



**Tourism Committee
AGENDA
January 21, 2025**

Committee Members: RUNYON, Geraci, Strainer, Crocitto, Turner, Strough, 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 Chairwoman Runyon.
 - II. Motion to approve minutes of the November 19, 2024 Tourism & Occupancy Tax Coordination Committee meetings: Approved by Occupancy Tax Coordination Committee.
 - III. Privilege of the floor and public comment:
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To award contract with successful Media Buying Services vendor.
Rationale: To provide Media Buying Services to strategize through research and data collection, implement, negotiate and purchase of media for the consumer market, and report on results and ad attribution in the form of overnight stays and visitor spend.
 - b. **Resolution Request:** To extend contract with Rove Marketing Inc. for two years.
Rationale: To extend expiring contract for the purchase and subscription of data sets and dashboard reporting
 - V. Discussion Items:
 - a. Tourism Director Report
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
-

Attachment #1: Resolution Form 3 New Contract for Media Buying Services

Attachment #2: Resolution Form 4 Extend contract with Rove Marketing

Attachment #3: Resolution 197 of 2024

Attachment #4: ROVE service order

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: January 21, 2025

- (a) Is this a Result of a Bid or Request for Proposal? **Bid**
- (b) Purpose of Contract: **WC 81-24 Media Buying Services**
- (c) Name of Contractor: **Lake Placid Advertisers Workshop, Inc.**
- (d) Address of Contractor: **2051 Saranac Ave., Lake Placid, NY 12946**
- (e) Contractor's Contact Person and Telephone Number: **Timothy J. Kelleher,
518-523-3359**
- (f) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **March 1, 2025**
- (h) Termination Date of Contract: **February 28, 2026, with the option of two (2)
additional one (1) year terms.**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$1,138,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Annual retainer \$45,000, paid monthly at \$3,750; Adara reporting \$33,000, paid monthly at \$2,750; Media buy + 6% markup not to exceed \$1,060,000.**
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **A.6417.0001 481 - Tourism Promotion \$1,138,000****

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

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: **Extend existing contract for two years 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
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.
Platform and data subscription fees and advisory services, \$75,200 in 2025;
Platform and data subscription fees and advisory services, \$78,700 in 2026
- (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: **2025 A.6417.0001 426 Subscriptions \$52,150**
A.6417.0001 470 Contract \$23,050
2026 A.6417.0001 426 Subscriptions \$55,650
A.6417.0001 470 Contract \$23,050

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

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.

SERVICE ORDER



Subscriber Warren County Government
Contact Name Amy Turcotte
Contact Email TurcotteA@warrencountyny.gov

Effective Date January 1, 2025
Term End Date December 31, 2026
Service Order ID WARR-20250101-D1-A0

Destination Insights Platform Subscription				2025 Annual Fees (USD)	2026 Annual Fees (USD)
Destination Insights Platform License					
Annual License – 12-month term				\$3,000	\$3,000
Access of Warren County SHED for Warren County proprietary data sources					
Data Storage and Processing					
Estimated at 40M rows	Unit Price:	\$500/10M rows of data	QTY: 4	\$2,000	\$2,000
Users					
Read-Only Users	Unit Price:	\$175/year	QTY: 6	\$1050	\$1050
Data Platform Integration					
STR Standard Monthly Dashboard					
- Ongoing monthly report data parsing of STR reports. Note: This only includes parsing of existing STR report format (as processed in 2024)				Unit Price:	\$1,500/year
- Ingestion of data into Dashboard				QTY: 1	\$1,500
STR + AirDNA Combined Dashboard				Unit Price:	\$1,000/year
- Ongoing monthly updates				QTY: 1	\$1,000
New POIs					
- Adding new POIs for Warren County (add # of POIs)				Unit Price:	\$100/per POI (one-time fee)
				QTY: 10	\$1,000
Destination Insights Platform Subscription Sub-Total				\$9,550	\$9,550

Data Subscriptions				2025 Annual Fees (USD)	2026 Annual Fees (USD)
Visa Data					
Data Term: January 1, 2025 – Dec 31, 2026					
<ul style="list-style-type: none"> Two reporting areas for all zip codes within Warren County (as defined in 2024 purchased data contract) 				\$17,800	\$17,800
<u>International Reporting Area</u> : Includes cross-border spend broken out by originating country.					

SERVICE ORDER



U.S. Domestic Reporting Area: Includes domestic spend broken out by originating core based statistical area (CBSA).

- **Aggregated data reported** - including, but not limited to, the number of cardholders, number of transactions, sales volume and related metrics and dimensions that Visa may change from time to time. The Service does not and will not include or identify personally identifiable cardholder, issuer or merchant information, or individual cardholder, issuer or merchant patterns. Service Data includes data as it becomes available during the Initial Term or Renewal Term (as the case may be) per the Service Data Update Frequency and some historical data.
- **Monthly data updates** – Monthly service data generally updated 45 days from end of preceding month.
- **Data access** – Warren County will receive up to 2 user logins to Visa Online platform to access data and reports as per Terms and Conditions (Appendix A). Access to data in Domo will be made available upon data integration process and dashboard visualization are development.
- **Historical data** – including previous data from 2024 purchased data contract

Visitor Satisfaction Data

Data Term: January 1, 2025 – Dec 31,2026

- Rating and Review Product dashboard
- Property level data across Destination Verticals \$19,000 \$19,000
- Includes **200** properties — hotels, restaurants, attractions
- 2 years of historical data
- Monthly data reporting

Resident Sentiment Data

Data Term: January 1, 2026 – Dec 31,2026

- Survey based collection using Rove's pre-established resident survey. N/A \$3,500
- Includes unlimited use of survey URL for a 12-month period.
- Data connection and visualization into Rove's platform.
- Distribution of the URL to residents is the responsibility of the DMO.

Canadian Demographic Profile

Data Term: January 1, 2025 – Dec 31,2026

- Original data source - demographic data, media, consumption and travel behavior \$3,000 \$3,000
- Appended to Mobile location data

AirDNA data

Data Term: January 1, 2025 – Dec 31,2026

- Data updated Monthly \$6,850 \$6,850
- Historical Data back to 2016 where available
- Provisioning: Shared and access to all NYS Counties and participating member POI data

Mobile Location Data

Data Term: January 1, 2025 – Dec 31,2026

- Data Updated Monthly
- Includes historical data from 2 years prior to ongoing Dec 31, 2026 \$5,500 \$5,500
- Includes existing Tourism Experiences & County POIs
- Provisioning: Shared and access to all NYS Counties and participating member POI data

Data Subscription Sub-Total	\$52,150	\$55,650
------------------------------------	-----------------	-----------------

SERVICE ORDER



Advisory Services	2025 Annual Fees (USD)	2026 Annual Fees (USD)
Advisory Services Term: January 1, 2025 – Dec 31,2026 • 60 hours @ \$ 225/hr	\$13,500	\$13,500
Advisory Services Sub-Total	\$13,500	\$13,500

Total Fees	\$75,200	\$78,700
-------------------	-----------------	-----------------

Payment Schedule	Invoice Amount (USD)
------------------	----------------------

Invoices 2025:

Platform and Data Subscription Fees	\$61,700
o January 31, 2025	
Advisory Services	\$3,375
o March 31, 2025	\$3,375
o June 30, 2025	\$3,375
o September 30, 2025	\$3,375
o December 31, 2025	

Invoices 2026:

Platform and Data Subscription Fees	\$65,200
o January 31, 2026	
Advisory Services	\$3,375
o March 31, 2026	\$3,375
o June 30, 2026	\$3,375
o September 30, 2026	\$3,375
o December 31, 2026	\$3,375

Change of Scope Year to Year

Warren County has the option to modify the scope of work from year to year. A change order will be prepared and approved at the renewal period each year.

Terms and Conditions

You agree to pay the non-refundable fees described in this Service Order plus applicable taxes or other government charges. Unless the parties have entered into a separately signed services agreement that governs Service Orders between the parties, this Service Order is subject to the Rove Software-as-a-Service Agreement located at <http://rovemarketing.ca/saas-service-agreement>.

This Service Order is between Rove Marketing Inc. and Subscriber as of the Effective Date specified above. Each of us may sign this Service Order using an electronic or handwritten signature, which are of equal effect, whether on original or electronic copies.

SERVICE ORDER



Subscriber: Warren County Government		Rove Marketing Inc.	
Name	Amy Turcotte, Legal Office Coordinator	Name	James Sauter, Partner, Co-Founder
Date		Date	
Signature		Signature	
Billing Address		Address	
	1340 State Route 9 Lake George, New York 12845		270 The Kingsway PO Box 74513, Toronto, Ont. M9E 5E2
Billing Contact	Heather Bagshaw	Attention	Finance Department
Billing Phone	(518) 761-7653	Phone	1-877-573-6680
Billing Email	bagshawh@warrencountyny.gov	Email	finance@rovemarketing.ca
Project Manager		CSL	Sally Donovan