

# LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS

VisitLakeGeorge.com

## AGENDA

WARREN COUNTY TOURISM DEPARTMENT

March 30, 2011

Committee Members:

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

D. Stec, Chairman Board of Supervisors

J. Sady, Clerk of the Board

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1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
  2. **MOTION TO APPROVE January 28, 2011 MEETING MINUTES**
  3. **RESOLUTION REQUESTS/ACTION ITEMS**

Production and purchasing of broadcast airtime for Basketball commercials, not included in 2011 budget:

    - A. Resolution Request – Amend Reso. No. 790 of 2010
    - B. Resolution Request – Amend Reso. No. 738 of 2009
    - C. Resolution Request – Amend Reso. No. 770 of 2004 – Warren County Tourism Policy Concerning Publication of Advertisements
  4. **FOR YOUR INFORMATION – UPDATES**
    - A. Tourism Department – Kate Johnson
    - B. Group Tour – Tanya Brand
    - C. Creative – Peter Girard
  5. **SALES/SPECIAL EVENT/CONVENTION REPORT**
    - A. Michael Consuelo, Lake George CVB
  6. **WARREN COUNTY COUNCIL OF CHAMBERS UPDATE**
    - A. March 24, 2011 meeting
  7. **OLD BUSINESS**
    - A. Pending Item – Surveyed towns/city/village: proposal to provide creative services
  8. **NEW BUSINESS**
  9. **ADJOURN**

Basketball Advertising Budget: \$35,000

Audio, Post-Production	\$ 3,340.00
Commercials	31,570.00

2/26 San Diego State (NYC/Pittsburgh/Baltimore/Philly/Boston)	\$ 8,600.00
3/17 Wofford (NYC)	13,000.00
3/19 Gonzaga (Philly/Boston)	10,000.00

# **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: March 30, 2011**

- (a) Purpose of Request: to increase the existing contract amount for Working Pictures, Inc. by \$2480 to read \$9980 in order to pay the additional amount due for their work in connection with the Jimmer Fredette ad.
  
- (b) Details: This ad was a 30 second television commercial which intended to make the connection of Jimmer Fredette and the City of Glens Falls, NY to the Lake George Area in New York's Adirondacks.
  
- (c) Previous Resolution Number: 790 of 2010
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417 470 \$2480

**Sample: A.8021 470 Planning & Community Development – Contract**

\* as listed in budget and LOGOS

# **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: March 30, 2011**

- (a) Purpose of Request: to increase the existing contract amount for Lake Placid Advertisers Workshop to read up to \$781,570 in order to pay the additional amount due for their work in connection with the Jimmer Fredette advertisement.
  
- (b) Details: This ad was a 30 second television commercial which intended to make the connection of Jimmer Fredette and the City of Glens Falls, NY to the Lake George Area in New York's Adirondacks.
  
- (c) Previous Resolution Number: 738 of 2009
  
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title\* and Amount: A.6417 470 \$31,570

**Sample: A.8021 470 Planning & Community Development – Contract**

\* as listed in budget and LOGOS

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: March 30, 2011

(a) Purpose of Request: To amend the Warren County  
Tourism policy concerning publication of advertisements.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(b) Details: Per attached.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(c) Previous Resolution Number: 770 of 2004

**WARREN COUNTY TOURISM POLICY CONCERNING  
PUBLICATION OF ADVERTISEMENTS\***

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**I. INTRODUCTION**

For the purpose of promoting and publicizing the County and/or Region, Warren County publishes, publicizes and distributes various tourism publications in the nature of guides, event notices and/or other consumer/trade type publications or advertisements (such as restaurant place mats and calendars). In addition and in furtherance of the aforesaid purposes, Warren County also sponsors and/or participates in other advertising ventures such as cooperative advertising.

In an effort to preserve the nature, character and purpose of Warren County's advertisements and/or promotions, this policy is adopted. This policy has been developed from an existing informal policy, and Resolution No. 76 of 1986, the same being refined and, in some instances added to and/or revised.

**II. GENERAL**

**A. TOURISM PUBLICATIONS**

With regard to the various tourism publications, Warren County shall accept and include paid advertisements for the purposes of offsetting costs associated with such publications.

The nature or type of advertisements to be accepted for publication shall be consistent with the overall theme of promoting and publicizing the County and Region and particular publication. Classification or type of advertisement to be accepted for publications and other promotional ventures, requirements concerning acceptance and procedures for accepting advertisements as more specifically set forth herein, shall be used to accomplish this purpose and make processing and consideration of advertisements more manageable.

\* Original policy adopted by Resolution No. 331 of 1998 and revised to reflect amendments by Resolutions subsequent to adoption of the policy.

B. OTHER SPONSORED ADVERTISING AND PROMOTIONAL VENTURES - SPECIAL RULE

With regard to other sponsored advertising and promotional ventures, Warren County's sponsorship and/or participation shall be designed to achieve the purpose of promoting and/or publicizing the advantages of Warren County and/or Region at the lowest reasonable cost.

**III. ADVERTISEMENT/ACCEPTANCE - GENERALLY**

A. ACCEPTANCE OF ADVERTISING - GENERALLY FOR PUBLICATIONS - OTHER SPONSORED ADVERTISEMENTS AND PROMOTIONAL EVENTS

Advertisements in compliance with classification and other requirements of this policy will be accepted for publication in the Warren County tourism publications and/or other sponsored advertisements and promotional ventures, in the format and content provided, except that the Tourism Director and/or designee and the Tourism Committee shall, as set forth herein, reject any advertisement determined to: 1) not be consistent with the overall theme of promoting and publicizing the County or Region; 2) not fall within the classification/types of ads to be included in the particular publication; 3) set forth, depict and/or invite comparisons of the advertiser or the advertiser's product or service adverse to the County, Region or other businesses; 4) not be in good taste; and/or 5) be otherwise inappropriate.

The Tourism Department and/or any other board or officer or employee of the County will not edit or otherwise modify the same except to the extent that it may be necessary to adjust the size of the ad or make other accommodations usually made for placement of the ad in a magazine, guide, or other means of communication such as television, newspapers, etc.

B. CLASSIFICATION/TYPES OF ADVERTISEMENTS FOR TOURISM PUBLICATIONS AND/OR OTHER SPONSORED ADVERTISING AND PROMOTIONAL VENTURES

1. Advertisements accepted for tourism publications and/or other

sponsored advertising and promotional ventures will be limited to the following classifications or types of commercial activity:

Lodging Facilities/Accommodations,

(This category includes hotels, motels, resorts, ranches, inns, multiple cottage/cabin business establishments, bed and breakfast establishments, tourism accommodations with multiple units, condominium establishments, internet lodging websites and lodges.)

This also includes advertising and listing opportunities to all Warren County Realtors who are located within Warren County, and handle vacation rental properties.<sup>1</sup>

Campgrounds, campground internet lodging websites,  
Restaurants,  
Chambers of Commerce, CVB's, Tourism Trade professionals,  
Attractions,

(This category includes fun/water parks, rodeo/horseback riding, airplanes/hot air balloons, billiards, bowling, carriage rides, cinemas, go-carts, mini-golf, roller skating, indoor amusement centers, trollies, scenic train rides, museums and galleries, comedy clubs/dinner theaters, golf courses, cruises, water sports activities and events such as sailing, diving, kayaking, boat rentals, wakeboarding, canoeing, stand-up paddling, parasailing, waterskiing, factory outlet centers (main offices only), Aviation Mall, Antique centers, Galleries, Downtown business alliances, Glens Falls Civic Center, downhill & cross-country ski centers, dog sledding, snowmobile rentals, outdoor guides not on fishing or hunting lists, (i.e. hiking, canoeing, snowshoeing guides, bicycle touring.))

Performance Arts Venues, Sport/Entertainment Venues, Charter/Guide Services (such as fishing, hunting, rafting, tubing or ballooning),<sup>2</sup> Shopping malls/plazas (advertisements for clusters or a number of stores).

Profit/nonprofit organizations assisting with promoting travel, vacations, accommodations, etc., to the Warren County area.

Advertising, paid or otherwise, for sale, rental or lease of single family homes, single unit condominiums, or single unit cottages/cabins and/or single timeshare units,<sup>3</sup> except vacation rentals (single or multiple),<sup>4</sup> will not be

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<sup>1</sup>Added by Resolution No. 728 of 2003

<sup>2</sup>Updated policy by Resolution 770 of 2004

<sup>3</sup>Added by Resolution No. 414 of 2002

<sup>4</sup>Amended by Resolution No. 365 of 2003

accepted.

Advertising, paid or otherwise, will not be accepted where the words "For Sale", "Sale" or "Sales" appear except in those instances where sale words are used in a legally necessary disclaimer.<sup>5</sup>

2. Paid advertisements for any publication will only be accepted for facilities located in Warren County or services offered in Warren County.

C. REJECTION OF ADVERTISEMENTS AND PROCEDURES

1. REJECTION OF ADVERTISEMENTS. The Tourism Director and/or the Director's designee shall reject any advertisement, for reasons set forth in subparagraph "A", which in whole or part are deemed not appropriate for insertion in any tourism publication and/or other sponsored advertisement or promotional ventures. The potential advertisers shall be notified of the rejection of the advertisement by either letter, fax and/or telephone call not later than five (5) business days after the deadline date established for acceptance of advertisements for the particular publication. The date of notification shall be documented by the Tourism Department. Notification shall be deemed to have occurred upon the occurrence of any of the following: mailing of the said letter or memo, faxing of a letter or memo, speaking with the potential advertiser by telephone, and/or by leaving a message for the potential advertiser with a person or answering machine at the advertiser's place of business or home address.

2. APPEALS AND OTHER PROCEDURES. Any potential advertiser whose ad is rejected by the Tourism Director and/or designee shall have the right to appeal such determination to the Warren County Tourism Committee and/or submit a new or revised advertisement to the Committee in lieu of the appeal as hereinafter provided. Consideration of a new or revised advertisement shall be reviewed and handled by the Tourism

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<sup>5</sup>Added by Resolution No. 414 of 2002

Committee in the same fashion as an appeal. The potential advertiser, however, by submitting only a revised or new advertisement shall be deemed to have waived the right to appeal the previously submitted advertisement as well as the new and revised advertisement.

Any appeal must be made in writing by letter or memo (requesting an appeal) delivered to the Tourism Department within five (5) business days of the date the Tourism Director or designee notifies the advertiser of the rejection. The Committee shall, subject to the provisions set forth below, meet to decide the appeal within five (5) business days of receipt of the letter or memo requesting the appeal. Notice to the advertiser of said meeting shall be provided. Said notification may be made and shall be deemed to have occurred by way of any methods provided for the initial notice of rejection. The Committee shall hear from the potential advertiser (if the advertiser desires to be heard) and the Director or designee as well as accept all written and/or other documentation of the party's desire to present. If the potential advertiser is not able to attend a hearing or meeting set by the Committee, the Committee shall not be obligated to establish adjourn dates or provide any further opportunity to the potential advertiser. If the potential advertiser is unable to attend any meetings or hearings, written submissions may be made.

In the event that a quorum of the Committee should not be available to meet within five (5) business days, or if a quorum is not present on the scheduled meeting date, the meeting shall be scheduled or rescheduled as the case may be to such date as a quorum can be available for purposes of determining the appeal. Any determination made at any scheduled or rescheduled meeting of the Committee shall have full force and effect and be considered binding for all purposes regardless of whether the same is made within five (5) business days of receipt of the appeal.

At or after the scheduled meeting, the Warren County Tourism

Committee shall make a determination as to whether the advertisement should be included in the tourism publication and/or other sponsored advertising and/or promotional ventures. The Tourism Committee's decision shall be final. The Committee shall promptly notify the potential advertiser of its decision. Said notification may be made and shall be deemed to have occurred by way of any method provided for the initial notice of rejection.

Upon receiving notification that the Committee rejected the advertisement submitted, the potential advertiser shall have the right to submit a new or revised advertisement to the Tourism Department. A new or revised advertisement shall be submitted to the Tourism Department within five (5) business days of notification of the Committee rejection. The new or revised advertisement shall be reviewed and a determination made as to whether the same is acceptable within five (5) business days of receipt of the new or revised advertisement. A formal hearing or meeting shall not be required but the Tourism Director and Chairman of the said Committee with counsel from the County Attorney or attorney designated by the County Attorney, shall consider the terms and provisions of this policy as well as the Committee decision, if any, rejecting the initial advertisement submitted by the potential advertiser. The said Tourism Director and Chairman shall also consider any additional submissions made by the potential advertiser at the time the new and/or revised advertisement is considered. The determination by the Tourism Director and Chairman shall be final and the Tourism Director shall promptly notify the potential advertiser of the decision. Said notification may be made and shall be deemed to have occurred by way of any of the methods provided for initial notice of rejection. Finally, in the event that the Tourism Director and/or the Chairman of the Tourism Committee should not be available and/or able, for any reason, to consider the new and/or revised advertisement as set forth herein, the County officer

and/or employee designated by the Tourism Director and/or Vice Chairman of the Committee shall serve, respectively, for the County officer and/or employee unavailable or not able to participate in the determination process.

D. NO WARRANTIES OR ENDORSEMENTS CONCERNING  
ADVERTISEMENTS

Warren County shall make no warranties or endorsements concerning any companies, services, or products or other information appearing in any advertisement. The sum and substance of this statement shall be publicized in a manner determined appropriate by the Tourism Director in all tourism publications and to the extent possible in all other sponsored advertisements and promotional ventures.

E. SPECIAL TOURISM PUBLICATION RULES

Warren County tourism related businesses and chambers of commerce in Warren County and surrounding counties within the Adirondack Region may, when appropriate, be entitled to be listed free of charge in the Warren County tourism publications. The business listings shall be restricted to facilities located in or services offered in Warren County and the Adirondack Region. The nature and extent of any listing shall generally consist of the name, address and phone number, and inclusion in any available grids or other offered formats and under such headings or categories as deemed appropriate by the Tourism Department and Committee.

**IV. ADVERTISEMENTS DEADLINES**

In order to timely publish tourism publications or sponsor advertisements and promotional ventures, it is, of course, imperative that dates be set by which advertisements must be received for inclusion in the same. The Warren County Tourism Director shall at such time as may be deemed appropriate, determine an appropriate date by which advertisements must be received for each tourism publication and/or sponsored

advertisement and promotional venture, and submit the same for review and approval by the Warren County Tourism Committee. Unless changed by the majority vote of said Committee, all advertisements must be received by the Tourism Department by 5:00 p.m. or the time of closing of the Tourism Department on the date selected. Advertisements received after the established date and time shall be<sup>6</sup> placed on a waiting list, in the order received, for further consideration by the Warren County Tourism Committee which may, depending upon whether the Committee finds it financially and/or otherwise feasible or in the best interest of the County, accept or reject the advertisements in a manner consistent with the terms and provisions of this policy.

## V. **ADVERTISING FEES**

### A. GENERALLY

Advertising fees shall be established by the Warren County Tourism Committee taking into consideration the advice and recommendations of the Warren County Tourism Director. An advertisement shall not be published unless the fee is received prior to the deadline date. Advertisements shall not be considered as received for deadline or priority purposes until such time as the fee is paid.

### B. TOURISM PUBLICATIONS

In the case of tourism publications, such fees shall not be established in an amount greater than necessary to offset the cost of the Warren County Travel Guide. Costs associated with publication shall include not only the printing cost of the same, but any cost incurred in connection with development, layout, photographs, etc., including the value of time spent by Warren County Tourism Department personnel.

### C. OTHER SPONSORED ADVERTISEMENTS/PROMOTIONALS

In the case of sponsored advertisements and promotional ventures, the fee shall be based on the cost of the advertisement or promotional medium

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<sup>6</sup>Amended by Resolution No. 542 of 1998

and be developed to keep Warren County's share of the cost reasonable, fair and equitable taking into consideration the nature of the sponsored activity and extent of private participation.

## **VI. ADVERTISING SPACE ALLOCATION**

### **A. GENERALLY**

1. The amount of paid advertising space allocated in each Warren County tourism publication and/or sponsored advertisement and promotional venture, shall be determined by the Warren County Tourism Director subject to review and approval by the Warren County Tourism Committee.

2. The amount of total advertising space that will be made available to any single advertiser desiring to purchase space for one (1) or more advertisements in any one tourism publication, shall be limited to one (1) full page (on a first come, first serve basis, as more fully set forth below), except that an opportunity to purchase additional space is available after all other persons, companies, businesses or other entities desiring to purchase advertising space (on a first come first serve basis and complying with the other requirements of this policy), have had an opportunity to do so.<sup>7</sup>

3. In the event that the County shall receive more paid advertisements than may be included in any tourism publication and/or sponsored advertisement and promotional venture, advertisements will be accepted on a first come, first serve basis. In the event that the size of the last advertisement allowed under this policy will not fit into the space available, the Director shall contact the advertiser and provide the advertiser with the opportunity to reduce the size of the ad before proceeding to offer space to the advertiser for the advertisement next received. Finally, in the event that

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<sup>7</sup>Added by Resolution No. 684 of 2001 - and renumber the existing subparagraph A2 to A3 and added new subparagraph A2

insufficient advertisements are received, the Director subject to modification of the Tourism Committee, may use any legal, reasonable and fair method to advise of the availability of such advertising space to interested businesses. All notices of the availability of advertising space shall make reference to and indicate this policy so that all potential advertisers are aware of the same.

B. TOURISM PUBLICATIONS

With regard to tourism publications, in determining the amount of space to allocate, the Director and Committee shall take into consideration, the fact that the paid advertisements are to be incidental to the primary purpose of the tourism publications, as indicated herein. Further, costs associated therewith and practicalities associated with distribution and use by members of the general public of the Travel Guide shall also be considered.

**VII. COMMITTEE/DEPARTMENTAL AUTHORITY**

All administrative/administerial duties and responsibilities in the carrying out of the terms and conditions of this policy, shall be vested with the Warren County Tourism Committee and the Warren County Tourism Director, as more specifically set forth herein.



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

P.O. Box 272  
Lake George, NY 12845

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FX: 518-668-4286

LGRCVB@lakegeorgechamber.com

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**MONTHLY ACTIVITY REPORT  
SALES/SPECIAL EVENTS  
CONVENTION AGENCY/ASSOCIATION**

**MARCH 2011**

**ATTENDED THE FOLLOWING**

- TOURISM ACTION DAY IN ALBANY
- NYSCVB QUARTERLY MEETING
- EMPIRE STATE TOURISM CONFERENCE IN ALBANY
- AAA FOXBORO TRAVEL SHOWCASE, FOXBORO, MA.
- MEETING PLANNERS INTERNATIONALS NORTHEAST CHAPTER IN ALBANY
  - NATIONAL WOMEN'S SHOW IN MONTREAL
  - COUNCIL OF CHAMBERS DINNER MEETING
- PUBLIC HIGH SCHOOL BASKETBALL TOURNAMEN IN GLENS FALLS

March turned out to be a very busy month, starting off with attendance at **The Tourism Action Day**, Tuesday, March 1<sup>st</sup>, whereby the CVB was able to hear both Senator Betty Little and Assemblyman Steve Englebright share their insights on tourism and the effects and impact it has in New York State. Attendees were also given the opportunity to meet with their respective legislators more in a one-on-one setting to further discuss how tourism is vital to their destinations. We are fortunate that Senator Little, who now chairs the governors committee on tourism, resides in Warren County where she truly has a pulse on what is taking place vis-à-vis relative to tourism here in the Adirondacks.

The CVB was also able to attend the quarterly meeting of **the New York State Association of CVB's** which also plays a vital role in the promotion of tourism, meeting and conventions within the state. The NYSCVB is the lobbying arm for all of the destinations within New York and is spearheading a program whereby the association would be marketing and controlling arm for the I Love New York Campaign that has brought much recognition to the state and tourism.

Coinciding with the above, we were also able to attend the **Empire State Tourism Conference** scheduled in Albany. Through a series of key note speeches and a variety of workshops we were able to learn all that is taking place with our industry. This conference serves as educational and networking opportunities for both the seasoned and entry level tourism respondents.

Promoting tourism results in visitations and we were able to see a good deal of potential visitors to our region by exhibiting at the **AAA Foxboro Travel Showcase** which was held in Foxboro, Massachusetts. This three day show is one of the largest in the northeast and it gave the CVB the opportunity to distribute literally thousands of pieces of collateral, from travel guides to brochures to give away items such as pens, pads, and candy. Most if not all of those who stopped by our booth were familiar or had heard of the Lake George Region. Names that were collected were sent "thank you for stopping by our booth" messages in hopes that some will be visiting us within the year. This is an annual show and one that should be attended in the future. The CVB attended the monthly chapter meeting of **MPI (Meeting Planners International) Northeast NY** this month and was introduced to a highly motivated speaker who presented a discussion on Creativity in the Meetings Profession. Individual sales calls were made to Albany based customers following the session.

As a member of the marketing committee for the **NYS Public High School Basketball Championships**, the CVB was able to attend games held at the GF Civic Center and to be of assistance in escorting association officials to and from activities over the weekend.

The notoriety of the upcoming **Centurion Cycling Lake George/Warren County** is growing every month. The week of March 21<sup>st</sup>, the team from Centurion was here for a series of meetings to discuss the upcoming Preview Ride this coming June followed by the Inaugural Ride that will be taking place in 2012. The meetings with the Sheriff, EMS, DPW, NYDOT, bicycle shop owners, the Warren County Sage & Quality Bicycling Committee, Council of Chambers, Chamber Mixer all went very well. However the visit was highlighted by a Preview Ride Media Launch that was held on Thursday, March 24<sup>th</sup> at the Wingate Hotel where the CVB, Local Race Committee and the team from Centurion had the opportunity to introduce what Centurion Cycling is all about, where it has been and how it will be coming to Warren County in 2012. We were fortunate to have 2 TV stations and a couple of reporters, along with local key supervisors and special guests to hear how this exciting event will be taking place this June and in 2012.

The CVB was also able to sit in on a roundtable discussion with a handful of businesses and key individuals from the Town of Queensbury to see how we may be of service as we continue to go forth and promote the Towns and Villages that comprise of all of Warren County.

The CVB also attended **The National Women's Show** which was held in Montreal. Amongst a variety of exhibits and seminars that included health, beauty, fitness and food, to name a few, displays, there was a destination section in the show whereby we were given the opportunity to promote the region as get-away spot to our female friend (who are the key decision makers) from the north.

RFP's (requests for proposals) were sent to the hotel community in hopes that one luck property would be chosen to host the **New York State Society of Association Executives' Summer Retreat** this year, or perhaps, **New York State Telecommunications Association's** 2012 conference.

Contact has also been made to **Camp Mowana** to offer assistance in securing and providing services for its **October Christian Group wanting to visit our region**. Discussions also continue with **Morrisette Family Reunion** for 2012.

A site visit is being planned for **WagenFest 2011** to assist in finding a suitable location for this return group form last fall.

Continues follow-up calls to **RCMA** (Religious Conference Management Association) are being made, along with plans to attend the Adirondack Sports & Fitness Expo, Waters Corp Trade Show, the Hartford Summer Fest, New York by Rail Shows, and ESSAE in the coming months as well.

Respectively submitted by:

Michael Consuelo, CHME  
Hospitality & Convention Sales Director

**LGRCVB Leads Booked in Warren County (definite):**

<b>GROUP NAME</b>	<b>DATES Confirmed</b>	<b>DATES</b>	<b>LOCATION</b>	<b># ATTENDEES</b>	<b># ROOM NIGHTS</b>	<b>ECONOMIC IMPACT</b>
IRS		September 14 -18, 2009	Wingate	68	272	\$23,376.00
JCINYS Jaycees		October 23 – 25, 2009	Ft. Wm. Henry	120	85	\$25,920.00
Caldwell Retreat		February 5 – 6, 2010	Holiday Inn	100	50	\$12,500.00
IRS – Criminal Investigation Conference		June 20 - 25, 2010	Hampton, Wingate, Comfort Suites & LG Forum	240	1050	\$150,000.00
US Cheerleading		July 11 – 15, 2010	Great Escape Lodge	150	150	\$27,700.00
Sweet 16 Seniors		September 21 -25, 2010	Georgian & Steamboat Company	40-46	80	\$19,872.00
Main Travel Service		June 19- 21, 2010	Comfort Suites, Steamboat Co. & Hudson River Train	55	56	\$13,000.00
NYSACVB	4/24/10	September 23 & 24, 2010	Sagamore Hotel	18	18	\$3,800.00
NYS County Finance Assn	05/0710	August 1- 4, 2010	Wingate Hotel	60	90	\$38,880.00
US Marine Tankers Assn.	05/13/10	July 23, 2010	Lac du St.	200		\$9,000.00
Centurion Cycling LG Preview Ride	03/24/11	July 24 – 26, 2011	Ft. Wm. Henry	100	90	\$17,000.00
Cadillac LaSalle Grand National	01/13/11	July 10 – 13, 2014	Ft. Wm Henry	500 – 600	400	\$135,000.00
<b>TOTAL</b>				<b>1757</b>	<b>2341</b>	<b>\$463,918.00</b>

**LGRCVB Leads generated for Warren County (tentative)**

GROUP NAME	DATE LEAD Generated	DATES	# ATTENDEES	# ROOM NIGHTS	POTENTIAL ECONOMIC IMPACT
National Rifle Association		June 2011	75	135	\$24,300.00
NYSAE	03/10/11	July 2011	30	100	\$16,000.00
Union Settlement Association	02/17/11	June or July 2011 or 2012	100	100	\$12,000.00
USS Gherardi		September 2011	70	140	\$25,000.00
Anderson Group Tours	12/15-10	September 22, 2011	280		\$10,000.00
The Northeast Dairy Food Association		September 2011	100 – 125	300	\$90,000.00
American Academy of Dental Practice		Sept/Oct. 2011	100	195	\$15,580.00
Centurion Cycling LG	03/24/11	June 22 – 24, 2012	4500	1200	\$832,500.00
United Methodist Association		June 2012	275 – 300	700	\$64,800.00
Morrisette Family Reunion	03/23/11	July/August 2012	125	100	\$28,000.00
United Church of God		September 2013	1000 – 1200	2117	\$1,574,400.00
National Association of Motor Vehicles	05/24/10	September 2012	160 – 175	340	\$94,000.00
<b>TOTAL</b>			<b>6815</b>	<b>5427</b>	<b>\$2,786,580.00</b>

# LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS  
VisitLakeGeorge.com

February 23, 2011

Dear Warren County Supervisors, Mayors of Lake George Village and City of Glens Falls:

This office, on behalf of Warren County, is exploring whether or not there is a need for creative services by local municipalities within Warren County.

I am exploring whether the County should provide these services for a fee to municipalities, since it would involve hiring additional staff and/or reallocating resources.

I am writing to inquire as to the level of interest.

I welcome any comments. It would be helpful if you could complete the enclosed questionnaire and return to me by noon, Friday March 18.

Thank you.

Kate Johnson

I am

re

cc:

P. Dusek

W. Kenny

D. Strainer

cc:

cc:

cc:

cc:

cc:

cc:

Please return by fax (761-6368), mail or hand-deliver to my office.

Does your town, city, village have a need for creative services for promotional projects?

yes  no

Would your town consider utilizing creative services through the addition of Tourism Dept. staff or outside contract?  yes  no

Would you consider reimbursing at an hourly rate for such services?

yes  no

Please identify what needs you may have:

print ad design

photo/video shoots

television ads

newsletter design

website design  
(no tech assistance)

brochure design

logo design

online ads

stationery design

banners/posters

radio ads

email marketing

other, please specify: \_\_\_\_\_

**Creative services would not include the following:**

- Technical support/coding, etc.
- Database maintenance/management
- Ad placements/media negotiations
- Marketing plans/reports

How many hours per month do you feel you might require? \_\_\_\_\_ hours

Willing to add new position to department?  yes  no

Willing to add new equipment?  yes  no

New hire would be the communicator to each town/city/village for all projects.

Supervisor name: \_\_\_\_\_

Town/City/Village: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Email address: \_\_\_\_\_

Warren County Tourism Department, Municipal Center, 1340 Rt 9, Lake George, NY 12845

518-761-6366 - 800-365-1050 - FAX 518-761-6368

www.visitlakegeorge.com E-mail: wctour@co.warren.ny.us

**To: Warren County Tourism Committee**  
**From: Tanya Brand, Group Tour Promoter**  
**Re: Group Tour and Meeting/Convention Update**  
**Date: February/March 2011**

**Group Tour:**

- **2010 Group Tour Survey:** The 2010 Group Tour Survey was distributed to approximately 93 group tour oriented business in order to assist with evaluating motorcoach traffic and group tour trends in the area for last year. Despite only 5 surveys being returned, numbers accounted for were impressive. The highest reported number of incoming tours was The Georgian Resort with 120. The Georgian reported that their motorcoach tours had increased over 2009 and that busiest months of the season for incoming tours was May, September and October. The Lake George Dinner Theatre reported 86 tours to their attraction in 2010. This was also an increase over 2009. The Queensbury Hotel also returned a survey with 25 tours to their facility utilizing 716 room nights. Unfortunately without additional surveys being returned to the office it is nearly impossible to determine an accurate account of total bus traffic to the area. As always, reports of successful bookings from leads distributed by this office are appreciated.
- **Brochure Distribution Program:** The Group Tour Division is currently offering brochure distribution at specific group tour industry travel shows throughout the 2011 show season. Solicitation for this program was distributed in January. Participation in the program has been good with 10 businesses and hoteliers signing up to have their brochures included in group tour show packets.
- **The Group Loop Newsletter Electronic Blast:** The Group Tour Division will begin issuing quarterly Group Tour related email blasts to a database of over 8,000 Tour Operator, Group Leader and Travel Agent contacts. These email blasts will keep tour planners updated on new itineraries and popular group tour events & activities that are going on in the area as well as offer personal planning assistance and resource materials to those who are currently planning tours to us. The first blast has been designed and is scheduled to be sent in April.

- **I Love NY/Kay New Century Tours Partnership FAM Tour:** A Warren County Familiarization tour was hosted March 24-25<sup>th</sup> for 12 International Tour Operators and Travel Agents from Tel Aviv Israel. You may recall in December, Kay New Century Tours representative, Avi Kaptzan presented a seminar to introduce his Israel based website portal VisitNYS.org. At that time he was offered a brief FAM Tour of the area and because he was impressed with what he saw, initiated a follow up FAM for March for additional travel marketers that develop packages and specialize in group or individual inbound US travel. Avi and ILNY representative Markly Wilson joined the group in a tour that showcased Glens Falls, Lake George and Lake Luzerne. The group was offered complimentary lodging at Fort William Henry Resort and Lodges at Cresthaven. Attractions visited on the tour were The Hyde Museum, Aviation Mall, Great Escape Lodge, Painted Pony Rodeo, and Adirondack Folk School. Special thanks go out to those mentioned attractions and hotels as well as to Gene Merlino, Pam Morin and Senator Betty Little for their meet & greets. Press release was issued & images from the FAM were put on VisitLakeGeorge.com Facebook page. (See attached)

**Promotional Efforts:**

- **Lakes to Locks Partnership with National Geographic:** attended meeting to announce a geotourism project between Lakes to Locks Passage and National Geographic Maps. Lakes to Locks has launched a newly designed website with an innovative map guide designed to highlight historic, cultural and recreational attractions situated along New York's Scenic Byway. Lakes to Locks Passage residents, community organizations, tourism offices and chambers will be asked to identify "must see" and "authentic" landmarks, attractions, events, shops and local food that define the region's character and appeal. This Department will be responsible for loading some of that information into the website to be reviewed by Lakes to Locks & Nat/Geo editors.
- Facilitated a follow up seminar yesterday with Lakes to Locks representative and Editor of the website, Drew Alberti and 20 Warren County businesses in order to pass along the message about this new opportunity and educate our local businesses on how to enter information onto the website to be nominated for inclusion in the mapguide.

- **Round the Lake Program:** attended a meeting to discuss a new multi-municipal program being introduced by the Lake George Land Conservancy. The project is an economic development initiative that seeks to enhance recreational tourism in the area by promoting its hiking and biking opportunities. The Master Plan of this project is to convey the Lakes to Locks Byway “stories” related to individual hiking and biking trails and tie them together in a unified vision and also provide one single resource to summarize state, county, town and not for profit partner’s public hiking and biking trails. The Lake George Land Conservancy has hired a consulting firm, the LA Group, to begin the process of applying for a Smart Growth Grant in order to move forward with the outlined Master Plan.

**Local Outreach:**

- **Railroads on Parade:** Barb and Clarke Dunham were invited to the office to learn more about marketing their attraction Railroads on Parade, a 5,000 sq. ft. facility dedicated to exhibiting model trains, to Group Tours and to learn of promotional opportunities offered by this office. A site inspection of their brand new facility is planned for this Spring in time for their July grand-opening. The attraction is currently being promoted on the What’s New page of VisitLakeGeorge.com and also at Group Travel Shows.

**Meeting & Conventions:**

- 2011 Meeting Site Planner update is complete and new cover has been designed by Peter Girard
- Monthly meeting conducted with Michael Consuelo to discuss ongoing event coordinator projects on the part of the LGRCC and CVB. Camp Mowana Christian Group Lead forwarded to Michael for follow up as well as NYSTA Annual Conference 2012 RFP.

**Confirmed Events:**

- **Update on Anderson Coach’s 44<sup>th</sup> Birthday Bash:** On September 13-16, 2011 Anderson Coach will be celebrating its 44<sup>th</sup> year in business by hosting a 3 day tour in the Lake George Area. The Tour Package includes 2 nights of lodging at various local hotels, dinner theatre entertainment, cruises and local tours to include Prospect Mountain and Adirondack Museum. As per an update received while attending PBA, 5 buses are currently scheduled to attend and it is anticipated that they surpass last years number of 9 buses.
- **Update on USRA Half Marathon and 5K:** As of March 23, the race director confirmed 230 entries for the April 24<sup>th</sup> event. Discussions pertaining to race course safety, signage and assistance continue between the Race Organizer and Director NYS DOT, Warren County Sheriff’s Dept. and municipalities in which the race course is plotted. The half marathon is currently being promoted on local radio and weekly newspapers.

**Print Ad Placements:**

- Packaged Travel Insider Magazine 1/6 page
- Student Group Tour Magazine, 1/6 page
- Leisure Group Travel Magazine, 1/4 page
- Group Tour Magazine Co-op, full page with 6 Warren County advertisers

**Shows Attended:**

- Heartland Travel Showcase, February 18-20, 2011
- Brown Coach, February 22, 2010
- Yankee Trails, March 15, 2011
- Pennsylvania Bus Association, March 22, 2011

**Upcoming April 2011 Shows:**

- Destinations Travel Show, April 5-6, 2011

**Media Coverage & Press Releases:**

- See attached

**For Immediate Release**

Warren County Tourism Dept.  
Tanya Brand, Group Tour Promoter  
Tel: 518-761-6575  
Email: brandt@co.warren.ny.us  
March 28, 2011

**International Travel Marketers Visit Warren County**

**Warren County, NY-** The Warren County Tourism Department hosted an I Love New York/ Kay New Century Tours Partnership Familiarization tour March 24-25. Area attractions, lodging and dining opportunities throughout the area were featured. The familiarization tour brought twelve inbound international tour operators and travel agents to Long Island, the Hudson Valley, the Catskills, Albany/Saratoga Region, Washington County and Warren County Areas for nine days in March. These Travel representatives develop packages for overseas clients and specialize in group or individual inbound U.S. travel. International Tour Operator, Avi Kaptzan of Kay New Century Tours, based in Tel Aviv, Israel and I Love New York representative, Markly Wilson, joined Tanya Brand, Group Tour Promoter for Warren County and tourism industry partners throughout Upstate New York in showcasing tourism opportunities, outdoor recreation and itineraries for their inbound clients. In Warren County, the international travel agents experienced the Lake George Area first hand through a locally hosted sight seeing tour that featured downtown Glens Falls, Lake George and Lake Luzerne. On the first day of the tour the group visited The Hyde Museum and were greeted by Senator Betty Little, enjoyed a shopping excursion at Aviation Mall and toured the Six Flags Great Escape Lodge with dinner at Johnny Rockets. Day two the group was greeted by Supervisor Gene Merlino and met guide Pam Morin for a tour of the Village of Lake George and Lake Luzerne. Stops included The Painted Pony Rodeo and The Adirondack Folk School. The group was hosted by both the Fort William Henry Resort and Lodges at Cresthaven. The tour then moved south to Ulster County before moving on to New Jersey and Pennsylvania.

**Lake George Area**  
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### Lake George Area

Inbound international tour operators visit the Lake George Area in New York's Adirondacks for a FAM tour including the Hyde Collection, Johnny Rockets, Painted Pony Ranch and MORE! Take a look at the great time that was enjoyed by all! More Group Tour information at [www.visitlakegeorge.com/group/](http://www.visitlakegeorge.com/group/)



### Welcome Kay New Century Tours

17 new photos

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**Group Tour Magazine** That looks like an excellent tour. :)

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**Lake George Area** It was! Props to Avi Kaptzan with Kay New Century Tours, Markly Wilson with I LOVE NEW YORK and all of the businesses that hosted our guests!

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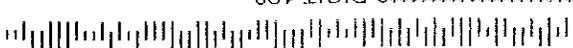
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where you'll find splendid views of the high peaks and Heart Lake. From the nearby lean-to, you'll enjoy lovely views of Lake Umbagog Brook. **¶**

### Balloon Festival

The four-day, free Adirondack Balloon Festival is the oldest and largest balloon event on the East Coast, set against the backdrop of the beautiful Adirondack Mountains ([www.adirondackballoonfest.org](http://www.adirondackballoonfest.org)). Watch the skies fill with graceful and colorful hot-air balloons launched each day from September 23–26.

On Friday, Saturday, and Sunday, nearly one hundred balloons, many with special shapes like hearts and cartoon characters, take off at morning and evening launches at Floyd Bennett Memorial Airport in Queensbury. **¶**

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### Swedish History

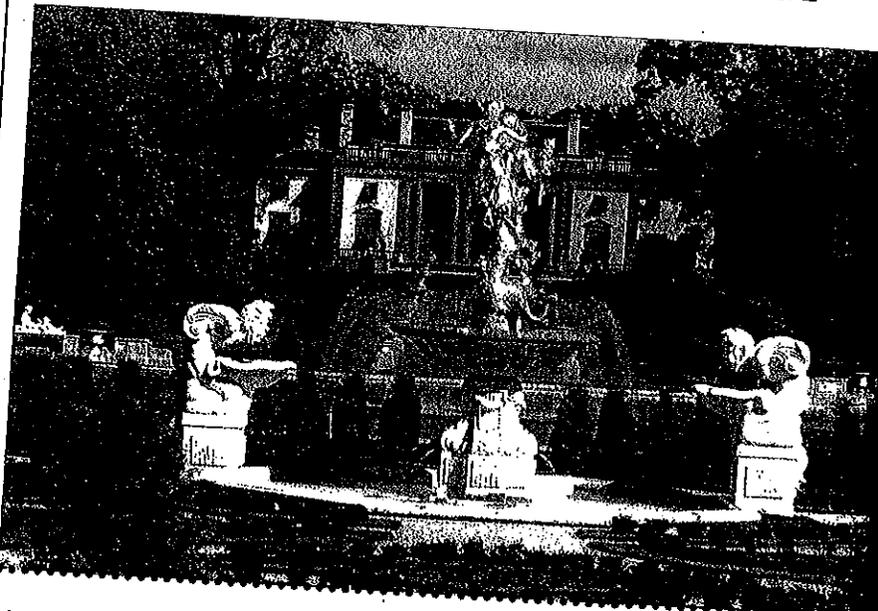
Visit the Old Swedes Historic Site, located near the landing site of the first Swedish settlers in the Delaware Valley ([www.oldswedes.org](http://www.oldswedes.org)). The Old Swedes Foundation offers tours of Old Swedes Church, the Burial Grounds, and the historic Hendrickson House museum. While you're here, you'll see what life was like in the New Sweden Colony under the Swedish, Dutch, English, and American flags. Learn what life was like in the Delaware colony in the years that led up to the American Revolution and how it became the first state.

The first Swedish settlers arrived on the *Kölnar Nyckel* in 1638, and settled along the Christina River near modern-day Wilmington. After buying land from the Lenni-Lenape Indians, the Swedes set up a thriving community based on fur-trading and farming.



Old Swedes Church.  
Photo: Wikimedia Commons

Wander the labyrinth and church paths to discover gravestones that tell four hundred years of American history. Tour the 1698–1699 church and 1690s farmhouse where the lives of the New Sweden Colony and its descendants come alive. **¶**



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