

Minutes

# LAKE GEORGE AREA

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## AGENDA

WARREN COUNTY TOURISM DEPARTMENT

March 28, 2012

Committee Members:

- E. Merlino, Chairman
  - W. Kenny
  - D. Dickinson
  - D. Strainer
  - R. Conover
  - E. Wood
  - R. Vanselow
- 

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE February 3, 2012 MEETING MINUTES**
3. **RESOLUTION REQUESTS/ACTION ITEMS**
  - A. Resolution Request – Decrease revenues & appropriations to reflect reduction in 2012 NYS Matching Funds Grant in amount of \$22,955
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 Regional Chamber of Commerce & CVB
6. **COUNCIL OF CHAMBERS UPDATE**
  - A. Supervisor Merlino
7. **OLD BUSINESS**
  - A. No Pending Items
8. **NEW BUSINESS**
  - A. Feedback/comments/insight/observation on your local tourism industry
    1. Supervisor Strainer, Queensbury
    2. Next Supervisor to report?
9. **ADJOURN**

# **RESOLUTION REQUEST FORM NO. 7**

## ***Request to Amend County Budget\****

***\*If this is the result of a grant award, also complete and submit Form No. 5 or 6***

**DEPARTMENT NAME: TOURISM**

**DATE:**

(a) Purpose of Amendment: to decrease revenues and appropriations to reflect a reduction in Matching Funds from New York State in the amount of \$22,955, and a reduction, as well, in the County Match..

(b) Appropriation Code, Object Code, Full Title and Amount:

A.6417 470 - Contract - \$41,319

A.6417 424 - Postage- \$ 4,591

**Sample: A.1010 470 Legislative Board – Contract**

(c) Revenue Code (with title), and Amount: A.6417 3715 (Tourism Promotion) (\$22,955) A.6417 1113 (Tax-Hotel Room Occupancy) (\$22,955)

**Sample: A. 6417.2654 Tourism Occupancy – Minor Sales – Tourism**

\*Please note all amount must be in whole dollars – no cents.



Division of Tourism

January 6, 2012

Ms. Kate Johnson  
Warren County Tourism Department  
1340 State Route 9  
Lake George, NY 12845

*79,912 budgeted*

Dear Kate,

I am pleased to inform you that your Matching Funds application under Article 5-A of the New York State Economic Development Law has been approved.

The New York State Department of Economic Development's Division of Tourism is able to offer you a grant of \$56,957 based on your request for \$135,250.

This year's Matching Funds appropriation of \$2,705,000 demonstrates the state's commitment to the tourism industry. However, because Matching Funds requests exceed the appropriation, it is necessary to prorate the amount of this year's grants.

The 2012 Matching Funds Program Guidelines that were previously sent with your application instructions should be carefully reviewed.

Given the important role the Governor's Regional Economic Councils have in implementing regional economic development strategies - including funded projects and opportunities already identified - it is imperative that TPAs continue to work closely with the I Love New York program to align our marketing efforts. Together, we can best promote New York as a high value getaway destination.

Thank you for your application for Tourism Matching Funds and for all your efforts on behalf of tourism in New York State.

Sincerely,

Kenneth Adams  
President & CEO, Empire State Development  
Commissioner, NYS Department of Economic Development  
New York State Department of Economic Development

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Website: [iloveny.com](http://iloveny.com)

To: Warren County Tourism Committee  
From: Tanya Brand, Group Tour Promoter  
Re: Group Tour Update  
Date: February/March 2012

Group Tour:

- 2011 Group Tour Survey: The 2011 Group Tour Survey was sent to 65+ facilities that receive the Tourism Dept.'s Group Tour Leads, in order to receive feedback about group tour traffic to the area for 2011. 6 were returned including Fort William Henry Resort, Lake George Dinner Theatre, the Algonquin Restaurant, Railroads on Parade, Sacandaga Outdoor Center and Hayfield Quality Tours. Some interesting results from the survey included: The Algonquin Restaurant received 20 buses to their property in 2011 and reported that they have 23 booked with Tauck Tours for 2012. They attribute this success to a Tour Operator visiting their property unbeknownst to them at the time and "liking what he saw" for his upscale groups, originating from the Boston area in track season. The Algonquin also attributes some of its new group business to its inclusion in the Rachael Ray itinerary, offered by the local receptives and step-on guides. The Lake George Dinner Theatre entertained 43 buses from July to October and surprisingly group savvy properties such as the Hampton Inn and the Fort William Henry saw a decline in their group business for 2011, reporting 7 and 2 buses respectively. The Hampton attributes some decline due to rate resistance and their lack of a full service restaurant on site and The Fort reported that they are seeing an increase in their association and reunion business.
- February Group Loop Electronic Newsletter: February edition of Group Loop Newsletter was electronically sent to 3,995 Group tour industry contacts including tour operators, group leaders, travel agents, local Chambers of Commerce, Warren County Supervisors, local legislators and local and national media, of which 781 (19.5%) viewed the newsletter. Most viewed links in the newsletter were 2012 Calendar of Events and Where's Tanya link.

### Ongoing Promotional Efforts:

FAM Tours are a commonly used tool that Tour Operators rely upon to learn more about a destination to which they have never traveled and Destination Marketing Organizations facilitate to promote their area's for future business. (see handout) We will put a link up to this document on our May newsletter.

- September FAM Tour for Lowee's Tours: As per a successful appointment conducted with this operator at ABA in January, a September Familiarization Tour is currently being organized for 40 pre-qualified Group Leaders out of Harrisburg, PA. The Group Leaders will be in the area for one night/one day and will be engaged in a very busy itinerary to showcase popular area attractions for future business. Day 1 will include arrival in Saratoga and guided 2 hour excursion on Saratoga and North Creek Railway to North Creek. Visit to North Creek Depot Museum before boarding bus for Lake George Village and check in to the Georgian Resort. The Group will be entertained at the Tiki's Waikiki Supper Club before having free time in the village for the evening. Day 2 includes Breakfast at the Georgian with Sneak Peek of Laura Roth's "Diva's that Dared" Show, scenic view at Prospect Mountain and Luncheon Dinner Cruise aboard Lake George Steamboat's St. Sacramento.
- Bus Tours Magazine Co-Op Advertising & Media Coverage: a full page Warren County co-op ran in the March issue of Bus Tours Magazine (mention partners) along with a two page feature article on Group Tour opportunities in the City of Glens Falls (see page 22). The Warren County Co-op received a great placement on the inside front cover of the magazine. In addition, a FAM Tour offer will appear as an incentive on the Cover wrapper of this issue. The Fam Tour will include a complimentary 3-day tour for 1 Tour Operator and a Guest.. Thanks to all that provided complimentary admissions, meals and overnights. Comfort Suites, Fort William Henry, Railroads on Parade, Saratoga & NC Railway, Algonquin Restaurant, Natural Stone Bridge & Caves, Prospect Mt., Lake George Steamboat Co., and Adirondack Winery & Tasting Room.

### Media Coverage:

- See copy of Group Tour Magazine's feature on Last of the Mohicans.

### Local Outreach:

- Peter and I provided a power point presentation at the February Council of Chambers Meeting to discuss some details of 2012 Marketing Plans. Thanks to Gene, Dave and Evelyn Wood for attending. We have also been invited to present the same power point to the Queensbury Lions Club in April.
- Attended 2 Strategic Planning Sessions for the Council of Chambers to analyze its current mission statement and future plan of action and direction.

### Additional Outreach:

- Captain Thomas Terry's Reenactment Walk: Conducted Meet & Greet, photo opportunity and assisted with press coverage for a reenactment group that walked 8 miles of the Warren County Bikeway in period costume. Based out of Suffolk County, the group represents what would have been the New York Provincial Regiment The NY Provincials were Troops who were raised from within the ranks of the County Militia Company's of the Colony/Province of NY, for service to and for the colony/Province of NY during the French & Indian War Period. The Regiment began their walk at the Half Way Brook historical signage on Quaker Road Bridge and ended their walk at the historical monuments in Lake George Battlefield Park. A luncheon was held at the Fort William Henry Resort after the walk. This group conducts events like this throughout the year to accurately educate the general public about this historical group and the contributions made by its original members during the French & Indian War. The Lake George Mirror picked up the story and an image of the group is currently being used on the landing page of the groups section of VisitLakeGeorge.com (SHOW)

### Shows attended in February/March:

- Brown Coach, Yankee Trails, NYS Tourism Conference and Tourism Action Day, Ottawa Travel & Vacation Show, Pennsylvania Bus Association and Maryland Motorcoach Association.

### Meetings & Special Events:

- 2012 Unique Spaces, Meeting & Event Planning Guide has been updated and redesigned. New listings include Charles R. Wood Park, Basil & Wicks Restaurant, Hickory Ski Center and Cooper's Cave Pub & Brewery. (reached out to Mayor Blais to provide dimensions, capacities and images) The newly designed planner features a new welcome page, regional amenities & services listings, popular attractions and activities and a map with directions, mileage and transportation options.
- Met with Ragnar Relay Race Director, Courtney Mitchell along with Michael Consuelo to discuss ongoing assistance with community involvement and promotional efforts for this September 2012 event.
- As per a 2012 Reunion Lead distributed to local hotels in February, a successful booking was made at the Tiki for 25 rooms/3 nights for a Class Reunion.
- Distributed 2 Corporate leads to the Lake George Chamber of Commerce and CVB for follow up: Genzyme Corp. & Fabricators and Manufacturers Assoc. International. Michael's report should provide updates on those meeting leads.



MONTHLY ACTIVITY REPORT  
SALES/SPECIAL EVENTS  
CONVENTION AGENCY/ASSOCIATION

MARCH 2012

Respectively submitted by:

Michael Consuelo, CHME  
Special Events & Convention Director

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**DEFINITE LGRCVB Leads Booked in Warren County****June 3, 2009 to March 2012**

<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>	<b>SOURCE</b>
IRS	7/23/09	September 14 -18, 2009	Wingate	68	272	\$28,764.00	Direct
JCI NYS Jaycees	7/26/09	October 23 - 25, 2009	Ft. Wm. Henry	120	85	\$33,840.00	Direct
Caldwell Retreat	10/10/09	February 5 - 6, 2010	Holiday Inn	100	50	\$14,100.00	Call-in
US Cheerleading	2/19/10	July 11 - 15, 2010	Great Escape Lodge	150	150	\$21,150.00	Helms-Briscoe
Sweet 16 Seniors	2/23/10	September 21 -25, 2010	Georgian & Steamboat Company	40	80	\$22,560.00	Call-in
Main Travel Service	3/11/10	June 19-21, 2010	Comfort Suites, Steamboat Co. & Hudson River Train	55	56	\$15,510.00	WCTD
NYSACVB	4/24/10	September 23 & 24, 2010	Sagamore Hotel	18	18	\$3,800.00	Direct
NYS County Finance Assn	05/0710	August 1-4, 2010	Wingate Hotel	60	90	\$25,380.00	Direct
US Marine Tankers Assn.	05/13/10	July 23, 2010	Lac du St.	200		\$15,000.00	Direct
USS Gherardi	04/07/11	September 7, 2011	LG Steamboat	70		\$1,750.00	Direct
Cadillac LaSalle Grand National	01/13/11	July 10 - 14, 2014	Ft. Wm Henry	550	400	\$232,650.00	LG Village

Centurion Cycling LG Preview Ride	03/24/11	June 24 – 26, 2011	Ft. Wm. Henry	100	90	\$28,200.00	ORDA
Adirondack Aerial Assault on the Beach	05/23/11	July 23, 2011	Shepard Park	50 participants 500 spectators		\$7,500.00	Direct
Centurion Cycling Lake George Ride	03/24/11	June 22-24, 2012	Area Hotels	2000	1200	\$664,000.00	ORDA
Morrisette & DeBonis Family Reunion	04/18/11	July 15 – 20, 2012	Holiday Inn Resort	125	100	\$68,000.00	Direct
Foskey Family Reunion	09/08/11	August 10- 12, 2012	Wingate Hotel	95	46	\$9,600.00	Direct
US Naval Reunion Group	09/15/11	September 12-15, 2012	Ft. Wm. Henry Resort	80	120	\$19,500.00	Direct
Jr. Olympics Cross Country	10/7/11	November 19 & 20, 2011	Multiple Hotels	800	200	\$52,000	Doug Kenyon
American Cryptogram Association	11/17/11	May 4-6, 2012	Wingate Hotel	25-30	40	\$8,460.00	Direct
United Church of God	2/24/12	September 30 – October 9, 2012	Ft. Wm. Henry Resort	400	1600	\$452,000.00	Rejuvenate
RPI	3/5/12	April 16 – 18, 2012	Queensbury Hotel	30	60	\$10,000	Direct
<b>TOTAL</b>				<b>5591</b>	<b>4657</b>	<b>\$1,733,764.00</b>	

**TENTATIVE LGRCVB Leads generated for Warren County: June 3, 2009 – March 2012**

GROUP NAME	DATE LEAD Generated	DATES	# ATTENDEES	# ROOM NIGHTS	POTENTIAL ECONOMIC IMPACT	STATUS	SOURCE
National Rifle Association	08/10/09	June 2011	75	135	\$24,300.00	Broadmoor, Colorado Springs	Affordable Meetings
NYSAE	03/10/11	July 2011	30	100	\$16,000.00	Turning Stone	Direct
Union Settlement Association	02/17/11	June or July 2011 or 2012	100	100	\$12,000.00	Has chosen the mid-Atlantic Region	Direct
Anderson Group Tours	12/15/10	September 22, 2011	280		\$10,000.00	Booked via WCTD	WCTD
The Northeast Dairy Food Association	08/12/09	September 2011	100 – 125	300	\$90,000.00	Group had decided to postpone event.	Affordable Meetings
American Academy of Dental Practice	09/12/09	Sept/Oct. 2011	100	195	\$15,580.00	Chicago Hilton Hotel	Affordable Meetings
United Methodist Association	10/07/10	June 2012	275 – 300	700	\$64,800.00	Group chose Philadelphia	Rejuvenate
Motorcycle Sports Touring Assn.	09/21/11	June 11-14, 2012	300	300	\$53,000.00	Contract from FWĤ	Americade
Living Church of God	12/9/11	September 30 – October 8, 2012	250	1000	\$282,560.00	Group will be going to the Poconos	Rejuvenate Conference
<b>TOTAL</b>			<b>1285</b>	<b>1830</b>	<b>\$285,680.00</b>		

## Leads Generated & Status Report for March

Group Name	Date Lead Generated	Dates of Event	# Attendees	# Room Nights	Estimated Economic Impact	Status	SOURCE
2013 Lions Club	04/06/11	April or May 2013	1000	600	\$141,000.00	Proposal from Sagamore being reviewed	Direct
NYS Telecom Assoc.	4/13/11	June 4-6, 2012	225	475	\$31,725.00	Group has selected Saratoga	Direct
AMVETS 2012	5/9/11	June 14 – 17, 2012	230	480	\$97,290.00	Group has chosen Albany	Direct
NY Assoc. of Conservation Districts	6/24/11	September 9 -11, 2012	175	160	\$79,025.00	Group has chosen Syracuse	Direct
Int'l Transplant Skin Cancer Collaborative	8/26/11	September 2012	40	120	\$16,920.00	Working with Sagamore only	WCTD
Shaw Family Reunion	09/12/11	July 2012	60	40	\$9,200.00	Lead sent to hotels	Direct
NYS Veterinary Medical Society	11/8/11	June 3-4, 2012	40	30	\$11,280.00	Will not be holding meeting	ESSAE
Boy Scouts of America	11/17/11	2014 or 2015	100	90	\$31,000.00	Proposals received and sent to planner for review	WCTD
Modular Space Corp.	12/22/11	January 2012	15	30	\$8,000	Group Chose Lake Placid	WCTD
VC Life	2/16/12	June 2012	25	39	\$10,500	Lead sent to hotels	direct

149 <sup>th</sup> Transformati onal Gate	2/20/12	May 2012	100	190	\$41,000	Client cancelled event	Cevent
Totals			2040	2374	\$486,940		

### ADDITIONAL HIGHLIGHTS FOR THE MONTH

- CVB attended the Tri-State Camp Conference & Expo held over the dates of March 13 to the 16<sup>th</sup> at the Atlantic City Convention Center. Although there were not many destinations exhibiting at the show there was a goodly amount of traffic that did stop by the booth. Of interest were representatives from camps such The Boy Scouts of America, Kirkwood Camp & Conference Center, Holmes Presbyterian Camp, Girl Scouts of Northern New Jersey, Camp Veritans, Camp Schodack, and the Town of Redding Parks & Rec in Redding, CT. Appropriate follow-up letters and information is being sent to all names collected at the exhibit. One specific contact, while there looking for destinations for camp groups was Monsey Tours who seems to do much more than just camp groups. Contact information for WCTD was given to them for possible needs in the future. Walden Camp in Diamond Point was at the show and will be working with CVB on programs for their summer residents. While the show was good, future consideration has to be given as to future participation mainly due to the costs associated with attending, specifically booth pricing.
- CVB is currently working on leads for the Fabricators & Manufacturers Association – June Board Meeting in 2013 and Genzyme Corporation – Team Building Event in September 2012 (both leads sent via WCTD) along with a third group meeting lead for the NYS Association of Professional Land Surveyors for a May workshop. Proposals are being prepared by hotels and will be forwarded to contacts for review and possible selections.
- Contact has been made to discuss possible Cross Country Championships returning to the Queensbury High School area this coming fall. The high school held a similar event this past fall which generated very good room night and visitor activities and the high school is seeking to host the state championships in November. More information is to follow as will the opportunity to submit an application for occupancy tax funding.
- Contract for the Big Apple Circus has been received and reviewed by both the Village and County attorneys. Some language issues and clarifications via the county have been requested and submitted back to the circus. It is understood that the changes have been accepted and that said contract will be sent back to the attention of the Mayor's Office who in turn will have the Village Attorney sign and return to now have this event committed to Lake George for 2012.

- The CVB has also spoken to the Mayor's office regarding the Amusement Parks of American and the usage of Festival Space for this coming August.
- Visitations by Centurion Cycling planners are now being held on a regular basis as plans for this coming June 22 -24 are shaping up rather nicely with registrations starting to take place on a regular basis. CC had booth presence at the Adirondack Sports & Fitness Show this month with a good deal of interest being shown by local riders.
- CVB attended the Empire State Tourism Conference and Legislative Day held in Albany at the beginning of the month.
- Along with WCTD, the CVB met with Courtney Mitchell with Ragnar Relay as they prepare for their September running event from Saratoga to Lake Placid that will include stops in Glens Falls-Lake George-Bolton Landing and Hague.
- CVB is still actively interviewing candidates to fill the position of Special Events & Convention Director. Interviews will be completed by end of the month with hopes that a candidate will be chosen in early April to fulfill this important role.