



**Tourism Committee
AGENDA
September 22, 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 Committee Chair.
 - II. Motion to approve minutes of the August 24, 2026, Tourism Committee meeting.
 - III. Privilege of the floor and public comment:
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize a three-year contract for tourism intelligence platform and analytics services for the Warren County Tourism Department at a cost not to exceed \$253,900; \$91,300 in first year, \$81,300 in second and third years.
Rationale: Contract awarded to Tourism Economics as they were the low and/or responsible bidder.
 - V. Discussion Items:
 - a. Heather Bagshaw, Tourism Department Budget Presentation
 - 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 for intelligence platform and analytics services

Attachment #2: Tourism Department Budget Report

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: September 22, 2026

- (a) Is this a Result of a Bid or Request for Proposal? **WC 34-26**
- (b) Purpose of Contract: **To approve a new three-year contract with Tourism Economics for a tourism intelligence Platform and Analytics Services for the Warren County Tourism Department**
- (c) Name of Contractor: **Tourism Economics**
- (d) Address of Contractor: **303 West Lancaster Avenue, Suite 2E, Wayne, PA 19087**
- (e) Contractor's Contact Person and Telephone Number: **Adam Sacks, President 610-995-9600, asacks@oxfordeconomics.com**
- (f) Has or will the Contract be provided, if so, please attach: **N/A**
- (g) Commencement Date of Contract: **Upon contract execution**
- (h) Termination Date of Contract: **December 31, 2029**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$253,900 for three years**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **\$91,300 first year; \$81,300 second year; \$81,300 third year**
- (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 \$253,900**

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

Account	Account Description	2025 Actual Amount	2026 Adopted Budget	2026 Amended Budget	2026 Actual Amount	2027 Departmental Request
Fund	A - General					
REVENUE						
	Department 6417 - Tourism/Occupancy					
	Sub Department 0001 - Tourism					
	Non-Property Tax Items					
1113	Tax - Hotel Room Occupancy	2,818,865.71	2,892,033.00	2,892,033.00	2,681,203.54	3,007,000.00
	Non-Property Tax Items Totals	\$2,818,865.71	\$2,892,033.00	\$2,892,033.00	\$2,681,203.54	\$3,007,000.00
Departmental Income						
2089	Tourism	42,575.00	50,000.00	50,000.00	43,462.50	40,000.00
	Departmental Income Totals	\$42,575.00	\$50,000.00	\$50,000.00	\$43,462.50	\$40,000.00
State Aid						
3715	Tourism Promotion	59,088.00	60,000.00	60,000.00	58,684.00	55,000.00
	State Aid Totals	\$59,088.00	\$60,000.00	\$60,000.00	\$58,684.00	\$55,000.00
Sub Department 0001 - Tourism Totals						
	Department 6417 - Tourism/Occupancy Totals	\$2,920,528.71	\$3,002,033.00	\$3,002,033.00	\$2,783,350.04	\$3,102,000.00
	REVENUE TOTALS	\$2,920,528.71	\$3,002,033.00	\$3,002,033.00	\$2,783,350.04	\$3,102,000.00

Account	Account Description	Amount	Budget	Budget	Amount	Request
Fund	A - General					
EXPENSE						
Department	6417 - Tourism/Occupancy					
Sub Department	0001 - Tourism					
Personal Services						
110	Salaries - Regular	514,340.57	532,222.00	532,222.00	341,414.52	546,832.00
120	Salaries - Overtime	958.30	2,000.00	2,000.00	525.66	2,000.00
130	Salaries - Part Time	20,533.80	18,863.00	18,863.00	12,065.47	19,683.00
Personal Services Totals		\$535,832.67	\$553,085.00	\$553,085.00	\$354,005.65	\$568,515.00
Equipment						
220	Office Equipment	318.92	2,500.00	2,500.00	214.56	1,500.00
Equipment Totals		\$318.92	\$2,500.00	\$2,500.00	\$214.56	\$1,500.00
Contractual Expense						
410	Supplies	4,698.99	4,300.00	4,300.00	2,875.47	4,300.00
423	Telephone	779.34	1,000.00	1,000.00	725.70	1,200.00
424	Postage	23,417.81	19,000.00	19,000.00	8,502.09	19,000.00
426	Subscriptions	55,641.01	68,058.00	68,058.00	63,576.12	11,250.00
427	Memberships & Dues	11,065.00	9,940.00	9,940.00	7,807.00	9,940.00
428	Data Processing & Internet Fees	22,675.00	22,838.00	22,838.00	16,500.00	24,000.00
444	Travel/Education/Conference	24,171.71	22,500.00	22,500.00	15,789.90	25,000.00
470	Contract	705,288.08	642,096.00	709,096.25	409,544.01	886,000.00
481	Tourism Promotion	1,377,246.99	1,463,700.00	1,464,655.70	881,957.65	1,337,007.00
Contractual Expense Totals		\$2,224,983.93	\$2,253,432.00	\$2,321,387.95	\$1,407,277.94	\$2,317,697.00
Comments						
Account	Level	Comment				
410	Departmental Request	Office Supplies \$1,100; Business Cards \$200; Printing Expense \$3000				
426	Departmental Request	Benchmark \$3000; Post Star \$300; Adobe \$3000; Business Review \$200; Vimeo \$240; Chat GPT \$642; Google \$100; ISSUU \$528; Microsoft \$3240				
428	Departmental Request	Ports \$738; Domains \$100; IT Support \$22,000				
470	Departmental Request	Brochure Distribution and consumer shows \$38,000; Co-Star \$8,000; Granicus \$75,000; Rooted Rock \$55,000; Cenergy \$350,000; Adirondack pass platform\$30,000; Travel Guide printing \$100,000; Camping Campaign \$20,000; New York Welcomes You \$40,000; Data \$100,000; Public Relations \$20,000; ADK Region \$50,000				
481	Departmental Request	Print \$125000; Paid Media \$1,000,000; Digital/Social \$150,000; Promotional Items \$20,000; Petty Cash \$200; Wine, Water and Wonders \$15,000; Adirondack Pass Program \$5,000; Fishing and Boating Maps \$21,807				
Employee Benefits						
810	Retirement	49,289.85	71,587.00	71,587.00	45,339.27	83,972.00
830	Social Security	31,872.07	34,292.00	34,292.00	20,960.90	35,248.00
831	Medicare Contribution	7,453.97	8,021.00	8,021.00	4,902.15	8,244.00
860	Hospitalization	56,294.24	62,194.00	62,194.00	40,665.19	68,414.00

Account	Account Description	2025 Actual Amount	2026 Adopted Budget	2026 Amended Budget	2026 Actual Amount	2027 Departmental Request
Fund	A - General					
	EXPENSE					
	Department 6417 - Tourism/Occupancy					
	Sub Department 0001 - Tourism					
	Employee Benefits					
865	Dental Insurance	826.98	840.00	840.00	628.32	960.00
	Employee Benefits Totals	\$145,737.11	\$176,934.00	\$176,934.00	\$112,495.83	\$196,838.00
	Other Benefits					
840	Workmen's Compensation	1,695.00	1,608.00	1,608.00	1,608.00	1,847.00
861	Retirees Hospitalization	10,762.44	12,224.00	12,224.00	7,081.13	13,353.00
862	Health Insurance Cost Reimbursement	1,198.64	2,250.00	2,250.00	1,182.34	2,250.00
	Other Benefits Totals	\$13,656.08	\$16,082.00	\$16,082.00	\$9,871.47	\$17,450.00
	Sub Department 0001 - Tourism Totals	\$2,920,528.71	\$3,002,033.00	\$3,069,988.95	\$1,883,865.45	\$3,102,000.00
	Department 6417 - Tourism/Occupancy Totals	\$2,920,528.71	\$3,002,033.00	\$3,069,988.95	\$1,883,865.45	\$3,102,000.00
	EXPENSE TOTALS	\$2,920,528.71	\$3,002,033.00	\$3,069,988.95	\$1,883,865.45	\$3,102,000.00
	Fund A - General Totals					
	REVENUE TOTALS	\$2,920,528.71	\$3,002,033.00	\$3,002,033.00	\$2,783,350.04	\$3,102,000.00
	EXPENSE TOTALS	\$2,920,528.71	\$3,002,033.00	\$3,069,988.95	\$1,883,865.45	\$3,102,000.00
	Fund A - General Totals	\$0.00	\$0.00	(\$67,955.95)	\$899,484.59	\$0.00
	Net Grand Totals					
	REVENUE GRAND TOTALS	\$2,920,528.71	\$3,002,033.00	\$3,002,033.00	\$2,783,350.04	\$3,102,000.00
	EXPENSE GRAND TOTALS	\$2,920,528.71	\$3,002,033.00	\$3,069,988.95	\$1,883,865.45	\$3,102,000.00
	Net Grand Totals	\$0.00	\$0.00	(\$67,955.95)	\$899,484.59	\$0.00