

WARREN COUNTY PUBLIC WORKS

PARKS, RECREATION AND RAILROAD COMMITTEE MEETING

**July 31, 2012
9:30 am**

AGENDA

CALL TO ORDER..... Chairman Ralph Bentley
APPROVAL OF MINUTES..... Chairman Ralph Bentley
NEW BUSINESS..... Chairman Ralph Bentley

Page #

SNCRR - Update.....Jack Kilgallon

1-3 > Discussion regarding the SNCRR handout (05.29.12) / Event replacing Thomas.....Sue Wilder

Discussion – Transfer insurance to SNCRR.....Martin Auffredou

Items of Interest:

UpYonda Gift Shop (Samples distributed).....Paul Butler

Parks and Rec. Projects (Hatchery - roof, pond pics.).....Paul Butler

OLD BUSINESS..... Chairman Ralph Bentley

REFERRALS..... Chairman Ralph Bentley

- 1) Mr. Dusek and Mr. Auffredou to review Railroad Operator Contract and the Insurance Law to determine whether insurance recoveries received for damage sustained to the White House Building could be transferred to SNCR in light of the fact that they have made repairs to the building at their expense. (07.03.12)

PRIVILEGE OF THE FLOOR..... Chairman Ralph Bentley

ADJOURNMENT..... Chairman Ralph Bentley

SARATOGA & NORTH CREEK RAILWAY
3 RAILROAD PLACE - NORTH CREEK, NEW YORK 12853

18 July 2012

RE: Replacement of Day Out with Thomas the Tank Event

It is the desire of the Saratoga & North Creek Railway to seek contractual relief in regard to the required Day Out with Thomas event in North Creek by replacing one weekend of activities with two special event weekends over a two month period.

In addition to our line-up of already planned train special promotional dates, we propose to host TWO specific special event weekends (September 14-16 & October 13-14) to attract volumes of families and individuals from across a broad region of NYS and beyond. The September event will be themed around Teddy Roosevelt with special events and activities for all ages in North Creek and promote our local heritage tourism while providing fun and engaging activities for children. The October event will be themed around a train ride to "The Pumpkin Patch" at 1000 Acres Ranch in Stony Creek which will be themed specifically for families with small to school aged children. A possibility of a mid-week school outing may be pursued if there is sufficient interest from local school systems.

The rationale behind this request to omit the Day out with Thomas the Tank and replace with two other events is summarized as follows:

Day out with Thomas the Tank:

- Attendance has fallen dramatically over past few years, perhaps due to hosting this event annually too many times in successive years.
- In 2011 the event operated at a significant loss for the SNCRR due to royalty fees and out of state mandated vendors.
- This event has not generated the level of local business economic impact as predicted. Families come for event and leave and do not patronize local businesses.
- New cartoon products on television have created more competition for Thomas the Tank product.
- Limited market customer base. Only attracts families with small children, thereby limiting geographic draw area/drive time.

The event weekends we are proposing:

- Have larger and more varied customer base draw with potential for overnight stays.
- Tap into heritage and agri-tourism customers who are known to spend more and stay longer.
- Provide affordable family entertainment of a unique nature to our Warren County locales
- Utilize the local assets and history of the region which can lead to spin off activities and notoriety of local businesses and regional activities.
- Events designed to be operated and run by local entities/businesses and not pay huge royalty fees to national corporations/promoters.
- Spread the events over two weekends so inclement weather has less of an impact.

Please see the attached events outlines for specific event details including advertising plans and anticipated attendance. So that planning can begin in earnest we appreciate your timely attention to this request.

Sincerely yours,

Steve Torrico, General Manager
Saratoga & North Creek Railway

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SARATOGA & NORTH CREEK RAILWAY
3 RAILROAD PLACE - NORTH CREEK, NEW YORK 12853

Name of Event: Teddy Roosevelt Rides Again! (exact title TBD)

Dates: September 14-16, 2012

A event-filled weekend based on the history of President Teddy Roosevelt's North Creek association and his mark in national history. Friday, September 14th is the historical anniversary of the famous Roosevelt/North Creek Depot event where Vice-president Roosevelt was informed of McKinley's death and he was now the 26th President of the United States.

The Saratoga & North Creek Railway plan to contract with Mr. Joe Wiegand of Sewanee, TN (www.teddyrooseveltsnow.com/). He is recognized as one of the premier Teddy Roosevelt impersonators in the USA and who has performed for the White House during the George W. Bush administration.

Among many activities the main feature of the weekend will be recreating the famous buggy ride into North Creek. A **Recreation Buggy Ride into North Creek Depot** (will be done on actual anniversary morning at same time as original in 1901 as well as a second reprise on Saturday morning).

A major focus will be towards children's interactive activities, local heritage tourism, as well as re-enactors' depicting Adirondack lifestyles of the early 1900's.

Advertising will target the entire State of New York as well as specifically groups that are focused on the history of T.R., presidential memorabilia, etc. We will attempt to secure national TV coverage/live taping of the early morning ride into North Creek. Advertising will be up to a 500 mile radius and include online, TV, radio, newspapers, posters, postcards, History groups and associations esp. those who are known to cover Presidential history and Teddy Roosevelt.

Area hotels will be encouraged to create packages for weekend travelers.

- **T.R. Gala Reception/Dinner** which will be 1900's costume optional and feature foods known to be served while Teddy Roosevelt was the 26th President in the White House.
- **Turn of the century Adirondack camp recreation** with living history reenactors in nearby park
- **A "Teddy Bear" train** with special features to encourage children to meet the original "Teddy" and to bring their Teddy bears on board for a ride and photo ops, story time on the train with teddy oriented stories and coloring projects.
- **A Teddy Bear Tea** for children
- **Nationally acclaimed Teddy Roosevelt impersonator** will do featured talks and presentations throughout the event weekend

Anticipated total attendance over weekend: 2000-3000.

Tickets will be sold as packages for multiple activities or ala carte for specific functions, e.g. the Gala reception/dinner, Teddy Train or Teddy Tea. Talks and presentations by TR and the living history demonstrations will be free and open to the public.

SARATOGA & NORTH CREEK RAILWAY
3 RAILROAD PLACE - NORTH CREEK, NEW YORK 12853

Name of Event: SNCRR Pumpkin Patch Ride (exact title TBD)

Event Dates: October 13-14 (with possible additional mid-week day for school groups)

The adventure begins with Halloween/Harvest themed coach rail cars specifically for ticketed event customers. Passengers will be brought to the grounds of the 1000 Acres ranch for an afternoon of harvest fun and activities themed around preparing for Halloween.

Train passengers will board at Corinth Station at 10:41 AM and head north to 1000 Acres Ranch/Stony Creek Station on a half hour train ride. After a 2.5 hour event at 1000 Acres Ranch passengers re-board (at 1:59 PM) and return to Corinth Station (arrive at 2:31 PM). A half hour train ride is perfect for families traveling with small children.

At 1000 Acres Ranch....

- A **"Pumpkin patch"** for children to select a real pumpkin to take home
- **Pumpkin decorating** stations and assistance will be offered
- **Life sized talking Scare Crow** in the pumpkin patch to tell stories and interact with children and families
- **Live Entertainment and Face painting** station
- **Hay rides and other themed activities** for all ages will be provided by 1000 Acres Ranch
- **Refreshments and snack bar** available with themed treats

Anticipated attendance over two days: 1500-2000. Advertising will be up to a 250 mile radius and include online, TV, radio, newspapers, posters, postcards.

Tickets will include one take home pumpkin for each child, live entertainment, refreshments, decorating stations and visit with talking Scare Crow. Optional activities such as hay rides, face painting and snack bar may have additional charges.