

**Occupancy Tax Coordination Committee  
Warren County Tourism Department  
AGENDA  
December 14, 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 September 28, 2020 Occupancy Tax Coordination Meeting
  - III. Report on Revenues from the County Treasurer
  - IV. Action Agenda/New Business items:
    1. Discussion of possible winter events to be a substitute for the Lake George Winter Carnival  
Rationale: The organizers of the Lake George Winter Carnival have cancelled the event for 2021.
  - V. Discussion items: None.
  - VI.. Referrals/Pending Items: None.
  - VII. Privilege of the floor and public comment (please allow for 15 second delay on live stream meetings)
  - VIII. Motion to adjourn.
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**APPLICATION FOR CONTRACT FUNDING WITH WARREN COUNTY  
UNDER THE TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

Please check those Towns/City/Village listed below that your organization will be applying for funding for this event:

Bolton     Chester     Hague     Horicon     Johnsbury     Thurman  
 Lake George     Village of Lake George     Lake Luzerne     Queensbury  
 Stony Creek     Warrensburg     City of Glens Falls

**I. ORGANIZATION AND CONTACT INFORMATION**

1. A. Please set forth your complete corporate, association or group name.

**Americade INC.**

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B. Please set forth the name of the event for which you wish to contract with Warren County.

**Lake George Winter Fest**

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C. Please set forth the contract amount you propose to be paid by the County toward the event.

**\$40,000**

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2. Is the above name the only name you conduct business or fund raising under?

**N/A** Yes  No. If No, please provide all other names you use for business and fund raising purposes.

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3. If your organization is incorporated, please provide the state of incorporation and the complete corporate name, if different than set forth above.

**New York.**

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4. Please set forth your organization's principal business address.

PO Box 2205  
Glens Falls, NY 12801

5. Please set forth your organization's contact person and that person's address, email address and telephone number (this should be the person County representatives may contact for contract information or if there is a need for presentations before County Committees or other questions).

Name Christian Dutcher

Address PO Box 2205 Glens Falls NY 12801

Email christian@americade.com Telephone 5187980858

II. EVENT BACKGROUND INFORMATION

6. Please state the dates on which your event is planned to occur and for which you wish to contract with Warren County. *(Please note: Warren County generally does not fund one day events, and it is expected that one day events will be addressed at the local Town, City, or Village level - the Board of Supervisors will, however, consider exceptions to this rule in the instance of special circumstances.)*

The four weekends of February.

7. Please set forth the planned location of your event.

Throughout Warren County, with most activity with Town of Lake George.

8. Please provide a general description of your event i.e. the nature and type of event and why it is held. Include an agenda of activities during the event if possible.

See the attached letter to Supervisor Dickenson and the Occ.  
Tax Committee and all Warren County Supervisors.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged to support the event.  
We are in the process of confirming associated vendors and their timeframes of participation to create the calendar.
10. Please state whether this is a one-time event in Warren County or whether you plan future events.  
Fest is being created to fill in for cancellation of 2021 Wint. Carn.
11. Please set forth the number of attendees projected to attend the event.  
a. 4,000  
b. How did you determine this number of attendees?  
Estimated 1,000/weekend. (500 @\$10 and 500 @\$50)
12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay anticipated .  
No. Of Rooms anticipated 1,000+ Length of Stay (per party) 2 nights.  
How did you determine this number of rooms? 1000 ppl @ 2ppl/ room \* 2 nights \* 4 weekends.
13. If your organization has previously received funding from the County, please attach the previous year's performance report and zip code list.  
What was the estimated number of rooms that were utilized? N/A  
How did you determine this number? This is a first time for applying by this large group of business owners who have asked...  
If you expect this to change this year, please indicate your reasons below.  
...Americade to represent us. (Kathy Muncil, Frank Dittrich, Laura Kohls, Sara Mannix, Mark Behan, LG CVB, Joanne Connelly, Sam Luciano

14. What funding did your organization receive last year, if any?  
New Event. Previously, Winter Carnival was awarded \$35,000
15. How many years has Warren County funded this event? New Event
16. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).  
Marketing will be handled through Mannix Marketing, all local hotels, Warren County Tourism and Behan Communications.  
The goal is to bring heads to beds so that occ and sales tax are salvaged from the cancellation of Winter Carnival 2021.

### III. EVENT FINANCING INFORMATION

17. Please set forth the total cost anticipated to be borne by your organization as sponsor for the event.  
\$47,000, which is reduced by a \$7,000 contribution from hotels.
18. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):  
\$7,000 from an emerging consortium of partner hotels.
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19. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.  
If we sell tix, all net proceeds will be returned to the county.
20. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 18, you need only

to state this).

None.

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21. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available.  
\$ 40,000

22. Please attach your proposed budget for the event, showing anticipated income and expenditures.

23. Please set forth a description of any end product that will be generated as a result of this funding, and whether it is intended that such end product, or copy thereof will be furnished to Warren County.  
Any net proceeds will be given to Warren County.

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#### IV. WARREN COUNTY AGREEMENT INFORMATION

25. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo ***or*** if use is limited to certain promotional material, please describe where and when the logo will be used.

Yes. WCT (Joanne C) has been part of our group in this emergency situation.

***Please note:*** Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of advertising as shall be required by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

26. Please state whether you have read the standard form County Tourist and Development Agreement *which includes insurance requirements naming Warren County as additional insured ninety (90) days before the event takes place with the Sponsor as the named insured on the certificate*, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.  
Standards have been read and we agree to be bound.
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I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Christian Dutcher

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TYPE OR PRINT NAME



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SIGNATURE

Director

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TITLE

12/13/2021

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DATE

THE ULTIMATE ADIRONDACK WINTER ESCAPE	TOTAL REQUESTED	\$40,000	Price Per	# of days	Qty	
A wristband gets you:						
Free horse drawn carriage rides throughout the weekend.			\$750.00	4	3	\$9,000
Commemorative Mug (removed due to cost)			4	4	0	\$0
Hot Chocolate stations throughout the Village, no charge.						\$0
Will hope to work with places that do three "ice bars"/new activity for Covid to be extended through Feb						\$0
						<hr/> \$9,000
Hotelier Contribution						(\$7,000)
PR						\$1,000
Marketing						\$4,000
Insurance						\$2,000
Creation/Mgmt						\$12,000
Remaining Budget costs for event paid to local businesses who will provide the experiences						
Choice of:						
Mountaintop Helicopter Ride.			\$45.00	60.00%		\$27
Tubing Park Adventure (2 Hour Ticket at NEW 10 lane tubing park, with magic carpet ride lift to the top)			\$20.00	10.00%		\$2
Dog Sled Ride (30 min experience across frozen Lake George)			\$40.00	5.00%		\$2
Downhill Skiing (Includes 4 hour lift ticket at West Mtn Resort, or pay only \$XX? for a Full Day Gore Mtn Ticket)			\$30.00	10.00%		\$3
Snowmobile Ride (Drive a snowmobile on the (safe) frozen ice of Lake George) (Approx \$50, 1 hour. Lake Vanuire and/or C&C)			\$40.00	5.00%		\$2
Cross Country Ski Rental and Trail Access (Full Day) (\$20 cost Inside Edge)			\$20.00	5.00%		\$1
Snowshoe Rental and Trail Access (Full Day at Gore Mtn)			\$20.00	5.00%		\$1
Weighted Cost:				100.00%		\$38
PPL				first 500	500	\$19,000
\$10 per ticket with reservation of room to first 500			<hr/> \$10			
Cost of any tickets purchased after first 500			\$50			

THE ULTIMATE ADIRONDACK WINTER ESCAPE

Fun \* Cozy \* Adventureous \* Memorable

Perfect for couples or families.

Every Wristbanded Attendee enjoys:

Free horse drawn carriage rides throughout the weekend.

(Can three ice bars/new restaurant activities be extended through Feb?)

Choice of:

Mountaintop Helicopter Ride.

Tubing Park Adventure (2 Hour Ticket at NEW 10 lane tubing park, with magic carpet ride lift to the top)

Dog Sled Ride (30 min experience across frozen Lake George)

Downhill Skiing (Includes 4 hour lift ticket at West Mtn Resort, or pay only \$XX? for a Full Day Gore Mtn Ticket)

Snowmobile Ride (Drive a snowmobile on the (safe) frozen ice of Lake George) (Approx \$50, 1 hour. Lake Vanaire and/or C&C)

Cross Country Ski Rental and Trail Access (Full Day) (\$20 cost Inside Edge)

Snowshoe Rental and Trail Access (Full Day at Gore Mtn)