

OCCUPANCY TAX COMMITTEE
DATE: September 22, 2009
AGENDA

Committee Supervisors:
William H. Kenny, Chairman
Louis E. Tessier
Eugene J. Merlino
Ralph Bentley
Fred Champagne
Kathleen Simmes
Sterling Goodspeed

- 1) Accept minutes from August 31, 2009 meeting.
- 2) Report on Revenues from County Treasurer.
- 3) Michael Consuelo to update committee on activities for September.
- 4) John Lemery of Lemery Greisler LLC, and Don McCoy and Jack Fox of Great Escape to present Great Escape Theme Park LLC application.
- 5) Committee to discuss and make recommendation.
- 6) Old business / New business
- 7) Adjourn

WARREN COUNTY TREASURER

FRANCIS X. O'KEEFE
County Treasurer

ROBERT V. LYNCH II
Deputy Treasurer

Date: September 22, 2009

To: Chairman Kenny & Members of the Occupancy Tax Committee

From: Frank O'Keefe, Treasurer

A comparison of current year to prior year occupancy tax revenue collected through September 21 is shown below.

| | |
|--|-----------------------------------|
| Revenue Collected through September 21, 2009 | \$1,543,707.00 |
| Revenue Collected through September 21, 2008 | <u>\$1,845,249.71</u> |
| Increase/(Decrease) from 2008 | (\$301,542.71) $\rightarrow 20\%$ |

Please contact me if you have any questions or concerns.

**APPLICATION FOR CONTRACT FUNDING WITH
WARREN COUNTY
UNDER THE TOURIST AND CONVENTION DEVELOPMENT AGREEMENT**

I. ORGANIZATION AND CONTACT INFORMATION

1. A. Please set forth your complete corporate, association or group name.

Great Escape Theme Park LP

- B. Please set forth the name of the event for which you wish to contract with
Warren County.

Holiday in the Park

- C. Please set forth the contract amount you propose to be paid by the County
toward the event.

\$50,000.00

2. Is the above name the only name you conduct business or fund raising under?

Yes No. If No, please provide all other names you use for business and
fund raising purposes.

3. If your organization is incorporated, please provide the state of incorporation and
the complete corporate name, if different than set forth above.

New York

4. Please set forth your organization's principal business address.

1172 State Route 9, Queensbury, NY 12804

5. Please set forth your organization's contact person and that person's address and
telephone number (this should be the person County representatives may contact for
contract information or if there is a need for presentations before County Committees

or other questions).

Don McCoy, Park President

1172 State Route 9, Queensbury, NY 12804

II. EVENT BACKGROUND INFORMATION

6. Please state the date or dates on which your event is planned to occur and for which you wish to contract with Warren County.

November 20th - December 31st 2009

7. Please set forth the planned location of your event.

Great Escape Theme Park, Route 9, Queensbury

8. Please provide a general description of your event i.e. the nature and type of event and why it is held.

Holiday themed family event providing musical and theatrical shows, rides, lighting and themed displays, food, retail outlets, winter activities, and various other entertainment. Additional support to be provided.

9. Please describe what licenses, contracts and/or infrastructure have been or will be arranged for to support the event.

Existing Great Escape licenses, contracts with outside vendors and infrastructure to be supplied as outlined in the supporting material.

10. Please set forth the number of attendees projected to attend the event.

40,000

(Continued on next page)

11. Please state whether this is a one-time event in Warren County or whether you plan future events.

Future events are planned.

12. Please set forth the number of hotel, motel, inn, bed and breakfast or other overnight accommodations anticipated or projected and the length of stay is anticipated. If your organization has previously received funding from the County, please attach the written report previously provided to the County which provided an estimate of the number of attendees to the event each day, together with a listing of the number of people from each zip code obtained each day of the event. If your organization was not previously required to furnish this report, and did not collect zip codes, please attach a written report which provides an estimate of the number of attendees and where the attendees may have resided to the best of your ability. Please feel free to use such qualifications to your information as you may feel necessary.

5,000 room nights based upon a 21 day event for approx. 20,000 out of area attendees. Our survey shows 50% of attendees travel more than 50 miles to visit. Statistics show each visitor spends approx. \$110.00 per visit. Based upon 40,000 visits, this translates to \$4.4 million in spending.

13. Please set forth the marketing and advertising that is planned to occur. Please state, particularly the planned marketing and advertising areas (specify local, regional, state, national etc).

\$150,000.00 in regional and national radio, television, direct mail and internet advertisements. Select hotels/motels will be offering promotional tickets. Partner with up to 50 NFP for fund raising purposes.

III. EVENT FINANCING INFORMATION

14. Please set forth the total cost anticipated to be borne by your organization as sponsor

for the event.
Over \$1.2 million

15. Please set forth the funding that has been obtained or is expected to be obtained from the businesses, persons, governmental or non-profit agencies listed (an attachment may be provided instead of listing the same):
Applying for Town of Queensbury Occupancy Tax Grant.
-

16. Please set forth how much you expect to raise from admission charges or fees earned from participating vendors.
\$430,000.00
-

17. Please set forth any other governmental or non-profit group financial assistance you have applied for (if this is already stated in response to paragraph 15, you need only to state this).
Applying for Town of Queensbury Occupancy Tax Grant.
-

18. Please set forth the total amount that your organization has calculated that needs to be raised to fund the event that is currently not available or expected to be available.
N/A
-

19. Please attach your proposed budget for the event, showing anticipated income and expenditures.

(Continued on next page)

III. EVENT FINANCING INFORMATION (Continued)

20. Please set forth whether you are requesting payment:

A. (For events of 2 or more consecutive days)

B. (For events only over long periods of time)

(Choose One)

A. within twenty-seven (27) days of all of the following occurring: (i) conclusion of the event; and (ii) the furnishing of: (a) a completed and properly executed County Voucher; and (b) proof (copies of ads, invoices etc-not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement

OR

B. within twenty-seven (27) days of the occurrence of the first day of an event (where the event is planned to occur over a number of days, weeks or months), a portion of the amount payable equal to the amount expended for promotion and marketing where the County Logo was used as identified in paragraph three (3) of the agreement not exceeding seventy-five percent (75%) of the amount payable under the agreement. The balance of the amount due under this agreement shall be payable at the conclusion of the event upon sponsor furnishing: (i) a completed and properly executed County Voucher and (ii) proof (copies of ads, invoices etc-not paid receipts or canceled checks) that the marketing and promotional opportunities were furnished to the County as required under this agreement.

IV. WARREN COUNTY AGREEMENT INFORMATION

21. Please state whether you will agree to use the Warren County Tourism Logo with website provided by the Tourism Department in all advertisements, promotions and marketing materials distributed for the EVENT where reimbursement is requested and to secure prior approval by Tourism Department for the use and placement of the logo or if use is limited to certain promotional material, please describe where and when the logo will be used.

Yes

Please note: Any advertising, promoting and marketing for the EVENT must include the Warren County Tourism logo with website to be reimbursed. Additionally, the sponsor shall provide, at no cost, up to one (1) full page of

advertising as shall be requested by the County Tourism Department for County promotion and/or advertising in the primary program, directory, magazine or other publication used by the sponsor during the event.

22. Please state whether you have read the standard form County Tourist and Development Agreement which includes insurance requirements, and whether you are willing to be bound and execute the same, should the County determine to contract with your organization.

Yes

I hereby certify that the above statements are true, complete and correct to the best of my knowledge and belief.

Don McCoy

TYPE OR PRINT NAME



SIGNATURE

Park President

TITLE

09/17/2009

DATE

**The Great Escape
2009 Forecast HIP P&L**

| | <u>2009 Forecast</u> |
|--------------------|--------------------------|
| ATTENDANCE | 40,000 |
| TICKET REVENUE | 430,760 |
| OTHER REVENUE | 342,288 |
| TOTAL REVENUE | <u>773,048</u> |
| COST OF SALES | 85,826 |
| GROSS MARGIN | <u>687,222</u> |
| OPERATING EXPENSES | <u>680,000</u> |
| OPERATING INCOME | <u><u>7,222</u></u> |

OCCUPANCY TAX EVENT FUNDING APPLICATIONS

COMPARISON 2005 - 2009

| NAME OF ORGANIZATION | NAME OF EVENT | REC'D. 2005 | REC'D 2006 | REC'D. 2007 | REC'D 2008 | REC'D. 2009 | |
|---|---|-------------|------------|-------------|------------|-------------|---------------------------|
| Adirondack Amigos | Adk. Fall Auto Swap Meet/Market | | | | | | 2,000.00 event cancelled |
| Adirondack Hot Air Balloon Festival | Adirondack Balloon Festival | | | | | 20,000.00 | |
| Adirondack Nottstars | Girls Hockey Tournament | 6,600.00 | | 4,250.00 | | 8,000.00 | |
| Adirondack Promotions, LLC | Lake George "Elvis" Festival | | | | | | 5,000.00 event cancelled |
| Adirondack Promotions, LLC | Tribute to Rock N' Roll History presents.. | | | | | | |
| Adirondack Promotions, LLC | King Creole Festival | | | | | 2,000.00 | |
| Adirondack Promotions, LLC | Lake George's Got Talent | | | | | | |
| Adirondack Sports Complex | National Lacrosse Championships | 13,000.00 | | | | | |
| Adirondack Theatre Festival | 2008 Festival Summer Season | 10,000.00 | 15,000.00 | | 15,000.00 | 11,000.00 | |
| Adirondack Triathlon Club, Inc. | Lake George Triathlon | 4,000.00 | | 3,400.00 | 3,500.00 | 20,000.00 | |
| Albany Rods & Kustoms, Inc. | Adirondack Nationals Car Show | | | 50,000.00 | 18,000.00 | 50,000.00 | |
| Americade, Inc. | Americade Motorcycle Touring Rally | 50,000.00 | | | | 50,000.00 | |
| Americade, Inc. | Fall Foliage Festival | | | | | | 10,000.00 event cancelled |
| American & Classic Boat Society, Inc. | 32nd Annual Mtg/Int'l Boat Show | | | 5,100.00 | | | |
| Champion Services Group Inc. | Adk. Regional Cheerleading | | | | | 1,500.00 | |
| Champion Services Group Inc. | Total Fall Classic Cheerleading | | | | | 1,500.00 | |
| Chapman Historical Museum | The Road to Lake George | 12,956.50 | | | | | |
| Cornell Cooperative Extension | Warren County Youth Fair | | | 1,000.00 | 2,000.00 | 1,000.00 | |
| Eastern NY Marine Trades Assoc. | Great Upstate Boat Show | | 2,500.00 | | | | |
| Experimental Aircraft Association | Air Show | 1,337.78 | | | | | |
| Foundation for the Advancement of Dev. Disabled Persons, Inc. | Show n Shine Expo | | | | | 2,500.00 | |
| Glens Falls (city of) | Holiday Hometown Celebration | | | | | 2,000.00 | |
| Glens Falls (city of) | Western Weekend Festival | | | | | 5,000.00 | |
| Glens Falls Community Theatre | NYS 2006 Theater Assoc. Festival | | 5,000.00 | | | | |
| Glens Falls Golden Eagles | Baseball - East Field | 12,880.00 | 10,000.00 | | | | |
| Glens Falls Soap Box Derby | Soap Box Derby | | 8,300.00 | | | | |
| Glens Falls Symphony Orchestra | Amy Grant/GF Symphony Concert | | | | | | |
| Hudson River Dollies Red Hat Chapter | Adirondack Red Hat Convention II | | | 12,750.00 | | | |
| The Hyde Collection | 2009: Degas & Music Exhibition | 35,000.00 | | | | 38,000.00 | |
| I Love Downtown (GF Business Improvement District) | I Love Downtown Trolley | | | | | | |
| Ki Ho Unlimited | LG Sand Sculpting Competition | | | | | | 7,000.00 event cancelled |
| Ki Ho Unlimited | Lake George Splash In | | | | | | 3,000.00 event cancelled |
| Lake George Arts Project | Lake George Jazz Weekend | | 8,000.00 | | 4,000.00 | 3,000.00 | |
| Lake George Blues Blast | Lake George Blues Blast | 5,000.00 | 7,200.00 | | 3,500.00 | | 4,000.00 event cancelled |
| Lake George Community Band, Inc. | Lake George Community Band Festival | | 7,550.00 | | 4,278.16 | 2,000.00 | 1,000.00 |
| Lake George Community Band, Inc. | Summer & Holiday Concert Series | | | | 1,023.79 | | |
| Lake George Post No. 374, Inc. | Annual Steak Roast & Boat Ride | | | | | | |
| Lake George Reg. Chamber of Commerce | Canadian Visitor Event Week/Canadian Advertising Promotions | | | 5,950.00 | | | 11,000.00 |
| Lake George Reg. Chamber of Commerce | North Country Holiday B & B Tour | | | | | | 31,240.53 |
| Lake George Reg. Chamber of Commerce | Lake George Area Restaurant Week | | | | | | 6,000.00 |
| Lake George Reg. Events & Promotions | Elvis Festival | 29,000.00 | 25,000.00 | 8,500.00 | | | |
| Lake George Venture Partners, LLC | WISH Retreat & Expo | | | | | withdrawn | |
| Lake George Vol. Fire Dept. | Hudson Valley Vol. Firemen's Assoc. Convention | | | | | | 20,000.00 |
| Lake George Winter Carnival | Lake George Winter Carnival | | 12,000.00 | | 13,600.00 | 4,995.79 | 4,000.00 |
| Last of the Mohicans Outdoor Drama | Last of the Mohicans Outdoor Drama | | | | | | 2,500.00 |



REGIONAL CONVENTION & VISITORS BUREAU
A division of the Lake George Regional Chamber of Commerce

P.O. Box 272
Lake George, NY 12845

PH: 518-668-5755

FX: 518-668-4286

LGRCVB@lakegeorgechamber.com

**MONTHLY ACTIVITY REPORT
HOSPITALITY & CONVENTION SALES
for the
LAKE GEORGE REGIONAL CVB
SEPTEMBER 1 -21, 2009**

ATTENDED THE FOLLOWING

- Wisdom & Wellness Day (September 3 & 4) sponsored by ESSAE (Empire State Society of Association Executives) and hosted by The Sagamore Resort.
- Affordable Meetings (September 9 -11) sponsored by HSMAI (Hospitality Sales & Marketing Association International) and hosted by Washington D.C. Convention Center.
- New York State Association of Convention & Visitor Bureau's quarterly meeting, September 17 & 18, at the Crowne Plaza Hotel in Albany, NY.
- Glens Falls Tourism Committee Meeting.
- Chaired monthly CVB meeting.

SALES ACTIVITIES

- Conducted follow-up calls to association attendees met at both the **Wisdom & Wellness Day** and **Affordable Meetings** shows.
- Met with owners of Lake George Forum to continue discussion of having the building available for future groups.
- Met with Alice Grether, Director of Tourism, City of Glens Falls to discuss upcoming events and how best CVB could be of assistance.
- Sales calls to Albany area were conducted.
- Prepared proposal for **United Church of God** and its 2010 Convention. Estimated economic impact (when booked) would be \$1.2million for this 8 day event.
- Spoke to **The Church of Pentecost, USA Inc.** to discuss their 2010 or 2011 New York Regional National Conference scheduled for Easter Weekend. Group would require meeting facilities to accommodate 2500 -3000 attendees.
- Conducted pre-qualifying calls to in preparation for attendance at Rejuvenate 2009 show in Birmingham, October 27 – 30, 2009.
- Welcomed the IRS Agents gathering (September 14 – 18, 2009) hosted at the Wingate by Wyndham Hotel and also provided hospitality services during their visit. Estimated economic impact to Warren County \$23, 376.00

Creating and designing a Winter sales piece for distribution at an upcoming Winter Skiing, Snowboarding and Snowmobiling Show in October

LGRCVB Leads Booked in Warren County (definite):

| GROUP NAME | DATES | # ATTENDEES | # ROOM NIGHTS | ECONOMIC IMPACT |
|-------------------|-------------------------|--------------------|----------------------|------------------------|
| IRS | September 14 - 18, 2009 | 68 | 272 | \$23,376.00 |
| JCI NYS Jaycees | October 23 - 25, 2009 | 120 | 85 | \$25,920.00 |
| Sweet 16 Seniors | September 21 - 25, 2010 | 40-46 | 80 | \$19,872.00 |
| TOTAL | | | | \$69,168.00 |

LGRCVB Leads generated for Warren County:

| GROUP NAME | DATES | # ATTENDEES | # ROOM NIGHTS | ECONOMIC IMPACT |
|-----------------------------|-----------------------|--------------------|----------------------|------------------------|
| Haines Hotel Services (Gov) | January 15 - 17, 2010 | 60 | 60 | \$12,960.00 |
| Univ. Vermont | June/July 2010 | 65 - 70 | 40 | \$14,040.00 |
| National Rifle Association | June 2011 | 75 | 135 | \$24,300.00 |
| TOTAL | | | | \$51,300.00 |

Lodging Rooms

- 4958 seasonal lodging rooms
- 2218 annual lodging rooms

Attractions

- 229 exciting attractions
- Diverse Shopping Experience

Restaurants

- More than 40 (from lakeside dock and dines to rustic Adirondack Lodge)

Meeting Space

- Over 200,000 square feet of meeting space in diverse settings (largest single site 30,000 sq. ft.)

Transportation

- Local Trolleys
- Albany Airport Thr.
- AMTRAK 30 minutes
- Wireless Access

CVB Services

Pre-Visit Services

- Site Tour Arrangements
- Online RFP's, Meeting Site Equipment and Event Planner referrals
- Travel Guides
- Pre-event Marketing tools to promote great attendance to your event or tour!
- Lodging & Meeting room planning
- Itinerary Assistance

On Site Services

- Hospitality Services
- Discount Admissions
- Maps, DVD's & Tour Guide Books
- Registration assistance
- Dining Coordination



Conventions

The Lake George Region is full of unconventional thinkers. And if you're planning a convention, that's a good thing for you!

Wanted: picturesque sites; lots of activities for people of all ages; facilities for groups ranging from 15 to more than 10,000; experienced in handling conventions, special events and festivals of all kinds; should be near a large body of water. If your group is looking for any or all of the above, then Lake George is your answer.

When the time comes to plan and produce an unforgettable convention or special event, the Lake George Region rises up to the occasion with numerous and unique settings, highlighted by first class hotels, elegant to themed dining experiences, outstanding shopping, cruise boats, mountain scenery golf, museums, and much more including outdoor adventures amidst untouched wilderness. Just imagine how the majestic views and fresh lake and mountain air will take your attendees to new heights.

Whatever you need – a luxury resort with large scale meeting space, a lakeside hotel, a historic downtown hotel, an economical mid-sized chain hotel, condominium lodging – the Lake George Region can deliver. The hotels within the region are group friendly with knowledgeable staff eager to assist in coordinating your meetings, special events and all other types of activities.

The professional staff and volunteers at the Lake George Regional Convention & Visitors Bureau are always available to help you select a unique venue for your group or to assist in your site selection amongst our hotel partners. We are on your team from selection to sign in of attendees!

The Lake George Region – a four season destination; state-of-the-art meeting facilities; custom teambuilding activities; great meeting values – all await your call. *Let us know how we can help you!*

Our Lake George Region serves as the gateway to the Adirondack Mountains and has been a destination for generations of groups holding conventions, meetings and retreats. The Sales Director for a large meeting facility in the village of Lake George says that annual meetings, conferences and conventions account for nearly half of her company's yearly business.

Typically, our facilities provide meeting space and meals and also help coordinate the events at other local destinations such as boat tours, sightseeing trips or shopping excursions. We specialize in small to medium groups of 10-500 but can and have accommodated larger groups of up to 10,000.

Our Lake George Regional CVB brings together some of the most talented and dedicated tourism professionals in the region. We work as a team... and the meeting planner becomes part of that team.



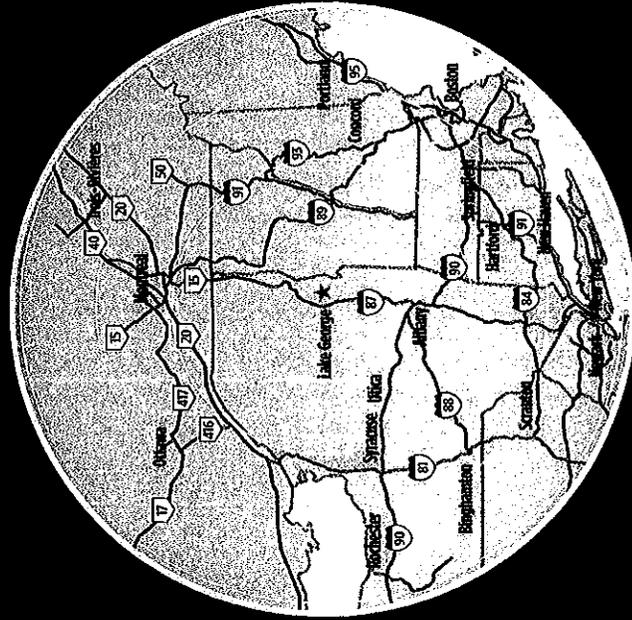
Accessibility

By Auto Lake George is 4 hours north of New York City, 3 hours south of Montreal, and 5 hours west of Boston. The Lake George region can be accessed via exits 20 through 25 from Interstate 87 (the Northway).

By Air Albany Airport is approximately 50 miles south of Lake George. Major car rentals are available.

By Train AMTRAK services New York City to Montreal with a daily stop at Fort Edward, 15 to 30 minutes from Lake George Village. Major car rentals, taxi service and Glens Falls Transit System buses are available.

By Bus Adirondack Trailways buses maintain an excellent schedule to the Lake George Region.



LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU

A Division of the Lake George Regional Chamber of Commerce

CONNIE E. Michael, Constituteo
2176 State Route 9, P.O. Box 272
Lake George, New York 12845 • 518/796-7114
LCRA Be LakeGeorgeChamber.com
www.LakeGeorgeChamber.com/Conventions

Lake George Region



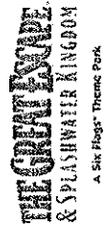
Take your meeting to new heights

A Division of the Lake George Regional Chamber of Commerce
in the Adirondack Mountains of Upstate New York



Holiday in the Park

November 20 - December 31



This Holiday Season, The Great Escape is transformed into a Winter Wonderland with themed shows, festive foods and thousands of twinkling lights. This holiday celebration extends The Great Escape's 2009 operating season by 21 days, making it the longest in its 56 year history.

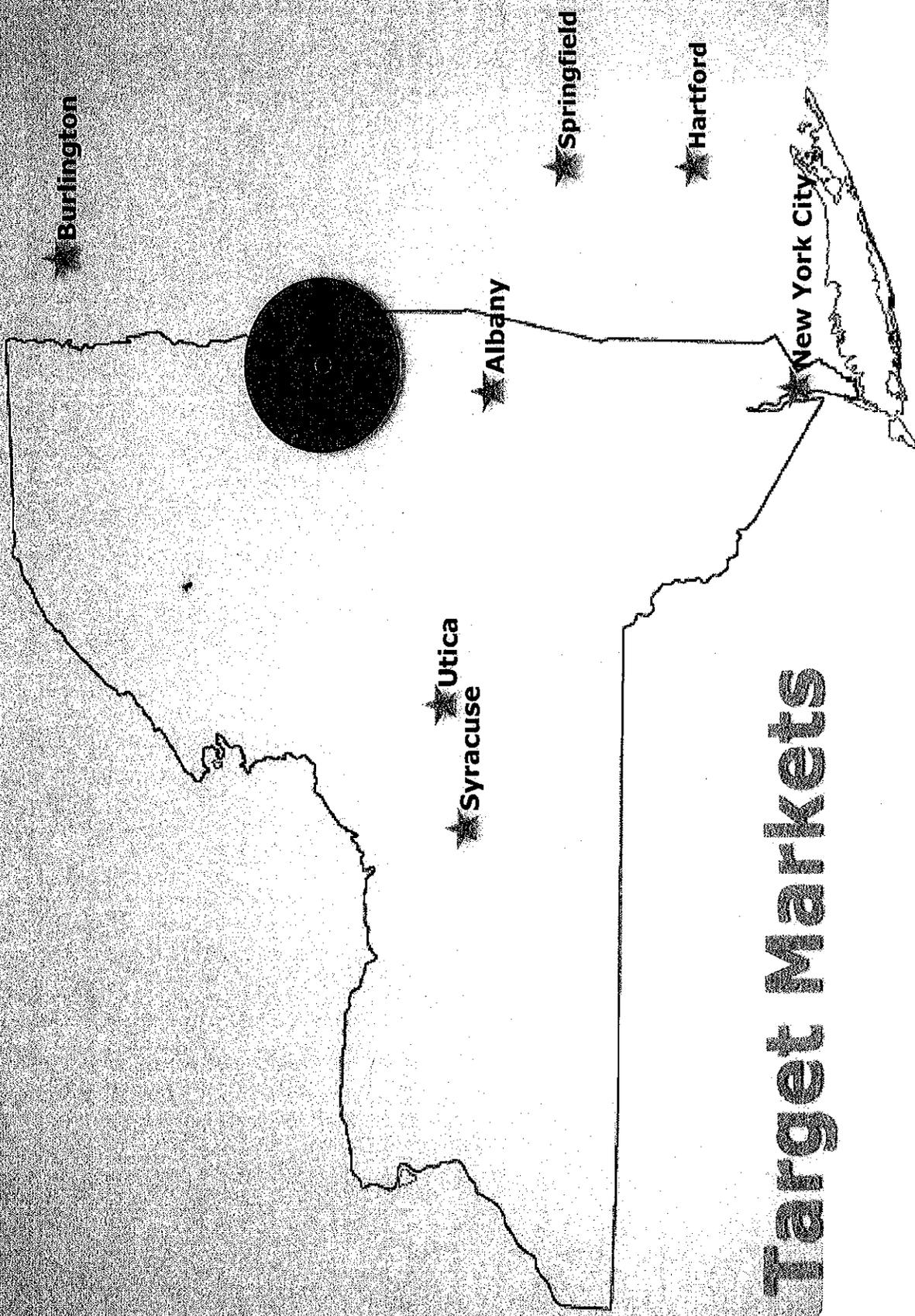
Three brand new shows including all new Holiday in the Park characters

- Santa's Workshop complete with elves and daily visits with Santa
- Daily tree lighting ceremony at our 60 foot Christmas Tree
- Family Ice Skating Rink
- Brand New Alpine Alley Snow Hill
- Strolling Victorian Carolers
- Five themed family areas
- Tasty Holiday Treats
- Kids Holiday Karaoke



Holiday in the Park

Target Markets



- Advertising

- \$150,000

- Price Point

- \$19.99 Main Gate

- 2009/10 Season Pass

- Big Six Pass

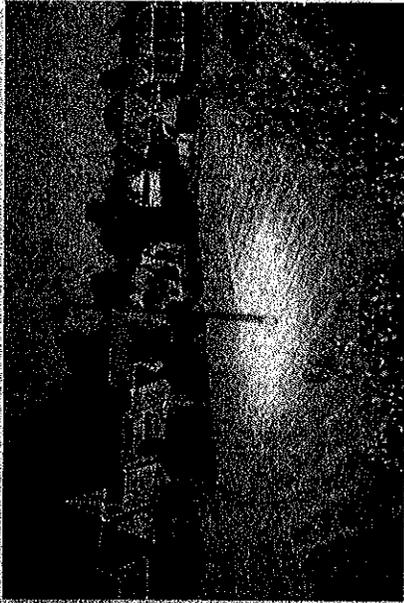
- Attendance

- 40,000

- 25-30% from 50+ miles



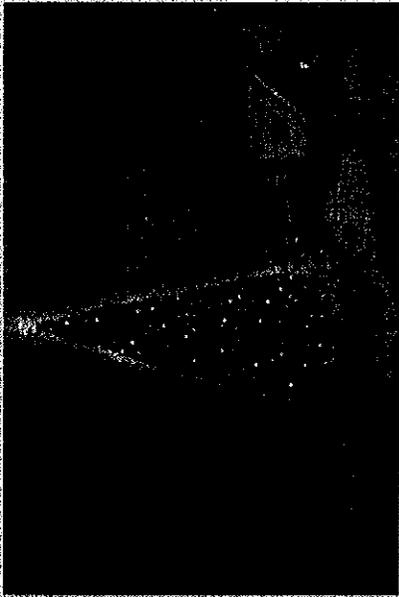
Marketing



- Upon their arrival, guests will discover that the park has transformed into a winter wonderland. Thousands of twinkling lights will greet each and every visitor. Once through the turnstiles, guests will witness the Norman Rockwell-like International Village featuring white lights, Victorian carolers and the savory smells of the season.

Park Entrance





- Rounding the corner, guests will be met by an enormous 60-foot Christmas tree towering over the carousel. Featuring over 5,000 multi-colored lights, our Christmas tree will be the site of the daily lighting ceremony and the perfect spot for family photos. From this gorgeous tree, you will travel over the bridge and through the North Pole to Santa's Workshop.

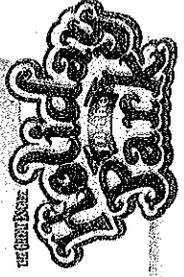
60' Christmas Tree





- Once inside the workshop, you'll watch as Santa's elves put the finishing touches on all the new toys, as Santa listens to what each boy and girl wants for Christmas. Beyond Santa's Workshop lies Toyland, a magical place where the streets are lined with oversized toys, and multi-colored lights line the buildings.

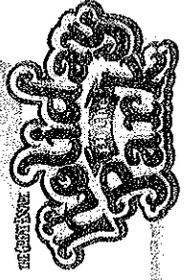
Santa's Workshop





- Overlooking Toyland is the slickest slope of them all: Alpine Alley. This gigantic snow hill features festive music and theatrical lighting. Alpine Alley is designed to provide riders with the ultimate multi-sensory experience.

Alpine Alley Snow Hill





- Finally, sharpen those skates and grab your coat, because once in Winter Wonderland, guests will discover that the bumper cars have been transformed into a full-scale ice skating rink. Winter Wonderland is also the home to Frosty the Snowman who will travel from far away to meet and greet guests throughout Holiday in the Park.

Family Ice Skating Rink



Home Page



Home | Calendar | Groups | Park Info | Jobs | Lodging | News | FAQ | Community
Lake George, NY

HOME | RIDES | ENTERTAINMENT | EVENTS | FOOD & FUN | WATER PARK

ENTER PROMO CODE GO

SEASON PASSES & TICKETS
BUY AND PRINT NOW

GET TICKETS | CART | 0 ITEMS

Coming in 2009: Holiday in the Park

The Great Escape will introduce a festive holiday event like no other in 2009. Shows, Santa, sumptuous food, choirs, carolers, snow sledding and thousands of twinkling lights will transform the park into a winter wonderland.

LEARN MORE



STAY WITH US
Six Flags Great Escape Lodge & Indoor Waterpark. LEARN MORE

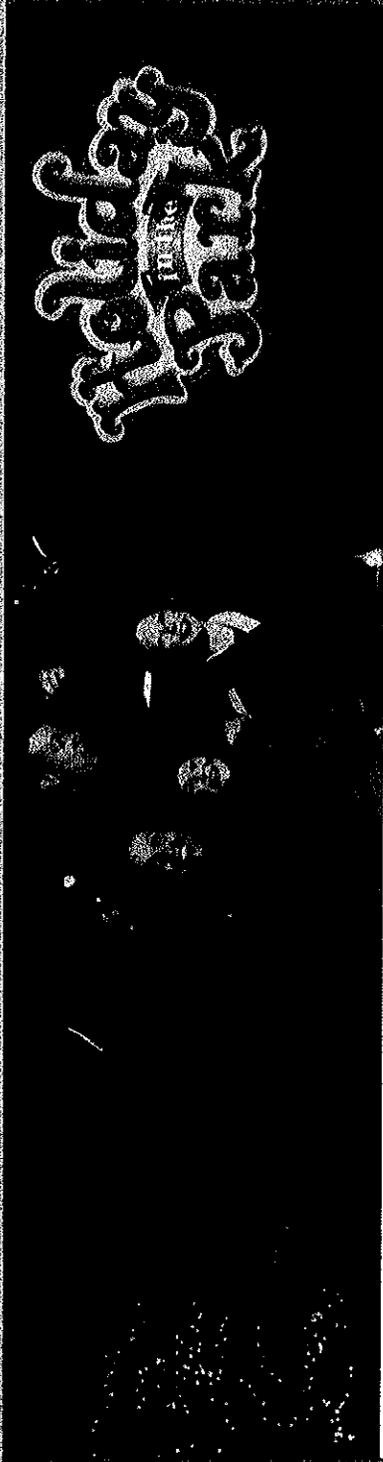


CATERED OUTINGS
Update New York's Premier Outing Destination! Contact Group Sales at (516) 792-3500 x3361. MORE

PARK HOURS: SEPTEMBER 21
Closed today. Park is now open weekends.
SEE CALENDAR

Online Promotion

HIP Landing Page



Holiday Park

PARK INFO • MORE NEWS

 PRINT  EMAIL

GET SIX FLAGS EMAILS

Join Six Flags Funatics and get everything from special offers to inside info on new rides and events. **SIGN UP NOW**

Make The Great Escape part of your family's holiday tradition during Holiday in the Park — November 20 - December 31. For the first time ever, The Great Escape will ring in the season with an all-new celebration featuring dazzling lights, holiday-themed shows, festive food and plenty of wintertime fun.

- Enjoy live entertainment and special seasonal shows
- Thousands of lights will transform the park into a twinkling wonderland
- Kids can meet Santa and share their Christmas wish lists
- Choirs will fill the air with beautiful music while carolers stroll through the streets
- Sled down our very own snow hill
- Enjoy tasty theme park treats along with special food for cooler weather like roasted corn, hot chocolate, cider and coffee, plus traditional holiday favorites



Online Promotion

Behind the Scenes Page
includes all HIP renderings



Behind The Scenes

 PRINT  EMAIL

Have you ever wondered how such a massive and elaborate production like **Holiday in the Park** comes to life? It takes a large team of people, and thousands of hours to create this winter wonderland. Take our behind-the-scenes photo tour, to witness how this amazing celebration evolves from simple sketches on a page, to a full-fledged holiday festival. And don't miss the all-new Holiday in the Park, November 20 to December 31.

GET SIX FLAGS EMAILS

Join Six Flags Funatics and get everything from special offers to inside info on new rides and events.

[SIGN UP NOW](#)

**STAY WHERE
YOU PLAY**

Online Promotion

HIP-Specific Rack Brochure
50,000 Distribution



Map & Guide
250,000 Distribution



2009 Collateral

Toll Road

**PURCHASE A SEASON PASS TODAY
AND GET**



NOVEMBER 20 - DECEMBER 31

In-Park Billboard

**THE GREAT ESCAPE
& SPLASHWATER KINGDOM**

A Six Flags® Theme Park

Parking Lot Billboard

TIS THE SEASON...ALL SEASON LONG!



JUST

\$79.99
PLUS TAX

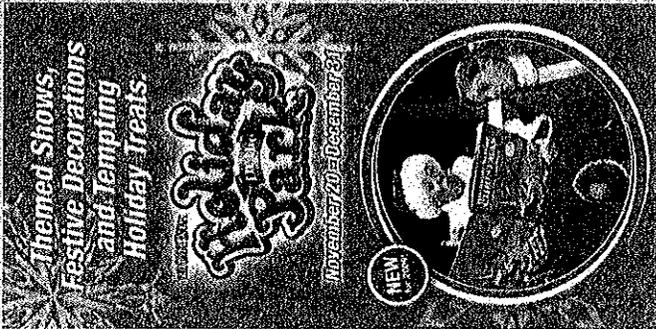


**MORE FLAGS
= MORE FUN!**



THE 2010 SEASON PASS MAKES A GREAT GIFT!

SIXFLAGS.COM



In-Park Advertising

Key Card Insert

Table Tops & Elevator Doors

THE GREAT ESCAPE
 & SPLASHWATER KINGDOM

Season Passes & Daily Tickets

Get your Season Pass or The Great Escape wait for the fun to begin! Visit Northwoods Traders get story by purchase your Season Pass or discounted daily ticket today.

Sasquatch NEW for 2009!
 192 feet straight up in three seconds. Now that is Six Flags of fun!

Holiday in the Park NEW for 1999!
 Themed shows, festive decorations and tempting holiday treats. Save a date beginning November 27 - December 31.



NEW for 2009!

Holiday in the Park
 November 20 - December 31

THE GREAT ESCAPE
 SPLASHWATER KINGDOM

**Themed Shows,
 Festive Decorations
 and Tempting
 Holiday Treats.**

NEW for 2009!

Holiday in the Park
 November 20 - December 31



Lodge Advertising

Print Ads

THE GREAT ESCAPE & SPLASHWATER KINGDOM



The Great Escape & Splashwater Kingdom has over 135 rides, shows & attractions, including a 66' drop tower water park... there's something for everyone! New for 2009, 3000' thrill seekers will love the all new Sasquatch drop tower, totaling 192 feet tall!

515-792-3100 • 586 FLAGG AVE. • ROUTE 9 • LAKE GEORGE, NY 12845

LAKE GEORGE, NEW YORK
THE GREAT ESCAPE
& **SPLASHWATER KINGDOM**
A Six Flags® Theme Park

THE GREAT ESCAPE & SPLASHWATER KINGDOM



Start a New Family Tradition!
November 20 - December 31

The Great Escape & Splashwater Kingdom has over 135 rides, shows & attractions... there's something for everyone! Visit us through December 31 for our longest season in history. Visit sixflags.com for more details.

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LAKE GEORGE, NEW YORK
THE GREAT ESCAPE
& **SPLASHWATER KINGDOM**
A Six Flags® Theme Park

Route 9 Billboard

Holiday Spook

JOIN US AT **THE GREAT ESCAPE** NOVEMBER 20 - DECEMBER 31

SIX FLAGS.COM

Local Advertising

Holiday in the Park Fundraiser

Database of over 10,000 local organizations can register to sell discount tickets to Holiday in the Park and keep \$3.00 from each ticket sold

Corporate Alliances

- Added \$250.00 to each sponsor tier with the proceeds going to The Great Escape's desired organization (American Red Cross)
- For the \$250 contribution, the business will receive a Christmas tree to decorate in the park for further exposure

Media/VIP Event

- Preview in the week prior to the event's opening
- American Red Cross Adirondack Saratoga Chapter and The Great Escape will team up to welcome local dignitaries, businesses partners and members of the media to experience an evening of Holiday in the Park.
- Live auction featuring goods and services from the local community with funds benefitting the American Red Cross

Read to Succeed Essay Contest

- Brand new character unique to The Great Escape
- Over 50 local schools in our Read to Succeed database, students K-6, name the character and tell us his back story
- In partnership with Literacy New York Greater Capital Region, The Great Escape will work with 23 local libraries and two teen advocacy groups to complete the contest and choose winners
- In addition to great prizes from The Great Escape for the winner, his or her class will receive an exclusive ice cream party in their classroom featuring Looney Tunes characters

Retail

- Ornaments to be sold at retail locations throughout theme park to be displayed on Christmas trees
- All proceeds going to Children's Miracle Network through Six Flags Friends

Charitable Opportunities

Retail

- Cookie decorating with Mrs. Claus
- The entire International Village Cartoon Shop is transformed into a Holiday Shop with festive jewelry and ornaments
- Great Selection of winter apparel
- Attitudes Gift Shop is transformed into Santa's Workshop
- Snowman and various winter themed plush offerings
- Hats, Mittens, Scarves
- Santa Photos by Kodak

Foods

- Holiday meal with show in Bavarian Palace
- Roast Turkey / Roast Beef, Dressing, Mashed Potatoes, Gravy, Cranberry, Green Beans, Glazed Carrots, Rolls
butter, Pumpkin / Apple Strudels, Side Salad
- Throughout the park
 - Coffee, Cappuccino
 - Hot Chocolate w/ whipped cream, candy cane, sprinkles
 - Fudge, Christmas flavors
 - Caramel and Fudge Apples
 - Specialty Coffee
 - Egg Nog
 - Flavored popcorn
 - Homemade Cinnamon Rolls
 - Fudge dipping (in front of the guest)

In-Park Offerings