



**Tourism Committee
AGENDA
March 23, 2026**

Committee Members: TURNER, Crocitto, Strough, Runyon, Gilligan, Butler, Goodspeed

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 Turner.
 - II. Motion to approve minutes of the February 23, 2026 Tourism Committee meeting.
 - III. Privilege of the floor and public comment:
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To amend contract not to exceed amount with Rove Marketing, Inc., from \$29,550 to \$31,114, an increase of \$1,564.
Rationale: Incorporate CoStar app into the Rove dashboard for more timely and accurate reporting.
 - V. Discussion Items:
 - a. Tourism Director Report – Announce Spring Tourism Seminar
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
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Attachment #1: Resolution Request Form 6 Amend Contract with ROVE

Attachment #2: ROVE Service Order

Attachment #3: Resolution 118 of 2025

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: March 23, 2026

- (a) Purpose of Contract Change: **Amend contract not to exceed amount from \$29,550 in 2026 to \$31,114, an increase of \$1,564**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **118 of 2025**
- (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: **Upon approval of Board of Supervisors**
- (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 **\$31,114**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.
- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417.0001 470 Contract \$31,114**

**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



Subscriber	Warren County Government	Effective Date	January 1, 2025
Contact Name	Amy Turcotte	Term End Date	December 31, 2026
Contact Email	TurcotteA@warrencountyny.gov	Service Order ID	WARR-20250101-D1-A1

Destination Insights Platform Subscription	2026 Fees (USD)
CoStar App Term: Mar 1,2026 – Dec 31,2026 <ul style="list-style-type: none"> Data app product implementation, configuration, and training 10-Mth data app license and maintenance Data extraction and processing for destination market region (CoStar Hospitality Submarket confirmed as Lake George Area) Historical data available from 2019 updated mthly per term of contract Available benchmark selections (to be confirmed during onboarding) Note: Accommodations summary dashboard will not include data from the CoStar App; any related development would require a separate scope. 	\$5,064
Resident Sentiment Data Term: January 1, 2026 – December 31, 2026 <ul style="list-style-type: none"> Survey based collection using Rove's pre-established resident survey. 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. 	(\$3,500) Credit
Destination Insights Platform Subscription Total	\$1,564
Payment Schedule	
Invoices 2025: March 30, 2026	\$1,564

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.	
Name	Amy Turcotte, Legal Office Coordinator	Name	James Sauter, Partner, Co-Founder
Date		Date	
Signature		Signature	

SERVICE ORDER



Billing Address 1340 State Route 9 Lake George, New York 12845		Address 270 The Kingsway PO Box 74513, Toronto, Ont. M9A 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

DRAFT

Warren County Board of Supervisors

RESOLUTION NO. 118 OF 2025

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

**AUTHORIZING AGREEMENT WITH ROVE MARKETING, INC. TO PURCHASE
SUBSCRIPTION OF DATA FOR INCLUSION INTO THE
DESTINATION INSIGHTS PLATFORM**

WHEREAS, the Director of Tourism requested, and the Tourism Committee agreed, to enter into an agreement with ROVE Marketing, Inc. in an amount not to exceed Twenty-Six Thousand Fifty Dollars (\$26,050) in 2025 and Twenty-Nine Thousand Five Hundred Fifty Dollars (\$29,550) in 2026, to purchase subscription of data for inclusion into the Destination Insights Platform over a term commencing January 1, 2025 and terminating December 31, 2026, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with ROVE Marketing, Inc., 270 The Kingsway, P.O. Box 74513, Toronto, Ontario, Canada M9E 5E2, in an amount not to exceed Twenty-Six Thousand Fifty Dollars (\$26,050) in 2025 and Twenty-Nine Thousand Five Hundred Fifty Dollars (\$29,550) in 2026 to purchase subscription of data for inclusion into the Destination Insights Platform over a term commencing January 1, 2025 and terminating December 31, 2026, in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0001 470, Tourism/Occupancy, Tourism, Contract.