



Occupancy Tax Coordination Committee  
Warren County Tourism Department  
AGENDA  
July 15, 2020

Committee Members:

D. Dickinson, Chairman  
E. Merlino  
J. Strough  
C. Braymer  
D. Bruno  
E. Frasier  
K. Geraghty  
C. Leggett  
R. Seeber

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- I. Committee meeting called to order by Chairman Dickinson.
  - II. Motion to approve minutes of June 9, 2020 Occupancy Tax Coordination Meeting
  - III. Report on Revenues from the County Treasurer
  - IV. Action Agenda:
    - Request from Adirondack Winery LLC re: advance payment of award
    - Reduction in 2020 amount – CVB - \$75,000 each 3rd and 4th quarters; 2021 budget
    - Reduction in 2020 amount – Civic Center - \$56,250 each 3rd and 4th quarters
    - Cancel payment of 2020 Spending Plan amounts - \$367,500
    - Note: Tourism Budget reduced 26% from \$2,479,000 to \$1,829,000 - \$650,000
  - VI. Privilege of the Floor to discuss any additional items to come before Committee.
  - VII. Motion to adjourn.

## Grant, Leisa

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**From:** Moore, Ryan  
**Sent:** Tuesday, July 14, 2020 3:46 PM  
**To:** Grant, Leisa; Dickinson, Dennis L.; Merlino, Eugene; Conley, Joanne  
**Cc:** Thomas, Frank; Frasier, Edna; Geraghty, Kevin; Allen, Amanda; Kissane, Mary; DeLorenzo, Tammie  
**Subject:** RE: Update  
**Importance:** High

All:

In terms of tomorrow's occ tax award discussion for Civic Center and CVB, I have a new path to the 20% reduction. This is the preferred path of both entities, so I request we structure it this way. Both Gina Mintzer and Jeff Mead have been involved in these discussions.

CIVIC CENTER			CVB		
q1 2020	\$62,500		q1 2020	\$125,000	
q2 2020	\$62,500		q2 2020	\$125,000	
q3 2020	\$56,250	-10%	q3 2020	\$75,000	50%
q4 2020	\$56,250	-10%	q4 2020	\$75,000	50%
	<u>\$237,500</u>	-5%		<u>\$400,000</u>	27%
					-
q1 2021	\$53,125	-15%	q1 2021	\$120,000	13%
q2 2021	\$53,125	-15%	q2 2021	\$120,000	13%
q3 2021	\$28,125	-55%	q3 2021	\$120,000	13%
q4 2021	\$28,125	-55%	q4 2021	\$120,000	13%
	<u>\$162,500</u>	-35%		<u>\$480,000</u>	13%
					-
	<u>\$400,000</u>	-20%		<u>\$880,000</u>	20%

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**From:** Moore, Ryan  
**Sent:** Friday, July 10, 2020 12:08 AM  
**To:** Grant, Leisa; Dickinson, Dennis L.; Merlino, Eugene; Conley, Joanne  
**Cc:** 'tscsupvr@frontier.com'; 'Edna Frasier'; Geraghty, Kevin  
**Subject:** RE: Update

Here is what I think we should do. Please let me know if anybody disagrees. If not, I think this should be our plan going forward. Tourism Department needs to start taking some actions, so we can't hold on this much longer.

Jeff Mead | General Manager | President, Business Operations  
Cool Insuring Arena | Adirondack Thunder  
1 Civic Center Plaza | Glens Falls, NY 12801  
518-798-0366 ext 113  
[jmead@coolinsuringarena.com](mailto:jmead@coolinsuringarena.com)  
[jmead@echlthunder.com](mailto:jmead@echlthunder.com)

[www.coolinsuringarena.com](http://www.coolinsuringarena.com)  
[www.echlthunder.com](http://www.echlthunder.com)

## LGRCVB 2020-2021 Budget-Forecast-Presentation

	2020 Budget	YE Forecast	28% OT Cut	40% OT Cut
<b>INCOME</b>				
WC OT Allocation	\$ 550,000.00	\$ 400,000.00	\$ 400,000.00	\$ 330,000.00
Rollover			\$ 150,000.00	\$ 150,000.00
<b>TOTAL INCOME</b>			<b>\$ 550,000.00</b>	<b>\$ 480,000.00</b>
<b>EXPENSE</b>				
Trade Shows	\$ 45,935.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
Memberships	\$ 8,545.00	\$ 8,545.00	\$ 8,500.00	\$ 8,500.00
Advertising	\$ 70,150.00	\$ 39,000.00	\$ 76,000.00	\$ 46,800.00
Marketing	\$ 48,450.00	\$ 31,977.00	\$ 75,000.00	\$ 49,000.00
Sponsorships	\$ 15,000.00	\$ 11,000.00	\$ 19,000.00	\$ 19,000.00
Admin	\$ 36,124.00	\$ 31,460.00	\$ 35,000.00	\$ 35,000.00
Mileage	\$ 3,500.00	\$ 1,500.00	\$ 3,500.00	\$ 3,500.00
Convention Services	\$ 15,650.00	\$ 5,000.00	\$ 15,000.00	\$ 9,000.00
Personnel	\$ 205,200.00	\$ 175,000.00	\$ 199,700.00	\$ 199,700.00
Conv Sales & Develop	\$ 41,475.00	\$ 20,000.00	\$ 29,000.00	\$ 20,000.00
Staff Development	\$ 6,700.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
Community Development	\$ 29,000.00	\$ 29,000.00	\$ 40,000.00	\$ 40,000.00
Simpleview	\$ 13,200.00	\$ 7,000.00	\$ 12,000.00	\$ 12,000.00
EIC	\$ 5,500.00	\$ 5,975.00	\$ 6,000.00	\$ 6,000.00
Research	\$ 5,400.00	\$ 2,200.00	\$ 2,200.00	\$ 2,200.00
<b>TOTAL</b>	<b>\$ 549,829.00</b>	<b>\$ 396,657.00</b>	<b>\$ 549,900.00</b>	<b>\$ 479,700.00</b>

# ***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 (Occupancy Tax)**

**DATE: 7/15/20**

- (a) Purpose of Request: to amend the 2020 agreement with the Adirondack Civic Center Coalition to \$237,500
  
- (b) Details: \$125,000 has been paid to date; the third and fourth quarter payments will be \$56,250 each.
  
- (c) Previous Resolution Number: Res# 47 of 2020
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480.05 - Tourism-Business Promotion \$237,500

**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 (Occupancy Tax)**

**DATE: 7/15/20**

- (a) Purpose of Request: to amend the 2020 agreement with the Lake George Regional Convention and Visitor's Bureau to \$400,000
  
- (b) Details: \$275,000 has been paid to date; the third and fourth quarter payments will be reduced.
  
- (c) Previous Resolution Number: Res# 393 of 2019
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417.0002 480.05 - Tourism-Business Promotion \$400,000

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

\* as listed in budget and LOGOS



## Lake George Regional Convention & Visitors Bureau (LGRCVB) 2020-21 Strategic Plan

### DESTINATION OVERVIEW: SUSTAINABILITY AND RESILIENCE

#### Who we are, what we stand for, what we do, who we serve

- Board of Directors, Staff
- Leadership, Community, Stewardship
- Management, Advocacy, Marketing
- Stakeholders, Locals, Visitors

#### Anatomy of a Recovery

- Initial phase – domestic leisure drive -- NOW
- Secondary phase – Essential meetings, small and medium events, regional activities (tri-state) -- FALL
- Final Phase – large events, regional (Northeast) – SPRING 2021

#### Key guideposts for the next 18 months

- Recovery has begun
- Performance by destination will be incredibly disparate for the next 6-9 months
  - o Lodging, Attractions, Retail, Dining, Services
- Recovery timeline will be largely a function of:
  - o Travel market exposure
  - o Pandemic exposure
- Volume recovery will lead yield as prices fall victim to recession
- Destination will be 75-80% whole by the end of 2021 with full recovery by mid-2023 (per national economists)