



The LGRCVB is a
division of the Lake
George Regional
Chamber of Commerce

Lake George

Regional Convention & Visitors Bureau,

Coming together is a beginning.....Keeping together is progress.....Working together is success
~Henry Ford

MONTHLY ACTIVITY REPORT HOSPITALITY & CONVENTION SALES for the LAKE GEORGE REGIONAL CVB JULY 2009

ATTENDED THE FOLLOWING MEETINGS:

- Albany Executives monthly luncheon
- Occupancy Tax meeting
- City of Glens Falls Tourism Committee Meeting
- Chaired monthly CVB meeting
- County Board of Supervisors monthly meeting
- Glens Falls Civic Center Foundation Board Meeting
- Last of the Mohican Fundraiser & Cruise
- Personally met with Supervisors Merlino (Lake Luzerne), Thomas (Stony Creek) and Pitkin (Thurman) in an effort to becoming more familiar with their respective towns.

SALES ACTIVITIES

- Continued follow-up calls from business cards and potential leads gathered during the ESSAE Trade Show held last month in Saratoga Springs.
- Coordinated upcoming site visitation with Mr. Charles Melear, **United Church of God** for a possible 8 day convention (1000 -1200 attendees) for September 2010.
- Daily and weekly telephone sales calls to **Religious Conference Manager Association (RCMA)** registrants from 2009 show. Contacts are meeting and event planners specific to the religious market and plan events ranging from 10 to 10,000 and more. The religious market is committed to group travel as evident by our region having had the opportunity to host groups such as the **Catholic Alumni Association**, as recently as last week, and the possibility of the United Church of God.
- Assisted in manning Welcome Table for Catholic Alumni Association Convention held at the Ft.Wm Henry Resort.
- Daily and weekly calls to contacts generated through **Heartland Travel Showcase** and **Yankee Trails Travel Show** for possible group leads.
- Telephone calls to additional event and convention planners such as **Northeastern Woodworkers Association**, **Lumberjack Festivals**, **Antique Shows**, **NYS Woodmen's Field Days**, and various sporting events, as well as, NYS Sales Exchange sponsored by Destinations of NYS.

P.O. Box 272
2176 State Rt. 9
Lake George, NY 12845

www.lakegeorgechamber.com

PH: 518-668-5755
FX: 518-668-4286
Toll Free: 1-800-705-0059
LGCVB@LakeGeorgeChamber.com

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- Personal visits with **Above the Rim Events, NYS DMV, Noblitt & Rueland Event Planners, National Association of RV Parks & Campgrounds, Business Incentives, and Northeast Association of State Transportation Officials.**
- Meeting with Sandy Carr, Tiki Resort, Roberta Daab, Ft. Wm. Henry Resort.
- Tours of 1000 Acres Resort. Clarion Inn & Suites, Inn at Erlowest, Georgian, Surfside hotels.
- Coordinating activities for attendance at the following travel shows: **Affordable Meetings** (September in Washington DC), **Rejuvenate 2009** (September, in Birmingham, Alabama) and **Meetings Quest** (November, Chicago, Illinois).
- Working on 2010 travel schedule and active membership in **NYS Association of Convention & Visitors Bureau.**

In addition to the heavy volume of telephone sales, I have been conducting mini-mail campaigns of letters of introduction, assisting in the interview process for the Chambers open Membership & Services Coordinator, as well as attending a Saratoga Chamber Mixer (invited guest). I also assisted in the coordination of a mini-fam tour of the area for the new general manager of the Great Escape Lodge, the president of the Great Escape theme park and additional representatives from the hotel sales community.

Respectively submitted,

Michael Consuelo, CHME
Hospitality, Special Events & Convention Sales Director.

Proposal for adaptive re-use of the former
Cavalcade of Cars Building

located at
Gaslight Village, Lake George, NY

DRAFT

“THE CENTER of Lake Geo

July 2009-DRAFT proposal by
LGRCC & CVB

The facts - **THE SITE**

- 2.5 acre festival site with function build
- Fenced and gated with two access points
- Mixed surfaces: paved, grass, gravel
- Walk to main attractions, parks, beach hotels, cruise boats, trolley stops
- Parking for approx. 60-80 cars on 2.5 ac.site
 - Additional parking available nearby

July 2009-DRAFT proposal by
LGRCC & CVB

The facts: THE BUILDING

Former Cavalcade of Cars Building

“THE CENTER” of Lake George

Approx. 12K square feet overall

- **Main function room:** approx. 8500 sq. ft
 - 78' x 110' with 15' ceiling height
- **Ancillary rooms:**
 - 22' x 37' (divided)
 - 22' x 12' (ideal for registration, event souvenir sales or event storage)
 - 22' x 20' (can be used as breakout space, meeting or temporary event/function)
- **Climate Control:** Thermostatically controlled Air Conditioned and Heat
(heat capacity for events unknown at this time)
- **Flooring:** concrete slab
- **Overhead Doors:** for ease of setup/breakdown the facility has two overhead doors
 - #1- 10'w x 12' tall (west wall)
 - #2- 12'w x 14' tall (south wall)
- **Maximum Anticipated Capacity:**
 - 600-750 for banquet/sit down OR
 - Approx 40-50 (10' x 10') Trade show booths OR
 - 700-800 for Theater/classroom

July 2009-DRAFT proposal by
LGRCC & CVB

The Facts: THE BUILDING

Bathroom Facilities:

– Currently:

- Men's 1 Stall & 1 Urinal
- Women's 2 Stalls

Minimum to be Proposed within existing building*:

Men's 1 H/C Stall & 1 Urinal

Women's 1 H/C Stall & 1 Regular Stall

*functions would be required to rent additional port-o-lets to accommodate anticipated

Bathroom Facilities Recommendation:

- Utilize existing ancillary rooms and refit to expand bathroom facilities OR
- Build out to rear of existing bathrooms to add additional bathroom facilities OR
- Upgrade bathroom facilities to include adequately accommodate maximum occupancy of building and grounds.

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Usage Costs for Functions/Events

Property Pricing	As Is Condition	Built Out/Fir
Grounds Only	\$500 use day \$200 set-up day	\$1200 use \$300 set-up
Building Only	\$600 use day \$200 set-up day	\$1400 use \$300 set-up
Building & Grounds	\$850 use day \$300 set-up day *Non profit rate = 20% discount off above rates	\$1800 use \$300 set-up *Non-profit rate = 20% off above rates

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Next Steps....

- Recommendations for moving forward...let's get some revenue con
 - Finish Building & Festival Site repairs/refurbishment
 - Obtain Fire Code Compliance Inspection
 - Bring existing bathrooms into functional use
 - Fully clean and repaint interiors of all function space in THE CEN building
 - Design and install signage for building (see LGRCC for recomme
 - Stripe out parking areas on 2.5 acre festival grounds
 - Create a uniform surface for festival area, removing obstacles e.g. sign posts, broken concrete, etc.
 - Create a Master Plan for Festival Area grounds
 - Identify appropriate pathway areas for access of public to THE C building
 - Provide landscape plan that compliments building and festival us traffic flow
 - Include pedestrian friendly elements including benches, way-findi
 - Clear access for vehicles to enter overhead doors to THE CENTE

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Next Steps...continued

- Municipalities & County agencies need to decide on who is lead agency to move event space forward. Our recommendation-the County (as 62% s
- All formal contracts and insurance arrangements need to be between the r Warren County
- Contract Deposits from prospective users should be collected as part of th (recommend \$200 per day) in order to secure an event date. Addition terms would be spelled out in the contract.
- Lead agency (County) should contract with The Lake George Regional Chamber Commerce & CVB to hire a 'facilities coordinator' who would be responsible
 - Maintaining the schedule of use and available dates
 - Show the site to prospective users when LGRCVB Sales Director is unava
 - Assist prospective users with locating vendors for additional function servic
 - Assist prospective users in applying for Occupancy Tax funding support
 - Facilitate negotiations of the rental agreement (based on prior consensus f
 - Present contracts to County for final approval
 - Coordinate move-in and move-out of event with municipal/designated mair
 - Provide onsite supervision/point of contact during all booked/contracted sit

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Recommended Initial Exterior Improvements

- Identify and sign parking areas on 2.5 acres
- Install way-finding signage to facility
- Stripe parking spaces as possible
- Install limited landscape bushes, pedestrian pathways at entrances to building
- Design and install signage for building



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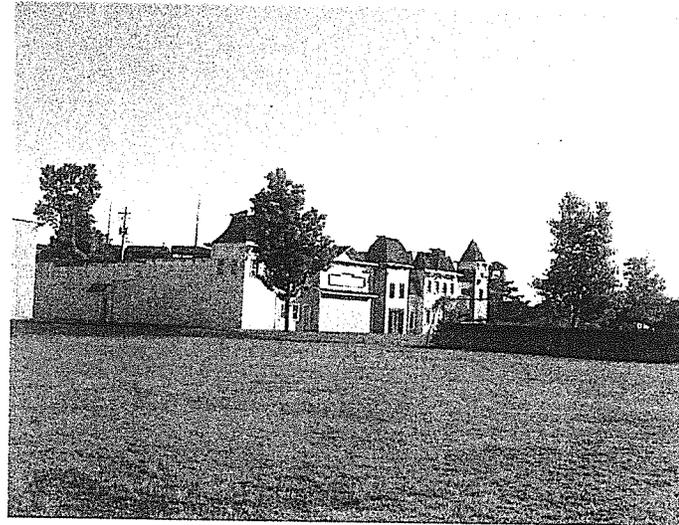
Recommendations on Interior Improvements

- Add electrical receptacles on all exterior walls every 20 feet
- Add electrical receptacles on interior support posts
- Rehabilitate existing bathrooms for use. Install H/C stalls for ADA compliance.
- Ensure AC and Heating systems are operating sufficiently for year use.

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Recommendations for Exterior Future Improvement

- Create a **long-range master landscape plan** of festival space that will address vehicular and pedestrian amenities and access to both grounds and building.
 - Ensure master plan elements, fixtures, etc. complements the Westbrook environmental park components
 - Include additional exterior lighting, benches, staging area amenities e.g. water sources for outside event needs



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Credits

- *We would like to extend our thanks to Jason Sherry, Principal/Owner of Sherry Management Company who provided professional consultation for site rehab, usage fee & next steps recommendations. Mr. Sherry also provided the creative idea concept for the naming of the festival as "THE CENTER of Lake George".*
- *Louis Tessier, Town Supervisor-Town of Lake George for providing tours of property*
- *Proposal prepared by Luisa Craige-Sherman/LGRCC & CVB*



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