



**Tourism Committee  
AGENDA  
August 24, 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.*

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- I. Committee meeting called to order by Chairwoman Turner.
  - II. Motion to approve minutes of the July 21, 2026 Tourism Committee meeting.
  - III. Privilege of the floor and public comment:
  - IV. Action Agenda/New Business Items:
    - a. **Resolution Request:** To approve new contract with Granicus, LLC, which will be continuing services provided in existing contract.  
**Rationale:** For website consulting services and license agreement for the Warren County Tourism Department's website, [visitlakegeorge.com](http://visitlakegeorge.com).
  - V. Discussion Items:
    - a. Heather Bagshaw, Tourism Industry Council
    - b. Jessica Carson, Occupancy Performance Report
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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**Attachment #1:** Resolution Request 03 New Contract with Granicus

**Attachment #2:** Tourism Industry Council proposal

**Attachment #3:** Occupancy Performance Report



## ***RESOLUTION REQUEST FORM NO. 3***

### ***Request for New Contract***

**DEPARTMENT NAME:** Tourism Department

**DATE:** August 24, 2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To enter into contract with Granicus, LLC for website consulting and license agreement for the Tourism Department's visitlakegeorge.com website.**
- (c) Name of Contractor: **Granicus LLC**
- (d) Address of Contractor: **1152 15th Street NW Suite 800, Washington DC 20005**
- (e) Contractor's Contact Person and Telephone Number: **Greg Eck  
224-217-0290**
- (f) Has or will the Contract be provided, if so, please attach: **Yes**
- (g) Commencement Date of Contract: **November 1, 2026**
- (h) Termination Date of Contract: **October 31, 2028**
- (i) Payment Provisions:
  - i) lump sum amount
  - ii) hourly rate amount
  - iii) total amount not to exceed **\$60,000 each year**
  - 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: **A.6417.0001 470 - Tourism-Contract - Not to exceed \$60,000 each year****

**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



# Lake George Area Tourism Industry Council

## Purpose

The Lake George Area Tourism Industry Council is a communication network between the Warren County Tourism Department and businesses within the tourism industry. The Council is intended to strengthen communication, encourage collaboration, and keep the Tourism Department connected to the tourism industry throughout Warren County.

Council representatives serve as liaisons for their respective tourism sectors, sharing industry trends, opportunities, challenges, and emerging issues. In turn, the Tourism Department will communicate initiatives, programs, and opportunities back through the Council representatives.

## Council Representatives

The Council will consist of **nine (9) industry representatives, plus the Tourism Committee Chair, Tourism Department Director and staff**. Representation should reflect the diversity of the Lake George Area tourism economy and include one representative from each of the following:

- Lodging
- Attractions & Experiences
- Restaurants
- Retail
- Outdoor Recreation
- Arts & Culture
- Events & Festivals
- Chambers of Commerce
- Marinas & Waterfront Recreation

Representatives serve as a point of contact for their tourism sector and are expected to:

- Represent the perspectives of their sector rather than solely their own business or organization.
- Connect with businesses in their sector and share relevant updates, trends, opportunities, and challenges.
- Share Tourism Department information and opportunities with their sector.
- Bring forward issues that may affect visitors or the tourism industry.
- Participate regularly in Council meetings and maintain a countywide perspective.

## Representative Selection

Industry representatives will be selected by the Warren County Tourism Department through an interest and nomination process. Selection will consider an individual's knowledge of their tourism sector, connection to other businesses within the sector, ability to provide a broad

industry perspective, and willingness to serve a two-year term as a two-way liaison between the Tourism Department and the businesses they represent.

The goal is to identify representatives who are engaged, collaborative, and able to look beyond the interests of their individual business or organization.

## Council Scope

Council discussions may include industry and seasonal trends, visitor feedback, upcoming events, workforce and infrastructure issues, business developments, visitor experience, and opportunities for partnership and collaboration.

The Council is an **information-sharing and industry liaison body**. It does not vote on or provide oversight of Tourism Department budgets, funding, marketing campaigns, policies, vendors, staffing, or operations. These decisions remain the responsibility of the Warren County Tourism Department.

## Meetings

The Council will meet quarterly. Meetings will generally include:

1. Tourism Department Updates & Performance Snapshot
2. Industry Sector Roundtable
3. Upcoming Projects & Seasonal Outlook
4. Information and Opportunities to Share with Industry
5. Open Discussion

## Guiding Principles

**Communication** — Open and timely exchange of information.

**Collaboration** — Working together to strengthen the visitor economy.

**Representation** — Representing the interests and perspectives of the broader tourism sector.

**Partnership** — Building trusted relationships throughout the Lake George Area tourism industry.

# Warren County Occupancy Performance Report

## July 2026 Year-Over-Year Comparison

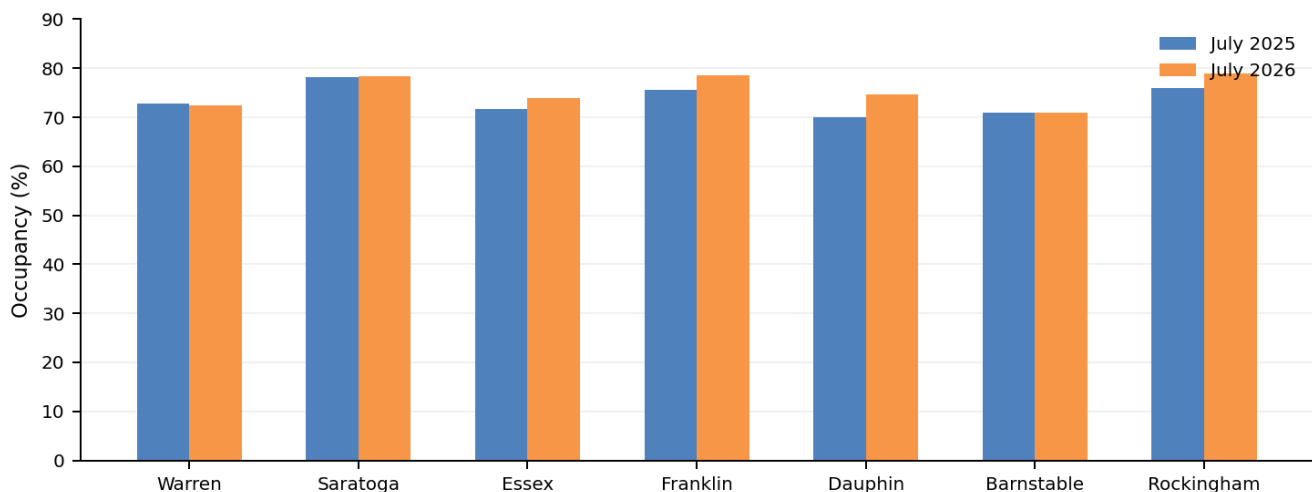
### Hotel Performance (CoStar)

Warren County lodging performance was generally stable in July 2026 compared to July 2025. Room supply, demand, and revenue increased modestly, while occupancy and RevPAR edged lower. A slight increase in average room rate helped offset the small occupancy decline.

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- **Supply:** 220,239 available room nights (+0.8%, 218,457)
- **Demand:** 159,559 occupied room nights (+0.3%, 159,161)
- **Revenue:** \$37.6M (+0.8%, \$37.3M)
- **Average Occupancy:** 72.4% (-0.5%, 72.8%)
- **Average ADR:** \$231.86 (+0.4%, \$231.01)
- **Average RevPAR:** \$170.55 (-0.2%, \$170.90)

### Competitive Market Analysis (CoStar)

Rockingham County posted the highest occupancy in July 2026, closely followed by Franklin and Saratoga County. Dauphin County recorded the largest year-over-year percentage gain in occupancy. Warren County remained near the middle of the competitive set, with occupancy declining slightly from July 2025.



**NOTE:** Dauphin County, PA (Hershey, Harrisburg); Barnstable County, MA (Cape Cod); Rockingham County, NH (Portsmouth and the Seacoast region)