



**Tourism Committee  
AGENDA  
February 27, 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.*

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- I. Committee meeting called to order by Chairwoman Runyon.
  - II. Motion to approve minutes of the January 21, 2025 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 a new contract with Rove Marketing Inc.  
**Rationale:** To purchase Destination Insights Platform License, Data Integration, Resident Sentiment Survey, and advisory services for two years, **not to exceed \$55,600**
    - b. **Resolution Request:** To award a new contract with Rove Marketing Inc.  
**Rationale:** To purchase subscription of data for inclusion into the Destination Insights Platform for two years, **not to exceed \$98,300**
    - c. **Resolution Request:** To award a new contract with New York Welcomes You, Inc.  
**Rationale:** To participate in the New York Welcomes You Marketing program including, but not limited to, travel guide distribution services, destination feature at major market shows and events, and inclusion in billboard advertisements; for one year with an option to extend for two additional one-years terms in an **amount not to exceed \$39,495** annually.
    - d. **Resolution Request:** To award a new contract with Famous Destination Marketing, Inc.  
**Rationale:** To conduct a Visitor Economy Stewardship Vision for Warren County's Lake George Area for one year in the **amount of \$49,975.**
  - V. Discussion Items:
    - a. Tourism Director Report
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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**Attachment #1:** Resolution Form 3 New contract with Rove Marketing Platform licensing

**Attachment #2:** ROVE service order

**Attachment #3:** Resolution Form 3 New contract with Rove Marketing Subscription data

**Attachment #4:** ROVE service order

**Attachment #5:** Resolution Form 3 New contract with New York Welcomes You, Inc.

**Attachment #6:** New York Welcomes You, Inc. agreement

**Attachment #7:** Resolution Form 3 New contract with Famous Destination Marketing, Inc.

**Attachment #8:** Famous Destination Marketing, Inc. agreement

## ***RESOLUTION REQUEST FORM NO. 3***

### ***Request for New Contract***

**DEPARTMENT NAME: Tourism**

**DATE: February 27, 2025**

- (a) Is this a Result of a Bid or Request for Proposal? **RFP**
- (b) Purpose of Contract: **To approve a new contract with Rove Marketing Inc. to purchase subscription of data for inclusion into the Destination Insights Platform**
- (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) Has or will the Contract be provided, if so, please attach: **See attached**
- (g) Commencement Date of Contract: **Upon contract execution**
- (h) Termination Date of Contract: **December 31, 2026**
- (i) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$55,600**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.  
**See ROVE SO attached**
- (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 470 Contract \$55,600**

**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

# SERVICE ORDER



<b>Subscriber</b>	Warren County Government	<b>Effective Date</b>	January 1, 2025
<b>Contact Name</b>	Amy Turcotte	<b>Term End Date</b>	December 31, 2026
<b>Contact Email</b>	<a href="mailto:TurcotteA@warrencountyny.gov">TurcotteA@warrencountyny.gov</a>	<b>Service Order ID</b>	WARR-20250101-D1-A0

Destination Insights Platform Subscription					2025 Annual Fees (USD)	2026 Annual Fees (USD)
<b>Destination Insights Platform License</b>						
Annual License Access of Warren County SHED for Warren County proprietary data sources					\$3,000	\$3,000
<b>Data Storage and Processing</b>						
Estimated at 40M rows	Unit Price:	\$500/10M rows of data	QTY:	4	\$2,000	\$2,000
<b>Users</b>						
Read-Only Users	Unit Price:	\$175/year	QTY:	6	\$1,050	\$1,050
<b>Data Platform Integrations</b>						
<b>Data Dashboards</b> Term: January 1, 2025 – Dec 31,2026						
<ul style="list-style-type: none"> <li>Hotel Performance (STR) - Standard Monthly Dashboard Note: This only includes parsing of <b>existing STR report format</b></li> <li>Accommodations Summary – <b>standard STR</b> + AirDNA Combined Dashboard</li> <li>Visitor Spend (Visa)</li> <li>Short Term Rental (AirDNA)</li> <li>Mobile Location</li> <li>CDN Demographic</li> <li>Tourism Economics Data</li> <li>State Park Annual Attendance Data</li> <li>Visitor Satisfaction Data</li> </ul>					\$5,500	\$5,500
<b>New Mobile POIs Set-Up</b>						
<ul style="list-style-type: none"> <li>Adding new POIs for Warren County (add # of POIs)</li> </ul>	Unit Price:	\$100/per POI (one-time fee)	QTY:	10	\$1,000	\$1,000
<b>Resident Sentiment Survey Program</b> Term: January 1, 2026 – Dec 31,2026						
<ul style="list-style-type: none"> <li>Survey based collection using Rove's pre-established resident survey.</li> <li>Includes unlimited use of survey URL for a 12-month period.</li> <li>Data connection and visualization into Rove's platform.</li> <li>Deployment and distribution of the URL to residents is the responsibility of the DMO.</li> </ul>					N/A	\$3,500
<b>Advisory Services – Data Insights Reporting</b> Term: January 1, 2025 – Dec 31,2026						
<ul style="list-style-type: none"> <li>60 hours @ \$ 225/hr</li> </ul>					\$13,500	\$13,500
<b>Destination Insights Platform Subscription Total</b>					<b>\$26,050</b>	<b>\$29,550</b>

# SERVICE ORDER



Payment Schedule	Invoice Amount (USD)
<b>Invoices 2025:</b>	
Platform Fees	
o January 31, 2025	\$12,550
Advisory Services	
o March 31, 2025	\$3,375
o June 30, 2025	\$3,375
o September 30, 2025	\$3,375
o December 31, 2025	\$3,375
<b>Invoices 2026:</b>	
Platform Fees	\$16,050
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.

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



# ***RESOLUTION REQUEST FORM NO. 3***

## ***Request for New Contract***

**DEPARTMENT NAME: Tourism**

**DATE: February 27, 2025**

- (a) Is this a Result of a Bid or Request for Proposal? **No, this is a subscription service**
- (b) Purpose of Contract: **To purchase data sets and dashboard reporting specifically for the Lake George Area.**
- (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) Has or will the Contract be provided, if so, please attach: **See attached**
- (g) Commencement Date of Contract: **Upon contract execution**
- (h) Termination Date of Contract: **December 31, 2026**
- (i) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$98,300**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.)  
**\$49,150 annually**
- (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 426 Subscriptions \$98,300**

**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

# SERVICE ORDER



<b>Subscriber</b>	Warren County Government	<b>Effective Date</b>	January 1, 2025
<b>Contact Name</b>	Amy Turcotte	<b>Term End Date</b>	December 31, 2026
<b>Contact Email</b>	<a href="mailto:TurcotteA@warrencountyny.gov">TurcotteA@warrencountyny.gov</a>	<b>Service Order ID</b>	WARR-20250101-D2-A0

Data Product Subscriptions	2025 Annual Fees (USD)	2026 Annual Fees (USD)
<p><b>Visa Data</b> Term for data available between: January 1, 2025 – Dec 31,2026</p> <ul style="list-style-type: none"> <li><b>Two reporting areas</b> for all zip codes within Warren County (as defined in 2024 purchased data contract)                             <ul style="list-style-type: none"> <li><u>International Reporting Area</u>: Includes cross-border spend broken out by originating country.</li> <li><u>U.S. Domestic Reporting Area</u>: Includes domestic spend broken out by originating core based statistical area (CBSA).</li> </ul> </li> <li><b>Aggregated data reported</b> - 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.</li> <li><b>Monthly data updates</b> – Monthly service data generally updated 45 days from end of preceding month.</li> <li><b>Data access</b> – 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.</li> <li><b>Historical data</b> – including previous data from 2024 purchased data contract</li> </ul>	\$17,800	\$17,800
<p><b>Visitor Satisfaction Data</b> Term for data available between: January 1, 2025 – Dec 31,2026</p> <ul style="list-style-type: none"> <li>Rating and Review Product dashboard</li> <li>Property level data across Destination Verticals</li> <li>Includes <b>200</b> properties — hotels, restaurants, attractions</li> <li>2 years of historical data</li> <li>Monthly data reporting</li> </ul>	\$19,000	\$19,000
<p><b>Canadian Demographic Profile</b> Term for data available between: January 1, 2025 – Dec 31,2026</p> <ul style="list-style-type: none"> <li>Original data source - demographic data, media, consumption and travel behavior</li> <li>Appended to Mobile location data</li> </ul>	Included in dashboard integration	Included in dashboard integration
<p><b>AirDNA data</b> Term for data available between: January 1, 2025 – Dec 31,2026</p> <ul style="list-style-type: none"> <li>Data updated Monthly</li> <li>Historical Data back to 2016 where available</li> </ul>	\$6,850	\$6,850

# SERVICE ORDER



<ul style="list-style-type: none"> <li>Provisioning: Shared and access to all NYS Counties and participating member POI data</li> </ul>		
<b>Mobile Location Data</b> Term for data available between: January 1, 2025 – Dec 31,2026  <ul style="list-style-type: none"> <li>Data Updated Monthly</li> <li>Includes historical data from 2 years prior to ongoing Dec 31, 2026</li> <li>Includes existing Tourism Experiences &amp; County POIs</li> <li>Provisioning: Shared and access to all NYS Counties and participating member POI data</li> </ul>	\$5,500	\$5,500
<b>Data Subscription Sub-Total</b>	<b>\$49,150</b>	<b>\$49,150</b>

Payment Schedule	Invoice Amount (USD)
<b>Invoices 2025:</b> Data Subscription Fees: January 31, 2025	\$49,150
<b>Invoices 2026:</b> Data Subscription Fees: January 31, 2026	\$49,150

## 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.

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



## ***RESOLUTION REQUEST FORM NO. 3***

### ***Request for New Contract***

**DEPARTMENT NAME:** Tourism Department

**DATE:** February 27, 2025

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To award a new contract with New York Welcomes You, Inc. to participate in its marketing program including, but not limited to, travel guide distribution services, destination feature at major market shows and events, and inclusion in billboard advertisements.**
- (c) Name of Contractor: **New York Welcomes You, Inc.**
- (d) Address of Contractor: **51863 State Highway 10, Bloomville, NY 13739**
- (e) Contractor's Contact Person and Telephone Number:  
**Josiah Brown, 845-283-1638**
- (f) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **Upon contract execution**
- (h) Termination Date of Contract: **March 31, 2026 for one year with an option to extend for two additional one-years terms.**
- (i) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$39,495**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.)
- (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: **\$39,495 to Contracts (A6417.0001 470)****

**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

# New York Welcomes You™

51863 State Hwy 10, Bloomville, NY 13739

## New York Welcomes You, Inc.

2025

51863 State Hwy 10  
Bloomville, NY 13739

### Providing services to:

Company: Warren County Tourism  
Address: Municipal Center, 1340 State Route 9  
Lake George, NY 12845  
Contact: Heather Bagshaw

New York Welcomes You agrees to provide the following services to the above mentioned destination:

### **New York Welcomes You™ - Marketing Products**

Thank-you for joining the New York Welcomes You™ Team in our efforts to show the traveling public our beautiful state.

#### **Product Placement:**

#### **Featured Destination on the NYBE Recommendations Tour:**

- Lake George Area Featured as 1 of 15 “Epicenters of Experiences” in NYBE Mobile Visitors Center
- 9 major events totaling 600,000+ attendees
- New York Sherpa Show program – Produced show featuring top Lake George Attraction
- NYBE Recommendations Guide – Featured Destination – 2 page spread
- Cost: **\$21,985**

#### **New York’s Best Experiences – Mobile Billboard Truck Sponsor**

- Wrapped panel on truck that goes to NYBE events and across the Northeast.
- Driver Door: \$250/month, Driver Side Passenger Door: \$250/month
- Cost: \$3000 per panel/per year = \$6,000 – Discounted to **\$4,500**

#### **NYBE’s – Camping in New York – Title Sponsor**

- Lake George Area Featured as the Title Sponsor for NYBE’s Camping in New York promotion
- Co-branding, logo and travel guide featured for program
- Cost: **\$19,995**

#### **“The New York Experience” Co-op Aisles:**

- Philadelphia Flower Show: Display and Travel Guide Distribution – Destination Day. **Cost: \$2,995**
- New York Travel Show: Display and Travel Guide Distribution. **Cost: \$2,495**

TOTAL Discounted Cost: **\$39,495** - (Total package cost \$51,970)

#### **Creative Info:**

We will need any assets including: Pictures, logos, contact info and text sent to [jbrown@nywelcomesyou.com](mailto:jbrown@nywelcomesyou.com)

**Payment Information:** Submit payments to New York Welcomes You, Inc. 51863 State Hwy 10, Bloomville, NY 13739

#### **Early Termination of Contract:**

Early termination by client prior to expiration of contract shall be deemed voluntary and the client shall be responsible for the completion of payment(s) outlined in this contract. New York Welcomes You, Inc. reserves the right to terminate this contract at any time when situations beyond its control force it to do so. In the event of New York Welcomes You, Inc.’s early termination, New York Welcomes You, Inc. will return any prepaid portion of this contract.

**Client Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

(Print Name) \_\_\_\_\_

**Representative Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

(Print Name) \_\_\_\_\_

## ***RESOLUTION REQUEST FORM NO. 3***

### ***Request for New Contract***

**DEPARTMENT NAME:** Tourism

**DATE:** February 27, 2025

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To contract for a multi-faceted promotional campaign**
- (c) Name of Contractor: **Famous Destination Marketing, Inc.**
- (d) Address of Contractor: **PO Box 128 Delhi, NY 13753**
- (e) Contractor's Contact Person and Telephone Number:  
**Josiah Brown 845-283-1638**
- (f) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **Upon Board of Supervisors approval**
- (h) Termination Date of Contract: **March 31, 2026**
- (i) Payment Provisions:
  - i) lump sum amount **\$49,975**
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$49,975**
  - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of various project/shows**)
- (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 470, Contract, \$49,975****

**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

# Famous Destination Marketing, Inc.

P.O. Box 128 | Delhi, N.Y. 13753 | Phone 845-283-1638

## **Famous Destination Marketing, Inc**

2025

P.O. Box 128 Delhi, NY 13753

Contact: Josiah Brown – 845-283-1638

### **Providing services to:**

Company: Warren County Tourism  
Address: Municipal Center, 1340 State Route 9  
Lake George, NY 12845  
Contact: Heather Bagshaw

Famous Destination Marketing agrees to provide the following services to the above-mentioned business:

## **New York's Best Experiences - Consulting Products**

Thank-you for the opportunity to help your destination refine and grow the visitor economy in ways that will become essential to the vitality of your communities for generations to come

### **2025 Visitor Economy Stewardship Vision**

Steps for a successful project:

- **Secret shopper:** We will take time to be in the destination without any official “hosting”. We want to see some of the destination without any pre-conceived ideas first.
- **Destination Immersion:** We will then want to see as much of the destination across 3-4 seasons as we can. This will be to compare the “we saw” with the “here is the official story”.
- **Discovery/Research:** This process is meant to gather as much data and information as possible. That is both existing data and research if necessary. This will also be the time for in-depth meetings of the core group.
- **Stakeholder Interviews:** We would want to meet with a cross section of businesses, tourism businesses, elected officials, non-for-profits, representative residents etc.
- **Plan Drafting:** From this work a Destination Assessment will be created. This is the “moment in time” document – observations and benchmarks. Then we can use this same data for a Visitor Economy Stewardship Vision
- **Presentations and Final Plan-** For all of this to work to truly have an impact we must earn buy-in from the region’s residents and stakeholders. Probably our strongest deliverable in all of this is the Sherpa’s ability to move crowds to a place of “hope and vision” in presentations. We will want to do both presentations and community roundtables etc.

**Cost = \$49,975 (Total Value \$65,000)**

**Info:** We will need any assets including: Pictures, logos, contact info and text sent to [Sherpa@NewYorksBestExperiences.com](mailto:Sherpa@NewYorksBestExperiences.com)

**Payment Information:** Submit payments to Famous Destination Marketing, Inc P.O. Box 128 Delhi, NY 13753

### **Early Termination of Contract:**

Early termination by client prior to expiration of contract shall be deemed voluntary and the client shall be responsible for the completion of payment(s) outlined in this contract. Famous Destination Marketing, Inc. reserves the right to terminate this contract at any time when situations beyond its control force it to do so. In the event of Famous Destination Marketing, Inc. early termination, Famous Destination Marketing, Inc. will return any prepaid portion of this contract.

**Client Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

(Print Name) \_\_\_\_\_

**Representative Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

(Print Name) \_\_\_\_\_