

Justin Pecori
Treasurer
1812 Sports & Entertainment
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December 9, 2024

Town of LeRay Board
8550 Leray St
Evans Mills, NY 13637

Dear Town Board

I hope this letter finds you well. My name is Justin Pecori and I am writing on behalf of 1812 Sports & Entertainment to formally request financial support from the Town of LeRay through its bed tax funds.

1812 Sports & Entertainment has consistently played a vital role in promoting tourism, enhancing community engagement, and contributing to the economic growth of the region. By hosting events and activities such as The 1812 Shootout and The Battle at the Barracks that attract visitors from outside the area, we generate overnight stays at local accommodations and help drive revenue for local businesses, aligning closely with the intended use of bed tax funds.

1812 Sports and Entertainment prides itself on not just being affordable, but “North Country Affordable”. We understand the financial strains upstate families feel and our programming cost is exponentially lower than the markets in the metro-Albany/Syracuse/Rochester areas. We are looking for the bed tax funds to help support the rise in costs of insurance premiums, rental costs, and referee costs which has taken place over the last couple of years. The support of these funds will allow us to keep the costs down allowing athlete's from all demographics to participate.

Additionally, these events are expected to draw four thousand athletes and another twenty-five thousand attendees, many of whom will travel from out of town and utilize local lodging, dining, and other services. We anticipate this initiative will further elevate the profile of the North Country as a premier destination for sports, entertainment, and culture.

We are humbly asking for two thousand five hundred dollars in bed tax funds to continue to aid in the growth of our programs.

Thank you for considering this request. We appreciate the Town of LeRay's consideration in this matter and we hope to hear from you soon.

Sincerely,

Justin Pecori
Treasurer
1812 Sports & Entertainment