



**Tourism Committee
AGENDA
April 21, 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 March 23, 2026 Tourism Committee meeting.
 - III. Privilege of the floor and public comment:
 - IV. Action Agenda/New Business Items:
 - a. **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, and destination feature at major market shows and events; for one year with an option to extend for two additional one-years terms in an **amount not to exceed \$39,995** annually.
 - b. **Resolution Request:** To award a new contract with Famous Destination Marketing, Inc.
Rationale: To contract as a featured Title Destination for "Camping in New York" promotion; for one year with an option to extend for two additional one-years terms in an **amount not to exceed \$19,995** annually.
 - 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 New York Welcomes You, Inc.

Attachment #2: New York Welcomes You, Inc. agreement

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

Attachment #4: Famous Destination Marketing, Inc. agreement

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department

DATE: April 20, 2026

- (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, and destination feature at major market shows and events.**
- (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: **Yes**
- (g) Commencement Date of Contract: **April 1, 2026**
- (h) Termination Date of Contract: **March 31, 2027 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 **\$39,995**
 - 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: **A6417.0001 470 Contract \$39,995****

**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.

2026

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: Tier 1 Partner

- Lake George Area Featured as an “Epicenters of Experiences” in NYBE Mobile Visitors Center Mobile Activation Tour (\$39,995)
 - 8-10 major events totaling 600,000+ attendees
- New York Sherpa Show program – Produced Reel with Content Creator (\$4,995)
- NYBE Recommendations Guide – Featured Destination with 2 Page Spread (\$5,495)
- Philadelphia Flower Show – Destination Day Sponsor (\$3,495)
- Cost: **\$39,995 – Destination Buy-in**

TOTAL Cost: **\$39,995** (Total Value \$53,980)

Creative Info:

We will need any assets including: Pictures, logos, contact info and text sent to 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: April 20, 2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To contract as a featured Title Destination for "Camping in New York" promotion.**
- (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: **Yes**
- (g) Commencement Date of Contract: **April 1, 2026**
- (h) Termination Date of Contract: **March 31, 2027 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 **\$19,995**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Upon completion of campaign**
- (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 \$19,995****

**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

2026

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

2026 NYBE Sponsorships

NYBE's – Camping in New York – Title Sponsor

- Lake George Area Featured as the Title Sponsor for NYBE's "Camping in New York" promotion
- Event promotion inspiring travelers to choose camping.
- Cost: **\$19,995**

Cost = \$19,995

Info: We will need any assets including: Pictures, logos, contact info and text sent to 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) _____

Warren County Occupancy Performance Report

March 2026 Year-Over-Year Comparison

Warren County lodging performance in March 2026 showed modest growth driven primarily by higher room rates, while occupancy remained flat year-over-year.

- 1 Average Occupancy: 40.4% (-0.2%, 40.6%)
- 2 Demand: 56,498 room nights (+1.0%, 55,947)
- 3 Average ADR: \$122.12 (+2.4%, \$119.31)
- 4 Revenue: \$7.05M (+2.9%, \$6.85M)
- 5 Average RevPAR: \$50.64 (+1.8%, \$49.75)

Competitive Market Analysis (CoStar)

Across the competitive set, occupancy trends were mixed. While Warren County remained stable, some markets experienced occupancy gains (notably Essex County), and others continued to operate at higher overall occupancy levels (such as Saratoga and Franklin Counties).

