



**Occupancy Tax Coordination Committee
SPECIAL MEETING
AGENDA
September 1, 2026**

Committee Members: CROCITTO, Wild, Strough, Turner, Runyon, Butler, Patchett

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 Chairman Crocitto.
- II. Motion to approve minutes of the August 24, 2026 Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To approve entering into contract with ARS US, LLC in the amount of \$394,500.
Rationale: To host Air Race X at Warren County Airport September 3-5, 2027, as a signature event.
 - b. **Resolution Request:** To approve appropriation of funds from the Occupancy Tax Reserve on October 1, 2026.
Rationale: To fund hosting of Air Race X taking place September 3-5, 2027, at Warren County Airport.
 - c. **Resolution Request:** To approve new contract with Lake George Steamboat Company in the amount of \$17,724.
Rationale: To host the end-of-year Annual Hospitality Workforce Celebration taking place September 14, 2026, and to be paid by funds raised through business donations and up to \$5,000 in Occupancy Tax previously approved by the Board of Supervisors.
 - d. **Resolution Request:** To Rescind Resolution 151 of 2025 authorizing extension of agreement with Sticks Media, LLC for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM).
Rationale: Sticks Media, LLC was sold to Border Media, LLC. Under advice of the County Attorney's office, a new contract must be entered into recognizing new ownership.
 - e. **Resolution Request:** To approve new contract with Border Media LLC who will be continuing the services previously provided by Sticks Media LLC
Rationale: For services creating the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM).
- V. Discussion Items: None
- VI. Referrals: None
- VII. Privilege of the floor and public comment

VIII. Motion to adjourn

Attachment #1: Resolution Form 03: New Contract with URS US, LLC to host Air Race X

Attachment #2: Resolution Form 20: Appropriate funds from the Occupancy Tax Reserve

Attachment #3: Resolution Form 03: New Contract with Lake George Steamboat Company

Attachment #4: Resolution Form 20: Rescinding Resolution extending contract with Sticks Media LLC

Attachment #5: Resolution Form 03: New Contract with Sticks Media

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department (Occupancy Tax)

DATE: 09/01/2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To host Air Race X at Warren County Airport September 3-5, 2027, as a signature event.**
- (c) Name of Contractor: **ARS US, LLC**
- (d) Address of Contractor: **2536 Rimrock Avenue, Suite 400-585, Grand Junction, CO 81505**
- (e) Contractor's Contact Person and Telephone Number: **Ted Morris
Managing Member
970-462-7588**
- (f) Has or will the Contract be provided, if so, please attach: **Yes**
- (g) Commencement Date of Contract: **October 1, 2026**
- (h) Termination Date of Contract: **October 31, 2027**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$394,500**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **\$45,000 due upon signing of Letter of Intent 10/01/2026; \$349,500 due 30 days after contract execution, or 11/01/2026.**
- (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.6417.0002 480.09 - Signature Events - \$394,500**

**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

Air Race X Funding Proposal

September 1, 2026

1. County Commitment

County Commitment	Due Date*	Amount	
Letter of Intent – non-refundable	10/01/2026	\$45,000	Request from Reserves
Contract guarantee – refundable	11/01/2026	<u>\$349,500</u>	Request from Reserves
		\$394,500	Total Request from Reserves
Estimated Host Support Requirements (HSR) 2027		<u>\$150,000</u>	Part of 2027 Budget
Maximum County Commitment		\$544,500	

2. Cost Recover

ARX Commitment	Return Date*	Amount	
Contract guarantee – refundable	10/05/2027	\$349,500	Revenue for 2027 occ tax budget
Cost Recovered		\$349,500	

3. Revenue Sharing

ARX Commitment	Return Date*	Amount	
25% of Net General Admission	11/05/2027	\$396,628	Their number \$793,256
Estimated Revenue Sharing		\$396,628	

*Approximate dates

Summary

Total County Commitment	\$544,500
Less: Cost Recovered	\$349,500
County Event Investment	\$195,000
Estimated Revenue Sharing	\$396,628+
Estimated Net Return to County	\$201,628+

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 Department

DATE: September 1, 2026

- (a) Purpose of Request: **To authorize appropriation of funds from the Occupancy Tax Reserve to fund Air Race X taking place September 3-5, 2027, at Warren County Airport.**
- (b) Details: **Appropriate \$394,500 from A.881.00 Tourism-Occupancy Tax Reserve to A.6417.0002.480.09 Tourism - Signature Events on October 1, 2026.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.881.00 Occupancy Tax Reserve**

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

* as listed in budget and LOGOS

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department

DATE: September 1, 2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To host the end-of-year Annual Hospitality Workforce Celebration taking place September 14, 2026, in the amount of \$17,724 to be paid by funds raised through business donations and up to \$5,000 in Occupancy Tax previously approved by the Board of Supervisors.**
- (c) Name of Contractor: **Lake George Steamboat Company**
- (d) Address of Contractor: **57 Beach Road, PO Box 551, Lake George Steamboat Company.**
- (e) Contractor's Contact Person and Telephone Number: **Toni Huntington,
518-668-5777**
- (f) Has or will the Contract be provided, if so, please attach: **Yes (Order Form)**
- (g) Commencement Date of Contract: **September 14, 2026**
- (h) Termination Date of Contract: **September 30, 2026**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$17,724**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Up to \$17,724 on execution of contract.**
- (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.6417.0002.480.04 Warren County Projects \$17,724****

**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



ANNUAL WARREN COUNTY HOSPITALITY WORKFORCE EVENT 2026

Monday, September 14, 2026

Boarding Time: 05:00 PM

Start Time: 05:30 PM

Dockside End: 07:30 PM

End Time: 07:30 PM

Boat: Lac du Saint Sacrement

Boarding:

Disembarking: Steel Pier

57 Beach Rd, Lake George, NY 12845,
USA

Order Number: 80663392

Guest Count: 400

Boat

Package Boat Allocation

LGSC Adjusted Fare Price

DDJ Camp Over 80

Adult Charter Ticket

Menu

Dinner Choices for DDJ

Choice of Chicken Picnic, Pasta Party, Taco Display, or Pizza Party Please make your menu choice 45 days prior to your event.

Guest:

Liza Ochsendorf

333 Glen Street Glens Falls NY 12801 US

+15188248865

ochsendorfl@WarrenCountyNY.gov

Lake George Representative:

07/14/2026

Toni Huntington

PO Box 551 Lake George NY 12845-0551 US

(518) 668-5777

Ext: 209

toni@lakegeorgesteamboat.com

Order Details

Terms

Deposit: In order to hold pricing a **\$1,000.00** deposit must be received by **07/30/2026**.

Second Deposit of \$5,000.00 due on **06/16/2026**

Final Balance due, 09/07/2026

Item/Type	Quantity	Unit Price	Total
DDJ Camp Over 80	400	\$46.57	\$18,628.00
Adult Charter Ticket	400	\$0.00	\$0.00
LGSB per person donation	1	-\$1,800.00	-\$1,800.00
Subtotal			\$16,828.00
Fees			\$896.00
Taxes			\$0.00
Total			\$17,724.00
Deposit Amount			\$1,000.00
Deposit Due on			07/30/2026
Payment			\$0.00
Final Balance Due			\$17,724.00

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: 09/01/2026

- (a) Purpose of Request: To rescind Resolution extending contract for ongoing creation of the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM).
- (b) Details: Sticks Media, LLC was sold to Border Media, LLC. Under advice of the County Attorney's office, a new contract must be entered into recognizing new ownership.
- (c) Previous Resolution Number: Res# 151 of 2025
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417.0002 480.05 - Tourism-Business Promotion \$24,000

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

* as listed in budget and LOGOS

**AGREEMENT BETWEEN COUNTY OF WARREN, NEW YORK AND STICKS MEDIA, LLC
TO CREATE A WEEKLY WARREN COUNTY RADIO FEATURE THAT AIRS TWICE DAILY
DURING PRIME LISTENERSHIP (7:20 A.M. AND 5:20 P.M.) FOR THE TOURISM
DEPARTMENT**

1. **County Agreement Number:** 574-A-139
2. **County Department:** Tourism
3. **Contractor:** Sticks Media, LLC
4. **Contractor Address:** P.O. Box 12145, Parkville, Missouri 64152
5. **Contractor Telephone:** 805-338-6383
6. **Effective Date:** February 1, 2026
7. **Total Amount of Award:** \$24,000 per year
8. **Expiration Date:** February 28, 2027
9. **Agreement Renewal Terms:** N/A
10. **Authorizing County Resolution:** 151 of 2025

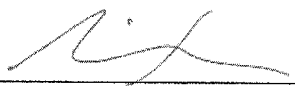
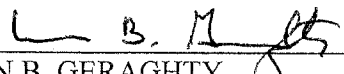
This Agreement consists of this page, the authorizing County Resolution, plus the following documents which are incorporated by reference herein:

- Exhibit A, Statement of Work;
- Exhibit B, Standard Contract Clauses (version 1.01);
- Exhibit C, Standard Insurance Requirements and Indemnification (version 1.01); and
- Exhibit D, Compliance with Federal and New York State Regulations (version 1.01).

Approved as to Form:


Christopher Briggs
Assistant County Attorney

**ACCEPTANCE. THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNLESS
EXECUTED BELOW BY THE COUNTY OF WARREN.**

STICKS MEDIA, LLC	COUNTY OF WARREN
<i>Signature:</i> 	<i>Signature:</i> 
<i>Name:</i> TODD NIXON	<i>Name:</i> KEVIN B. GERAGHTY
<i>Title:</i> President/Owner	<i>Title:</i> Chair, Warren County Board of Supervisors
<i>DATED:</i> 03/26/2026	<i>DATED:</i> 3/26/26



Sticks Media LLC
PO Box 12145
Parkville MO 64152
T: (805) 338-6383 E: todd@sticksmedia.com

93.5 Lake FM (WLGR) Order Confirmation

OrderID: 0165-004

Sponsor: WARREN COUNTY
Product: LAKE GEORGE AREA ADVENTURES
Estimate/PO:
AccountRep: Walt Adams
BillingCycle: Calendar Month
InvoiceType: Times/Rates
Run Dates: 3/12/2026 - 3/11/2027
Items Ordered: 1,460
Gross Amount: 24,000.00
Discounts: 0.00
Agency Commission: 0.00
Net Amount: 24,000.00

WARREN COUNTY
1340 STATE ROUTE 9
LAKE GEORGE, NY 12845

Scheduled Station(s): WLGR WARREN COUNTY

Printed 4/7/2026 1:39:05 PM

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Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 3/12/2026 - 3/11/2027	All Weeks	06:00 AM - 10:00 AM	1	1	1	1	1	1	1	7	:60	Spot		C165-001	365	[Package]	[Package]
02 3/12/2026 - 3/11/2027	All Weeks	10:00 AM - 03:00 PM	1	1	1	1	1	1	1	7	:60	Spot		C165-001	365	[Package]	[Package]
03 3/12/2026 - 3/11/2027	All Weeks	03:00 PM - 07:00 PM	1	1	1	1	1	1	1	7	:60	Spot		C165-001	365	[Package]	[Package]
04 3/12/2026 - 3/11/2027	All Weeks	07:00 PM - 11:59 PM	1	1	1	1	1	1	1	7	:60	Spot		C165-001	365	[Package]	[Package]

Calendar Month Projected Billing:

Jan-26	0.00	Feb-26	0.00	Mar-26	2,000.00	Q1-2026	2,000.00
Apr-26	2,000.00	May-26	2,000.00	Jun-26	2,000.00	Q2-2026	6,000.00
Jul-26	2,000.00	Aug-26	2,000.00	Sep-26	2,000.00	Q3-2026	6,000.00
Oct-26	2,000.00	Nov-26	2,000.00	Dec-26	2,000.00	Q4-2026	6,000.00
Jan-27	2,000.00	Feb-27	2,000.00	Mar-27	0.00	Q1-2027	4,000.00

Confirmed Correct; Payment Guaranteed

Date

Please print full name, sign and date.

BILLING SCHEDULE

03/31/2026	\$2,000.00
04/30/2026	\$2,000.00
05/31/2026	\$2,000.00
06/30/2026	\$2,000.00
07/31/2026	\$2,000.00
08/30/2026	\$2,000.00
09/30/2026	\$2,000.00
10/31/2026	\$2,000.00
11/30/2026	\$2,000.00
12/31/2026	\$2,000.00
01/31/2027	\$2,000.00
02/28/2027	\$2,000.00

Warren County Board of Supervisors

RESOLUTION No. 151 OF 2025

RESOLUTION INTRODUCED BY SUPERVISORS CROCITTO, RUNYON, PATCHETT, GILLIGAN, ETU, THOMAS AND MERLINO

AUTHORIZING AGREEMENT WITH STICKS MEDIA, LLC TO CREATE A WEEKLY WARREN COUNTY RADIO FEATURE THAT AIRS TWICE DAILY DURING PRIME LISTENERSHIP (7:20 A.M. AND 5:20 P.M.) FOR THE TOURISM DEPARTMENT

WHEREAS, the Tourism Director requested, and the Occupancy Tax Coordination Committee agreed, to enter into an agreement with Sticks Media, LLC to create a weekly Warren County radio feature that airs twice daily during prime listenership (7:20 a.m. and 5:20 p.m.), now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to enter into an agreement with Sticks Media, LLC, P.O. Box 12145, Parkville, Missouri 64152, to create a weekly Warren County radio feature that airs twice daily during prime listenership (7:20 a.m. and 5:20 p.m.), in an amount not to exceed Twenty-Four Thousand Dollars (\$24,000) per year, with Two Thousand Dollars (\$2,000) being paid monthly upon furnishing of deliverables, for a term commencing February 1, 2025 and terminating February 28, 2026, with the option for one (1) additional one (1) year terms upon the same terms and conditions and upon mutual agreement of the parties, in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for said agreement shall be expended from Budget Code A.6417.0002 480.05, Tourism/Occupancy, Occupancy Tax, Tourism-Business Promotion.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department (Occupancy Tax)

DATE: 09/01/2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To enter into contract with Border Media, LLC for services creating the weekly Warren County radio feature that airs twice daily during prime listenership (7:20 AM and 5:20 PM).**
- (c) Name of Contractor: **Border Media LLC**
- (d) Address of Contractor: **224 W 35th Street, Floor 5, #3000, New York, NY 10001**
- (e) Contractor's Contact Person and Telephone Number: **Ricki Lee, CEO, 833-326-7337**
- (f) Has or will the Contract be provided, if so, please attach: **No**
- (g) Commencement Date of Contract: **June 1, 2026**
- (h) Termination Date of Contract: **February 28, 2027**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$18,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **\$2,000 month upon furnishing of deliverables**
- (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.6417.0002 480.05 - Tourism-Business Promotion - \$18,000****

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