

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

Tourism Committee
Warren County Tourism Department
AGENDA March 5, 2015

Committee Members: E. Merlino, Chairman

W. Kenny
D. Dickinson
R. Conover
E. Wood
R. Vanselow
E. Frasier

- I. Committee meeting called to order by Chairman Merlino
- II. Motion to approve minutes of prior Committee meeting, December 4, 2014
- III. Action Agenda/New Business
Resolution Request
 1. Request to purchase email distribution software **Attachment #1**
Rationale: Such software guarantees blasts are accessible on various platforms, provides detailed analytics, list management, segment targeted lists, larger sized content.**Action Item**
 2. Request to seek Digital/Social Media Manager contractor. **Attachment #2**
Rationale: Dept. moving forward as needs evolve
- IV. Referral/Pending Items
 1. None
- V. Information for Discussion/Review
 1. Tourism Department Update – Kate Johnson
 - a. Josiah Brown, Pres. New York Welcomes You, Inc.
 2. Group Tour Update – Tanya Brand
 3. Creative Update – Peter Girard
 - a. Tom Connors, Owner Ad Workshop
 4. Sales/Special Event Update – Christina Curley, Lake George CVB
- VI. Privilege of the Floor to discuss any additional items to come before Committee
- VI. Motion to adjourn

Attachments

- #1 Resolution Request
- #2 Scope of Services Digital/Social Media Manager

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 3/5/15

- (a) Is this a Result of a Bid or Request for Proposal? **Yes**
- (b) Purpose of Contract: **9 month subscription for email blast software**
see Rationale on agenda
- (c) Name of Contractor: **Benchmark Internet Group dba Benchmark E-mail**
- (d) Address of Contractor: **10621 Calle Lee, Bldg #141, Los Alamitos, CA 90720**
- (e) Contractor's Contact Person and Telephone Number:
Ruby Fine 1-800-430-4095 ext 35
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **once approved**
- (h) Termination Date of Contract: **12/31/15**
- (i) Payment Provisions: i) lump sum amount **\$3,817.35 on an annual basis;**
\$3,119.14 pro-rated for 9 months, effective 4/1/15
ii) hourly rate amount
iii) total amount not to exceed
iv) how will payments be made (i.e. monthly, quarterly,
upon completion of the project, etc.
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title*
and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and**
Amount: **A.6417 426, Subscriptions \$3,817.35**

Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS

WARREN COUNTY PURCHASING

WRITTEN/FAX PROPOSAL SUMMARY

PLEASE SUMMARIZE ACQUIRED WRITTEN PROPOSALS *ON THIS FORM*

(Purchasing Department MAY request back-up at any time.)

PUBLIC WORKS \$2,001.00 - \$7,000.00

PUBLIC WORKS \$7,001.00 - \$13,000.00

Department Tourism

Date February 25, 2015

Item: Email Blast Software

Please print or type and submit with Purchase Order.

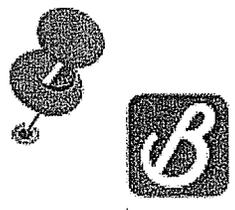
Public Works: Remember to include *prevailing wage rates* wherever applicable.

Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price held? References? Available when?	Price? Any Other Costs? Equipment? Warranty?
<p align="center">Vendor #1 Benchmark Email <u>ruby.fine@benchmarkemail.com</u> 1-800-430-4095 ext. 35</p>		<p align="center">250,000 emails/month</p> <p align="center"><u>\$3,817.35 per year prorated for 9 months; our price is \$3,119.14 for 2015</u></p>
<p align="center">Vendor #2 iContact Premier Services <u>eroyle@icontact.com</u> 1-919-926-3495</p>		<p align="center">150,000 emails/month</p> <p align="center">\$4,740 per year</p>
<p align="center">Vendor # 3 Vertical Response <u>cwatts@verticalresponse.com</u> 1-415-808-6817</p>		<p align="center">150,000 emails/month</p> <p align="center">\$5,016 per year</p>

Benchmark
EMAIL

~~\$5,986~~
\$3,817.35
+ ADDED SERVICE

EMAIL MARKETING PROPOSAL



Warren County Tourism
Peter Girard

Thanks for taking a look at Benchmark Email's services.

Over 100,000 users have trusted our award-winning software for their email marketing needs. We combine industry leading features with a simple-to-use online dashboard and bring it to you at an unbeatable price.

YOUR EMAIL SOLUTIONS EXPERT IS

Ruby Fine
ruby.fine@benchmarkemail.com
800-430-4095 Ext. 35



The best plans to suit your needs.

We are proud to accommodate businesses and associations of all sizes. Based on your need to send out 1-2 emails per month to your 128,000 contacts, the best plan to fit your needs is,

Plan 250K - \$499.00 per month (Excess emails are billed at \$0.0030 per email)

This plan allows you to send up to 250,000 emails per month. For your convenience, you can sign up month to month. We also offer a 15% discount for those who wish to pay annually, and we offer a 25% discount for Non profit/Tax exempt organizations

We price match ALL competitor offers!

****Benefits of an Annual Plan is your unused emails will roll-over for months you might need more emails to send.**

Email Marketing Plan	Emails Sent per Month	Monthly Cost	25% Non-Profit discount + 15% Annual discount
Plan 150K	150,000	\$399.00	
Plan 250K	250,000	\$499.00	\$135.69 Total = \$3,817.35
Plan 500K	500,000	\$799.00	
Plan 1 Million	1,000,000	\$1,299.00	
Plan 2 Million	2,000,000	\$1,999.00	
Plan 4 Million	4,000,000	\$4,000.00	
Plan 10 Million	10,000,000	\$6,999.00	

ALL PLANS INCLUDE

- Your own Dedicated Server and IP address.
- Server will be warmed with all major ISPs (Yahoo, Gmail, Hotmail...)
- Full control over your reputation.
- Your IP address will be registered with all major anti-spam organizations.

We easily set the standard in affordable email marketing.



Robust List Management Tools

- Import your contacts in all major formats: .doc, .txt, .xls, individually or in groups.
- Segment your lists by location, customer type or any fields of your choosing.
- Free online sign up boxes build and add to your lists automatically.



Drag-n-Drop Email Creator

- Built in spell checker helps you avoid typos.
- Spam checker analyzes your emails for words that trigger spam filters.
- Store your logos and images online in your image gallery.
- Re-arrange, add, and drop the various sections of your email newsletters.



Over 400 Professionally Designed Templates

- Easily find the tone and design that matches your mission.
- Industry-specific templates make starting out much faster.
- Tweak any template to match your company's or organization's colors - even use your own HTML.
- Custom templates can be ordered for an additional charge.



Surveys & Polls for Free

- Get valuable customer feedback by including surveys and polls in your newsletters.
- Just choose a template, use the easy-to-use survey builder and hit send.
- You can also post surveys anywhere that you can paste HTML code.



Send Video in Your Email Campaigns

- Make a big impression on your clients with the power of video.
- Our unique method embeds a thumbnail in your newsletter. Your deliverability is best because you're not sending large files.
- Video is played from our servers when the subscriber presses play.



Social Networking Tools Make Your Emails Shareable

- Post your campaigns on Twitter and pull Twitter info to your Benchmark account.
- One click post to Facebook. Put sign up boxes on your Facebook fan page.
- Email subscribers can click and share your emails directly to Twitter, Facebook, Digg, Delicious, MySpace and more.



Time-Released Autoresponders

- New contacts can receive autoresponders automatically.
- Set them to go out any number of days after a contact is added.
- Send welcome newsletters, surveys, online catalogs, videos.
- Use with sign-up boxes for a true "set it and forget it" approach.



Real Time Reports & Tracking

- Track opens & click throughs to see how effective your campaigns are.
- Bad email addresses are flagged and removed from your lists.
- Enjoy easy to read online graphs and downloadable reports.
- Compare the metrics of your campaigns so you can do more of what is proven to work.



Sub-Accounts for Larger Organizations

- You only pay for one account and the total sum of all email activity.
- Push your templates and content to your sub-accounts.
- Share contacts and lists.
- Sub-accounts can also function independently with separate contacts and campaigns.



We Do It For You

- Send us your list.
- Send us your content.
- Choose one of our templates.
- We'll do the rest for you.
- Up to 2 email campaigns a month, Signup Forms for your site or Facebook page, Surveys, Polls and much more!
Starting at just \$149.95/month

Hints and Tips



Get a Running Start!

Benchmark Email provides extensive industry manuals, excellent answers to our FAQs and great Video Tutorials, not enough? Get the most out of your emails and come join us at one of our LIVE FREE Webinars. Ask questions and see how its done!

www.benchmarkemail.com/resources/webinars

Meet Our Customers

With over 100,000 users, we are pleased to thank some recognizable names.

Each one of our customers, from small businesses to international brands, are very important to us. How we deliver for our largest and best known clients is also important to you.

Because the paths towards the inboxes of customers worldwide are similar, it's the quality of the delivery vehicle that matters most. Benchmark Email proudly delivers for:



Scope of Services:

Digital/Social Media Manager Warren County Tourism Dept. (contract)

#1

- Development of monthly blog story (creative feature story)
- New content to be integrated on website, used across all tactics
- Write, blog, video, photography
- Create engagement with potential traveler
- Experiential themes – authentic experiences
- Generate inbound traffic to VisitLakeGeorge.com

#2

- Manage existing social media Facebook, Twitter accounts
- Recommend and implement new social media platforms to enhance efforts
- Develop recommendations to enhance and extend engagement efforts
- Encourage “buzz”
- Increase likes and followers for FB and Twitter
- Attend and cover various county-wide events
- Must be out and about, knowledge of county – real time postings/interaction
- Create engagement with potential traveler
- Generate inbound traffic to VisitLakeGeorge.com

Candidate requirements:

- Work under the supervision of, and collaborate with, Creative Director & Director
- Analyze social media usage and report on strategies to above
- Work effectively handling multiple projects
- Maintain integrity of Warren County and its services/attributes
- Have own car and equipment
- Be Warren County resident or nearby

Submit samples of writing, photos, video & blogging

Tell us how you would manage this account. Number of posts daily, etc.

Break out specific fees for each of the 2 categories

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VisitLakeGeorge.com

Public Relations Report – January 2015

Placements:

2015 Calendar, Lane Press of Albany. Scenic shot of Lake George – July.
Photo credit. 01.01.2015

The Island Now, "Going Places Near and Far: Gore Mountain". Result of
Inphorm. 01.08.2015

The Island Now, "Going Places Near and Far: North Creek". Result of
Inphorm. 01.15.2014

MommyPoppins.com, "Skiing and Tubing in the...Lake George Area"
01.22.2015;

WJFF Radio, rebroadcast of radio segments from 2012 FAM, including
Hyde Collection and Warrensburg Museum of Local History, which
originally aired in Jan 2013. 01.27.2015

Pending Placements:

NY BY Rail, as per submission below.

Poughkeepsie Journal "Getaways Close to Home". Lisa Ianucci. Result of
HARO submission, below.

Westchester Family Magazine - Summer Issue. February placement. Result
of fall 2014 FAM.

HARO:

Responded to query for last minute ski getaways. *Poughkeepsie Journal*.
01.15.2015

Press Release:

“Adirondack Tourism Officials Attend Industry Gathering to Promote Tourism”, Group Tour. 01.16.2015

Images Shared:

Images to Elina Furman for *Westchester Family Magazine* article, result of fall 2014 FAM. 01.20.2015

Gore Mountain image to Lisa Ianucci, *Poughkeepsie Journal*, for upcoming winter getaway article. 01.26.2014

Media Contact/FAM:

Malerie Yolen-Cohen – *Huffington Post* travel blog, *GetawayMavens.com*. May 4, Sagamore and off-beat activities, to be scheduled.

Media Contributions:

Provided content to Traci Suppa, contributing editor for the 2015 edition of **Amtrak’s New York by Rail** magazine. What’s new, What’s not to miss. + images 01.15.2014

Provided social media handles to Patricia Rapp, Finn Partners, I Love New York. KJ. 01.29.2015

Social Media:

Facebook Likes: 6071

Twitter Followers: 261

Respectfully submitted,
Joanne Conley, Assistant Tourism Coordinator
Warren County Tourism Department

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VisitLakeGeorge.com

Public Relations Report – February 2015

Placements:

I Love NY Newsletter – Lake George Winter carnival image and link.
02.06.2015

"Ultimate Guide to Summer 2015" – Westchester Family Magazine.

Pending Placements:

New York by Rail, "What's New, What's Not to Miss". Late April-Early May.

HARO:

Responded to query for "Glamping for Families", Lynn Hayes, *Dallas Morning News*. 02.06.2015

Images Shared:

Winter Carnival images to Traci Suppa, *New York by Rail Magazine* Calendar of Events. 02.09.2015

Press Release:

"Best. Winter. Ever. 7 Must-Do Winter Activities You Can Enjoy NOW in the Lake George Area." 02.17.2015

Media Contact/FAM:

Malarie Yolen-Cohen – *Huffington Post*, *Getaway Mavens Blog*. May 4
FAM, overnight at Sagamore Resort. Activities in planning stages.

Melanie Breton - "Chroniques d'M.A. la girly girl" Blog and "Et si on jasait"
Quebec blog. May 1-3 FAM, overnight at Hampton Inn. "Girls weekend"
type activities in planning stages.

Media Contributions:

Provided content on Thurman Maple Weekends to Rebecca Close,
Inphorm for upcoming release/pitch. 02.23.2015

Where to Retire Magazine - Provided background and area information
about why the Lake George Area is a good place to retire to.
Candyce H. Stapen, Ph.D. 02.24.2015

Social Media –

Facebook: 6086 Likes; The Lake George Area

Twitter: 293 Followers @LakeGeorgeArea

Guest Quest weekly Facebook/Twitter submissions

Respectfully submitted,
Joanne Conley, Assistant Tourism Coordinator
Warren County Tourism Department

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour Update
Date: January /February 2015

Group Tour Market Activities:

Group Loop Newsletter:

The February issue of the Group Loop was electronically distributed to 3,205 recipients on February 12, 2015 and featured a reminder announcement of the newly implemented parking fee and permit availability for motorcoaches at the 2015 Adirondack Balloon Festival, information on the Adirondack Craft Beverage Trail for inclusion on future itineraries and a call to action on the upcoming 2015 FAM Tour.

Warren & Saratoga County FAM Tour:

Dates have been selected for the second annual FAM Tour to be held throughout Warren and Saratoga Counties September 14-16, 2015. Due to the success of last year's FAM, we expect to surpass our number of 57 Tour Operators that attended in 2014, as well as the number of Companies that will be bringing their Group Leaders on individual customized FAM's throughout the three days. For 2015, we will be partnering with I Love New York, who will assist with providing an International segment to our Tour Operator attendees. We expect to host at least 14 Operators from China, the UK, and Australia. Initial planning of the 3 day itinerary is underway. Because 98% of the Operators arrived a day early for last year's FAM, plans are to include an Icebreaker Reception and dinner aboard the Lac Du St. Sacrament. The event will be open to Warren County group-friendly suppliers to join the Tour Operators for a fun evening of networking. Warren County will showcase its offerings not only on Sunday evening but all day on Monday with an evening reception and dinner at a TBD location. Saratoga Springs will be featured Tuesday and Tuesday evening with site tours and an evening reception and dinner at the Canfield Casino. The FAM will again, feature the Destination of New York State Travel Show at the Saratoga Springs City Center to be held on the final day. Warren County Suppliers are encouraged to exhibit at the travel show to meet with our Tour Operator and Group Leader attendees. The FAM will end with a farewell luncheon at a TBD location. Any Warren County group-friendly supplier interested in participating in the FAM is encouraged to reach out to me directly. I am currently working on 2015 and 2016 itineraries with Burlington Trailways out of Burlington, Iowa, Tours By Design Inc. Hinckley, NY, Lakeshore Tours, Bowmanville Ontario, Groups Galore, Ephrata, PA and Short Trips.ca, Thornhill Ontario as a direct result of last year's successful FAM Tour event.

International Market Activities:

Brand USA Mega FAM:

Brand USA Germany is currently partnering with I Love New York to bring 80 travel agents on eight routes to eight different USA destinations. The Upstate New York portion of the FAM will take place from April 20-26. I Love NY has asked Capitol/Saratoga, Adirondack and 1000 Island DMO's to assist them with securing lodging and attractions along their itinerary route.

(Mega FAM Cont.)

The group of 12 Travel Agents will travel from Saratoga Springs via the Saratoga & North Creek Railway. In an effort to emphasize authentic, local experiences to this market, SNCRR will offer food products from Oscar's Smokehouse, Toad Hill Maple Farm and Nettle Meadow Goat Cheese Farm as they travel to the Hadley Station. There, they will be met by John Duncan of Sacandaga Outdoor Center to discuss outdoor adventure options, a highly sought after activity for International Travelers. The group will tour Lake Luzerne before they check into the Wingate Inn. Evening activities include a tour and dinner at Adirondack Pub & Brewery and presentation by the Adirondack Beverage Trail partners. The next day the group will tour Lake George Village and head to Bolton Landing where they will take part in a demonstration and optional zip line activity at Adirondack Extreme Adventure Course, enjoy lunch and conduct a site visit at the Sagamore Resort and then depart for Lake Placid. Attendees are required to blog about their experiences along the itinerary route with pictures, impressions and comments and the Mega FAM experience will then be shared on travel trade newspapers and websites upon their return.

Recent Group Tour Ads: All print ads include an online flip-page version with live links.

Groups Today Magazine: 1/6 page with Adirondack feature editorial (show next meeting)

Groups Today.com. Box ad will run for one week in the E-News Feb, August & October

Teach & Travel Magazine: ¼ page

Student Group Tour Magazine: ¼ page

Group Tour Magazine Warren County Co-op: Full page with 10 Warren County Partner listings

Destinations of New York State 8 Language: ½ page

Meeting & Event Promotional Activities:

Meeting & Special Event Venue Planner:

We are in the conceptual stage of redesigning the hardcopy event brochure to an online resource only. There will be a feature on Wedding Venues, LGBT and event services provided by the Lake George Regional Chamber of Commerce in the new design. Updates will be ongoing.

Kate and I continue to meet with Christina Curley on a monthly basis to discuss promotional efforts, event leads generated from recently attended shows and provide feedback on Lake George Chamber of Commerce & CVB event promotion.



February 2015 Monthly Report
Christina Curley
Special Events & Convention Sales Director

- CVB monthly meeting was held at the Queensbury Hotel. Fourteen hotel/attraction partners were in attendance. We had 2 guest speakers – a representative from Adirondack Flames (Adk Thunder next year) to talk about how can partner with hotels and groups and representative from Love is on Lake George/Love is on Lake George Cruises to discuss how can work with not only wedding groups but family reunion and corporate groups. Further discussion was held regarding Adirondack Youth Hockey and their 3rd party housing company. Hotels agreed to meet at a later date and discuss how they can show support as a group for AYH and have AYH allow teams to work directly with hotels. Status updates were also given.
- Attended a **King George Fishing Derby (July 10 – 13, 2015)** meeting. Website should be up and going at the beginning of March. Attendees will be able to register on line and all hotels that responded to CVB's group rate request will be listed on the accommodations page along with a few others obtained by Mayor Blais.
- A proposal was sent to the **Northeast Campus Stores Association** for their **November 2015 Annual Campus Store Education Program and Trade Show**. (250+/- attendees, 200+/- total rooms night, meeting and exhibit space, meals). Happy to report that after numerous follow-ups (by both the CVB & hotel) the CVB received word from the group that they have chosen to come to the Lake George area for their conference in November. CVB has offered further assistance as needed including providing welcome bags for the group.
- Attended the ESSAE Annual Awards Dinner
- Received RFP from the **EAP/EDS Program** meeting planner for the group's **August 16 – 22, 2015 meeting**. Its and annual meeting/training conference for directors and managers of EAP service centers across NYS. 40 – 50 attendees requiring meeting space, meals daily and a total of 150 +/- room nights. Group's history: Mohonk Mountain House (New Paltz, NY) - 2010, 2011 and 2014, Desmond Hotel & Conference Center (Albany) - 2013 and Woodcliff Hotel & Spa (Fairport, NY) – 2012. RFP was forwarded to hotels and proposals were received from 4 properties in Glens Falls, Queensbury, Lake George and Bolton Landing. Per Diem was NOT a requirement for this group which was helpful to the hotels that were interested in submitting a proposal for the meeting. All the proposals that were received have been forwarded to meeting planner who has sent them on to client. The client's decision date is March 30, 2015. Meeting planner did mention that their history shows their decisions are not always made when they say they are going to be. CVB has made hotels aware of this.

- One proposal was forwarded to the meeting planner of the **Northeast Conference of Seventh-day Adventists** for their **February 2016 Church Ministries/Departmental Convention**. (250-350 attendees, total of 325+/- room nights, general session/prayer meeting room and up to 20 breakout rooms (20 – 50 people each)). This was a lead received at the Rejuvenate Marketplace 2014 show this past November. CVB has made several attempts to follow-up with the meeting planner but unfortunately still has not received any response. Will make one more attempt before considering it lost business.
- Attended LGRCC & CVB networking reception held at the Lanes & Games in Lake George.
- Received an RFP through CVent for a **ScotiaNYStrongBonds Single Airmen Retreat April 10 – 12, 2015**. 20+/- airmen will be attending the retreat at which they will receive training and meals for 2½ days. A total of 40+/- room nights at (or below) the government rate is required. CVB was not sure which properties (if any) had received this lead from CVent and forwarded it to them. Four hotels responded with proposals. CVent indicates that the lead was also sent to Saratoga and Albany properties. No decision has been made as of yet. Will follow-up if do not hear anything by the beginning of March.
- Received a call from the **Potsdam Community Band** seeking assistance in locating 20+/- rooms for the **Lake George Community Band Festival July 17-18, 2015**. They would like a block of 10 rooms at 2 different (price range) hotels to offer the band members as they come from all walks of life. They would like to be in the village or walking distance to village. It was explained that July is an extremely busy time of year for our hotels and there may not be much availability and/or hotels may not be able to offer group rates. Contact understood and is willing to accept proposed rates from outside village as well. Proposed rates are due back to CVB beginning of March. As of the writing of this report only two properties had responded with rates and availability. Seven hotels so far (in and outside the village) have responded that they are not able to accommodate the group mostly due to lack of availability.
- Attended the LGRCC&CVB Women in Business meeting.
- Met with **Americade** to discuss a few ideas they have. The first was to do some type of housing program for general attendees which after a bit of conversation was decided it may not be a good idea since Americade is such an established event and attendees have places they return to year after year. We also discussed the possibility of discounted room rates for vendors who generally stay 5 days or longer and usually require 2 or more rooms. The question as to whether or not hotels would be interested in selling tickets at their front desk or in packages was also discussed. It was decided the CVB would discuss with the hotels vendor room rates and ticket sales at the February CVB meeting. The CVB did bring up both ideas at the meeting and most hotels said they would be interested in providing group rates for vendors but very few wanted to get involved with selling tickets at the hotel. Information passed on to Americade. The CVB will send out a VENDOR group rate request to hotels that indicated they would be interested.
- Renewed membership with NASC (National Association of Sports Commissions)
- Renewed membership with the NYS DMO (CVB) Association
- CVB is now a “Key Supporter” for ESSAE. By doing this the CVB will be recognized as a “Key Supporter” on the associations website, during the Annual Awards Dinner and the annual trade show as well as in every edition of the newsletter through-out the year. The CVB’s name badges at events will also have a ribbon designating us as a “Key Supporter”.

- A total of seven WC hotels offered rates for the **Redneck Trailer Supplies 2015 customer appreciation boat cruise September 19, 2015**. RTS intentionally holds the event on the Adirondack Balloon Festival weekend so guests can make a day or weekend trip out of it as they come from Canada, Maine, NH, VT, MA etc... All responses sent will be included with company's event information/invitation being sent in April.
- The CVB will be a session sponsor for ESSAE's **2nd Annual Meetings, Membership & Marketing Institute** being held at the **Fort William Henry Hotel & Conference Center April 1 – 2, 2015**. Event was held at the Holiday Inn Resort Lake George last year but the CVB was unable to sponsor anything.
- Proposals from three WC hotels for the **NYS Motor Truck Association's Annual Conference September 22 – 24, 2016** were forwarded to the meeting planner in time for the Association's February board meeting. The group was last in our region (Lake Placid) in 2011. The group has 175+/- attendees requiring 100+/- total room nights, meeting space for 125+/-, meals for 175+/- and vendor space for 20 – 30 booths. The meeting rotates around the state. The Board of Directors plans to narrow their choices down at their March Board meeting and site tours (if needed) would then follow in April. The CVB will follow-up with meeting planner after the association's March board meeting if do not hear anything from meeting planner.
- Had received an inquiry from **Rotary District 7120** for their **2018 Spring Conference**. This District is from Rochester area but holds spring conferences in different locations throughout the state. The inquiry listed the group needing accommodations for 350 – 500 members as well as meals, meeting rooms and ballrooms but no further details. Information on the larger hotels in area was sent to contact but still have not received a response to any follow-up. Will continue to reach out to the contact in hopes we may be able to accommodate the conference.
- Received an inquiry from the **First Baptist Church of Bossier City (LA)** regarding accommodations and transportation for a group of 30 - 35 graduating high school seniors who will be taking a "**Senior Mystery**" trip. This will be the 17th time the church has held a trip like this for high school seniors. They have taken them to several provinces in Canada, Chicago, NY (NYC), Colorado, California and many other states as well. This year they are looking to take them to NYC and is really interested in bringing them up to the Lake George region for **June 3 – 5, 2015** and then down to Albany for a few more days. They are planning on taking them to Adirondack Extreme with the possibility of Great Escape as well. CVB will forward contact information that she has requested and work with planner as needed.
- Spoke with a gentleman who is interested in holding a **Vintage Car Show** in the Lake George area in **2015 or 2016**. The cars would be mostly European and Import cars and initially about 60 cars. He contacted the CVB to find out when the busy weekends are in the area as well as any large events (like Adk Nationals) that take place. He did try to do this event a few years ago but the people he teamed up with took over and turned the event into something other than a car show so he did not do well. He does not want this to happen again but does want to hold a Vintage car show in the area. He has talked to the appropriate people about holding event in Battlefield Park with a cruise up Prospect Mountain but wanted other ideas. I mentioned the Festival Space but he cannot spend a lot of money on renting a location. We discussed other locations like the airport or fairgrounds and he felt they were too "remote" and it might be difficult to attract people to the event. He asked about use of the Great Escape's parking lot. I said could look into it but also mentioned it might be difficult to find a date because the park is open weekends in May & June as well as September & October. We also discussed the possibility of holding the event in a hotel parking lot (since he was familiar with the Adk Nationals) which is an option he is open to. As follow-up the CVB contacted hotels for their interest in hosting such an event

on property and found that many would be interested (obviously with some restrictions – i.e. not same weekend as Adk Nationals or other busy weekends). I have forwarded the calendar of events to the contact as well as letting him know there are hotels that are interested but it will depend on the weekend he chooses. CVB will follow-up with contact in March.

- A representative of the **Lions Club of NYS & Bermuda** expressed interest in the Lake George Region for a future annual convention at a recent trade show attended by the chamber. The CVB followed-up with individual to find out some additional information regarding the convention. Having worked with the Lions Club of NYS & Bermuda in Saratoga I am familiar with the group but not sure if their needs are the same as in the past. The individual said the annual conventions are held in April/May and they require 500+/- rooms for 2 – 3 nights. He did not know if this was total rooms nights or peak. He also was not sure of their specific meeting needs but he asked to be sent information on the larger hotels in WC. Information was sent to contact and he in turn sent it on to the Multiple-District 20 Secretary/Treasurer. The MD-20 Secretary/Treasurer sent an email to the CVB saying their RFP's are not sent out until August and would be happy to send us one at that time. CVB responded that we would be interested but was not sure we had a hotel large enough to accommodate. He did not elaborate any further on their needs just that the RFP will be for **2018 Annual Convention** and they will begin looking at locations in October (2015). The CVB has marked calendar to contact the MD-20 Secretary/Treasurer this August for the RFP to review. This convention was mentioned to the partners at the February CVB meeting because there are local Lions members among them and there may be a need to have local club involvement/support in order for our destination to be consider for a future convention.

Respectfully Submitted by:
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