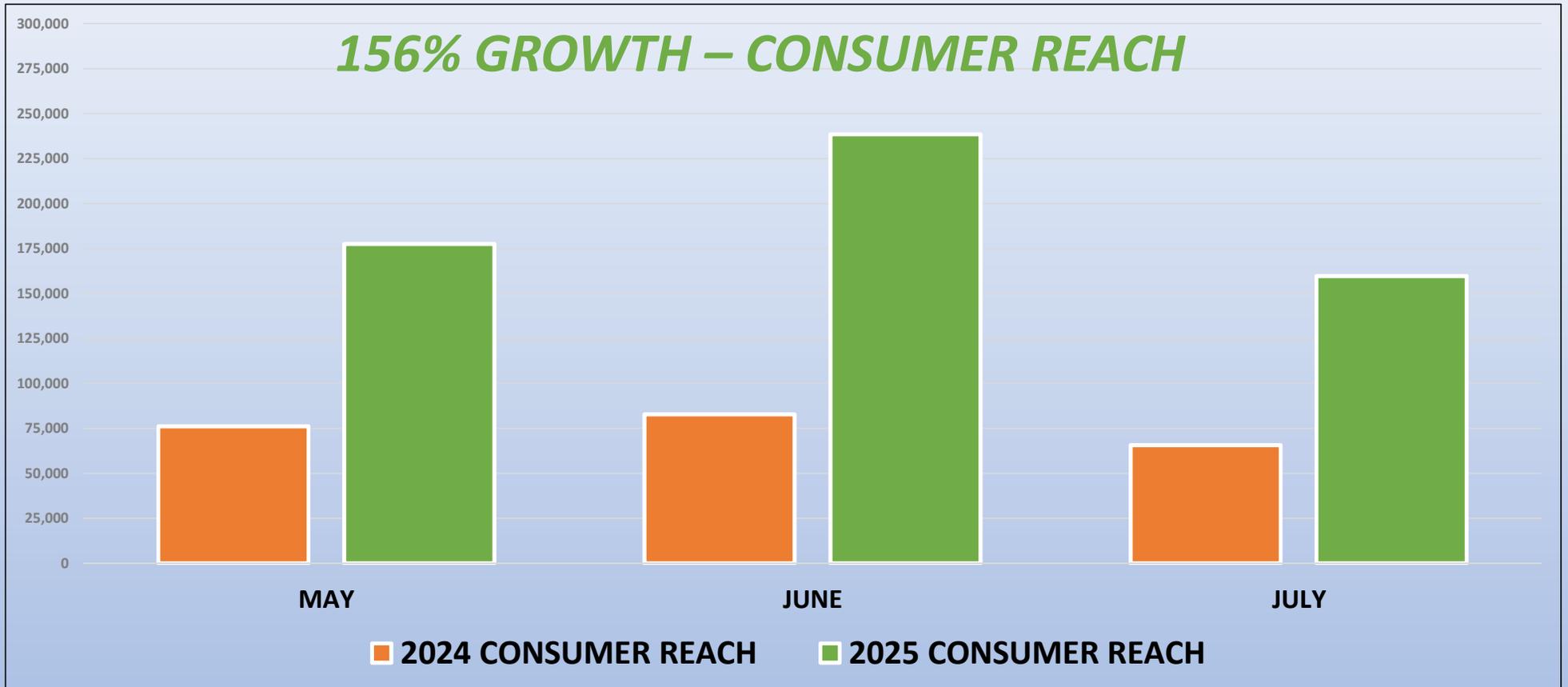
## ***2025-08 QUARTERLY UPDATE***

***May – June – July 2025***

- 1. Growth Metrics**
- 2. Marketing Campaigns**
- 3. Platform Enhancements**
- 4. Partner Feedback**
- 5. Upcoming Plans**

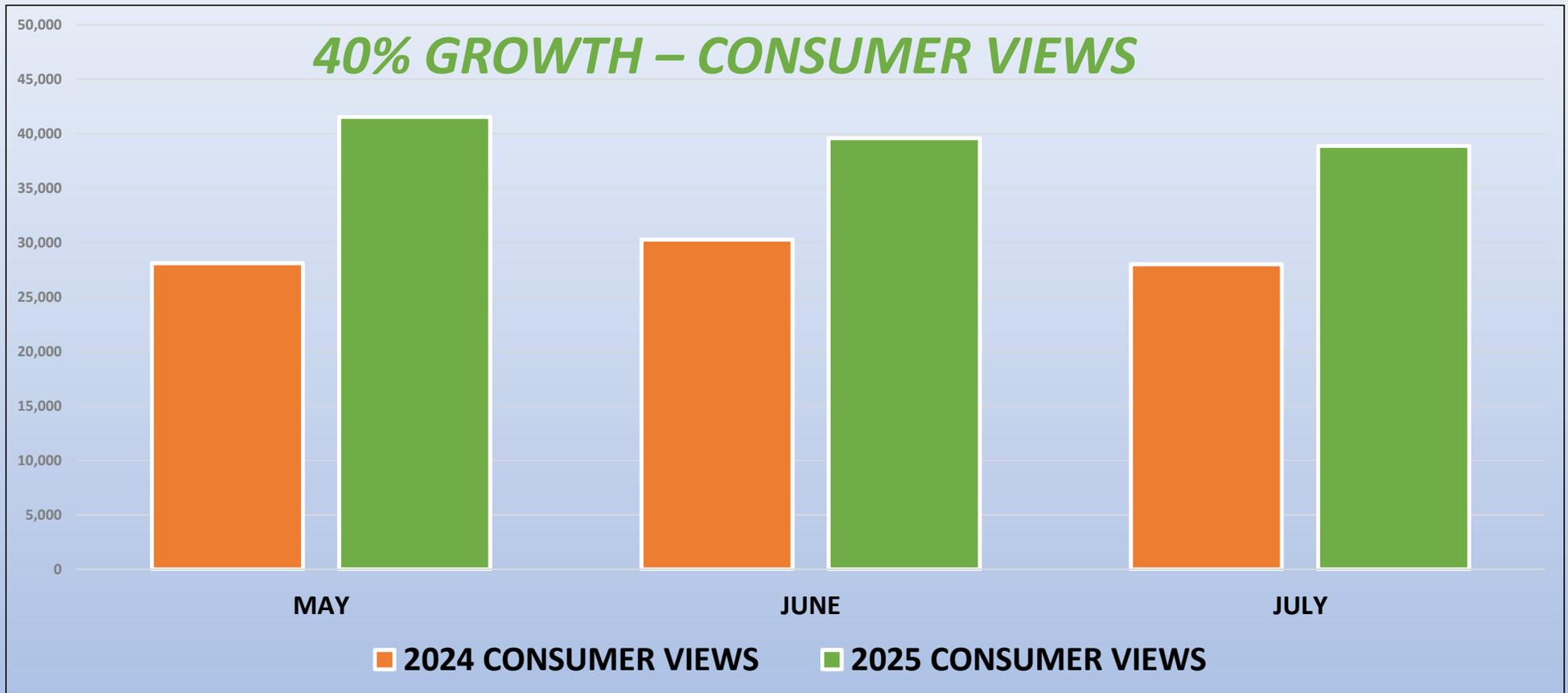
# LAKEGEORGE.TV

All Video One Place



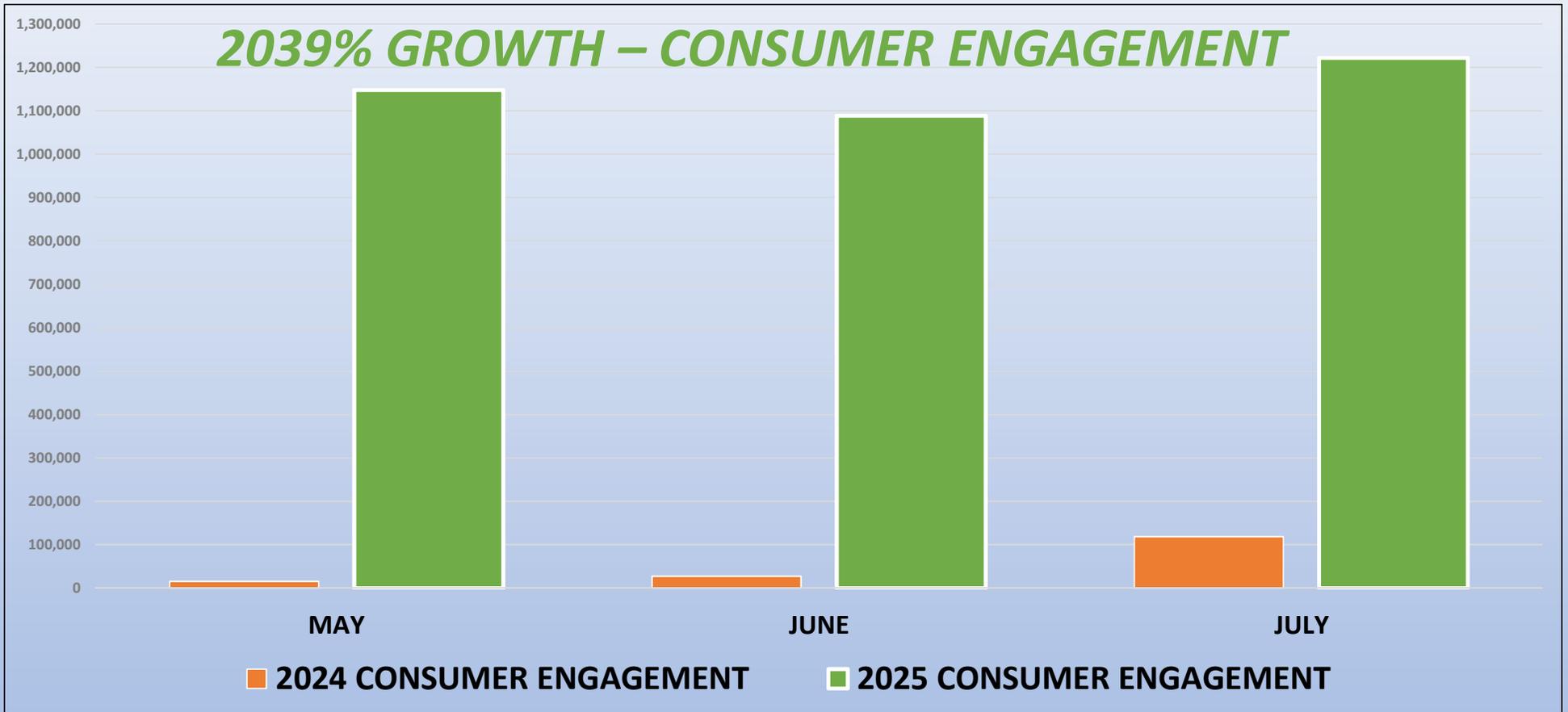
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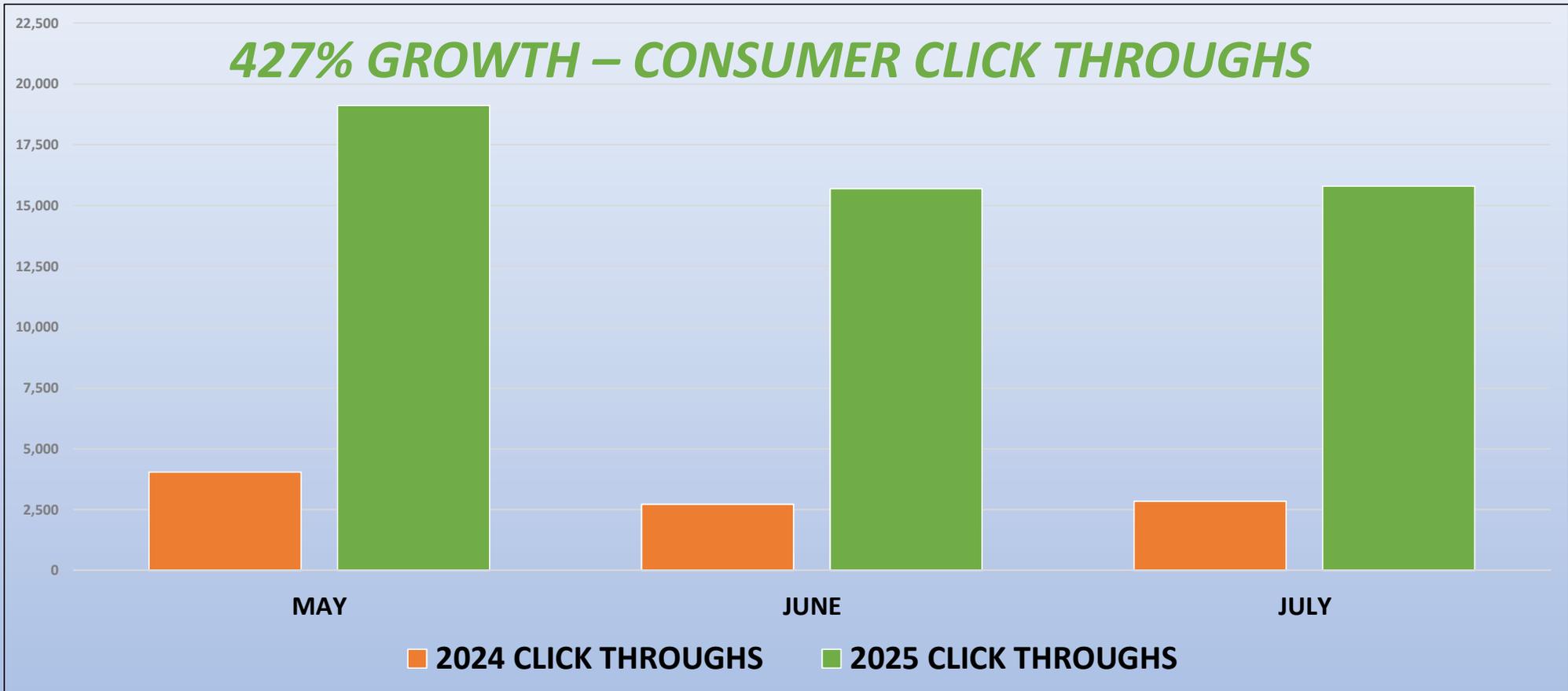
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All Video One Place



# LAKEGEORGE.TV

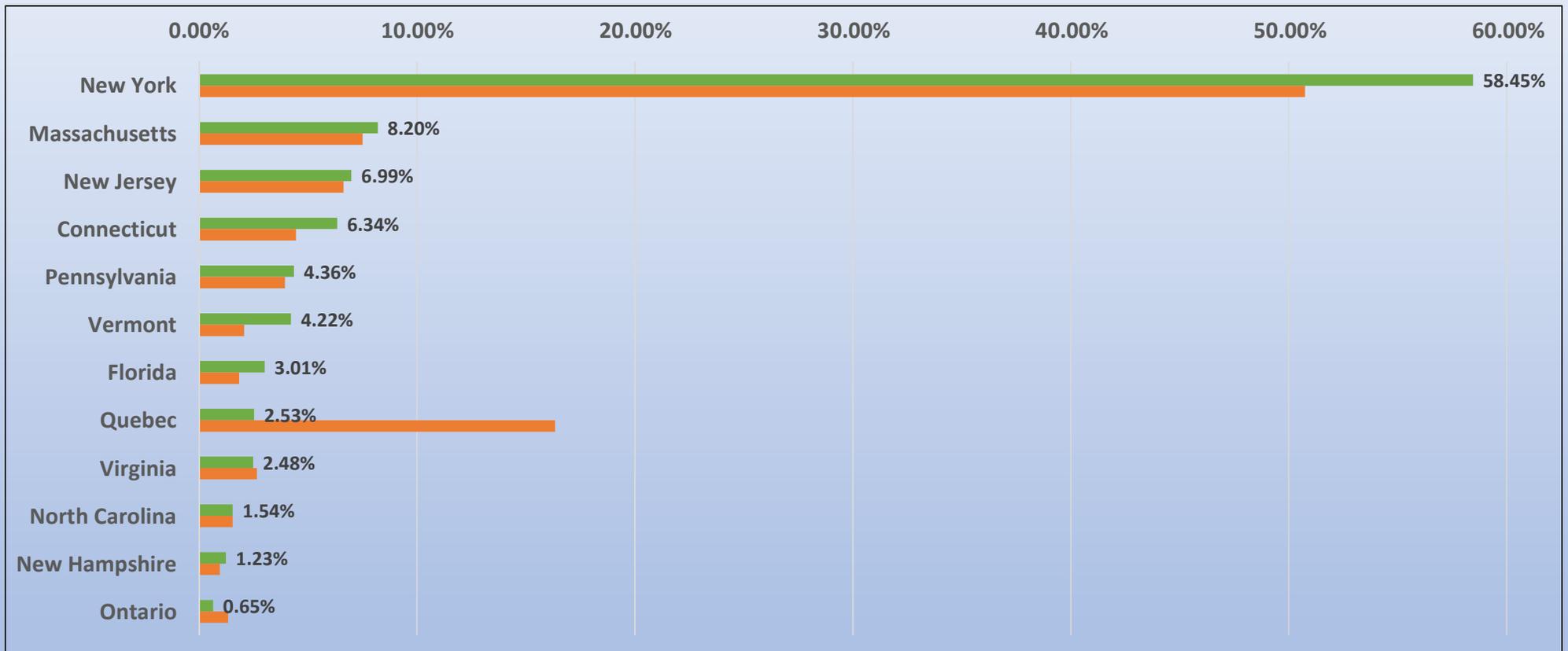
All Video One Place



# LAKEGEORGE.TV

All Video One Place

## Viewer Locales 2025 vs 2024





# THE GRAPE ESCAPE GIVEAWAY

**LAKEGEORGE.TV**  
*What will you Discover?*

VISIT THE  
*Lake George Area*  
IN NEW YORK'S ADIRONDACKS

# LAKEGEORGE.TV

All Video One Place

## Quarterly Marketing Campaigns

### Grape Escape Giveaway



#### Partners

Caffe Vero  
Holiday Inn  
Square Eddy  
Charlie's Bar & Kitchen  
Love Is On Lake George  
ADK Wine & Food Festival

### Starry Night Getaway



#### Partners

Revolution Rail  
Oscar's Smokehouse  
Warrensburg Travel Park  
Adirondack Adventure Center

### Horsin' Around Giveaway



#### Partners

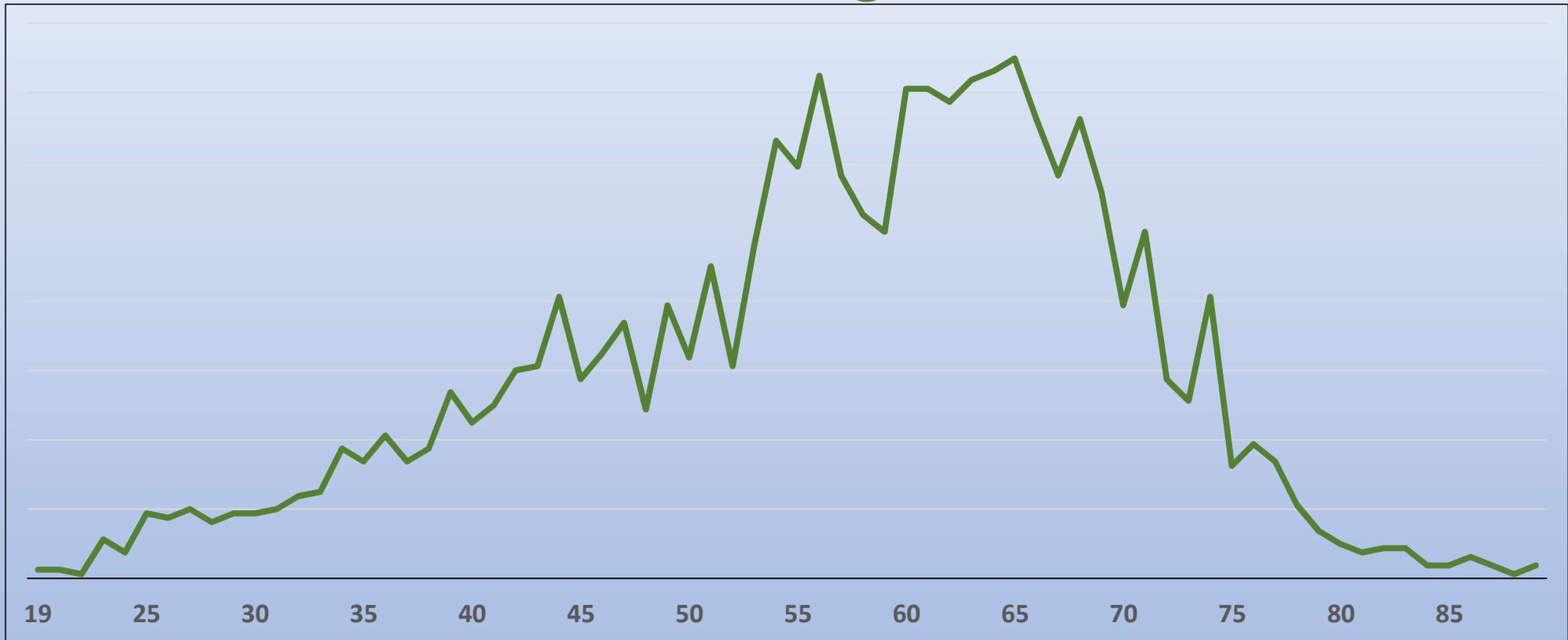
Tubby Tubes  
Painted Pony Rodeo  
Ruggiero's Cabins  
Ruggiero's Horseback Riding

**527,000+ Views**

**5,700+ Targeted Leads Shared**

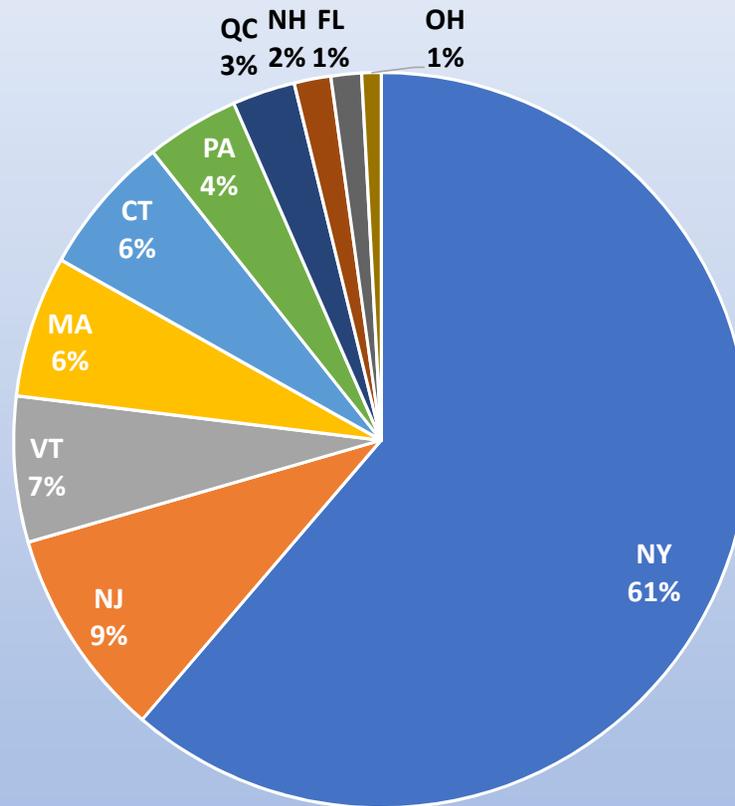
# *Marketing Campaign Demographics*

## *Entrant Ages*



# Marketing Campaign Demographics

## Entrant States



**LAKEGEORGE.TV**  
*All Video One Place*

# *Platform Enhancements*

## *Tourism Partner Sub-Channels Launched*

*New!*



*New!*





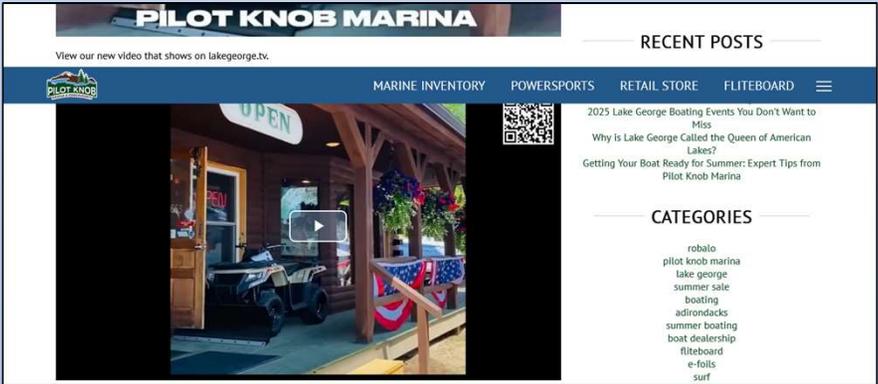
# LAKEGEORGE.TV

All Video One Place

## Platform Enhancements Video Embeds

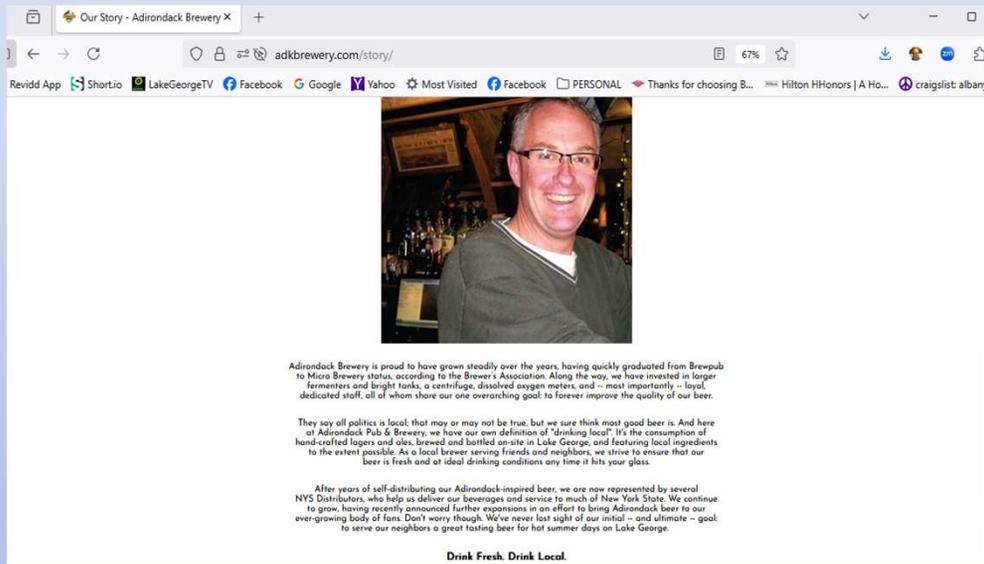


*Bringing Websites to Life  
Instantly adding Dynamic, Engaging Content  
Setting businesses apart & keeping visitors exploring longer  
LGTV hosts video - site stays fast and seamless - no performance drag*



## Platform Enhancement - Video Embed Adirondack Pub & Brewery

Static



Dynamic

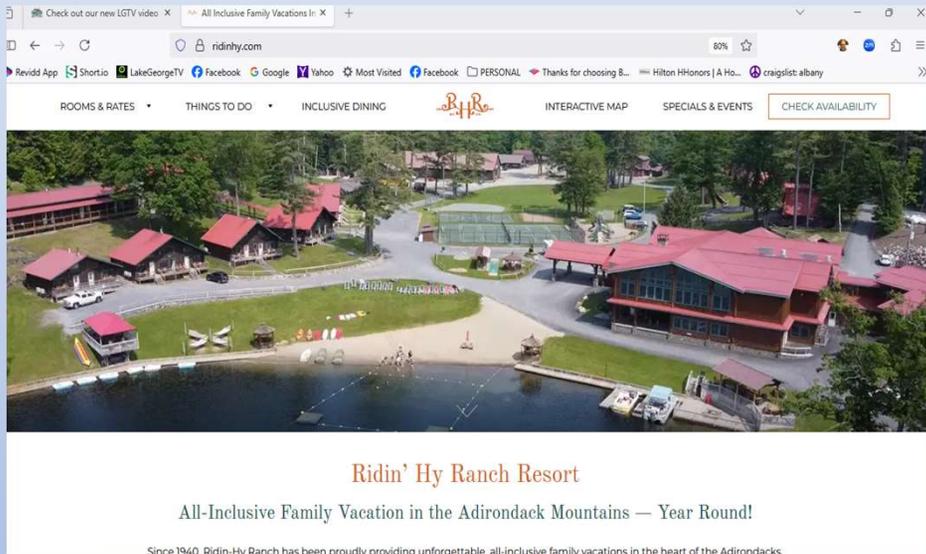


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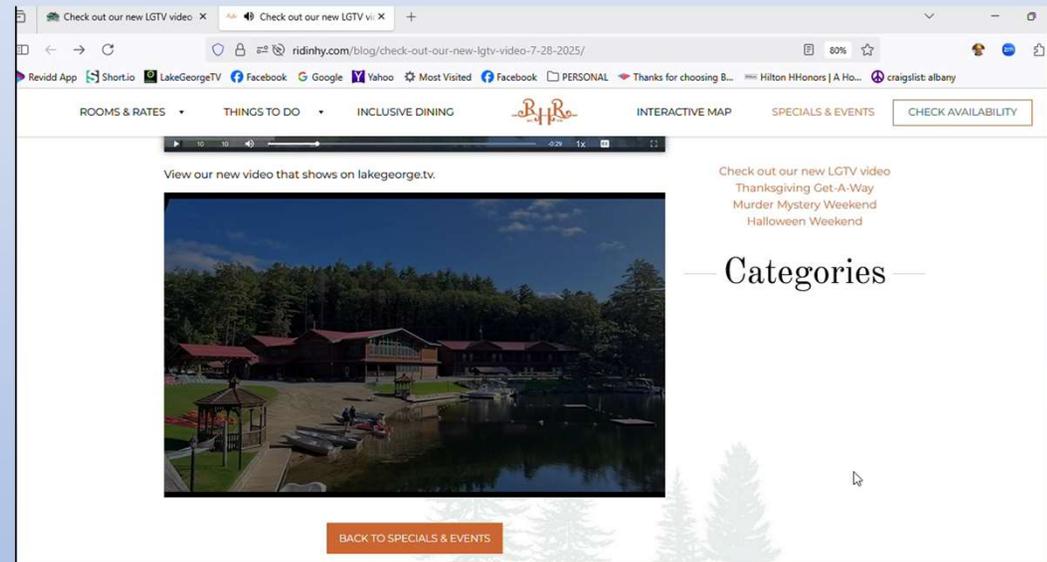
All Video One Place

## Platform Enhancement - Video Embed Ridin' Hy Ranch Resort

Static



Dynamic

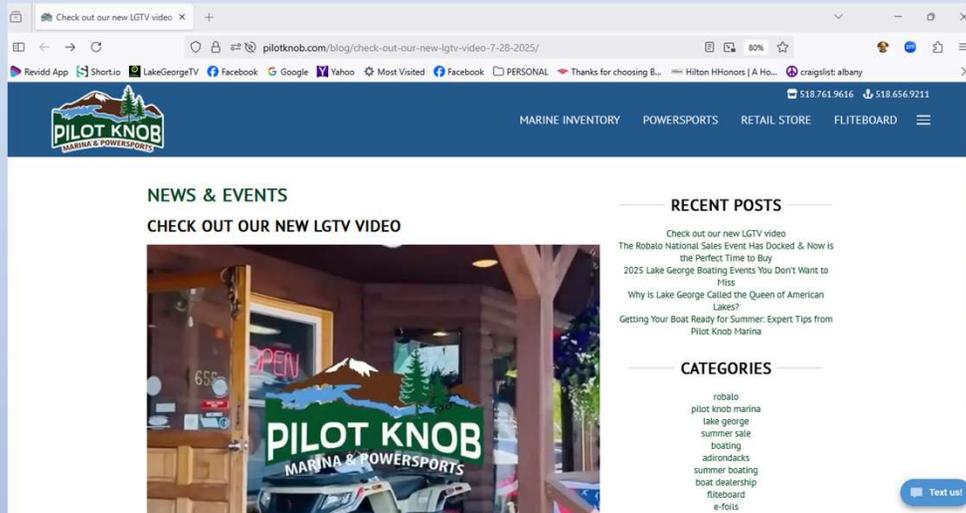


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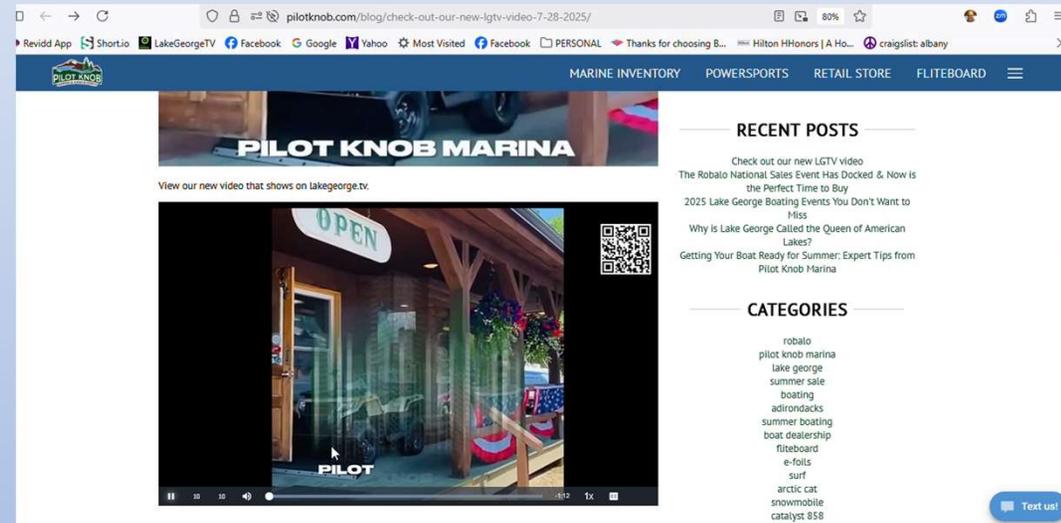
All Video One Place

## Platform Enhancement - Video Embed Pilot Knob Marina

Static



Dynamic





## ***Platform Enhancements Mobile App Distribution***

*“Pillow Cards” Distributed to Beta Tourism Partners  
Easily Scanned by Visitors’ Mobile Devices  
Apple Store (iOS App) & Google Play (Android App)  
Events, Attractions and Businesses at their Fingertips  
Maximize Visitor Experience*



# **LAKEGEORGE.TV**

*All Video One Place*

## **2025-08 QUARTERLY UPDATE**

### **May-June-July Recap**

- **REACH: 156% Growth - 575,000+**
- **ENGAGEMENT: 2039% Growth - 3.5 MM Secs**
- **CLICKS-THRUS: 427% Growth - 50,000+**
- **MARKETING CAMPAIGNS - 527,000+ Views & 5,700+ Leads Shared**
- **Multiple Platform Enhancements**
- **Video Embeds to Improve Tourism Partners' Website Engagement**
- **Increased Platform Distribution**

# LAKEGEORGE.TV

*All Video One Place*

## 2025-08 QUARTERLY UPDATE

### Partner Feedback

- We added Trivia Pursuit to our Facebook and shared it. Thank you again for the opportunity to share about our business. ***Penny Kowalski, Goose Pond Inn***
- You're doing a fantastic job! Everything looks perfect! Thanks for your help! ***Karl Krull, Warrensburg Travel Park***
- Thank you again to you and your team - much appreciated! Our promotions look great! ***Mary Giella, Lumberjack Pass Mini-Golf***
- Thank you for helping promote our big day! ***Jennifer Brink, Glens Falls Symphony***
- Thank you for getting the word out! We appreciate all you do! ***Todd DeGarmo, Folklife Center at Crandall Public Library***
- Thank you so much for promoting us, we greatly appreciate it! ***Lina Eggiman, Noir Star Emporium***
- You folks are the best, thanks for all you do. ***Elaine Chiovarou-Brown, Bolton Chamber***
- Thanks team! This will be so helpful to try to engage last minute ticket buyers. Thanks for all you did to help make our event a success! ***Ardie Russell, Feeder Canal Alliance***
- This is fantastic!! Thank you so much. Looking forward to your social media posts too! ***Alayna Carley, Revolution Rail***
- Thank you, you have no idea how much we appreciate you making sure we are involved and for the updates. Thanks for looking out for and taking care of us! ***Philip Casabona, LARAC***
- This is all GREAT!!!...Thanks to you and the entire team!!! ***Dave Cerrone, The Refrigerators, Fridays at the Lake***
- Thanks so much for all your help in promoting the Smoke Eaters event! ***Suzanne Tyler, Warrensburg Chamber***

**LAKEGEORGE.TV**

***QUESTIONS?***

**Warren County  
Cash Flow - Tourism  
3 Month Projection  
July 2025**

**Actual**

	Actual July 2024	Actual Aug 2024	Actual Sept 2024	Actual Oct 2024	Actual Nov 2024	Actual Dec 2024	Actual Jan 2025	Actual Feb 2025	Actual Mar 2025	Actual Apr 2025	Actual May 2025	Actual June 2025	Actual July 2025
<b>Beginning Cash Flow Balance</b>	\$ 2,126,673	\$ 2,050,666	\$ 2,504,981	\$ 4,542,172	\$ 3,822,398	\$ 3,687,049	\$ 3,858,764	\$ 3,968,626	\$ 3,731,795	\$ 3,315,576	\$ 3,041,804	\$ 1,302,091	\$ 1,302,369
<b>Receipts</b>													
State/Federal Aid	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
All Other Revenue	\$ 585,444	\$ 938,672	\$ 2,492,344	\$ 882,614	\$ 449,643	\$ 681,024	\$ 650,496	\$ 237,805	\$ 476,281	\$ 205,440	\$ 132,446	\$ 625,189	\$ 568,372
<b>Total Receipts</b>	\$ 585,444	\$ 938,672	\$ 2,492,344	\$ 882,614	\$ 449,643	\$ 681,024	\$ 650,496	\$ 237,805	\$ 476,281	\$ 205,440	\$ 132,446	\$ 625,189	\$ 568,372
<b>Disbursements</b>													
Payroll	\$ 36,490	\$ 36,216	\$ 37,124	\$ 37,596	\$ 41,641	\$ 61,765	\$ 37,478	\$ 41,064	\$ 41,021	\$ 41,033	\$ 40,845	\$ 61,313	\$ 40,908
Employee Benefits	\$ 9,759	\$ 9,695	\$ 9,825	\$ 9,862	\$ 10,476	\$ 17,506	\$ 13,237	\$ 12,238	\$ 11,278	\$ 13,458	\$ 13,338	\$ 19,641	\$ 13,402
All Other Disbursements	\$ 615,202	\$ 438,446	\$ 408,204	\$ 1,554,930	\$ 532,875	\$ 430,038	\$ 489,919	\$ 421,334	\$ 840,201	\$ 424,721	\$ 1,817,976	\$ 543,957	\$ 1,030,651
<b>Total Disbursements</b>	\$ 661,451	\$ 484,357	\$ 455,153	\$ 1,602,388	\$ 584,992	\$ 509,309	\$ 540,634	\$ 474,636	\$ 892,500	\$ 479,212	\$ 1,872,159	\$ 624,911	\$ 1,084,961
<b>Ending Cash Flow Balance</b>	<b>\$ 2,050,666</b>	\$ 2,504,981	\$ 4,542,172	\$ 3,822,398	\$ 3,687,049	\$ 3,858,764	\$ 3,968,626	\$ 3,731,795	\$ 3,315,576	\$ 3,041,804	\$ 1,302,091	\$ 1,302,369	<b>\$ 785,780</b>

**Projected**

	Projected Aug 2025	Projected Sept 2025	Projected Oct 2025
<b>Beginning Cash Flow Balance</b>	\$ 785,780	\$ 505,431	\$ 2,573,536
<b>Receipts</b>			
State/Federal Aid	\$ -	\$ -	\$ -
All Other Revenue	\$ 1,000,000	\$ 2,500,000	\$ 900,000
<b>Total Receipts</b>	\$ 1,000,000	\$ 2,500,000	\$ 900,000
<b>Disbursements</b>			
Payroll	\$ 65,362	\$ 43,575	\$ 43,575
Employee Benefits	\$ 14,987	\$ 13,320	\$ 13,320
All Other Disbursements	\$ 1,200,000	\$ 375,000	\$ 1,000,000
<b>Total Disbursements</b>	\$ 1,280,349	\$ 431,895	\$ 1,056,895
<b>Ending Cash Flow Balance</b>	<b>\$ 505,431</b>	\$ 2,573,536	\$ 2,416,641

**ACTUAL Tourism Cash on HAND vs. INVESTED:**

Tourism <b>CASH ON HAND</b>	\$ 2,231,795	\$ 1,812,985	\$ 1,533,849	<b>\$ (211,054)</b>	\$ 33,853	<b>\$ (482,735)</b>
Tourism <b>CASH INVESTED</b> (ICS Reserve)	\$ 1,500,000	\$ 1,502,591	\$ 1,507,955	\$ 1,513,144	<b>\$ 1,268,515</b>	<b>\$ 1,268,515</b>
<b>Total Tourism Cash Balance</b>	<b>\$ 3,731,795</b>	<b>\$ 3,315,576</b>	<b>\$ 3,041,804</b>	<b>\$ 1,302,091</b>	<b>\$ 1,302,369</b>	<b>\$ 785,780</b>

**KEY TAKEAWAYS:**

1) Tourism's July ending cash is **down 62%** compared to last year.

July Cash Difference: **-62%**

2) Disbursements **increased** by **64%** compared to July of last year because grants/contracts are now being processed in a timely fashion due to a new automated system. Warren County's 2025 Spending Plan was paid out in July instead of August.

Revenue Differences: **-3%**

Disbursement Difference: **64%**

**WARREN COUNTY BOARD OF SUPERVISORS**

**COMMITTEE: OCCUPANCY TAX COORDINATION**

**DATE: AUGUST 19, 2025**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS: CROCITTO  
RUNYON  
PATCHETT  
GILLIGAN  
THOMAS  
MERLINO

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:  
HEATHER BAGSHAW, DIRECTOR  
PAUL TACKETT, TOURISM COORDINATOR  
JESSICA CARSON, FISCAL COORDINATOR  
REPRESENTING LAKE GEORGE TV:  
JESSE JACKSON  
ED LARKIN

**COMMITTEE MEMBER ABSENT:**

SUPERVISOR: ETU

JEFF MEAD, GENERAL MANAGER, HARDING MAZZOTTI ARENA  
CHRISTINE NORTON, COUNTY TREASURER  
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD  
JOHN TAFLAN, COUNTY ADMINISTRATOR  
LARRY ELMEN, COUNTY ATTORNEY  
AMANDA ALLEN, CLERK OF THE BOARD  
SUPERVISORS BRUNO  
DRISCOLL  
STRAINER  
TURNER  
WILD  
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR  
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS  
FALLS  
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE CHAMBER OF  
COMMERCE & CVB  
LUKE MOSSEAU, *POST STAR*  
LESLIE LOVELACE, LEGISLATIVE OFFICE SPECIALIST

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*Please note, the following contains a summarization of the August 19, 2025 meeting of the 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=og0FdCi-GDI>*

Mr. Crocitto called the meeting of the Occupancy Tax Coordination Committee to order at 10:01 a.m.

Motion was made by Ms. Runyon, seconded by Mr. Merlino and carried by a unanimous vote of those present (*Mr. Etu 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 and public comments were called for:

Mr. Wild suggested the creation of a reserve from a portion of the occupancy tax for special projects similar to the Johnsbury and North Creek sewer project. He also suggested placing a limit on the occupancy tax distributed to municipalities going forward in an effort to create the special project reserve as one of the major comments from the meeting with the business community was that they did not have resources for additional projects due to the funds always being spent.

The Committee commenced with a review of the Action Agenda/New Business Items portion of the agenda, which included the following requests:

- a. To authorize funding annual signature events and amounts as listed in agenda to be awarded for three consecutive years starting in 2026.

Motion was made by Mr. Patchett and seconded by Mr. Merlino to approve the request as presented. Larry Elmen, *County Attorney*, requested clarification on whether the request presented was for a three-year contract or a one-year agreement with two annual renewals for contract purposes. Heather Bagshaw, *Tourism Director*, replied the intent of the request was that the specified amounts would be awarded for three consecutive years. Mr. Elmen requested the motion be amended to authorize the County Attorney to establish a contract for each signature event recipient. Messrs. Patchett and Merlino amended their motion and second to include the language requested by the County Attorney. Mr. Crocitto called the question and the motion was carried by a unanimous vote of those present (*Mr. Etu absent*) to approve the request as outlined above and the necessary resolution was authorized for the September 19, 2025 Board meeting. *A copy of the resolution request form is on file with the minutes.*

- b. To appropriate funds in the amount of \$664,675.36 from Budget Code A.881.00, *Occupancy Tax Reserve*, to Budget Code A.6417.0002.469.05, *Municipal Application Funding (\$364,850)*, Budget Code A.6417.0002.480, *Special Events funding (\$159,238)*, Budget Code A.6417.0001.470, *Travel Guide (\$67,071)*, Budget Code A.6417.0002.469, *Payments to Towns (25%) (\$58,516.36)*, and Budget Code A.6417.0002.480.05, *Annual Contracts (Lake George Event Mgr) (\$15,000)* to cover the cost of funding previously approved by the Warren County Board of Supervisors. (*Previous Resolution Nos. 478 of 2024; 82 of 2023; 193 of 2025; 503 of 2007 and 214 of 2025*)

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

- c. To authorize sponsorship of the New York State Tourism Industry Association (*NYSTIA*) conference in the amount of \$7,500 to be held September 10-12, 2025.

Motion was made by Ms. Runyon and seconded by Mr. Thomas to approve the request as presented; following discussion, Mr. Crocitto called the question and the motion was carried by a unanimous vote of those present (*Mr. Etu absent*) to approve the request as outlined above and the necessary resolution was authorized for the September 19, 2025 Board meeting. *A copy of the resolution request form is on file with the minutes.*

- d. To appropriate funds in the amount of \$7,500 from Budget code A 881.00, *Occupancy Tax Reserve*, to Budget Code A.6417.0001.444, *Tourism/Occupancy, Tourism, Conferences/Education*, to cover the cost of sponsorship of the NYSTIA conference.

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

- e. To amend Resolution No. 503 of 2007 to remove language in Paragraph 8 “*distributing one percent (1%) to the Municipalities*” to add language “*a total distribution of 25% of Occupancy Tax collections are directed to the Warren County municipalities*”.

The County Attorney apprised legally there was no reason to change the language, but it was at the Committee’s discretion whether they chose to amend Resolution No. 503 of 2007 to reflect the above language change. A brief discussion ensued, following which a motion was made by Mr. Thomas, seconded by Ms. Runyon and carried by a

unanimous vote of those present (*Mr. Etu absent*) to approve the request as outlined above and the necessary resolution was authorized for the September 19, 2025 Board meeting. *A copy of the resolution request form is on file with the minutes.*

Next, a review of the Discussion Items portion of the agenda proceeded with the following items:

- a. Cash Flow Report was reviewed by Heather Bagshaw, *Tourism Director*.
- b. Treasurer's Report was reviewed by Christine Norton, *County Treasurer*.
- c. Harding Mazzotti Arena update was provided by Jeff Mead, *General Manager, Harding Mazzotti Arena*.
- d. Lake George (LG) TV Quarterly Overview presentation was provided by Ed Larkin and Jesse Jackson following which questions were answered by Ed Larkin.

Privilege of the floor and public comments were extended to the following:

Mr. Wild spoke with regard to the creation of LG TV, indicating he believed they were moving in the right direction. He questioned what the County was getting for the \$3.1 million increase in occupancy tax over the last five years, noting the towns were getting almost \$800,000 more a year. He asked the Committee if they believed the tourism economy was growing or just trading water.

Chairman Geraghty thanked Gina Mintzer, *Executive Director, Lake George Chamber of Commerce and CVB*, and the Tourism Department for their assistance promoting the Smoke Eaters Jamboree event in Warrensburg which had taken place for sixty-two years, adding the attendance had risen. He questioned where the increase in occupancy tax funds went, advising the Town of Warrensburg had not received any increase.

Ms. Norton clarified the 25% of the occupancy tax increase was divided based on the occupancy tax attributed to the location and \$800,000 was the total. She suggested LG TV request a source during booking to use as a metric. Mr. Larkin responded they requested that feedback from partners and had planned to implement that, but due to the extremely complex implementation and cost it did not come to fruition.

Mr. Thomas opined LG TV was one of the better ways occupancy tax had been spent.

Mr. Crocitto asked LG TV why the highest marketing campaign demographic age was 65-75 years old and Mr. Larkin replied they did not target anyone under 21 years old due to privacy issues and marketing to children issues. He stated 65-75 year olds were the highest respondents to the campaigns.

Mr. Thomas informed the intention of funding events when occupancy tax started was to fund an event for three years and then the expectation was the event should fund themselves. He said over the years the Committee had not upheld that concept.

Mr. Crocitto remarked there had been similar discussion on the topic of continued funding for more profitable and bigger events, but that those events expressed they could not continue without the occupancy tax funding.

Mr. Elmen stated the Board of Supervisors had the authority at any time to determine how they were going to spend occupancy tax funds.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Ms. Runyon, seconded by Mr. Patchett and carried by a unanimous vote of those present (*Mr. Etu absent*), Mr. Crocitto adjourned the meeting at 11:52 a.m.

Respectfully submitted,  
Leslie Lovelace, Legislative Office Specialist