



Economic Development Committee

Thursday, November 3, 2022 3:30PM

40 McMaster Street, Ballston Spa, NY

Chair: Kevin Tollisen

Members:

Joe Grasso-VC
Mark Hammond
Jonathan Schopf
Kevin Veitch
Matt Veitch
Tom Wood

- I. Welcome and Attendance
- II. Approval of the minutes of the October 6, 2022 meeting.
- III. Saratoga County Chamber of Commerce Report – Annamaria Bellantoni, Saratoga County Chamber of Commerce
- IV. Designating the Saratoga County Chamber of Commerce as the County’s Tourism Promotion Agency and authorizing the Saratoga County Chamber of Commerce to apply for an “I Love New York” grant for 2022 – Annamaria Bellantoni, Saratoga County Chamber of Commerce
- V. Other Business
- VI. Adjournment



SARATOGA COUNTY

AGENDA ITEM REQUEST FORM

TO: Steve Bulger, County Administrator
Ridge Harris, Deputy County Administrator
Michael Hartnett, County Attorney
Therese Connolly, Clerk of the Board
Stephanie Hodgson, Director of Budget

CC: Jason Kemper, Director of Planning and Economic Development
Bridget Rider, Deputy Clerk of the Board
Matt Rose, Management Analyst
Clare Giammusso, County Attorney's Office
Audra Hedden, County Administrator's Office

DEPARTMENT: County Administrator



DATE: 10/31/2022

COMMITTEE: Economic Development



RE: Saratoga County Chamber of Commerce Annual Report

1. Is a Resolution Required:

No, Discussion Only 

2. Proposed Resolution Title:

3. Specific Details on what the resolution will authorize:

This column must be completed prior to submission of the request.

County Attorney's Office
Consulted

4. Is a Budget Amendment needed: YES or NO
 If yes, budget lines and impact must be provided.
 Any budget amendments must have equal and offsetting entries.

County Administrator's Office
 Consulted

Please see attachments for impacted budget lines.
 (Use ONLY when more than four lines are impacted.)

Revenue

| Account Number | Account Name | Amount |
|----------------|--------------|--------|
| | | |

Expense

| Account Number | Account Name | Amount |
|----------------|--------------|--------|
| | | |

Source of Revenue

| Fund Balance | State Aid | Federal Aid | Other |
|--------------|-----------|-------------|-------|
| | | | |

5. Identify Budget Impact:

| |
|--|
| |
|--|

- a. G/L line impacted
- b. Budget year impacted
- c. Details

6. Are there Amendments to the Compensation Schedule?

YES or NO (If yes, provide details)

a. Is a new position being created? Y N

Effective date

Salary and grade

b. Is a new employee being hired? Y N

Effective date of employment

Salary and grade

Appointed position:

Term

c. Is this a reclassification? Y N

Is this position currently vacant? Y N

Is this position in the current year compensation plan? Y N

Human Resources Consulted

7. Does this item require hiring a Vendors/Contractors: Y N

a. Were bids/proposals solicited: Y N

b. Type of Solicitation

c. Is the vendor/contractor a sole source: Y N

d. If a sole source, appropriate documentation has been submitted and approved by Purchasing Department? Y N N/A

e. Commencement date of contract term:

f. Termination of contract date:

g. Contract renewal and term:

h. Contact information:

i. Is the vendor/contractor an LLC, PLLC or partnership:

j. State of vendor/contractor organization:

k. Is this a renewal agreement: Y N

l. Vendor/Contractor comment/remarks:

Purchasing Office Consulted

8. Is a grant being accepted: YES or NO

| |
|---|
| County Administrator's Office Consulted <input type="checkbox"/> |
|---|

a. Source of grant funding:

b. Agency granting funds:

c. Amount of grant:

d. Purpose grant will be used for:

e. Equipment and/or services being purchased with the grant:

f. Time period grant covers:

g. Amount of county matching funds:

h. Administrative fee to County:

9. Supporting Documentation:

- Marked-up previous resolution
- No Markup, per consultation with County Attorney
- Program information summary
- Copy of proposal or estimate
- Copy of grant award notification and information
- Other _____

10. Remarks:

See attached report



Saratoga County Tourism

Presentation to the Economic Development Committee

Saratoga County Board of Supervisors

November 3, 2022



Campaign Overview

- The Saratoga County Tourism 2022 campaign kicked off on April 18 and will run through November 15. Tactics feature Search Engine Marketing (SEM), Display ads, Native content ads, Facebook and Instagram ads, broadcast TV (events) and Connected TV (CTV) - TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider.

To date, the campaign has delivered:

- More than 16.4M impressions
- More than 59k clicks through to the website
- More than 25k conversions
- 67% increase in website traffic year over
- 279 Geofence conversion (July)/\$125k economic impact
- An increase in Summer Sweepstakes entries
- An increase in visitor information requests





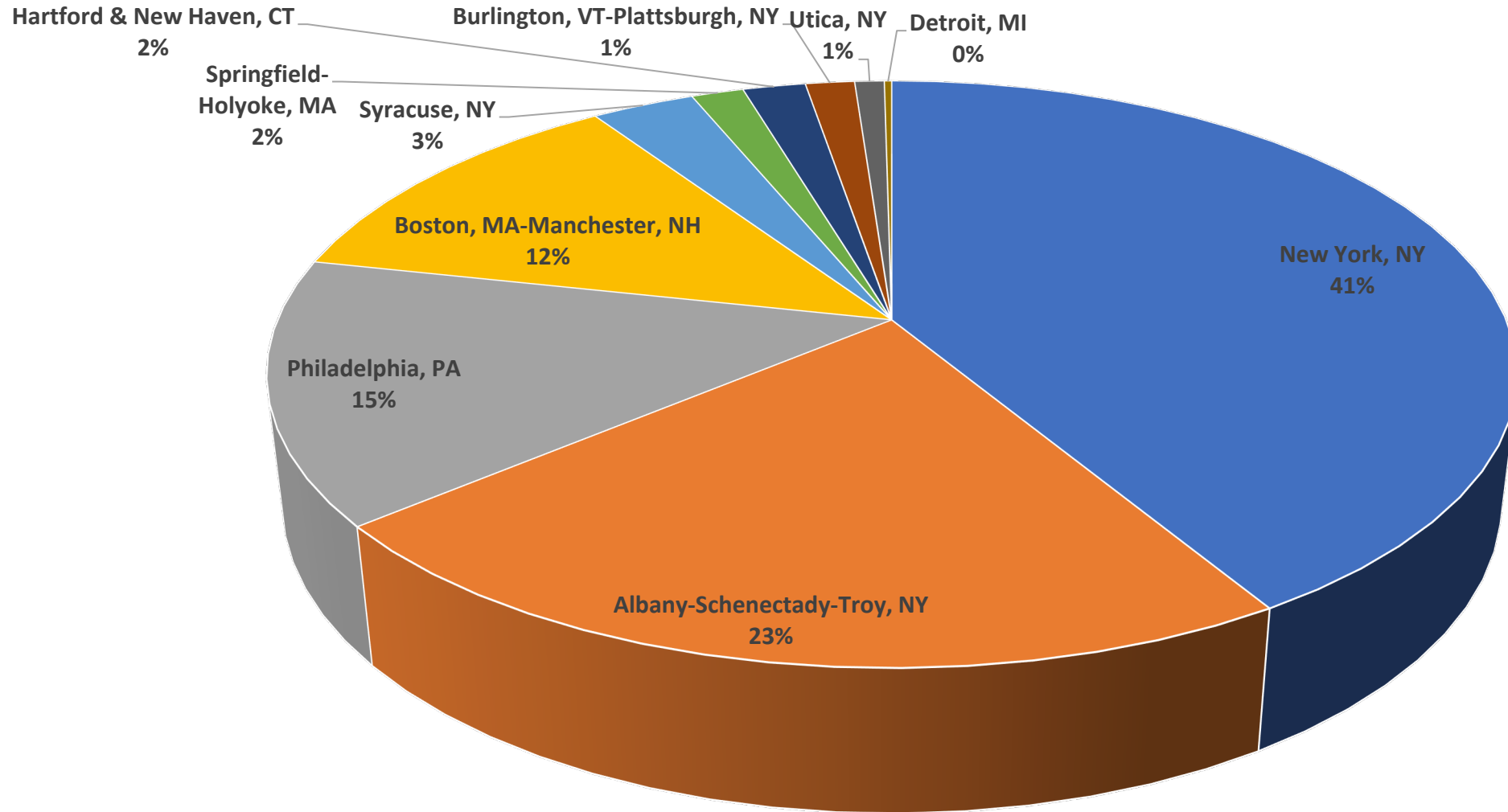
Campaign Highlights

- The campaign's messaging focused on building inspiration through highlighting attractions, things to do, dining, shopping, events and recreation.
- Behavioral targeting and retargeting to stay top-of-mind with engaged visitors
- Summer Sweepstakes to drive traffic and convert new users
- Earned media placements in a variety of publications
- Monthly email to over 25k consumers
- Partnerships with state/local, public/private entities to advance tourism promotions
- 2022 Q3 county occupancy tax collections are up 32% over same period in 2021





Campaign Impressions by Geo





Budget Overview 2022

2022 Budget Revenue

2022 Budget Expenditures*

*Special Note - The Saratoga County Chamber annually invests nearly \$100,000 from its own operating budget to create and manage this effort.





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Audra Hedden, County Administrator's Office

DEPARTMENT: County Administrator

DATE: 10/31/2022

COMMITTEE: Economic Development

RE: DESIGNATING THE SARATOGA COUNTY CHAMBER OF COMMERCE AS THE COUNTY S TOURISM PROMOTION AGENCY AND AUTHORIZING THE SARATOGA COUNTY CHAMBER OF COMMERCE TO APPLY FOR AN I LOVE NEW YORK GRANT FOR 2022

1. Is a Resolution Required:

2. Proposed Resolution Title:

See marked up previous resolution

3. Specific Details on what the resolution will authorize:

This year the total state appropriation is \$3,450,000. This means the maximum application amount for each county is \$172,500.

The estimated grant amount is expected to be: \$49,340. With the county funding we receive we will match this grant with the same amount.

This column must be completed prior to submission of the request.

County Attorney's Office
Consulted

4. Is a Budget Amendment needed: YES or NO
If yes, budget lines and impact must be provided.
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Source of Revenue

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5. Identify Budget Impact:

No Budget Impact

- a. G/L line impacted A.14.114-7111
- b. Budget year impacted 2023
- c. Details

6. Are there Amendments to the Compensation Schedule?

YES or NO (If yes, provide details)

a. Is a new position being created? Y N

Effective date

Salary and grade

b. Is a new employee being hired? Y N

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k. Is this a renewal agreement: Y N

l. Vendor/Contractor comment/remarks:

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| County Administrator's Office Consulted <input type="checkbox"/> |
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g. Amount of county matching funds:

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10. Remarks:



SARATOGA COUNTY BOARD OF SUPERVISORS

RESOLUTION xxx - 2022

Introduced by Supervisors

DESIGNATING THE SARATOGA COUNTY CHAMBER OF COMMERCE AS THE COUNTY'S TOURISM PROMOTION AGENCY AND AUTHORIZING THE SARATOGA COUNTY CHAMBER OF COMMERCE TO APPLY FOR AN "I LOVE NEW YORK" GRANT FOR 2023

WHEREAS, Article 5-A of the Economic Development Law authorizes matching funds for tourism promotion to be administered through a County's Tourism Promotion Agency; and

WHEREAS, approval of any application for such State funds requires the designation of a Tourism Promotion Agency and a local commitment for an amount at least equal to the grant request; and

WHEREAS, the maximum possible grant for tourism promotion for 2022 approximates \$172,500; and

~~WHEREAS, the County's projected 2020 Budget for tourism promotion includes a sufficient amount for the required local commitment for that maximum grant request with a total possible program expenditure of \$220,400; and~~

WHEREAS, tourism promotion has long been a commitment of the Boards of Supervisors of Saratoga County; and

WHEREAS, the Saratoga Chamber of Commerce has been successful in the promotion of tourism for Saratoga County for many years, and is well suited to be designated as Tourism Promotion Agency for Saratoga County; now, therefore, be it

RESOLVED, that the Saratoga County Chamber of Commerce is designated as Tourism Promotion Agency for Saratoga County for 2023; and, be it further

RESOLVED, that the Chairman of this Board of Supervisors is authorized and directed to execute and file necessary applications, acceptance and subrecipient documents required by the New York State Department of Economic Development for the maximum award of tourism promotion matching funds for 2023 with a possible total program expenditure of \$172,500.

BUDGET IMPACT STATEMENT: No budget impact.