



**Tourism Committee
AGENDA
October 20, 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 September 22, 2026, Tourism Committee meeting.
 - III. Privilege of the floor and public comment:
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize contract for printing and delivery of the 2027 Travel Guide.
Rationale: Contract awarded to Freeport Press as they were the low and/or responsible bidder.
 - b. **Resolution Request:** To authorize contract with Bandwango, Inc., with an option for two additional one-year terms, to create a digital passport platform.
Rationale: Free mobile platform will give visitors a reason to explore all of Warren County in every season.
 - V. Discussion Items:
 - a. Heather Bagshaw, Tourism Seminar Review
 - 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 printing of 2027 Travel Guide

Attachment #2: Resolution Request 03 New Contract for Bandwango Adirondack Pass program

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: **Tourism Department**

DATE: **October 20, 2026**

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **Printing and delivery of the 2027 Warren County Travel Guide**
- (c) Name of Contractor: **Freeport Press**
- (d) Address of Contractor: **2127 Reiser Avenue, SE, Philadelphia, OH 44663**
- (e) Contractor's Contact Person and Telephone Number: **David Pilcher, President
607-316-6832**
- (f) Has or will the Contract be provided, if so, please attach: **N/A**
- (g) Commencement Date of Contract: **November 20, 2026**
- (h) Termination Date of Contract: **March 1, 2027**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$86,489.00**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Lump sum on delivery**
- (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 \$86,489.00****

**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

WARREN COUNTY BID TABULATION SHEET

BID NO: WC 44-26 ITEM(S): 2027 WARREN COUNTY TRAVEL GUIDE PRINTING (RE-BID) DATE: OCTOBER 13, 2026 TIME: 3:00 P.M.	NAME AND ADDRESS OF BIDDER	NAME AND ADDRESS OF BIDDER	NAME AND ADDRESS OF BIDDER	NAME AND ADDRESS OF BIDDER
	Freeport Press Attn: Kevin Crandall 2127 Reiser Avenue SE New Philadelphia, OH 44663 Ph: 607-316-6832	Lure Creative Design, Inc. Attn: Mike Howren 151 Portage Trail, Ste 2 Cuyahoga Falls, OH 44221 Ph: 330-907-8710	Publication Printers Attn: Joey Jene 2001 S. Platte River Drive Denver, CO 80223 Ph: 303-936-0303	Blink Marketing, Inc. d/b/a BlinkSwag Attn: Darlene Zwolinski 1925 St. Clair Avenue NE Cleveland, OH 44114 Ph: 888-670-7924
DESCRIPTION OF ITEM	BID PRICE	BID PRICE	BID PRICE	BID PRICE
100,000 COPIES FOR 104 PAGE INSIDE & 4 PAGE COVER	\$86,489.00	\$93,857.00	\$96,870.46	\$128,000.00
BID AWARDED TO:		TERM: DELIVERED NO LATER THAN FEBRUARY 4, 2027		
√ JULIE A. BUTLER, PURCHASING AGENT		RESOLUTION NO: xxx OF 2026		

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department

DATE: October 20, 2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To authorize contract, with an option for two additional one-year terms, to create a digital passport platform, a free mobile platform that will give visitors a reason to explore all of Warren County in every season.**
- (c) Name of Contractor: **Bandwango, Inc.**
- (d) Address of Contractor: **5505 N Cumberland Avenue, Suite 307,
Chicago, IL 60656-1471**
- (e) Contractor's Contact Person and Telephone Number: **Dan Barto,
dbarto@bandwango.com
716-940-5274**
- (f) Has or will the Contract be provided, if so, please attach: **N/A**
- (g) Commencement Date of Contract: **January 1, 2027**
- (h) Termination Date of Contract: **December 31, 2027 for one year with an option to extend for two additional one-year terms, expiring December 31, 2029, under the rate structure listed below.**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$22,429.80 per year**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.
2027: \$11,214.90 due January 1, 2027
\$11,214.90 due after launch in 2027
2028: \$22,429.80 due January 1, 2028
2029: \$22,429.80 due January 1, 2029
- (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 \$67,289.40****

The Adirondack Pass: Overview for the Warren County Tourism Committee

Updated Oct 14, 2026

@Dan

What it is

The Adirondack Pass is a free, mobile passport program that gives visitors a reason to explore all of Warren County, in every season, starting in 2027.

- **One umbrella brand, several themed passes.** The Adirondack Pass is the single name visitors search for. Underneath it sit themed trails, such as water, arts, and culture.
- **A focused launch.** Two to three themed passes go live in February 2027, growing to three to five based on visitor interest and business participation.
- **Built with local businesses.** Participating businesses tell us what they can offer and how visitors should check in. That input starts at the October 15 tourism seminar.
- **Part of the 2027 campaign.** It gives the Lake George Area a year-round reason to visit. It adds to the department's regular marketing; it doesn't replace it.

Visitors sign up with a phone number or email, with no app to download. The pass lives on their phone.

Why it matters

The pass is built to move four numbers the county already cares about, and to measure them with real visitor data.

- **Spread visitors across the county,** beyond the Village of Lake George and into every town.
- **Add days and nights to each trip** by giving visitors more to do.
- **Bring visitors back** with themed passes and seasonal reasons to return.
- **Grow sales for participating businesses** by sending passholders through their doors.

Warren County visitor spending reached \$956.6 million in 2025. The committee has also noted that occupancy and revenue gains don't always mean more actual visitors. Every pass check-in is a real person at a real location, so the program adds a direct measure of visitor movement alongside the county's lodging data.

How it works

Visitors pick a themed pass, visit participating stops, and check in to earn points toward prizes.

1. **Sign up.** A visitor claims the pass from the county's website, social media, or a QR code, and it arrives by text or email.
2. **Explore.** Each pass lists its stops, with itineraries, maps, and stories. Arts stops can include the artist's own audio or video.
3. **Check in.** Location-based check-in works automatically at each stop. Where cell or Wi-Fi signal is weak, a QR code, PIN, photo, receipt, or ticket confirms the visit.
4. **Earn and win.** Each check-in and family-friendly activity earns points and extra prize entries. Prizes come from participating businesses, so more exploring stretches the same prizes further.
5. **Share.** Built-in social sharing turns each check-in into free word-of-mouth marketing.

The pass can be offered in up to five languages, for visitors from Canada and beyond.

What the committee gets

The department gets live reporting it can bring to the committee at any time, not just at year-end.

- **Sign-ups:** how many people claimed each pass, and when.
- **Check-ins by location:** which stops and towns visitors reach, and how they move between them.
- **Repeat activity:** passholders who come back for more stops or another themed pass.
- **Marketing opt-ins:** visitors who agree to hear from the county again.
- **Redemptions:** offers and prizes claimed at participating businesses.

The same reporting supports grant reports and committee updates. Bandwango also provides an annual marketing and reporting review.

Investment

The program runs on Bandwango's Platinum plan under a three-year agreement with Warren County (January 1, 2027 – December 31, 2029). The multi-year rate is \$22,429.80 per year, 15% off the standard one-year rate of \$26,388, and the \$2,000 setup fee is waived.

Item	Amount
Annual Platinum license	\$22,429.80 per year, flat for all three years
One-time setup fee	\$2,000, waived
Year 1 (Jan 1 – Dec 31, 2027)	\$22,429.80, paid in two payments of \$11,214.90, due January 1, 2027 and after launch
Year 2 (Jan 1 – Dec 31, 2028)	\$22,429.80, paid in full by January 1, 2028
Year 3 (Jan 1 – Dec 31, 2029)	\$22,429.80, paid in full by January 1, 2029
Three-year total	\$67,289.40
Paid passes (optional)	10% of each paid transaction
Event ticketing (optional)	10% of each ticket sale, plus processing

The annual license includes:

- **Unlimited free passes**, including themed trails, itineraries, and gamified passports with prizes
- **All check-in methods**: location-based, QR code, and PIN
- **Engagement tools**: points, bingo, quizzes, leaderboards, and polls
- **10,000 marketing messages per year**, with managed messaging
- **Up to five languages** per pass
- **Banner ad space** inside the passes, which can support a presenting sponsor
- **A dedicated success manager**, plus hands-on pass building and business onboarding
- **Support for visitors, businesses, and staff** by phone, text, email, and chat
- **Live reporting** and an annual review

Paid passes and ticketing are optional and cost nothing unless used. The county launches with free passes.

Timeline

With approval in November, the first passes can launch in February 2027.

1. **October 15, 2026**: the department introduces the program at the tourism seminar and opens online business intake.
2. **November 2026**: Tourism Committee review and approval, then agreement signed.
3. **November–December 2026**: business offerings collected, and the first two to three passes defined and built.
4. **January 2027**: first Year 1 payment (\$11,214.90), plus testing and final marketing assets.
5. **February 2027**: the Adirondack Pass launches to visitors, and the second Year 1 payment (\$11,214.90) follows launch.

Approving in November keeps the build ahead of the holiday slowdown, so January is for testing rather than catching up.

About Bandwango

Bandwango builds branded digital passes for destination marketing organizations, chambers of commerce, and tourism offices across North America.

New York destinations already use it. Adirondacks USA's Adirondack Troll Adventure reached nearly 3,000 sign-ups in about six months. Destination Dutchess runs a family of themed "Finder" passes under one brand, the same umbrella model planned for the Adirondack Pass.

Contact: Dan Barto, Account Executive · (716) 940-5274 · dbarto@bandwango.com