

**Business of the Village Board
Village of Saranac Lake**

BILL #27-2026

SUBJECT: FC Grant Acceptance

DATE: 2/9/26

DEPT OF ORIGIN: Village Manager

DATE SUBMITTED: 2/2/26

SUMMARY STATEMENT

RESOLUTION AUTHORIZING ACCEPTANCE OF Franklin County Destination Event Sponsorship Program Awards with a total of \$7,000 for Cruisin' Car Show 2026, Chili Cook Off 2026, Music on the Green 2026, Hometown Hop & Shop 2026 and Harvest Festival 2026 between the Village of Saranac Lake and the Franklin County Government Office of Economic Development & Tourism.

RECOMMENDED ACTION

APPROVAL OF RESOLUTION

MOVED BY: Scollin SECONDED BY: White

VOTE ON ROLL CALL:

MAYOR WILLIAMS	<u>yes</u>
TRUSTEE RYAN	<u>yes</u>
TRUSTEE BRUNETTE	<u>yes</u>
TRUSTEE SCOLLIN	<u>yes</u>
TRUSTEE WHITE	<u>yes</u>

**RESOLUTION AUTHORIZING ACCEPTANCE OF THE FRANKLIN COUNTY
DESTINATION EVENT SPONSORSHIP PROGRAM AWARDS**

WHEREAS, the Village of Saranac Lake submitted five separate Franklin County Destination Event Program applications, and

WHEREAS, the Village was notified by the Franklin County Government Office of Economic Development & Tourism that it has received Franklin County Destination Event Program funding, and,

WHEREAS, the total award amount of \$7,000 will be used to assist with expenses of several Village sponsored events, and

NOW, THEREFORE BE IT RESOLVED, the Village of Saranac Lake Board of Trustees hereby accepts the program funding and authorizes the Village Manager to sign all documents and execute all agreements related to the Franklin County grant awards.

FRANKLIN COUNTY DESTINATION EVENT SPONSORSHIP PROGRAM AGREEMENT

THIS AGREEMENT, entered into this 7th day of January, 2026 by and between **Village of Saranac Lake** having its principal office at **39 Main Street, Saranac Lake, NY 12983** (hereinafter "Awardee") and the Franklin County Government Office of Economic Development & Tourism having its principal office at 355 West Main Street, Suite 438, Malone, NY 12953 (hereinafter "FCOEDT").

WHEREAS, the FCOEDT, by action of the Board of Legislators, has authorized the provisions of funds from the FCOEDT to the Awardee, for the purpose of stimulating economic growth through tourism promotion in the manner described on Exhibit A hereto.

NOW, THEREFORE, the parties do agree as follows:

1. Project Description. The FCOEDT will award funds to the Awardee, and the Awardee agrees to use the funds for the purposes set forth on Exhibit A hereto (the "Project").
2. Award Amount. The Awardee agrees to receive, and the FCOEDT agrees to award, up to the sum of \$1,500 for the Project.
3. Term. The term of this Agreement is one (1) year from its effective date as listed above. The project must be completed during the term of this Agreement and all eligible expenses must be incurred during the term. Expenses incurred before or after the term of this Agreement are ineligible.
4. Award Disbursement. The FCOEDT will disburse funds to the Awardee upon the execution of a signed agreement. After the completion of the event, the awardee will submit a post event report within 60 days. The report will include an accounting for how the funds were used along with proof of payments, this should match the expenses described in the budget. Funds that are not accounted for must be returned to the FCOEDT.
5. Deliverables and Performance Indicators. Deliverables are in part taken from project description defined in application. Appropriate measures should be taken to track deliverables.
6. Attribution. All materials must be approved by FCOEDT before they are printed or published for distribution. All marketing materials must include reference to Explore Adirondack Frontier.
7. Treasurer Registration. The Awardee, if it is a business that provides lodging for guests as defined under the Franklin County Room Occupancy Tax Law (hereinafter "Law"), shall be registered and shall remain registered, with the Franklin County Treasurer and be in compliance with the Law.
8. Hold Harmless Agreement. The Awardee agrees to indemnify, defend, and hold harmless the FCOEDT from and against any and all claims, demands, or causes of action in any way arising out of their involvement with the Project.
9. Assignments. The Awardee shall not assign or otherwise transfer any of its rights, duties or obligations under this Agreement without the FCOEDT's advance written authorization.

10. Applicable Law. This Agreement and the rights and obligations of the parties hereunder shall be construed and interpreted in accordance with the laws of the State of New York.
11. Recapture of Funds. The FCOEDT reserves the right to recapture awarded funds in the event that the Awardee fails to (1) comply with the terms of this Agreement, or (2) accept conditions imposed by the FCOEDT at the direction of the federal, state and local agencies.
12. Cost of Court Expenses. The Awardee agrees to pay reasonable attorney's fees, court costs and disbursements in the event that the FCOEDT takes legal action against the Awardee to enforce the FCOEDT's rights under this Agreement.
13. Certification. The Awardee certifies that all information, which has been or will be submitted as required by this agreement, is true, correct, and complete.

IN WITNESS WHEREOF, the Awardee and the FCOEDT have executed this Agreement as of the date first above written.

FRANKLIN COUNTY
COUNTY MANAGER

AWARDEE: Village of Saranac Lake

By: _____

By: _____

FRANKLIN COUNTY ATTORNEY
APPROVED AS TO FORM:

DIRECTOR, FCOEDT

By: _____

By: _____

**FRANKLIN COUNTY OFFICE OF ECONOMIC DEVELOPMENT & TOURISM
FRANKLIN COUNTY DESTINATION EVENT SPONSORSHIP PROGRAM AGREEMENT
EXHIBIT A - PROJECT DESCRIPTION & DELIVERABLES**

1. **Project Description** Funds will be allocated toward marketing and promotional materials, including printed flyers, signage, and event materials that help promote the event locally and regionally and encourage participation from outside Franklin County. Additional funding will support event programming and supplies, including materials for family-friendly activities, kids’ programming, and interactive experiences throughout downtown and the Berkeley Green. DESP funding may also be used to support entertainment and logistical needs, such as live music, coordination of activities, and wayfinding materials that help guide visitors between downtown locations.
2. **Budget.**

Eligible Expenses	Estimated Cost
funds will be allocated toward marketing and promotional materials, including printed flyers, signage, and event materials that help promote the event locally and regionally and encourage participation from outside Franklin County. Additional funding will support event programming and supplies, including materials for family-friendly activities, kids’ programming, and interactive experiences throughout downtown and the Berkeley Green. DESP funding may also be used to support entertainment and logistical needs, such as live music, coordination of activities, and wayfinding materials.	\$1,500

3. **Deliverables.** A post event report must be submitted no more than 60 days post event. Proof of payment for funds used, proof of attribution, and KPI’s must be included. KPI’s to include estimated number of attendees at the event
4. **Attribution.**
Always Franklin logo must be used on marketing materials funded with this award.
5. **Other Conditions.**
None.

FRANKLIN COUNTY DESTINATION EVENT SPONSORSHIP PROGRAM AGREEMENT

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3. Term. The term of this Agreement is one (1) year from its effective date as listed above. The project must be completed during the term of this Agreement and all eligible expenses must be incurred during the term. Expenses incurred before or after the term of this Agreement are ineligible.
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5. Deliverables and Performance Indicators. Deliverables are in part taken from project description defined in application. Appropriate measures should be taken to track deliverables.
6. Attribution. All materials must be approved by FCOEDT before they are printed or published for distribution. All marketing materials must include reference to Explore Adirondack Frontier.
7. Treasurer Registration. The Awardee, if it is a business that provides lodging for guests as defined under the Franklin County Room Occupancy Tax Law (hereinafter "Law"), shall be registered and shall remain registered, with the Franklin County Treasurer and be in compliance with the Law.
8. Hold Harmless Agreement. The Awardee agrees to indemnify, defend, and hold harmless the FCOEDT from and against any and all claims, demands, or causes of action in any way arising out of their involvement with the Project.
9. Assignments. The Awardee shall not assign or otherwise transfer any of its rights, duties or obligations under this Agreement without the FCOEDT's advance written authorization.

10. Applicable Law. This Agreement and the rights and obligations of the parties hereunder shall be construed and interpreted in accordance with the laws of the State of New York.

11. Recapture of Funds. The FCOEDT reserves the right to recapture awarded funds in the event that the Awardee fails to (1) comply with the terms of this Agreement, or (2) accept conditions imposed by the FCOEDT at the direction of the federal, state and local agencies.

12. Cost of Court Expenses. The Awardee agrees to pay reasonable attorney's fees, court costs and disbursements in the event that the FCOEDT takes legal action against the Awardee to enforce the FCOEDT's rights under this Agreement.

13. Certification. The Awardee certifies that all information, which has been or will be submitted as required by this agreement, is true, correct, and complete.

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COUNTY MANAGER

AWARDEE: Village of Saranac Lake

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By: _____

FRANKLIN COUNTY ATTORNEY
APPROVED AS TO FORM:

DIRECTOR, FCOEDT

By: _____

By: _____

**FRANKLIN COUNTY OFFICE OF ECONOMIC DEVELOPMENT & TOURISM
FRANKLIN COUNTY DESTINATION EVENT SPONSORSHIP PROGRAM AGREEMENT
EXHIBIT A - PROJECT DESCRIPTION & DELIVERABLES**

- 1. Project Description Music on the Green is a free, weekly outdoor concert series held on Wednesday evenings from early July through late August in Riverside Park, located in Downtown Saranac Lake. The series features live music performances in an accessible, family-friendly setting and is designed to welcome residents, seasonal visitors, and tourists of all ages.
- 2. Budget.

Eligible Expenses	Estimated Cost
Requested sponsorship funding will be used to support the successful planning, production, and presentation of the Music on the Green 2026 concert series.	\$1,500

- 3. Deliverables. A post event report must be submitted no more than 60 days post event. Proof of payment for funds used, proof of attribution, and KPI's must be included. KPI's to include estimated number of attendees at the event.
- 4. Attribution. Always Franklin logo must be used on marketing materials funded with this award.
- 5. Other Conditions. None.

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1. **Project Description** The 3rd Annual High Peaks Harvest Festival is a signature fall celebration held in downtown Saranac Lake, marking the conclusion of the outdoor farmers market season. Scheduled for October 2026 from 10:00 AM to 4:00 PM, the festival is coordinated in partnership with the High Peaks Farmers Market and in collaboration with local businesses, community organizations, including the Saranac Lake Women’s Civic Chamber, strengthening cross-sector partnerships and community participation. The event features local farm and artisan vendors, food trucks, live music, and a variety of family-friendly activities such as pumpkin decorating and face painting. Visitors are encouraged to explore downtown shops and restaurants throughout the day, supporting the local economy while enjoying a festive fall atmosphere. The High Peaks Harvest Festival is expected to draw 3,000–4,000 attendees, including a significant number of visitors from outside Franklin County who travel specifically to attend the event.

2. **Budget.**

Eligible Expenses	Estimated Cost
Requested funding will support live entertainment, marketing, and advertising across newspapers, radio, social media, and event flyers, as well as signage and event decor. Funds will also cover family-friendly activities and supplies.	\$1,500

3. **Deliverables.** A post event report must be submitted no more than 60 days post event. Proof of payment for funds used, proof of attribution, and KPI’s must be included. KPI’s to include estimated number of attendees at the event.
4. **Attribution.** Always Franklin logo must be used on marketing materials funded with this award.
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**FRANKLIN COUNTY OFFICE OF ECONOMIC DEVELOPMENT & TOURISM
FRANKLIN COUNTY DESTINATION EVENT SPONSORSHIP PROGRAM AGREEMENT
EXHIBIT A - PROJECT DESCRIPTION & DELIVERABLES**

1. **Project Description** The 2026 Saranac Lake Second Annual Cruisin' Car Show builds on the strong momentum, community participation, and enthusiasm generated during its inaugural year. Following the success of the first event, there has been widespread excitement from participants, spectators, and local businesses eager for the show's return in 2026. The event begins with a Welcome Party on June 19th, featuring live music and automobile displays to kick off the weekend.

2. **Budget.**

Eligible Expenses	Estimated Cost
Funds will be used for live entertainment, including a DJ, and for marketing and advertising across newspapers, radio, social media, and event flyers to expand regional reach and attendance. Funding will also support the purchase of trophies for award-winning vehicles and materials such as banners, signage, and programs to enhance the attendee experience and professionalism of the event.	\$1,500

3. **Deliverables.** A post event report must be submitted no more than 60 days post event. Proof of payment for funds used, proof of attribution, and KPI's must be included. KPI's to include estimated number of attendees at the event.

4. **Attribution.** Always Franklin logo must be used on marketing materials funded with this award.

5. **Other Conditions.**
None.

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AWARDEE: Village of Saranac Lake

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APPROVED AS TO FORM:

DIRECTOR, FCOEDT

By: _____

By: _____

FRANKLIN COUNTY OFFICE OF ECONOMIC DEVELOPMENT & TOURISM
FRANKLIN COUNTY DESTINATION EVENT SPONSORSHIP PROGRAM AGREEMENT
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1. **Project Description** The Great Bowls of Fire Chili Cook-Off is a winter culinary event held in downtown Saranac Lake, NY, returning in 2026 as the second annual, following a successful inaugural year. Building on strong momentum generated by positive feedback and enthusiasm from both participating businesses and attendees, the event is designed to attract visitors, support local businesses, and strengthen the winter tourism economy.

2. **Budget.**

Eligible Expenses	Estimated Cost
Funds will be allocated toward the purchase of chili sampling supplies, including disposable cups and spoons, to ensure a safe, sanitary, and efficient tasting experience for all participants. Additional funding will support the creation and distribution of marketing and promotional materials, including event tickets, flyers, and a banner. These materials are critical for promoting the event both locally and regionally, increasing awareness among potential visitors, and encouraging attendance from outside Franklin County.	\$1,000

3. **Deliverables.** A post event report must be submitted no more than 60 days post event. Proof of payment for funds used, proof of attribution, and KPI's must be included. KPI's to include estimated number of attendees at the event.

4. **Attribution.**

Always Franklin logo must be used on marketing materials funded with this award.

5. **Other Conditions.**

None.