



## Bolton Chamber February 2021 Newsletter

**Support your fellow Chamber members — we can do more when we work together!**

### **Happy Winter everyone!**

Our winter businesses welcome the cold weather and recurring snow storms this year. This weather provides a wonderful opportunity for everyone looking to enjoy local outdoor activities and the beauty of this season, or to relax in front of a fire, with a hot chocolate, glass of wine or a beer or to enjoy a delicious meal in one of our restaurants.

If you are currently open, we hope your business is seeing a steady increase in customers, and that the February school break and February Winterfest activities have expanded your business. Outdoor activities seem to be very busy this year, including snowshoeing, cross country skiing, downhill skiing, ice fishing, and more. I believe we'll have another strong year of tourism in 2021 and hope the signs you see suggest this, too.

Heidi

### **Welcome New Members**

We would like to welcome the Holiday Inn Resort Lake George, "Tall Pines", Candlelight's Country Lodge and Rita French as new Bolton Chamber members.

We are reaching out to other businesses who could be a good fit for our visitors. Please let us know of businesses who may benefit from our personalized approach of directing visitors to high-quality experiences. We would be happy to review the benefits of membership in the Bolton Chamber.

### **Bolton STR Ordinance #47 – Private Home Rentals**

According to the information on the Bolton Town website, the Bolton Town Board has determined that short-term, transient residential rentals can be incompatible with the sense of privacy, community and ambience currently enjoyed in residential neighborhoods in the Town and such uses have a potential to disrupt peaceful residential neighborhoods and pose a threat to the public health, safety and well-being within the Town. The Town Board also recognizes that Short-Term Rentals can attract visitors to the Town and can also provide an additional source of income to residential owners in the community.

**PLEASE TAKE NOTICE** that the Town of Bolton shall conduct a PUBLIC HEARING by ZOOM (zoom.us) to be held on **March 2, 2021, at 10:00 a.m.** or as soon thereafter as shall be practicable concerning the enactment of a

**Town Ordinance # 47** which is a proposal to regulate residential short term (less than thirty (30) days) rental occupancies in all existing zoning districts in the town. Persons who may have any interest in participating in such hearing may do so by joining in on the ZOOM meeting. The **ZOOM access information is: (Meeting ID: 931 585 0100 Passcode: 6W2b1Z).**

A copy of the complete ordinance under consideration is available on the Town of Bolton website: [www.boltonnewyork.com](http://www.boltonnewyork.com) **Persons who choose to comment by written**

**correspondence** may direct such comments to the Town Clerk's Office

at [townclerk@town.bolton.ny.us](mailto:townclerk@town.bolton.ny.us) or by mailing correspondence to the Town of Bolton, Office of the Town Clerk at P.O. Box 7 Bolton Landing, New York 12814

### **Are your accommodations exempt from sales tax?**

Do your lodging accommodations provide housekeeping services? Food services? Other common hotel services, such as entertainment or planned activities? **If you answered no to all these questions, the rental of your cottage or condominium appears to be exempt from NYS sales tax.** If you are not familiar with NYS Technical Memorandum TSB-M-12(4)S please review it with your accountant to see if your lodging accommodations are exempt from sales tax.

### **Clarification of 30-day rental exemption from Warren County Occupancy tax**

If you have been renting accommodations on a weekly basis, and you do not provide typical hotel services, your lodging may have been exempt from the 4% Warren County Occupancy tax. If so, you probably received a letter from Michael Swan, Warren County Treasurer, last fall indicating exemptions related to the duration of stay are allowed only for people occupying a room for at least 30 consecutive days. At the prompting of one of our members, Heidi followed up with Michael Swan and received the following clarification. **If all other requirements are met, a four-week rental to the same person or group is exempt from the 4% Occupancy tax; you do not need to collect tax on these rentals.**

### **Girlfriends Getaway and Americade — New dates**

Due to the ongoing pandemic, concern about the number of people allowed for gatherings in the first half of this year and the effort required to plan and promote these events, both of these events will be moved to the fall 2021.

**Girlfriends Getaway will be held the last weekend in October.** This will provide a boost to our businesses during an otherwise slow time of year and allows women to experience the beauty of our area and see what we have to offer to visiting couples, friends and families.

**The Americade has moved their dates to September 21-25, 2021.** This time period **will overlap with the Balloon Festival**, but it will be a beautiful time to ride in the Adirondacks and a nice opportunity to showcase the beauty of our fall season. Christian Dutcher is seeking 35 motel rooms that could be made available free to charge to Americade volunteers. It is anticipated that hotel rooms in Glens Falls, Queensbury and Lake George will be very busy. **If you have accommodations** that benefited from Americade business in the past, and **you are willing to offer a room or two for volunteers, please contact Christian at [christian@americade.com](mailto:christian@americade.com).**

### **Heat Our Neighbor**

We have continued our popular community service event, Heat Our Neighbor. Thank you to all who have contributed to this program; we appreciate every donation. We continue to supported less fortunate Bolton families this year with fuel assistance. If you or someone you know in the Bolton community needs heating assistance, please contact the Bolton Chamber for an application.

### **Chamber Directors**

There has been no change in Bolton Chamber Directors for the 2021 year. If you are interested in becoming more involved in Chamber activities or have an interest in becoming a future member of the Chamber Board of Directors, please contact Elaine or Heidi.

### **Deepest sympathy**

We would like to pass along condolences to the Kolvek family regarding the passing of Rich Kolvek. Rich operated Port Jerry resort for many years. Afterwards he was a seasonal resident of Bolton. Rich helped establish the Bolton Community Church, which was previously the 1<sup>st</sup> Baptist Church. Rich was a valued member of the Bolton community and will be missed.

**Warren County Hospitality Communications Group** - Elaine and Heidi have been working with this

informal, private group for the past few months. The group was started 10 months ago at the request of the Warren County Economic Recovery Task Force and has grown to over 40 people, including some Town Supervisors, private business representatives, and County employees.

- The original goal was to **protect sales tax and Occupancy tax** that was in jeopardy due to the Coronavirus. Initial fears were that we could lose 50% of our tax revenue. Mannix Marketing provided much free marketing and data collection to best promote our area. Gina Mintzer from the Lake George Chamber spearheaded the Safety message across the County. Everyone worked hard to keep visitors, employees, and residents safe. As a result of all the hard work across the County, 2020 Occupancy tax collections were ~\$4.1 million (vs. \$4.8 in 2019) and sales tax collections were ~\$54.2 million (vs. \$54.9 in 2019). **A tremendous success! Thank you to all!**

**February Winterfest** weekend events and promotions across the County are a result of discussions and actions taken by this group. A huge thanks to Christian Dutcher (VP of Americade) for pulling together all the promoted events and creating the Winterfest website. A huge thanks to Mannix Marketing for providing free marketing of this exciting new event!

Elaine and Heidi promoted the idea of **snowshoeing to advance Bolton as a Recreation Hub**. We spoke with Karin Badey at UpYonda Farm, Michele Vidarte and Sarah Hoffman at LGLC and Sara Frankenfeld from the Warren County Planning Department. As a result, Sara Frankenfeld created an interactive website for snowshoeing opportunities across the county: [warrencountyny.gov/snowshoe](http://warrencountyny.gov/snowshoe) and a **Bolton specific interactive site for hiking and snowshoeing**:

[www.boltonchamber.com/hiking/snowshoe](http://www.boltonchamber.com/hiking/snowshoe)

[Hike and Snowshoe Bolton \(arcgis.com\)](http://arcgis.com)

**The Bolton Chamber would like to rent snowshoes** to residents and visitors who would like to get out on LGLC trails but don't have snowshoes. The popularity of snowshoeing this winter has created a shortage of snowshoes. **We cannot find any to purchase. If you have snowshoes you would like to donate to the Chamber, please call Elaine (518-644-3831).**

**The Hospitality Communications** group identified **longer term strategic goals** including, but not limited to:

- **Increase the Economic Contribution of Tourism in Warren County**

Increase total visitor spending through safe, healthy, memorable experiences

Progress to a year-round tourism economy benefiting the entire County

Create greater opportunities for careers in hospitality

Foster policies to preserve the overall number of lodging accommodations

Spend the greatest share of occupancy tax to attract overnight visitors and replenish the tax

- **Foster Countywide Public-Private Sector Teamwork**

Craft a strategic plan for growing tourism

Establish best practices for joint and cross- promotion of events and businesses

Adopt a shared creative branding message which also highlights all our region has to offer

Provide for coordinated event organization in addition to current community-based events