

AGENDA

WARREN COUNTY TOURISM DEPARTMENT

September 24, 2009

Committee Members:

L. Tessier, Chairman
D. Belden
W. Kenny
J. Sheehan
E. Merlino
K. Simmes
D. Strainer

F. Monroe, Chairman Board of Supervisors
H. Payne, County Administrator
J. Sady, Clerk of The Board

1. **MINUTES:** Acceptance of July 29, 2009 meeting minutes with corrections and/or deletions
2. **ACTION ITEM**
 - A. Resolution Request – Extend photography contract
 - B. Pending Item – Sharing of Email addresses, County Attorney opinion
3. **FOR YOUR INFORMATION**
 - A. Tourism Department Update – Kate Johnson
 - B. Group Tour/Meetings Update – Tanya Brand
 - C. Creative Update – Peter Girard
 - D. Broadcast Update - Susan Stratton
4. **OLD BUSINESS**
 - A. Pending Items - None
5. **NEW BUSINESS**
6. **ADJOURN**

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: 9/24/09

(a) Purpose of Contract Change: to extend existing contract for 2010 for digital photography services for the Warren County Tourism Department

(b) Resolution No., or Nos. if Amended, which Authorized the Original Contract: 79 of 2008, 806 of 2008

(c) Name of Contractor: Creative Minds Photography

(d) Address of Contractor: 14 Ridge Street Glens Falls, NY 12801

(e) Contractor's Contact Person and Telephone Number: (Edward) James McEntee III (518) 798-4407

(f) Commencement Date of Amended Contract: January 1, 2010

(h) Termination Date of Amended Contract: December 31, 2010

(i) Payment Provisions: i) lump sum amount N/A

ii) hourly rate amount N/A

iii) Total amount not to exceed \$16,000.00

iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project etc. as invoiced)

(j) Where are the Funds for this Contract ? List Budget Code, (with title), Object Code (with title), and Amount: OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417 470 (Contract); not to exceed \$16,000.00

Warren County Board of Supervisors

RESOLUTION NO. 806 OF 2008

Resolution introduced by Supervisors Tessier, Belden, Kenny, Sheehan, Merlino, Simmes and Strainer

AUTHORIZING EXTENSION OF AGREEMENT WITH JAMES MCENTEE CREATIVE MINDS PHOTOGRAPHY PURSUANT TO THE TERMS AND PROVISIONS OF REQUEST FOR PROPOSALS (WC 21-08) - TOURISM

WHEREAS, Resolution No. 79 of 2008 authorized an agreement with James McEntee Creative Minds Photography, 14 Ridge Street, Glens Falls, New York 12801 for digital photography services (WC 21 - 08) for a term commencing January 1, 2008 and terminating one year thereafter, now, therefore, be it

RESOLVED, that the Chairman of the Board of Supervisors be, and hereby is, authorized to execute an extension agreement with James McEntee Creative Minds Photography for an additional twelve (12) month term from January 1, 200¹⁰~~9~~ through December 31, 200¹⁰~~9~~ for a sum not to exceed ~~Twenty~~ ^{Sixteen} Thousand Dollars (~~\$20,000~~ ^{16,000}), in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from Code A.6417 470 - (Tourism Occupancy - Contract).

Warren County Board of Supervisors

RESOLUTION NO. 79 OF 2008

Resolution introduced by Supervisors Tessier, Belden, Kenny, Sheehan, Merlino, Simmes and Strainer

REJECTING LOWEST PROPOSAL OF SCOTT BARROW AND AWARDED PROPOSAL TO AND AUTHORIZING AGREEMENT WITH CREATIVE MINDS PHOTOGRAPHY FOR DIGITAL PHOTOGRAPHY SERVICES - TOURISM DEPARTMENT

WHEREAS, the Warren County Purchasing Agent advertised for written proposals for digital photography services (WC 21-08), and

WHEREAS, upon review of the lowest proposal submitted by Scott Barrow, said proposal did not respond to the requirements of the specifications, and therefore, should be rejected, and

WHEREAS, it has been recommended that Warren County award the bid to the second lowest bidder, Creative Minds Photography, as its' bid fully complies with the specification requirements, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby rejects the proposal submitted by Scott Barrow for reasons mentioned above, and be it further

RESOLVED, that the Warren County Purchasing Agent be, and hereby is, authorized and directed to notify Creative Minds Photography of the acceptance of its proposal, and be it further

RESOLVED, that Warren County enter into an agreement with Creative Minds Photography, 14 Ridge Street, Glens Falls, New York 12801, for an amount not to exceed Twenty Thousand Dollars (\$20,000) for a term commencing January 1, 2008 and terminating December 31, 2008, in a form approved by the County Attorney.

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour and Meeting/Convention Update
Date: August/September 2009

2010 Group Tour Adventure Planner:

- 2010 Group Tour Planner to be delivered to Amsterdam Printing on September 28th with an October 22, 2009 delivery date for 4,500 copies. Exciting new redesign and pages include: Frequently Asked Questions Page, 3 new Sample Itineraries, Scenic Drives & Services and a Request for Additional Information & Feedback Form

2009 Meeting & Convention Planner:

- New listing additions include Blue Water Manor, Warren County Fish Hatchery & Lake George Forum

Promotion & Follow-up to leads:

- Provided resource materials and follow up to Michael Mulone of ESPN Bass Tournaments. This lead came directly from an ad placed in August Issue of Connect Magazine
- Provided resource materials, application for event funding and distributed Request for Proposal for the Church of Pentecost New York Regional National Conference for 2010 and 2011
- Provided Images to Starr Tours of Trenton NJ, for promotion of the Adirondack Balloon Fest in their 2010 tour catalog
- Compiled database of East Coast Bank Clubs for meeting/event promotional mailing to be conducted before the end of the year
- NYS Assessors Association: Provided promotional materials and prizes for an Adirondack themed basket to be raffled at the Annual Conference to be held Sept 27-30th in Saratoga Springs. This conference has excellent potential to be hosted in Warren County for 2010 and attracts over 250 attendees from around New York State. President of Warren County Assessors Association, Ted Bigelow was overwhelmed by Warren County response to his request. Prizes included 2 overnight stays, complimentary admission tickets, wine, food and gifts from local attractions

Promotion(continued):

- Regional Group Tour Marketing Initiative: Participated in creating 2nd Regional Electronic FAM Tour presented on September 23rd. Over 10 Tour Operators attended the FAM Tour via internet for a virtual tour of the Adirondack Region. The Lake George portion of the FAM highlighted "What's New for 2010", including itineraries, attractions and lodging
- Co-created a Regional incentive postcard to be inserted in 600+ American Bus Association attendee registration bags. This postcard will offer a small Adirondack-themed prize to encourage tour operators to stop by the Regional booth to learn more about what the Adirondacks can offer groups
- Solicitation for the 2010 ABA Binder was sent to Warren County ABA members
- SYTA RFP: Distributed Request for Proposal for 2009 Annual Board Meeting
- Received excellent feedback on follow up survey provided to participants of Bus Tours Magazine FAM Tour, Erma Kern and Peggy Stringfellow of Boston Seniors. (See attached survey)

Local Events & Outreach:

- Conducted site inspection of the Lake George Forum and followed up with new manager and promoter, Jim Bergeron. Forwarded "new business" packet for group tour and meeting lead distribution and advertising opportunities
- Continuing to provide assistance to the Warren County District Attorney's Office for the NYS District Attorney's Association 2010 Summer Conference to be held in July at the Sagamore Resort. Assisted with contract negotiations and booking of Lake George Steamboat for Reception Dinner
- Provided promotional materials for Tiki Enthusiast Weekend held at the Tiki Resort September 16-20th. Sandy Carr reported that 98 rooms were booked with overflow staying at the Holiday Inn Resort. 240 people from all over the country attended and participated in offsite activities such as a cruise and miniature golf tournament
- Reached out to Bill Vanpelt, Owner of Hickory Ski Center to discuss strategies for Group Tour and Meeting promotion.
- Meeting with Mary Goutos of Lake Motel to discuss group tour promotion and departmental opportunities
- Meeting with Adrienne Levec, Manager of Brooks Brothers Outlet to discuss group tour Promotion and departmental opportunities
- Attended Lakes to Locks Annual Meeting to recap 2009 marketing, promotion and organization highlights and to discuss 2010 plan of action

Ad Placements:

- Received editorial coverage in Meetings East July Issue promoting group dining in New York State (see attached)

2010 Shows Consideration:

- Registration for 2010 shows has begun and new shows will be incorporated into the 2010 show schedule to include: *African American Travel Conference*, *Teams* (sports event industry), *Destinations Showcase* and *Connect* (Social, Military, Educational, Religious, Fraternal Groups)

Shows attended:

- DONYS Connecticut Sales Blitz: Met with 12 Tour Operators over a 2 day period
- ILNY Montreal Media Event: Met with approximately 25 Canadian media representatives and travel writers. Conducted follow up to hot lead *Camping & Caravaning Magazine*
- HSMAT's Affordable Meetings: Washington D.C., Sept. 9-10, 2009
(*Michael Consuelo of Lake George Regional Chamber of Commerce was 2nd delegate for this show*)
- Hartford Women's Expo: Hartford CT, Sept 12-13th, 2009

Upcoming Shows:

- Greater NJ Motorcoach Marketplace: Atlantic City, NJ Nov 4, 2009
- Ontario Motorcoach Association: Ontario, Canada Nov. 9-11, 2009
- Meetings Quest: Chicago, Illinois Nov 12, 2009
(*Michael Consuelo of Lake George Regional Chamber of Commerce will be 2nd delegate for this show*)
- American Bus Association: Washington D.C., Jan 15-19, 2010
Appointment selection has begun and Warren County will be entitled to up to 58 appointments this year

Success Stories:

Leary Reunion: 50-75 people in area July 2010

Broadalbin Seniors: 35 people day trip with cruise, Prospect Mt., dinner theater

Trolley Tours: 45 people day trip, cruise, Prospect & outlet shopping

Getaway Tours: 42 people requested Welcome bags, overnight at the Georgian

King Ward: 50-55 people will attend 2009 Balloon Festival

Starlight Tours: 120 singles will spend 2 nights to include New Years Eve celebration, tubing and Circle B Ranch

Divine Retiree Travel: 46 people overnight with cruise, step-on guide service & dinner theater for 2010

Paragon Tours: 100 people attending Balloon Festival, Prospect Mt. and shopping in village

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

Welcome Home Peggy and Erma! We hope you enjoyed your travel experience in the Adirondack Region. We would love to hear your comments and suggestions....

Please circle the number which best describes your experience.

Glens Falls/Lake George Region FAM Tour

	Unsatisfactory 1	Fair 2	Good 3	Excellent ④
Lodging:	1	2	3	④
Comments:	BEAUTIFUL HOTEL + GREAT ROOM.			
Attractions:	1	2	3	④
Comments:	WE ENJOYED THE TOUR + CHANCE TO GO INTO THE MUSEUM HOUSES.			
Dining:	1	2	3	④
Comments:	EVERYTHING WAS EXCELLENT + WE HAD NO COMPLAINTS ON ANYTHING. ESPECIALLY LIKED THE POLYNESIAN SHOW.			
Personnel Attentiveness:	1	2	3	④
Comments:	YOU WERE GREAT + WE APPRECIATE ALL YOUR KINDNESS.			

Would you consider a group tour to the Lake George Region in 2010? (2011) 2012?

Please circle.

If not, Why? _____

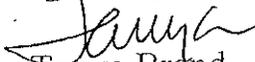
What improvements can we make for our next FAM Tour? YOU DID A
VERY GOOD JOB. ELIMINATE PLATTSBURGH.
NOT ENOUGH TO SEE OR DO + DINING NOT GREAT.

What was your favorite part of the FAM tour? THE BOAT CRUISE

Would you recommend this FAM to other Group Leaders? (Yes) or No
Why or Why not _____

Thank you for taking the time to fill out this survey.
We hope to see you and your groups in the future.

Best Regards,


Tanya Brand

Warren County Tourism Dept.

Dear Tanya:

Thank you so much for a marvelous FAM tour.

The Glens Falls/ Lake George region was marvelous.

And the Lake Placid region was outstanding.

There is so much to see and do in both locations.

The Plattsburgh region did not seem to have that much to offer.

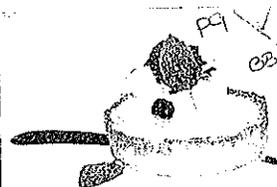
Now we have to convince the Seniors they must take this trip.

Thank you again for all you did for us.

Sincerely,



Emma Kern



Delectably Diverse: Groups can enjoy the fresh creations of star chef Dale L. Miller in Albany, or head to New York City for savory events at the Empire Hotel rooftop, delicious desserts at Mario Batali's Del Posto or imaginative cuisine at a Battery Gardens Restaurant reception.



Flavors of New York

The Empire State rules when it comes to great dining experiences for groups

by MARLENE GOLDMAN

NEW YORK PUTS ITS DIVERSITY WHERE ITS MOUTH IS. ACCORDING TO THE New York State Restaurant Association, New York lays claim to more than 37,000 eating and drinking establishments. The projection for 2009 is that the food and beverage industry will post sales of more than \$27 billion.

The state is home to the Culinary Institute of America and the New York Wine & Culinary Center, as well as a plethora of celebrity

chefs, award-winning wineries and microbreweries.

Groups can experience all New York has to offer with culinary tours, Iron Chef competitions, private dining rooms and unique food venues, from ski jumps to dinner boats.

New York City

Taking a bite of the Big Apple can be a daunting experience, with nearly 25,000 dining establishments throughout the city. One option is planning a meeting around New York City Restaurant Week, with more than 250 restaurants participating—a cross section of the city's culinary scene.

Manhattan itself is a haven for celebrity chefs, such as Daniel Boulud of restaurant Daniel and Bar Boulud, among others; Bobby Flay of Mesa Grill and Bar American fame; Alain Ducasse at the St. Regis New York; and Craft Restaurant's Tom Colicchio.

"New York is the culinary capital of the world," says Karen Shackman, president and founder of DMC Shackman Associates New York, offering culinary tours, dinners and events, as well as team-building options.

"Culinary tours take into consideration themes. Right now, cupcake wars is a big theme—a variety of cupcake shops have opened with their own flavors and icing," Shackman says. "We can customize a tour that incorporates cupcake tasting."

Other culinary tours include Chinatown for its dim sum, bakeries and grocery shops; Little Italy, which lends itself to a progressive tasting tour; and a citywide chocolate tasting extravaganza.

According to Shackman, a burgeoning trend is the rooftop experience, including a number of hotels, such as the Empire Hotel, Gramercy Park Hotel and Hotel Gansevoort in the uber trendy Meatpacking District.

Team building is another trend, according to Shackman, whose DMC organizes cake-making activities with groups competing for the best cake. After being judged, they can bring their creations to local disadvantaged children and have a party with them.

Empire Force Events, another DMC, organizes a progressive dining experience in various neighborhoods. While the options are endless, an example would be the first stop at Tribeca Rooftop for cocktails, dinner at a hot spot like Mario Batali's Del Posto and dessert at Battery Gardens Restaurant for a view of the Statue of Liberty.

New options include Shake Shack in the New York Mets' new Citi Field ballpark, as well as dining at the Sterling Club, an area behind home plate. Not to be outdone, the new Yankees Stadium is offering its Legends Culinary Series, which brings in New York's top chefs during select games

to create a meal for diners in the stadium's new Legends Suite Club.

Long Island

Waterside venues abound throughout Long Island.

The Montauk Yacht Club offers group dining in its Gulf Coast Kitchen or the Turtle Lounge, a replica of the landmark Montauk Lighthouse.

For a slice of history, groups can head to the Upper Marine Room overlooking Greenport Harbor at Claudio's, which first opened its doors in 1870 and is recognized by the National Restaurant Association as the oldest same-family-owned restaurant in the U.S.

Renowned chef Todd Jacobs heads up the kitchen at Tierra Mar, a classic oceanside dining space at the Westhampton Bath & Tennis Hotel. Groups can also charter a yacht from Freeport-based Nautical Cruise Lines for a dinner banquet.

The Suffolk County Community College Culinary Arts & Hospitality Center features a demonstration theater. Hands-on cooking classes are a team-building option for up to 32 students.

Westchester

For a sampling of the Hudson Valley's myriad restaurant choices, the Hudson Valley Restaurant Week is an annual opportunity to test some of the region's best eateries.

Westchester is home to a number

of top chefs, including Peter Kelly of X20 fame, a restaurant located in Yonkers on the banks of the Hudson River. Zanaro's restaurant in White Plains features chef Joe DiMaggio Jr., a distant relative of the late baseball great.

One of the region's most unique experiences is an outing to Stone Barns Center for Food and Agriculture, located in the Pocantico Hills. The agricultural center demonstrates the farm-to-table dining process at its on-site restaurant Blue Hill, set in a landmark 19th century townhouse.

"Everything they grow on the site, from herbs to animals to vegetables, is served in the restaurant," says Kim Sinistore, director of tourism for the Westchester County Office of Tourism.

Albany

The state's capital has its share of star chefs, such as certified master chef Dale L. Miller, who heads up his own Dale Miller Restaurant. For an exclusive experience, the penthouse-level private dining club caters to groups.

Carmine Sprio's award-winning Carmine's Restaurant, subject of the behind-the-scenes cooking television show *Carmine's*, caters to groups at its downtown location, or he can cater a small event in person.

The Albany Aqua Ducks and Trolleys hosts a chocolate tour, traveling to places where groups can enjoy a chocolate demonstration and chocolate treats, and get their hands dirty with a chocolate-making adventure.

North of Albany, River Stone Manor sets its private banquet space along the banks of the Mohawk River. Dining options on-site include the Manor House itself and The Terrace, a seasonal outdoor banquet facility.

Saratoga Springs is home to more than 100 restaurants. One of the stal-

continued on page 10

works is Panza's Restaurant, which is located on Saratoga Lake and caters to groups with a ballroom and a more intimate dining room.

Buffalo/Niagara

Buffalo has left an indelible image on the culinary landscape with its world-famous Buffalo wings. The best place to dine is at the Anchor Bar, original home of the Buffalo wing. The group-friendly eatery features live jazz and blues.

Another signature option is a floating banquet aboard Buffalo Harbor Cruises, chartered from the Erie Basin Marina.

On Buffalo's trendy Elmwood Avenue, a cooking school called Delish! promotes its hands-on cooking parties and team-building activities.

"There are a lot of independent restaurants and a lot of chefs trained by classic chefs. People are surprised at our culinary options," says Doug Siler, communications manager of the Buffalo Niagara CVB.

Niagara spices up the group dining experience with a number of unique venues, such as a power lunch at the Power Vista, perched atop the Niagara Power Project's main plant and overlooking the Niagara Gorge near Niagara Falls.

Rochester

Home of the Rochester white hot, a

variation of a hot dog created in the 1920s. Rochester dining does have a more sophisticated side, with many local restaurants, such as the Grill at the Stranballan Hotel, offering wines produced by Finger Lakes vineyards.

A newcomer to the scene, Pier 45 at the Port is located at the mouth of the Genesee River where it meets Lake Ontario and has a second-floor balcony that provides a view of boats cruising in and out of the port.

Tastings Restaurant, part of famous Wegmans Grocery Chain, is located adjacent to Wegmans' flagship store in Pittsford Plaza and offers groups a fine dining experience using fresh ingredients from the market.

Syracuse

The local flavor of Syracuse is its salt pointers, invented by local salt mine workers in the 1880s. Syracuse is also home of the famed Dinosaur Bar-B-Que, renowned for its biker atmosphere and live music. The eatery recently added a group space upstairs and can cater events at the Oncenter Complex convention space or other locales.

The historic Mission Restaurant caters to groups. Built in the 1840s and formerly the Syracuse Wesleyan Methodist Church, it was also an important 19th century way station on the Underground Railroad.

In Downtown Syracuse, the Armory Square district features a num-

ber of independent restaurants as well as breweries, and is suitable for a dine-around.

Binghamton/Central Leatherstocking

Binghamton is known for a delicacy called the spiedie—marinated meat on skewers, cooked over an open pit and put on Italian bread. Lupo's S&S Char Pit is a classic spot for spiedies, and they also cater group events.

Groups can also arrange a clam-bake at Mountain Top View, boasting views of the entire city. Downtown, the popular Number 5 Restaurant, located in a historic firehouse, caters to groups.

For a more elegant setting, the Otesaga Resort Hotel's main dining room serves grand buffet breakfasts and lunches, as well as a five-course dinner, with imaginative cuisine that emphasizes foods from central New York. The adjacent lobby bar and the Otesaga Veranda overlooking Lake Otsego can singe sunset cocktails or a reception prior to dinner.

Lake Placid/Adirondacks

Lake Placid opens its ski jump towers built for the 1980 Olympics to groups, and caterers can set up a full bar and a carving station in view of Nordic jumping competitions.

At the Olympic Center, groups can arrange for dinners on the same rink where the Miracle on Ice took

place in 1980.

In the Adirondacks region, The Boathouse Restaurant, built in 1876, is located on Lake George. Additionally, The Sagamore Resort offers dinner cruises aboard a replica 19th century touring boat.

Warren County's Inn at Erlowest provides an elegant casle setting for group dining.

Catskills

The Catskills may be known for its outdoor pursuits, but it is also flooded with top-tier chefs trained in New York City. In addition, many of the ingredients used in restaurants in the Big Apple are grown in the region.

Restaurant 15 in Narrowsburg takes advantage of local produce, as does the popular restaurant 1906. Both offer a personal and intimate setting where groups can meet the chefs, according to Herb Clark of Sullivan County Tourism.

Groups can also take a cooking class at North Branch Inn or just watch their food being prepared in the large open kitchen.

In Greene County, the award-winning Prospect Restaurant at Scribner Hollow Lodge emphasizes regional fare and features one of the largest selections of wines in the Hudson Valley. Mohonk Mountain House in New Paltz makes use of its gardens for group lunches.

Meanwhile, Stourbridge Vineyards in

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Warren County Department of Tourism Fall 2009 Television Summary

September 24, 2009

The following television schedule is recommended to begin Monday August 17 and continue through Sunday, October 11, 2009 - 8 weeks.

Programming has been chosen based upon effectiveness and cost efficiency reaching Women 25-54 and Men 25-54.

Fifteen second commercials will be used in Albany, Hartford, Springfield and New Haven while thirty second commercials will be used on all cable schedules in Metro New York, Long Island, New Jersey, Albany, Massachusetts and Connecticut.

Albany Time Warner , New York Time Warner and Cablevision/Comcast all have the Request For Information and Video On Demand technology that provide us with names and addresses of viewers who respond – that we in turn send out our catalogue. Albany Time Warner, New York Time Warner, Cablevision/Comcast, and Comcast (Conn and Mass) all have Video-on-Demand links.

Albany
Springfield
Hartford
New Haven

NCC Cable – Time Warner, Cablevision/Comcast Interconnect
Metro New York/Long Island /Hudson Valley/New Jersey /Conn.

*Includes: Connecticut Cable
Massachusetts Cable
Albany Cable*

Fall 2009 Summary: _____

Albany: 156x :15 commercials (plus 93x bonus)
808x :30 commercials /TW cable RFI/VOD
\$42,222 gr
\$37,999.80 net

Springfield: 76x :15 commercials (plus 20x bonus)
378x :30 commercials/Comcast cable VOD
\$15,114 gr
\$13,602.60 net

Hartford /New Haven:
171x :15 commercials (plus 43x bonus)
476x :30 commercials /Comcast cable VOD
\$49,425 gr
\$44,482.50 net

NCC : 1096x :30 commercials
TW/Cablevision RFI/VOD
\$134,640 gr
\$121,176 net

Grand Total \$241,401 gr
\$217,260.90 net

Warren County Department of Tourism _____

September 22, 2009

Request for Information / Video on Demand Report

May 4 - August 2, 2009

Time Warner "Request for Information" (RFI) allows the viewer using their remote, to click on a bar at the bottom of the screen during the airing of our commercial.

(A) - receive information

(B) -to view a video and receive information.

RFI capabilities are only on the digital Time Warner cable systems reaching 1.2 households in the Metro New York area and parts of the Hudson Valley.

Under a separate order, Time Warner in the Albany market area reaches 189,000 digital households.

Also included for 2009 is Cablevision/Comcast reaching 2.8 million households in New Jersey, Long Island, parts of the Hudson Valley and western Connecticut.

Cablevision/ Comcast directs the viewer to go to their Video on Demand cable station where the viewer watches the long format VOD and can then opt to request information – where the address is sent weekly to Warren County Tourism.

RFI Results

Time Warner Metro NY/Hud Valley:

27,659

Cablevision/ Comcast NJ, LI, Hud Valley,Conn:

3,858

Time Warner Albany:

783

Total: 32,300

In addition to RFI, Warren County is also included in the Journey TV program – "Video on Demand" (VOD)
The viewer goes to the Journey TV cable station or clicks the VOD bar at the bottom of the spot as it runs - and views a two minute promotional piece on Lake George.

VOD does not provide names and addresses.

VOD 1.2m hh's Time Warner Metro NY, Hudson Valley
VOD 189,000 hh's Time Warner Albany
VOD 836,650/261,000 digital hh's Comcast Connecticut
VOD 2.8m hh's Cablevision/Comcast -
Plus: on Journey TV *nationally* 7,102,000 hh's

VOD Results

Time Warner Metro NY/Hudson/National:

15,186

Time Warner Albany:

783

Comcast Connecticut:

2702

Cablevision/Comcast NJ, LI, Conn.:

28,904

Total: 47,575