

Minutes

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

AGENDA

WARREN COUNTY
TOURISM DEPARTMENT
January 27, 2010

Committee Members:

E. Merlino, Chairman
W. Kenny
D. Belden
D. Strainer
S. Goodspeed
F. McCoy
R. Conover

F. Monroe, Chairman Board of Supervisors
J. Sady, Clerk of The Board

-
1. **MINUTES:** Acceptance of December 2, 2009 meeting minutes with corrections and/or deletions
 2. **WELCOME NEW SUPERVISORS TO 2010 TOURISM COMMITTEE**
 3. **ACTION ITEM**
 - A. Board Resolution in support of reinstating, into the Governor's budget, funding for the operation of the Official I Love New York Gateway Information Center on I-87 south in Beekmantown
 4. **FOR YOUR INFORMATION**
 - A. Tourism Dept. – Kate Johnson
 - B. Group Tour/Meetings – Tanya Brand
 - C. Creative – Peter Girard
 5. **WARREN COUNTY COUNCIL OF CHAMBERS UPDATE**
 6. **OLD BUSINESS** – No Pending Items
 7. **NEW BUSINESS**
 8. **ADJOURN**

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS*

***Please List All Other Requests Not Covered by Previous Resolution Request Forms Here. Please attach any backup information available and be as detailed as possible.**

DEPARTMENT NAME: Tourism

DATE: January 27, 2010

(a) Purpose of Request: To show support for the full amount of funding of the I Love NY Gateway Information Center at Beekmantown, in the Governor's 2010 budget.

(b) Details: Governor Patterson proposes cutting the full amount of funding in the amount of \$196,000. The Beekmantown Information Center has played an integral part in tourism promotion since it was established in 1991.

(c) Previous Resolution Number: none

Resolution in Support of Full Funding in the 2010 Governor's Budget for the Official I Love New York Gateway Information Center at Beekmantown

Where as tourism is a vital component of the Adirondack Region economy, providing year round employment, and State and County sales tax revenue, And

Where as visitors from the United States, Canada and from around the world need travel information about New York State and the Adirondack Region, And

Where as in 1991 New York State acknowledged the need for an information center to address the needs of the traveling public and constructed an official I Love New York Gateway Information Center on I-87 south in Beekmantown, and has funded the operation of the Center at the same rate since 1991, And,

Where as the State of New York has contracted with the Adirondack Regional Tourism Council to operate the Center since the Center opened in 1991, And

Where as the Center is open 7 days a week and welcomes over 100,000 visitors on an annual basis who are directed by the Center's staff to Plattsburgh, Lake Placid, Lake George, Adirondack destinations and attractions, Albany, and New York City, And

Where as the Center just experienced the busiest December on record since the Center opened in 1991, and visitation to the Center during the years of 2008 and 2009 were the two busiest years since 1997, And

Where as the Center also serves as the administrative office of the Adirondack Regional Tourism Council, and the Center's staff answers the phone 7 days a week to field questions about vacationing in the Adirondack Region, and annually mails out over 42,900 region-wide information packets in response to the Adirondack Regional Tourism Council marketing campaigns, And

Where as the closing of the Center as a result of the elimination of funding for the Center in the Governor's 2010 budget would cause hardship to the traveling public to New York State and the Adirondack Region, and would result in the loss of economic activity and subsequent decrease in sales tax and occupancy tax collections in New York State and the Adirondack Region, And

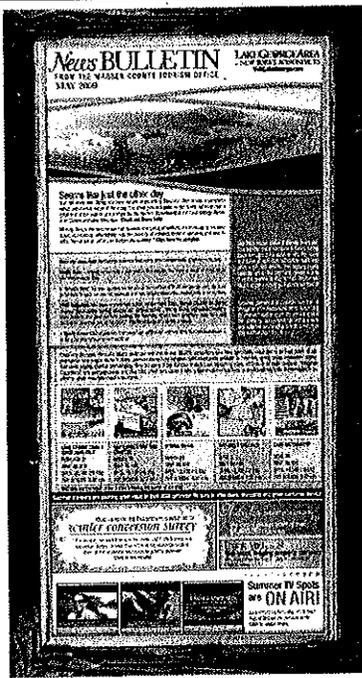
Where as New York State and the Adirondack Region depend on tourism as a key driver of the State and Local economy, Now

Therefore, be it resolve that the Counties of the Adirondack Region strongly support the continued operation of the official I Love New York Gateway Information center in Beekmantown so that the traveling public can continue to learn about destinations in New York State and the Adirondack Region, and further, so that the Adirondack Regional Tourism Council can continue its mission of directing visitors to the Adirondack

Region, resulting in continued employment in the tourism economy and the continued collection of sales and occupancy taxes, And

The Counties of the Adirondack Region respectfully request the Governor to reinstate funding in the 2010 budget for the operation of the official I Love New York Gateway Information Center in Beekmantown at the full funding level of \$196,000 on an annual basis.

2009 Tourism Department Newsletter Comparisons



Date Sent: May 21	Date Sent: Aug 25	Date Sent: December 11
Subject Line: Check out what's going on in the Tourism Department	Subject Line:	Subject Line:
Sent to: 446	Sent to: 434	Sent to: N/A **
Opened: 322	Opened: 353	Opened: 499
% Opened: 72.2%	% Opened: 75.3%	% Opened: N/A **
*674 properties have provided email addresses. Per-click monitoring not set up for this blast.	*715 properties have provided email addresses Clicks:	*750 properties have provided email addresses Clicks:
Subjects: Blast Comparisons Media Buzz Winter Conversion Results Summer Coupons Mid-Week Specials TV spots	Fall Brochure: 8 Homepage: 16 Bienvenue: 6 Today Videos: 15 Google Analytics: 6 TV Ads : 8	Photo Enhanced Listings: 10 2009 Conversion Results: 12 Winter Mid-week: 17 Frenzied to Frolic: 13 Midtown to Mountains: 3 Winter TV Commercials: 17 Fishing Gallery: 3 Group Tour Schedule: 4 Consumer Show schedule: 22
Total Clicks: N/A Click Thru Rate: N/A	Total Clicks: 59 Click Thru Rate: 18%	Total Clicks: 101 Click Thru Rate: 20.2%

*A number of people own more than one business, therefore the number of unique email addresses is lower than the number of email addresses provided by properties.

* The number of properties receiving the newsletter increased over the course of the year as additional addresses were provided during our ongoing update process.

** This number was not available from the IT Department

REVENUE/TOURISM DEPARTMENT

DATE: January 8, 2010
 REVENUE CODE: A.2089
 SOURCE: See list below.
 SUBJECT: ILOVENY TRAVEL GUIDE 2010
 AMOUNT:
 CHECK#/CASH: See list below.

page 1

REVENUE FROM:	DATE	AMOUNT	CHECK#
1 Bolton Chamber of Commerce	12/23/09	175.00	5481
2 Adk Extreme Adventure Course	12/24/09	175.00	1044
3 Lamplight Inn B&B	12/28/09	175.00	2287
4 Ridin' Hy Ranch	12/28/09	175.00	56343
5 Boats by George	12/28/09	175.00	19368
6 Boulders Co., LLC	12/29/09	175.00	3965
7 Algonquin Restaurant	12/30/09	175.00	13958
8 Lockharts LG Charter Fishing	1/7/10	175.00	5411
9 Hillcrest Cottages	1/2/10	175.00	2312
10 Lake George RV Park	1/4/10	175.00	36582
11 Boathouse B&B, Inc.	1/4/10	175.00	4568
12 I Love NY Pizza of Qsby	1/6/10	175.00	Cash
13 Adirondack Park Motel	1/3/10	175.00	4442
14 Flamingo Resort on LG	1/1/10	175.00	3354
15 Blair House	1/4/10	175.00	772
16 King Hendrick Hotel	1/5/10	175.00	4758
17 Wild Waters Outdoor Center	1/7/10	175.00	9391
18 Clarion Inn & Suites	1/7/10	175.00	14949
19 Gilchrist Marina & Motel	1/14/10	175.00	141
20 Carey's Lakeside Cottages	1/11/10	175.00	1848
21 Super 8 - Warrensburg	1/6/10	175.00	305
22 E&R Sport Fishing Charters	1/12/10	175.00	305
23 Warrensburg Travel Park	1/12/10	175.00	14686
24 Alpine Lodge	1/14/10	175.00	1220
25 Fern Lodge	1/14/10	175.00	1566
26 Lake George Plaza LLc	1/12/10	175.00	7793
27 Wingate by Wyndham	1/15/10	175.00	4452
28 Sembrich	1/14/10	175.00	6956
29 Natural Stone Bridge & Caves	1/14/10	175.00	13333
30 Copperfield Inn	1/14/10	175.00	1154
31 Hampton Inn & Suites		175.00	awaiting check
32 Northern Lake George Resort	1/15/10	175.00	5484
33 Lake George Island Adventures	1/14/10	175.00	1129
34 Clinton Inn	1/14/10	175.00	7981
35 Lake George Dinner Theatre	1/15/10	175.00	2568
36 Hague Chamber of Commerce	1/18/10	175.00	1723
		6,300.00	

WILKINSON

C H A N

THE SIXTH DOOR

GEORGE LOVER
JANUARY 15



3 SHOWS
TUESDAY THROUGH THURSDAY
7:30 - 9:00 P.M.



WILLIAM JAMES MOORE
THE DOG SHOW

WILKINSON



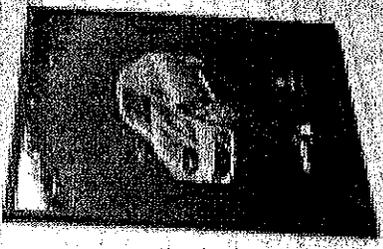
MARKET



WEST

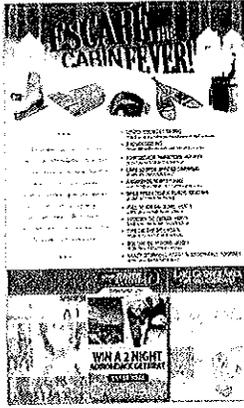


1970



Early Winter Events	Winter Giveaway
Date: Nov 18, 2009	Date: Nov 30, 2009
Sent to: 100,179	Sent to: 100,179
Opened: 8,984; 9%	Opened: 12,220; 12%
Avg Session: 6:04	Avg Session: 2:50
Sessions: Nov 18 = 561 Nov 19 = 333 Nov 20 = 349	Sessions: Nov 30 = 2,597 Dec 1 = 1333 Dec 2 = 579
Entrance Page Home = 51% View in email = 10% Unsubscribe = 4.5%	Entrance Page Contest = 55% Home = 16.3% View in email = 10.6%
Pageviews (most requested pages) Home = 41.4% Lodging = 4% Attractions = 3%	Pageviews (most requested pages) Contest = 26.6% Home = 20.2% Contest submit = 16.5%
Traffic Sources Google = 45% Direct = 22% Bing = 5.5%	Traffic Sources Direct = 38% Google = 15% AOL = 7%
Referrals Clicked Phantoms = 96 Hickory = 175 Gore = 212 Frostbite Cruise = 323 Polar Plunge = 84 Big Air at West = 99 Winter brochure = 917 Website = 67 Holiday in the Park = 492	Referrals Clicked Contest = 3505 (2694 actually followed thru and entered contest) VisitLakeGeorge.com = 43 Davidson Bros = 25 Marios = 32 Queensbury Hotel = 46 Gore Mt Accom = 86 Anywhere Rest = 14 Gore Mtn = 23 Explore = 7 GF Symphony = 7 Adirondack Winery = 13 GF Community Theatre = 4 Holiday Inn = 73
Total Clicks = 2465	Total Clicks = 3878
Click Thru Rate = 27.4%	Click Thru Rate = 31.7%

Sessions, traffic, downloads, etc. – Google Analytics
Email Sent – IT Department, Bill Mahar
Email Opened , clicks per link – www.visitlakegeorge.com/admin



Winter to Remember

Date: January 14

Sent to: 103,145

Opened: 10,663;10.34%

Avg Session: 4:00

Sessions

Jan 14 = 1,384

Jan 15 = 1,008

Jan 16 = 865

Entrance Page

1) Home = 47%

2) View in email = 8.4%

3) Winter* = 8%

Pageviews (most requested pages)

1) Home = 33.5%

2) Lodging = 5.3%

3) Winter* = 5%

Traffic Sources

1) Google = 40.4%

2) Direct = 28%

3) Bing = 6.4%

Referrals Clicked:

Cross Country Ski = 91

Snowmobiling = 218

Phantoms = 42

Winter Carnival = 672

Snowshoe = 65

Freestyle = 66

Full Moon = 79

Hickory = 35

Fire on Mountain = 193

Bolton Ice Fish = 52

Krazy Downhill = 43

Sponsored Ad = 744

More Events = 78

VisitLakeGeorge.com = 43

Total Clicks = 2421

Click Thru Rate= 22.7%

Sessions, traffic, downloads, etc. – Google Analytics
 Email Sent – IT Department, Bill Mahar
 Email Opened , clicks per link – www.visitlakegeorge.com/admin

*Winter = Winter tab on left navigation menu of home page



ADIRONDACKS

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This is your guide to over 2,500 miles of groomed trails with 95% free access. Information on lodging, dining and services to plan a great vacation.

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Johnson, Kate

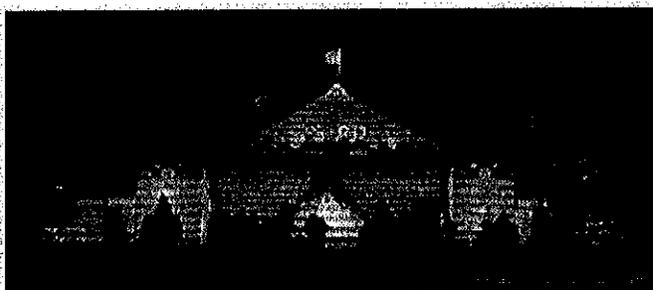
From: The Adirondack Region [newsletter@visitadirondacks.com]
Sent: Thursday, January 21, 2010 12:02 PM
To: Johnson, Kate
Subject: Adirondack Festivals

If you have trouble viewing this email, [click here](#).



Adirondack Festivals kick off with Winter Carnivals in February

February in the Adirondacks marks the beginning of a month of winter celebrations, carnivals and festivals that truly capture what this six million wilderness park is all about - enjoying the outdoors.



Winter Festivals & Events Celebrating Snow

Saranac Lake Winter Carnival, Lake George Winter Carnival, Canton Winterfest, Indian Lake Annual Winterfest, Empire State Games, Massena Winter Festival Dog Sled Races, Ogdensburg's River Shiver, Raquette Lake Winter Carnival, Hague Winter Weekend

Big Tupper Ski Area & the Wild Center /

Search all Upcoming Winter Events

[SEARCH all EVENTS](#)



Backcountry Adirondacks

On the Trail of the Local "Hot Spot"

Cross-country and snowshoeing trails open for every skill level. Spectacular view included!

► [VIEW FEATURED OUTING](#)

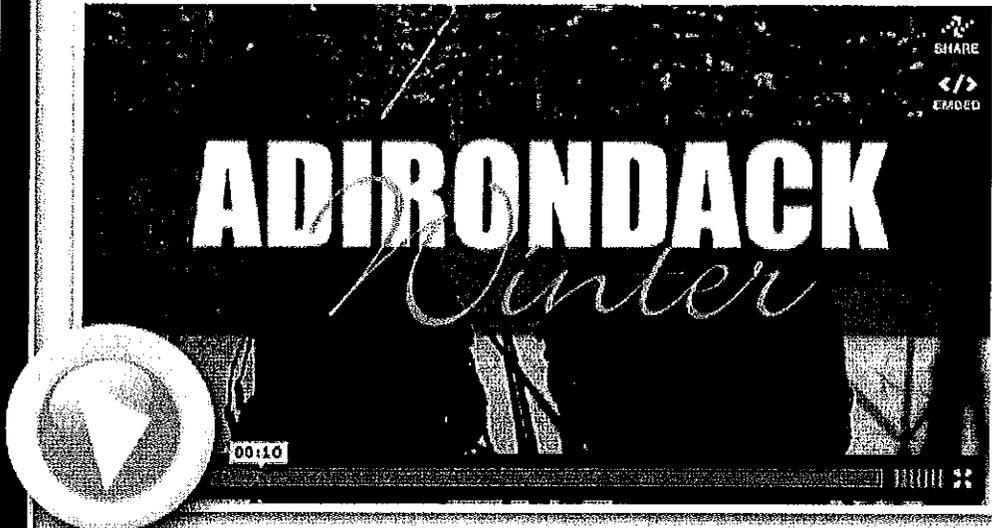


The Adirondacks are geared up for Winter!

From winter carnivals to skiing, snowmobiling and more, we've got you covered.

"Visit our six-million-acre playground, and "Come to Life!"

[View our winter activity video](#)



[Check out winter events from around the region](#)

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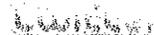
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NEW YORK POST

Updated: Tue., Jan. 5, 2010, 7:23 AM

Where to go now

By DAVID LANDSEL

Last Updated: 7:23 AM, January 5, 2010
Posted: 5:59 PM, January 4, 2010

AS the old year rolls into the new, you've probably seen story after story talking about what's going to be hot during the coming twelve months. Travel is no exception to the rule; everyone's talking about where to go and why.

It's all fun and games, at least until you actually get around to planning a trip. At this point, you'd be forgiven if you asked yourself, "Why should I go to El Salvador — touted as the "new" Costa Rica and a hot up-and-comer for 2010 by more than one publication — when I haven't even been to Costa Rica?" (Furthermore: El Salvador? Really? Have we run out of other countries? Was Paraguay fully booked?)

Look — it doesn't take a genius to figure out that most of these lists are pure nonsense. Everyone in the industry knows it. They are primarily compiled by groups of people who, if they actually travel, tend to do so mostly to impress others with how well-traveled they are. Such tomfoolery is fine and good in times of plenty. These days, though, who wants to spend masses of money traveling, all in the name of adding one more notch in the belt? Who even has masses of money?

PHOTOS: WHAT TO DO IN 2010

Adventure is great and the exotic is definitely alluring, but for this year, what you really want to do is keep it simple, maybe mix it up a little, but most of all — and we can't stress this enough — most of all, you want to follow the deals. It's been a rough year for a lot of really great destinations, and a lot of them are still on sale.



AMANDA SCHWAB

You don't have to go far from home to have a memorable vacation -- this summer, slot in some time with New York State, full of unique (and beautiful) destinations such as Lake George in the Adirondacks.

Photos: What to do in 2010

Read more:

http://www.nypost.com/p/lifestyle/travel/what_to_do_now_SYWDzccpIsZPO0hx2tf4cO#ixzz0bkHgNIHn

your cards right. It's pretty simple — eschew high-profile resorts and chain hotels; instead try one of the island's easy-peasy little inns, a couple of them just a short cab ride from the airport. Put on your bathing suit, slather on the sunscreen and enjoy the warm weather.

Simplify your Move  **TWO MEN AND A TRUCK.**
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 www.twomenandatruck.com

The Observer: Winter Park and Maitland's community newspaper since 1988.



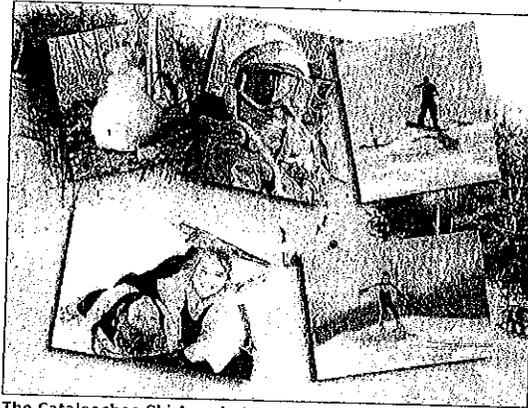
Connect: 

January 7th, 2010

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Break free with winter getaways

Jan. 6, 2010



The Cataloochee Ski Area in Maggie Valley, N.C., is one family winter vacation spot. There are also great deals on cruises and beach resorts this winter. Photos courtesy of Cataloochee Ski Area

By Karen McEnany-Phillips
Observer Staff

Feeling cooped up by winter blues, blahs and budgets? Your family could be a click or phone call away from a Caribbean cruise or a winter wonderland thanks to deep discounts from hotels and cruise lines.

"Don't think you'll get a better deal by waiting longer," said Chris Schwenk, professional travel consultant of Great Escapes Travel in Winter Park. "The problem is air availability. Airline mergers and flight cancellations can make getting to those destinations difficult at the last minute."

Norma Akins, founder of Affordable Cruise and Travel in Winter Park said families save more money if they can get the kids out of school. "Vacations tend to be more expensive when school is out, less expensive when it's in," she said.

Mary Delelio, owner of All About Travel in Winter Park advises every U.S. family member to have a passport if considering a cruise.

Cruises and resorts

Winter cruise vacations are fantastic family options because they include primary transportation, lodging, meals and entertainment. Delelio said Royal Caribbean and Carnival cruise lines have targeted kid programs for pre-k to teens, which give parents a break.

Children younger than 2 can often stay for free at all-inclusive resorts such as Sandals or Beaches, where babysitting services are available. Generally cruise ships do not allow children who are not potty-trained to be separated from their parents.

Akins advises clients to research pricing for shore excursions, insurance and port transfers separately from the cruise line. "You can save significantly by booking those items with a travel agent or on your own."

Snowy resorts

A winter vacation spot with a variety of family activities work best for families experiencing snowy locales for the first time. Delelio found that once there, some Floridians (both children and adults) find they don't care for skiing, the cold or the extra outdoor clothing. Gentler family-oriented areas such as Asheville, N.C., Pigeon Forge, Tenn., Lake George, N.Y. and Stowe, Vt. provide endless shopping, family entertainment and warmer indoor activities. For families used to the colder temperatures, Park City, Utah has always been very family-oriented, said Chris Schwenk. "We can put together a full package including air, hotel, ski lifts and ski instruction. We even can reserve ski equipment from your shoe size and weight."

Other family options

Akins touts fantastic places to visit in Florida and across the country by car and rail. Families form unique bonds via road trips and state and national parks provide unique educational experiences.

"Locally, behind the scenes at the Central Florida Zoo, ATV trips in Clermont, the Orlando Science Center and WonderWorks (also in Pigeon Forge) are fantastic for families," said Akins.

"When you travel as a family your kids will learn more from you and the experience than they will from a book!"

Caution: Internet ahead

Travel agents advise caution when researching travel plans online. "The Internet is a wonderful hook," said Chris Schwenk, "but you don't want to pay \$299 for a cruise and \$200 in port charges.

Except for booking airline tickets you should never pay for an agent to book a tour or cruise — it is complimentary."

Delelio agrees. "Our job is to get you the most for your travel budget by doing the research for you. The cheapest is not always the best deal." Akins explains that travel agents are paid by the partners, wholesalers and travel companies, not the client.



THE SPYDER RT. RIDING REINVENTED.
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Snowmobile touring in eastern New York

David Wells
Snow Goer

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"Wow!" I thought to myself as we gazed off the top of Prospect Mountain and up along historic Lake George receding into the distance. This is better than I'd heard. In fact, it just might be the best scenic view I've seen anywhere in eastern North America.



Warren County, New York, is well-known for the resort Village of Lake George and its nearly 50-year-old Winter Carnival that runs every weekend through the heart of the winter. But as my touring buddy Ted Perkins and I discovered, Warren County is so much more than the historic lake and the Carnival events. And it seemed like I was saying "wow" almost every time I turned around. This area is that impressive.

Snow Goer

Snowmobile Trails In Quebec
Plan your Québec trip with our interactive online maps and trails.
BonjourQuebec.com/snowmobile

Ads by Google

The "Wows" Start Early
Our visit began by checking in at the Holiday Inn Lake George-Turf. This luxurious property provided our first "wows" with their extensive amenities that included a fine restaurant on the premises and a 32-inch plasma TV, refrigerator and microwave oven in every room. Complimentary bottled water and newspaper every day further set this outstanding property apart from the usual snowmobile lodging.

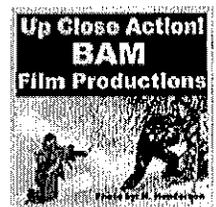
We hit the trail on a Tuesday morning with South Warren Snowmobile Club leaders Mike Fazio, Mike Dalaba and Matt Plummer. The six-mile ride up Prospect Mountain begins just a few hundred yards from the Holiday Inn, and the club grooms this wide, easy trail daily in season. Standing atop the 2,205-foot summit allows views up to 100 miles if the weather is cooperative, with the best vantage point

providing a panorama of about 270 degrees.

From there we followed Fazio west on an immaculately groomed South Warren section of NY Corridor Trail 4 over Hickory Mountain and down to the Hudson River where we rendezvoused with Doug Needham and James "Cork" Nester of the Thurman Connection club.

Needham led the group farther west on some narrow and twisty but well-groomed woods trails, then circled back to the river through "Sun Canyon."

After a trail break, we turned north on the Upper Hudson River Railroad (UHRR) rail trail along the rocky northern reaches of one of America's most historic rivers. The rails are still down but the deep snow is groomed over them to provide a wide, flat





Snow Goer

Heading south on the Upper Hudson River Railroad (UHRR) trail near Thurman Station. Snow is groomed right over the rails. That's the frozen Hudson River on the right.

surface for fast cruising along the half-frozen waterway. Sunrises playing off the white water gave this run a scenic "wow" factor that is seldom experienced on snowmobile trails.

Arriving in North Creek, at the northern end of the county, we stopped at the Copperfield Inn for lunch in their recently remodeled Trapper's Tavern. The black bean and chicken soup really hit the spot, and my turkey club sandwich was simply outstanding. And a huge "wow."

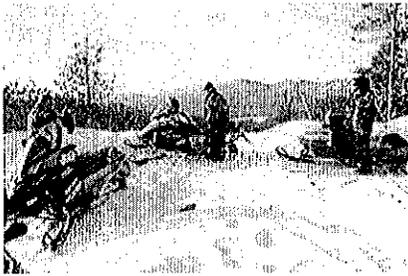
The afternoon run took us back to the southern end of the County, again along the Hudson River in places, all the way to Lake Luzerne where we hit the Waterhouse Restaurant for dinner. Owner Dan Waterhouse provided another "wow" with overflowing plates of appetizers that included not just standards like chicken wings but also blackened shrimp, calamari and other culinary treats not normally seen in snowmobile hangouts. Consequently, there wasn't a lot of room left for the outstanding dinner.

Northern Day

The next day we trailered up to the North Warren Trailblazers clubhouse in Chestertown. One of the nicest clubhouses we've yet seen in the Empire State, its location on Corridor Trail 8C made it easy to hit the trail with club leaders Tom Hill, Bryan Frazier and Chris Marinelli.

Hill conducted us through intimate but immaculately groomed woods trails, broken up by a couple of blasts on Brant Lake, to visit isolated club favorite Round Pond and then Riding Hy Ranch Resort. There are some very nice scenic views on these trails, too, and we also found a pond-side tree that was gnawed half way through by beavers.

After a welcome opportunity to blow out the carbon on Loon Lake, we stopped at O. P. Frederick's Restaurant for an absolutely awesome open-faced double steak sandwich lunch. And I couldn't help noticing that even snowmobile hangouts in this area have wine lists on the table, just one more "wow" here in Warren County.



Snow Goer

Tom Hill, Mike Dalaba and Chris Marinelli prepare to move out from the top of Kipp Mountain. There are several mountaintop views like this in Warren County.

After lunch, it was up on top of neighboring Kipp Mountain for another fabulous scenic view of Loon Lake on one side and Schroon Lake on the other. We headed back to the clubhouse and loaded up again, with a short but very satisfying trail day behind us.

Southern Day

Thursday morning brought a couple of inches of welcome new snow. We set out with Mike Dalaba and several other South Warren club members to see their well-groomed trail system. Fresh snow clinging to the mix of evergreens, white birches and other deciduous trees along the trails made this another very scenic day.

One of the highlights was a stop at the Bear Slides, a nice little downhill creek run located just a couple of miles off one of the secondary trails. There were numerous deer in this area, just part of the wildlife sightings that we enjoyed on our visit to Warren County. We spotted wild turkeys, hawks and numerous smaller birds and animals, and eagles can be seen

here, too, sometimes in abundance.

Dalaba then took us to yet another gorgeous scenic overlook at the far reaches of a dead-end trail. After pausing to enjoy the view for a while, it was time to head back into Lake George for lunch at The Garrison, yet another great snowmobiler hangout at the south end of the lake.

Our afternoon ride took us back through the tree-lined South Warren trails again, ending at Ciro's Restaurant in Lake Vanare. Another strong supporter of the South Warren club, Ciro's is a home away from home for tired and hungry snow riders. The addictive horseradish cheese on the bar provoked a "Wow, this stuff is great" remark. And after another impressive dinner, Mark Ladu led our final night ride back to the hotel.

After three days in Warren County, we came away absolutely "wowed" by the Adirondack scenery, the well-marked and well-manicured trails, the welcoming atmosphere of area businesses, and the extensive repertoire and portion sizes at the restaurants. If you've never ridden here, put Warren County on your snowmobile vacation list so you, too, can get "wowed" by all the Lake George region has to offer. You won't be sorry.

Warren County Snowmobile Clubs:

South Warren Snowmobile Club
Lake Luzerne, N.Y.
snow phone: 518/696-3152
www.southwarrenclub.snowclubs.com

Northern Warren Trailblazers
Chestertown, N.Y.
snow phone: 518/494-0113
www.northernwarrenclub.snowclubs.com

Thurman Connection

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GPS Maps

New York's trails on your GPS. For Garmin, Magellan, and Lowrance.
www.RedPineMapping.com

Events on the Lake

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www.mariavillelakebb.com

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www.SnowmobileParkCity.com

Snowmobile

Trails in MN

Snowmobile trail conditions and grooming reports on the Iron Range.
IronRange.org

Athol, N.Y.
 snow phone: 518/623-4050
www.thurmanconnection.snowclubs.com

Hague Sno-Goers
 Hague, N.Y.
www.haguesno-goers.com

At A Glance: Warren County / Lake George Region
Location: Southeastern Adirondack Mountains of northern New York
Elevation: 70 to 3,560 feet above sea level
Average annual snowfall: 75 inches
Winter temperature range: Sub-zero to above freezing
Riding season: Mid-December to end of March (UHRR rail trail opens January 1)
Trail pass: None. New York State sled registration and insurance required in advance
Trails: Over 300 miles regularly groomed, with more occasionally or non-groomed trails
Trail condition reports: On club snow phones and websites; also on local radio stations
Grooming: Four snowmobile clubs with nine heavy and three light groomers
Support services: Club trail maps; numerous trailhead parking lots; good variety of lodging properties and restaurants; some trail-accessible gas stations; franchised and aftermarket dealerships; some rental sleds available; souvenir shopping
Highway access: North on Interstate 87 ("the Northway") from Albany, New York

FOR MORE INFORMATION:
 Warren County Tourism Department
 1340 State Route 9
 Lake George, NY 12845-9803
 800/365-1050, extension 5100
www.visitlakegeorge.com

Holiday Inn Turf
 P.O. Box 231
 Route 9, Canada Street
 Lake George, NY 12845
 518/668-5781
www.holiday-inn.com/lakegeorgeny

New York State Department of Motor Vehicles (for snowmobile registration) NYS non-resident call center 518/473-5595 • www.nysdmv.com

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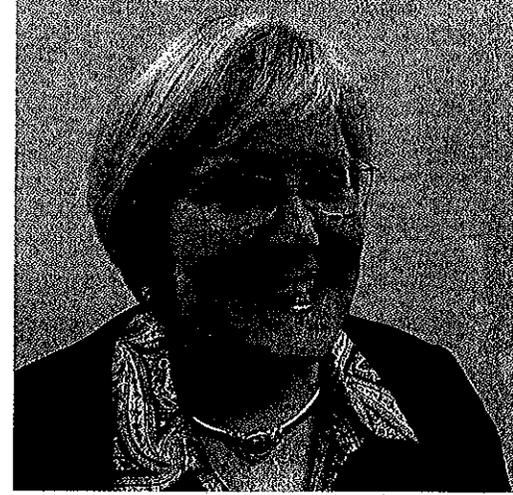
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INQUIRY TOTALS BY YEAR:

1992	60,077	
1993	58,522	Down 2.5% from 1992
1994	94,816	Up 62% from 1993
1995	97,108	Up 2% from 1994
1996	114,986	Up 18% from 1995
1997	119,100	Up 3.5% from 1996
1998	127,680	Up 7% from 1997
1999	119,844	Down 6% from 1998
2000	132,416	Up 11% from 1999
2001	151,812	Up 15% from 2000
2002	156,375	Up 3% from 2001
2003	150,502	Down 3.75% from 2002
2004	127,205	Down 15.5% from 2003
2005	117,836	Up 5% from 2004
2006	137,483	Up 17% from 2005
2007	146,401	Up 6.5% from 2006
2008	220,640	Up 50.7% from 2007
2009	216,709	Down 1.8% from 2008

INQ.TOT

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To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour and Meeting/Convention Update
Date: December 2009/January 2010

Group Tour:

- 2009 Group Tour Survey was distributed to 113 Warren County facilities receiving group tour leads in order to receive feedback on group tour traffic to the area for 2009. Survey results will be summarized at the February committee meeting

Meeting & Conventions:

- 2010 update is currently being conducted and new cover is being designed by Peter Girard

Promotion, Outreach & Follow-up to leads:

- Currently working with the Model T Ford Club International for a potential new event for the area in 2012. This group is considering Lake George for a 7 day event called the 56th Annual Summer Tour of Model T Ford Collectors. The group, which consists of approximately 400 members and their families, will conduct association seminars and meetings, partake in daily tours of pre-determined routes throughout the area and offer a car show that is open to the public free of charge. The co-chairman of this organization received 3 preliminary proposals from area hotels prior to a meeting he was to attend in Florida to discuss this event. At this present time they seem particularly interested in Roaring Brook Ranch & Fort William Henry who have both hosted similar groups such as the Model A Ford Club, Adirondack Vette Fest and The Nationals Car Show
- Continuing to assist with the DA's Association of New York Summer Conference to be held at the Sagamore Resort July 7-11, 2010. I will be attending the DA's Association Winter Conference being held this week in NYC in order to assist with promotion of the Summer Conference at the closing luncheon. Welcome bags for the Winter Conference will contain a Warren County Travel Guide and all luncheon place settings will have an Adirondack Chair with Lake George postcard announcing the date of the Summer Conference

- Provided NYS Probation Association Annual Meeting lead to Warren County properties and the association received proposals from The Georgian, Surfside on the Lake and The Queensbury Hotel. They will be selecting a location from these proposals at their Association meeting in early February. This meeting will be held June 28-30, 2010 and draws approximately 120 attendees
- Reunion Leads Distribution: *Society of Kastorians 10 year reunion: 200 people from all over US and Canada (100 rooms)*
Gilliam Family Reunion: 50-75 people (20 rooms)
BIDS ARE STILL OUT ACCORDING TO HOTELS

Confirmed Local Events::

- Met with organizers of Velo Quebec and Adirondack Community College's Facilities Director, Anthony Palangi for discussion of proposal specifics and tour of campus as the planned departure site for Velo Quebec's Grand Tour, an organized 6 day vacation for approximately 2,000 bicyclists to be held August 2010. Since that meeting, ACC Administration has sent verbal confirmation to this office and Velo Quebec that the campus will be available for the event. We will meet with ACC again in February to discussion of cost of services and food & beverage specifics
- Local tourism representatives will meet to discuss how we can best assist with promotion and to develop a committee to assist with to-be-determined welcome activities in the village the first night of the event. The cyclists will be shuttled into the village by Velo Quebec for cruises, shopping, dining and attractions. The mayor has discussed closing Beach Road and offering entertainment for the attendees
- Providing assistance to Velo Quebec Lodging Coordinator, Linda Brosseau to secure approximately 260 rooms for those participants who prefer hotel lodging and for Velo staff members. So far we can confirm that at least 80 rooms have been booked at the Fort William Henry Resort and 20 rooms at the Hampton Inn & Suites. Linda will be in the area today for site inspections of the hotels

- Pathway Tours will be bringing 80+ motor coaches to the area May 23-25, 2010 with their "Shake on the Lake" Tour to include performances by Irish Tenor, Daniel O'Donnell, Mary Duff & Comedian Charlie Prose. Pathway Tours will be offering tours for 2, 3 and 4 days to include a package of the concerts, hotel nights, meals and attractions such a lake cruises, shopping and sightseeing on Prospect Mountain. Daniel O'Donnell & Ms. Duff will be performing at SPAC and Charlie Prose will be performing at the Glens Falls High School. At least 10 area hotels will be utilized for this event and based upon the number of tours booked it is projected that the total impact of these tours to the area could be as much as \$960,000.

A press release was submitted to the local media to announce the "Shake on the Lake" tours. It was also posted on VisitLakeGeorge.com on December 23, 2009.

Ad Placements:

- Offering a Co-op partnering opportunity on a full page placement in Group Tour Magazine Summer Issue. Currently I have 2 contracts submitted from Surfside on the Lake Resort and Elvis Festival
- See ad placements and recent editorial that was picked up for the months of December and January (attached)

Recent & Upcoming Shows:

- Attended American Bus Association Marketplace in National Harbor, MD January 15-19, 2010. Conducted 58 appointments with Tour Operators and distributed those leads to Warren County properties upon return. 2010 Tour Operator Binder was again well received and a vital tool used throughout Marketplace
- Heartland Travel Showcase: Columbus OH, Feb 19-21, 2010
- Yankee Trails World Travel: Latham, Feb 25, 2010

Success Stories:

- Hampton Inn & Suites has confirmed that Devine Retiree Group of 46 people out of Williamsport, PA was booked for a one night in June. They will be doing dinner theatre and a cruise. This was a direct lead to this office and was disseminated to hotels back in September
- A group of 25 8th graders and 15 chaperones have booked their class trip for June 2010 at the Six Flags Great Escape Lodge. They will also be taking a cruise and playing mini golf

MARYLAND

"Where Is Love."

To round out the 2010 season in Baltimore, *Always Patsy Cline* runs June 12 through July 18, *Godspell* plays July 23 through September 5, an Andrew Lloyd Webber musical will run September 11 through November 7, and 2010 will finish with *A Christmas Carol* November 12 through January 2, 2011.

At the Columbia location, the 2010 season starts with *I Love You, You're*

Perfect, Now Change, January 28 through February 28. This celebration of the "relationship" explores the journey from dating, love and marriage to the agonies and triumphs of in-laws and newborns, family trips, and the pick-up techniques of the geriatric set. This is a hilarious tribute to those who have loved and lost and those who have dared to ask, "Say, what are you doing Saturday night?"

A Tony Award-winning musical will

grace the stage March 4 through August 1. Here's a hint about the show: A young girl has a passion for dancing and wins a spot in the local TV dance program. Overnight she finds herself transformed from outsider to teen celebrity.

These shows will be followed by *Nunsense*, August 5 through September 19; *Rent*, September 23 through November 14; and *Cinderella*, November 18 through January 23, 2011. 

NEW YORK

Lake George Loves Groups

The Group Tour Adventure Planner for the Lake George Area in New York's Adirondacks is set for distribution to national and international group tour operators and group leader (800-365-1050, www.VisitLakeGeorge.com). This manual will offer advice and assistance like never before with exciting destination and stopover visits, sample itineraries, and frequently asked questions.

This comprehensive booklet highlights attractions, lodging facilities, restaurants

and events offering their most attractive rates and planning assistance to make any excursion a success.

Innovative tour itineraries present suggestions for group planners and assist them in creating a memorable group tour experience while visiting the area. Fun new itineraries include "Enjoy the Views," "Taste of our Towns," "A Day like Rachel Ray," and "Getting Back to Nature."

With a convenient location midway between Manhattan and Montreal, "The

Lake George Area is a versatile, accessible, and affordable destination for groups of all ages, interests and abilities," touts group tour promoter, Tanya Brand. 

The Lure of Lake Placid

Lake Placid (800-447-5224, www.lakeplacid.com) continues to lure winter visitors with one-of-a-kind opportunities, from checking out the view from the top of the Olympic ski jumps to plummeting down a toboggan chute and sliding out onto Mirror Lake.



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Hyde Collection Summer Exhibition

The Hyde Collection (518-792-1761 extension 12, www.hydecollection.org) has plans for a major 2010 summer exhibition. *Andrew Wyeth: An American Legend* is scheduled to be on view from June 12 through September 5, 2010. The exhibition, organized by The Hyde Collection, will introduce the broad span of work by this most beloved American artist.

Curated by Hyde Executive Director David F. Setford and Deputy Director and Chief Curator Erin B. Coe, the exhibition will seek to unravel the myth surrounding Wyeth and understand the man behind the paintbrush.

The exhibition will feature sections devoted to early coastal watercolors and landscape paintings, as well as a look at Wyeth's models, his interest in vernacular architecture, and his connection to both the Regionalist tradition and Magic Realism.

The exhibition will comprise approximately fifty works, with the core coming from the Farnsworth Art Museum in Rockland, Maine. Featured in the exhibition will be examples of the artist's works created in dry brush, watercolor, pencil, and tempera - including The Hyde's own Wyeth watercolor—"The Ledge and the Island, 1937"—as well as works on loan from museums and private collections. ■

American Woman at the Met

The spring 2010 exhibition organized by The Costume Institute of The Metropolitan Museum of Art (www.metmuseum.org) will be *American Woman: Fashioning a National Identity*, the first drawn exclusively from the newly established Brooklyn Museum Costume Collection at the Met. The exhibition, on view from May 5 through August 15, 2010, will explore developing perceptions of the modern

American woman from 1890 to 1940, and how they have affected the way American women are seen today.

Focusing on archetypes of American femininity through dress, the exhibition will reveal how the American woman initiated style revolutions that mirrored her social, political, and sexual emancipation. "Gibson Girls" and "Screen Sirens" laid the foundation for today's American woman—a theme that will be explored in a video installation. The exhibition will feature approximately seventy-five examples of haute couture and high fashion from the Brooklyn Museum Costume Collection at The Metropolitan Museum of Art, which was transferred to the Met from the Brooklyn Museum in January 2009. Many of the pieces have not been seen by the public in more than thirty years.

Visitors will walk through time as they enter circular galleries that reflect the milieu of each feminine archetype.

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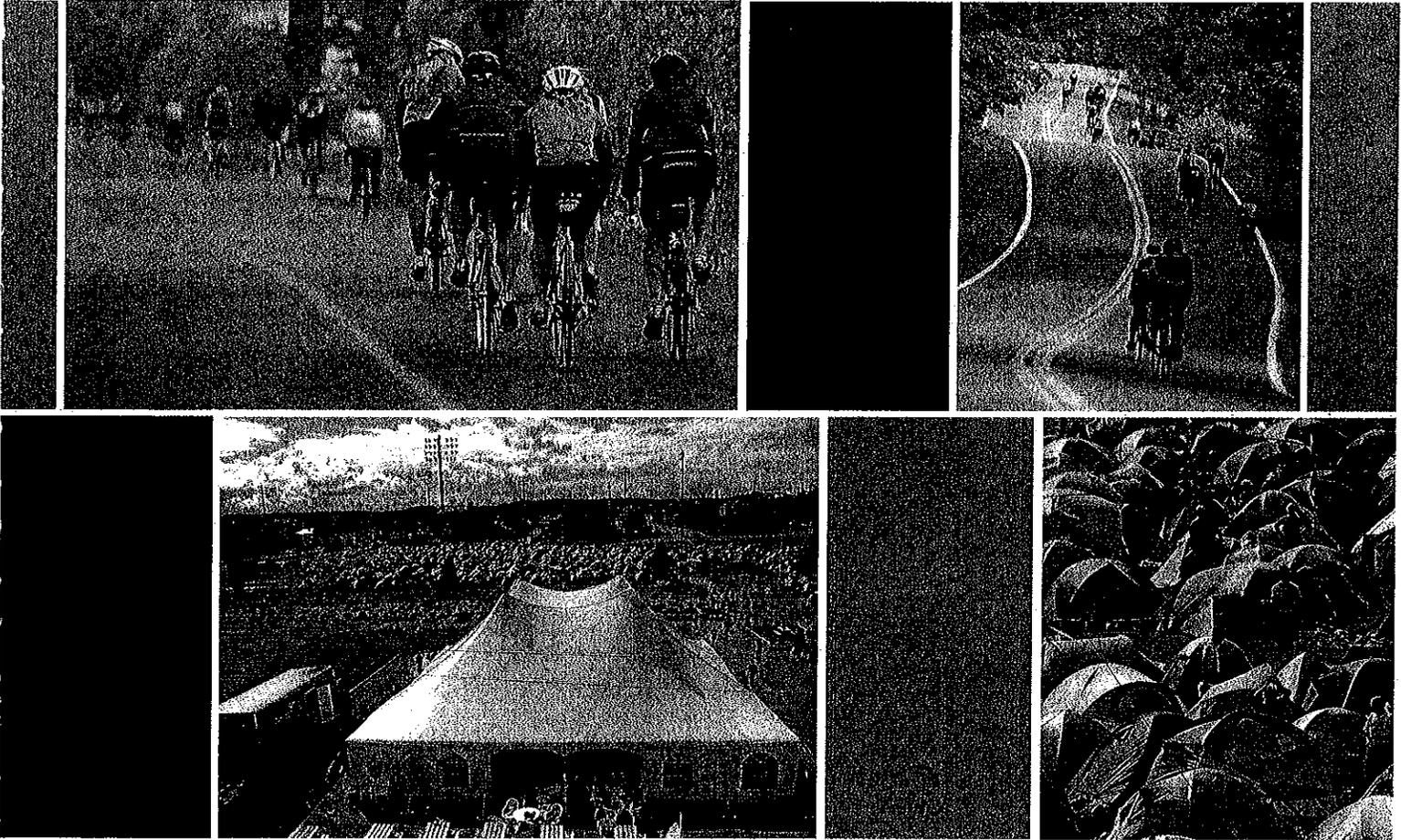
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The Grand Tour at Lake George

August 7 to 8, 2010



The Grand Tour, a veritable bike touring institution in Quebec, brings together an impressive pack of more than 2,000 cyclists, who travel some 600 kilometres in seven days at their own pace. An extensive bicycle tour featuring a different itinerary each year.

The Grand Tour is the perfect combination of biking, encounters, discoveries, celebration and camping. At the end of each day of this great cycling adventure, the participants arrive at a makeshift village, bustling with activity and full of joie de vivre.

The Grand Tour is produced by Vélo Québec Événements.

LE GRAND TOUR

17th edition, from August 7th to 13th, 2010

THE GRAND TOUR'S DEPARTURE POINT

August 7th to 8th, 2010

*Departure from Lake George Area
at Adirondack Community College*

Presented to :

- Mr. Anthony Palangi, Facilities Director, Adirondack Community College
- Tanya Brand, Group Tours & Conferences, Warren County Tourism Dept., Lake George

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17th edition, from August 7th to 13th, 2010

Introduction: Event Profile

In 1994, *Vélo Québec Voyages* organized the very first edition of a cycling tourism event called *The Grand Tour*. This organized vacation for bicycle aficionados was a resounding success. The *Grand Tour* provided 2 000 participants with an original, energy-filled vacation. The event was a first in Quebec.

Because of its original concept and specific logistical characteristics, the *Grand Tour* turned into a veritable happening. Curiosity about the event was aroused, the general public applauded, and the event created a very positive emulation between the various regions and stage municipalities the *Grand Tour* went through, and resulted in large-scale media visibility both regionally and nationally.

The *Grand Tour* team will be made up of approximately 250 persons, employees and volunteers. The basic pattern is that every evening, we stop in a different municipality where we set up a *Village* on grounds belonging to a school or college, or some other institution. The package includes camping or hotel accommodations, meals, luggage transportation, emergency mechanical repairs, and on-site entertainment, afternoons and evenings, etc.

As they cycle 40 to 75 miles a day, participants will have a chance to enjoy a pleasant ride in the undulating landscape of New-York state and Montérégie in Québec. We transport all the cyclists by bus from Saint-Hyacinthe (Québec) to the neighborhood of Lake George. From there, they retrieve their bicycle and ride to Ticonderoga (2 days), Plattsburgh (2 days), St-Jean-sur-Richelieu, and finally back to Saint-Hyacinthe.

Discovering New-York State and Montérégie (Québec)

August 7th	August 8 th Departure	August 9th	August 10th	August 11th	August 12th	August 13th
Transportation participants by bus and bicycles by truck	Village of Grand Tour	Village	Village	Village	Village	Arrival site
Saint-Hyacinthe to Lake George	Ticonderoga	Ticonderoga	Plattsburgh	Plattsburgh	St-Jean- Richelieu	St-Hyacinthe

Economic Benefits and Promotional Impact

It is important to mention that as the *Grand Tour* travels into New-York state, it will have substantial economic and promotional impact on the community, particularly in Lake George area, Ticonderoga, Plattsburgh and locations where lunch stops will be set up. Here are some examples:

Local Impact

- A study done by *Descarie et complices* revealed that the 2000 participants in the *Grand Tour* spent more than \$300 000 in the regions they traveled through during the tour.
- The same study by *Descarie et complices* showed that 83% of participants intend to return to the regions they explored during the *Grand Tour*.
- It is our policy to give preference to suppliers whose place of business is in the area where we stop. In your area, we will need catering, equipment rentals (tables, chairs, electrical equipment, etc.), caretaking and janitorial services, artists, additional help, etc.
- The day before departure, cyclists can visit Lake George area enjoying restaurants, bars, boutiques... etc.
- For our valet services, we will offer a contract to a community organization, or a local or regional club. This service might allow them to raise between \$2000 and \$3000 (CDN) in less than 12 hours.
- Dinner and breakfast service, which generate big profits and is managed by local caterers.

Visibility within The Grand Tour's promotional tools

- Evidently, our own publications (guides, press releases, daily bulletins, web site, etc.) will mention the appealing attractions in your area and stress the contribution of the institution and the Municipality responsible for making the event a success.

Visibility within the Public

- The excellent media coverage we get from television, radio, and the written press makes it very likely that the name of the institution on whose grounds we would camp on will be getting attention. This also applies to the municipalities of Lake George, Ticonderoga, Plattsburgh and the ones where lunch stops will be installed.

Teamwork

Passage of the *Grand Tour* mostly relies on a synergy between municipalities, their institutions, their chambers of commerce and their tourist organizations. It is in this spirit that the organization of the *Grand Tour* wants to collaborate with representatives of each party.

The purpose of the initial meeting is to inform you of the overall unfolding of the event, and to determine guidelines for collaboration by laying down more specifically what technical cooperation is needed in setting up the *Grand Tour Village*. This meeting is also for the purpose of identifying a site for the *Grand Tour Village*.

Participants reach the mobile "*Grand Tour Departure Village*" on the school site in Glens Falls, Saturday August 7th by bus from St-Hyacinthe (Québec). It is there that all the activities planned for the stopover town are held. All services and utilities needed by participants (including campsites, showers, meal services, tourism stand, etc.) are concentrated there, so that a village-like atmosphere is created and people can immediately see what possibilities are at hand. The "*Grand Tour Departure Village*" is located close to the cycling route and nearby important local attractions, so that participants who wish to take advantage of those attractions (Lake George and its surroundings) in the stopover town may do so easily.

Arrival of cyclists in Lake George

The organization would like cyclists to be able to arrive in Lake George the day before departure (Saturday, August 7th) to facilitate border crossing. This implies that participants would be able to camp on grounds of school and have access to showers and restrooms inside. Showers should be available from 1 pm to 10 pm on the Saturday and from 5:30 am to 10:00 am the next day. However, access to restrooms should be available at all times, from 1 pm Saturday to Noon Sunday. *The schedule is to be confirmed.*

Participants will arrive by bus from noon to 3 pm, and bicycle trucks would follow. The last bus would leave south of Montreal at noon to arrive in Lake George around 3pm. We predict most cyclists (80%) will prefer to arrive the day before so they can be on site for departure.

The *Grand Tour* will depart from Lake George. The organization plans to bring 2 000 participants with their luggage, by bus, from the south shore of Montreal (Quebec). As they get off the bus, participants will put up their tents for the night. Cyclists would go out for dinner in the city as well. We would like to see with you what are the possibilities on the site directly? The Saturday dinner is not included in the *Grand Tour's* package at Lake George.

We finally decide that the Sunday breakfast will be included in the package. Breakfast should be served at school (at the cafeteria and around). 95% of participants would take breakfast on the site on Sunday morning. The economic benefits will be very important. We would like to contract a supplier (catering service of ACC or others) for the breakfast.

Sunday morning, they will put their luggage in the 53' trucks. They will take their breakfast on the site (except participants in hotels). They will have access to washrooms, bicycle repair shop, drinking water to fill up their bottles, and will start their first riding day towards Ticonderoga.

Our team will be on location to supervise the operations. The patrol team (cycling coaches, motorcycles, sweeps, abandon service, etc.) will also be in Lake George to supervise cyclists.

During this time, another team will prepare Lunch Stop for distribution of lunches.

Another team will finalize installations to welcome cyclists in Ticonderoga.

Typical schedule of activities at the Grand Tour's departure site

Saturday August 7th	8:00 am to Noon (Schedule to confirm)	<ul style="list-style-type: none"> - Arrival of the persons in charge of the departure site - Delivery of sanitation and utility equipment - Set up and marking of indoor premises - Set up and marking of outdoor premises - Identification of different areas such as camping, bicycle unloading, passenger drop-off, luggage loading, and service counters (bicycle repair, water, information kiosk, etc.)
	11:30 pm to 3:30 pm	- Arrival of cyclists by bus
	Noon to 8 pm	- Tourism stand on the site to inform cyclists (restaurants, tourism attractions, shuttles, beach, etc.)
	5pm to 10pm	- Accommodations for dinner on the site and shuttles (to discuss)
	7pm to 9pm	- Arrival of bicycle's trucks
Sunday August 8th	4am to 7am	- Unloaded the bicycles
	6am to 10:30 am	- Breakfast included in the package on the site (with caterer)
	9:00 am to 10:00	- Arrival of cyclists by bus and breakfast for them too
	7:00 am to 11:00 am	- Services in operation (info, bicycle repair, water, etc.)
	10:30am to Noon	- Cyclists' departure
		- Dismantlement of departure site

1. PREPARING INDOOR FACILITIES FOR THE DEPARTURE SITE:

The organization asks that the installations be loaned or rented. It will pay costs of human resources needed and other fees encountered to be determined.

1.1 Room and site requirements

USE	ROOM	REQUIRED
Volunteers' welcome (Organization and Lake George)	Room	5 tables of 6' 15 chairs, 2 garbage cans
Participants' welcome in case of rain	Gymnasium or big Hall	Chairs Garbage Cans
Toilets		MEN (quantity): WOMEN (quantity):
Showers		MEN: WOMEN:
Schedule: Saturday, August 7 th : 1:00 pm to 10:00 pm Sunday, August 8 th : 5:30 am to 10:00 am		
Dining place	Cafeteria, gymnasium Identify places for the service and the dining hall	We want to sit down ± 800 persons
Sleeping area in case of rain	Gymnasium or some classrooms	
Dormitory for ±15 persons (some of our staff)	2-3 rooms	
Public phones		Quantity:
Internet (if some Internet posts are available, it's very appreciate by cyclists)		
Swimming pool (if it exists)		

Schedule of use:

In order to prepare for the arrangement of different operations related to cyclists' departure, we would like to have the premises at our disposal from Saturday, August 7th, at 8:00 am until Sunday, August 8th at noon. The rooms will be returned to their original condition.

1.2 Indoor signs

We wish to install plastic signs inside the buildings. As the institution requires, they can be hung from the ceiling, posted on walls with tape or adhesive putty, or put on easels if the institution has them on hand. These signs are put up on the eve of the *Grand Tour's* arrival and taken down on the day of departure.

1.3 Human resources

1.3.1 Security and Maintenance Superintendent

We would like staff from Adirondack Community College to provide the security and maintenance services described below. The tasks consist of:

- Providing access to the premises and services used by the organization, act as security inside
- Giving access to water and electrical outlets needed
- Performing general janitorial services (premises, toilets, showers, etc.) and provide toilet paper

<u>Schedule</u>	<u>Personnel required</u>	<u>Hourly rate</u>
Saturday, August 7 th From 8:00 am to Midnight	1 person (16 hours)	
Sunday, August 8 th Midnight to Noon	1 person (12 hours)	

1.3.2 Additional Shower Maintenance Services

Additional shower maintenance services should be provided during peak periods.

- Continuous shower maintenance and occasional restrooms maintenance at Adirondack Community College

<u>Schedule</u>	<u>Personnel required</u>	<u>Hourly rate</u>
Saturday, August 7 th From 3 :00 pm to 10:00 pm	1 person (7 hours)	
Sunday, August 8 th From 6 am to 11:00 am	1 person (5 hours)	

1.3.3 Unloading and Distribution of Bicycles

Bicycle trucks will leave Québec to arrive in Lake George on Saturday, August 7th, from 4:00pm to 8:00pm (schedule to be confirmed). We would like to recruit a youth group who will assist in the unloading, the distribution and the surveillance of the bicycles.

<u>Schedule</u>	<u>Personnel required</u>	<u>Hourly rate</u>
Sunday, August 8 th From 4:00 am to 7:00 am	15 persons (3 hours) (help to unload)	\$8 (CDN)
Sunday, August 8 th From 7:00 am to 10:00 am	4 persons (3 hours) (surveillance of the bicycles)	\$8 (CDN)

1.3.4 Valet Services

The *Grand Tour* seeks the cooperation of the institution or host city in the recruitment of a sports' team (30 -35 people) to operate valet services for the participants. This service is an excellent fundraising opportunity. Details of this operation are annexed to this document. An agreement will be signed between the group offering the valet services and the organization. *The organization suggests that this service be run by the same group as the one in charge of unloading the bicycles.*

Schedule: Saturday, August 7th, from ± Noon to 4:00 pm
Sunday, August 8th, from 6:00 am to 10:30 am

2. OUTDOOR ACCOMMODATION

2.1 Parking area and green spaces

Vélo Québec Voyages would like exclusive use of some parking area and some green spaces for purposes listed here:

- **2 large sports fields for participant's camping**
- A sports field to unload 12 bicycle trucks (a big space);
- Organization parking (about 20 vehicles)
- Parking of three or four 53-foot trucks for loading of luggage near the departure area
- Passenger drop-off for ±50 buses coming from Quebec. As soon as participants are off, the buses leave the site;
- Parking for ±20 Lake George people who will help the organization
- Installation of services (information kiosk, water, mechanical, etc.) near of departure

2.2 Equipment required for outdoor areas

We call on the municipality and the school to lend us complementary equipment. Material is needed the day before participants reach the departure site, and is dismantled on the day of departure. A member of the organization will already be on site in order to cooperate with those in charge of various aspects, and to finalize installation.

EQUIPMENT	SUPPLIER
30 Garbage Cans with an average capacity of 45 gallons. Assorted garbage bags	
10 recycling Cans	
Waste Container (20 cubic-yards)	
30 Barricades (wood or metallic) (to close off entrances to parking area)	
50 Cones (to enclose spaces reserved for buses, trucks, etc)	
20-25 Picnic Tables or other kinds of tables and chairs for outdoor use	
Chemical Toilets (camping area)	

2.3 Outdoor Signs

We would like to use the town's street fixtures (posts, trees, fences, lamp posts) as well as outdoor and indoor walls within Adirondack Community College (or other selected buildings) to hang our 1.5' X 2' coroplast signs. Signs are installed the day before the *Grand Tour* arrives and removed on the day of departure.

2.4 Water Sources

The organization installs a series of water fountains (specially made for the occasion) to supply an outdoor source of water for the participants. An access to water sources will be required from the buildings. The water fountains can also be supplied by fire hydrants. In this case, it will be necessary to filter the water to ensure its cleanliness. This service must be in proximity of the cyclists' departure site.

2.5 Police surveillance

We ask for the cooperation of the municipal police in the course of their regular duties to facilitate circulation in the immediate area around the site.

2.6 Requirement for setting up services on site

<u>Services and stands</u>	<u>From</u>	<u>Electricity required</u>
Grand Tour Info Stand 1 shelter 10' X 10'	Grand Tour	none
Tourism Stand	TBA (we have a shelter 10' X 10' for Tourism)	TBA
Headquarters 1 recreational vehicle	Grand Tour	2 circuits 120V/15A
Bicycle repair Stand 1 shelter 10' X 20' (1 cube truck, 1 car)	Grand Tour	2 circuits 120V/15A (1circuit 20A breaker)
Dinner accommodation and breakfast (see point 2.7)		TBA

Electrical Requirements:

We wish to have indoor and outdoor electrical outlets at our disposal to plug in extension cords.

2.7 Dinner and breakfast

We invite suppliers from Lake George (or from the college) to offer a dinner service on Saturday evening and night. Schedule: Saturday dinner: 4:00 pm to 9:00 pm (not included in the package).
Shuttles for Lake George???

We would like to contract a caterer (or College Catering Service) for the Sunday breakfast for all cyclists (except participant in hotel). Schedule: Sunday breakfast: 5:30 am to 10:30 am (included in the package).

2.8 Site Availability

It is necessary to make sure that the *Grand Tour* does not coincide with indoor or outdoor work projects or repairs in or around the selected institution.

3. SITE AND INSTITUTION PLANS

We will need a plan of the entire outdoor site as well as the plans of the institution itself in order to design our own set up plans for the *Grand Tour Village*.

4. PRODUCTION SCHEDULE

A production schedule is annexed to this document. We would need the vacation schedules of all the involved contributors to better plan our future meetings.

5. BOOK OF SPECIFICATIONS

A book of specifications is prepared and given to all contributors involved in the *Grand Tour* Village's set up. This document lists all the agreements taken with all parties and also includes the site plan, the electrical needs for various services, the rooms to be used, the schedule, the needs for human resources, the proposed activities, etc.

CONCLUSION

It is with great enthusiasm that the *Grand Tour's* team wishes to join forces with the people of Lake George area to establish the *Grand Tour's Departure* site next August 7th and 8th.

We hope that the experience of welcoming the *Grand Tour* will be most positive for you, and it is in the same spirit that we wish to establish the foundations of our collaboration. We thank you for your invaluable cooperation.

PRODUCTION SCHEDULE / Villages of the Grand Tour 2010

<u>Realization</u>	<u>Target dates</u>
<ul style="list-style-type: none"> • Plans of indoor and outdoor locations communicated to Vélo Québec Voyages • Emergency services, phone numbers and addresses (document to completed and returned to Vélo Québec) • Regional Medias listing to completed and returned to Vélo Québec Voyages • A written authorization to welcome the Grand Tour from municipality • A written authorization to welcome the Grand Tour from school or else, etc. • A list of area caterers is communicated to Vélo Québec Voyages 	<p>Mid January End of January End of January Early February Early February Early February</p>
<ul style="list-style-type: none"> • Vélo Québec Voyages invites area caterers to bid for breakfast in ACC and lunches (lunch stop) 	Early March
<ul style="list-style-type: none"> • A written authorization to sell alcohol on the site communicated to Vélo Québec Voyages (if concerned) • The information related to the technical participation document is communicated to Vélo Québec Voyages : Village layout expenses related to material requirements and human resources are confirmed, costs, etc. 	Mid March End of march
<ul style="list-style-type: none"> • A second visit of the site focusing on the layout is made with key partners (electrician, caterers, establishment representative, tourism representatives, etc.) 	End of march or April
<ul style="list-style-type: none"> • An action plan on regional tourist activities (shuttle schedule, costs, ...), including attractions along the course, is communicated to Vélo Québec Voyages 	Early May
<ul style="list-style-type: none"> • Documents are finalized and agreements with Area stands and the Valet service are signed • Schedule of human resources are completed and communicated to Vélo Québec Voyages • Last visit to confirm all things (electricity, human resources, meal service, etc.) • Vélo Québec Voyages communicates specifications and layout plans 	Mid may Mid May June End June

Participant Profile

SEX

Hommes	63 %
Femmes	37 %

AGE

17 and under	2 %
18-24	2 %
25-34	6 %
35-44	22 %
45-54	43 %
55-64	21 %
65 and up	4 %

REGION OF ORIGIN

Montreal	25 %
Montréalégie	25 %
Québec	7 %
Laurentian / Lanaudière	13 %
Laval	5 %
Mauricie / Bois-Francs	6 %
Outaouais	6 %
Eastern Townships	3 %
Other parts of Quebec	4 %
Outside Quebec	6 %

LE GRAND TOUR

Some facts and figures . . .

On the Grand Tour, there are:

2,250 people, including:

2,000 cyclists, including 90 bicycle escorts

250 employees and volunteers, including:

22 massage therapists

13 first-aid workers

10 bicycle mechanics

1 sports therapist

Logistics

45,150 meals

1,600 tents

45,000 kilos of baggage (100,000 pounds)

200 portable toilets

30 cell phones and pagers

55 mobile radios and walkie-talkies

650 road signs

32 water fountains

Vehicles

3 baggage trucks (53 feet)

11 trucks (equipment, water, bistro, etc.)

1 shower truck (22 units)

22 vans (sweeper, supervisor, mechanic, first aid, relief, etc.)

5 motorbikes

1 recreational vehicle (headquarters)



WHO WE ARE ?

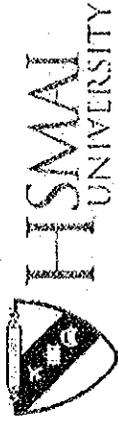
Vélo Québec relies on a vast range of tools and means deployed by four different divisions:

Vélo Québec Association – a member-based organization that has been defending the rights of cyclists since 1967. Among other major achievements, it oversees the development of the Route verte, a cycling route that links Quebec from end to end by means of over 4,000 km of bikeways. The association also offers technical training on bikeway design and development, and compiles statistics and produces studies on cycling. It also represents cyclists, builds consensus, conducts research, coordinates educational and informational activities, and serves as a consultant upon request. Vélo Québec has launched the *On the Move in the Community* project, which is intended to result in the development of a comprehensive approach to promoting the use of walking and cycling as means of transportation. This initiative includes a school-based component, *On the Move to School*, which is designed to encourage primary-school students to make active transportation a part of their daily lives, as well as a community-based component, which provides municipalities with strategies for the development of environments amenable to walking and cycling.

Vélo Québec Événements – a creator and organizer of internationally renowned cycling events such as the Tour de l'Île de Montréal (25th anniversary in 2009), the highlight of the Montréal Bike Fest, which also includes Un Tour la Nuit and the Metropolitan Challenge. This division also organizes the Summer Challenges, a series of 75- to 150-km bike rides, and produces other events in conjunction with organizations like the Multiple Sclerosis Society of Canada. It has also launched *Operation Bike-to-Work*, a vast awareness and mobilization campaign designed to promote the bicycle as a means of transportation.

Vélo Québec Voyages – an agency specializing in bicycle travel that offers various cycling packages in Quebec, including major bicycle tourism events like the Grand Tour, the Petite Aventure and La Virée. This division also plans routes and designs bicycle vacations in North America, the Caribbean, Europe, North Africa and Asia. Every year, more than 6,000 people travel with Vélo Québec Voyages.

Vélo Québec Éditions – the publisher of *Vélo Mag*, which will celebrate its 30th anniversary in 2010, and of *Géo Plein Air*, *Québec Science* and *Nature Sauvage*, as well as various books, guides, maps and other publications associated with cycling, outdoor recreation, nature, science, sports and tourism.



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Mr. Jan Freitag is the Vice President - International Operations at Smith Travel Research (STR), the recognized leader in lodging industry benchmarking services. In his capacity Mr. Freitag is a frequent public speaker and is quoted in trade publications and the general news media such as the *Wall Street Journal*, the *New York Times*, Associated Press, Reuters, *Forbes*, etc. He also writes a monthly column for *Lodging Magazine*, the official magazine of the AH&LA.

At STR he oversees a variety of projects, all charged with the accumulation and interpretation of global lodging data.

Prior to joining STR, Mr. Freitag was the Director of Content Integrity at hotelreports.com in upstate New York and a hospitality consultant with Ernst & Young in Phoenix.

Mr. Freitag holds a Bachelor Degree, with distinction, from the School of Hotel Administration, Cornell University, and received his Executive MBA, with honors, from Vanderbilt University. Mr. Freitag resides in Nashville, TN.

Mr. Mark Woodworth is an Executive Vice President of PKF Consulting, and in charge of the firm's Atlanta office. He has extensive hospitality industry experience in both a consulting and hands-on operational capacity.

Woodworth is responsible for the firm's hospitality consulting in the South as well as the firm's research company, PKF Hospitality Research (PKF-HR).

Before joining PKF Consulting, Mr. Woodworth was a Partner and Industry Chairman of the Hospitality Industry Consulting Practice for Coopers & Lybrand L.L.P. and specialized in the lodging industry. Prior to that, he was a Senior Principal with Laventhol & Horwath where he focused on the hospitality industry and was responsible for all lodging and real estate consulting services in the southeastern United States.

Mr. Woodworth has managed and conducted consulting assignments, involving both the public and private sectors, throughout the U.S. He has worked for the industry's leading lenders, developers, chains and management companies and has dealt with all aspects of operations, development and financing. He has been qualified as an expert and has testified in litigation and/or bankruptcy matters in New York, Georgia, Alabama and Texas regarding hospitality properties.

He has been quoted on hospitality issues in the *Wall Street Journal*, the *New York Times*, the *Los Angeles Times*, *Barron's*, *USA Today*, *The Financial Times*, the *Washington Post* and various industry publications. He is a frequent speaker at industry conferences and a lecturer at Cornell University and Georgia State University, among others.

He is on the Board of Directors of the Georgia Chapter of the Cornell Society of Hotelmen and served for two terms on the Cornell University Council, an advisory group appointed by the University Board of Trustees. He also serves on the Board of Advisors to the Center for Hospitality Research at Cornell University.

Mr. Woodworth is also actively involved with the Atlanta Convention and Visitor's Bureau, the Georgia Hospitality and Travel Association, the DeKalb County Convention Center Authority and the Atlanta Rotary Club.

Mr. Woodworth holds both a BS and Master's Degree from Cornell University's School of Hotel Administration. He also serves on the faculty of the Center for Professional Development at Cornell University.