



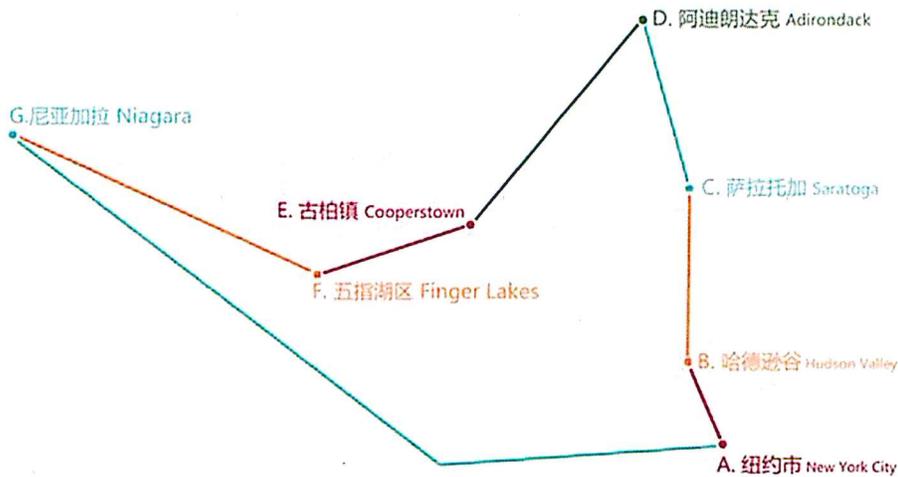
**Tourism Committee
Warren County Tourism Department
AGENDA
May 1, 2017**

Committee Members:

E. Merlino, Chairman
D. Dickinson
J. Strough
E. Frasier
C. Leggett
R. Vanselow
R. Seeber
R. Montessi
M. MacDonald
K. Geraghty
C. Hyde

-
- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of February 27, 2017 Committee Meeting
 - III. Tourism Department Update – Joanne Conley, Director
 - a. New York State Tourism Industry Assn conference
 - b. Social Media contract
 - c. Smith Trend results update
 - d. New website demo
 - e. New TV/Broadcast video
 - IV. Group Tour/International Update – Tanya Brand, Motorcoach Promoter
 - V. Lake George CVB Update - Kristen Hanifin, Special Events & Convention Sales Director
 - VI. Privilege of the Floor to discuss any additional items to come before Committee
 - VII. Motion to adjourn

A 12-Day Panoramic Tour across New York State
(Metropolis, Experiences, Arts, Nature, Sport, Culture)



As of 4/19/17

Friday, April 28

DAY 1 Hong Kong – New York City

11:15 Hong Kong Airport

14:25 MU Flight 587

Transfer to host hotel

Wyndam Garden Brooklyn Sunset Park

457 39th St

Brooklyn, NY 11232

www.wyndambrooklyn.com

17:00 Reception and property tour

18:00 Free time and dinner

Saturday, April 29

DAY 2 New York City

08:30 Breakfast at hotel

0:930 Explore Brooklyn – Fanny

11:00 Depart for Wall Street

11:30 Wall Street and Taurus Bronze

Lunch

911 Museum (Ground Zero)

Times Square

Dinner

19:30 Blue Man Group

20:00 Showtime

21:30 Blue Man Group review at Liberty Bar, Public Theater

Joe Tropia the National Director of Sales for Blue Man Group

22:30 Back to the hotel

A 12-Day Panoramic Tour across New York State
(Metropolis, Experiences, Arts, Nature, Sport, Culture)

Sunday, April 30

DAY 3 New York City

08:30 Breakfast
10:30 Private tour of The Museum of Modern Art with Mandarin Speaking Docent
12:30 Lunch
14:30 Metropolitan Museum of Art + MET Breuer
Lite Bite before Cruise
18:15 Harbor Lights NYC Cruise departs 19:00
Back to the hotel

Monday, May 1

DAY 4 Depart NYC – Hudson Valley (1.10 Hours travel time)

07:00 Breakfast
08:15 Amtrak 69 ADK Line to Poughkeepsie
09:45 Arrive Poughkeepsie
10:00 Tour to CIA (Culinary Institute of America)
Walk Way Over the Hudson

Other Hudson attractions, dining and lodging as determined by Dawn

Tuesday, May 2

DAY 5 Hudson Valley –Albany via Amtrak

07:30 Breakfast
09:45 Amtrak 69 ADK Line to Albany
10:50 Arrive Albany
11:00 Box Lunch and Tour of Washington Park and Tulips
12:00 Tour of New York State Capital
13:00 Tour New York State Museum
15:00 Depart for Saratoga - 37 miles = 40 minutes
16:00 Saratoga Roosevelt Mineral Baths
Check into Hotel

Stroll in Saratoga including Carousel - Free time to explore and walk to restaurant

20:00 Dinner Saratoga

A 12-Day Panoramic Tour across New York State
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Wednesday, May 3

Day 6 Saratoga – Warren

07:00 Breakfast
08:00 Checkout

Optional morning stroll of Saratoga Spa State Park with warm beverage!

09:00 Tour of Saratoga including Skidmore College
10:00 **Depart for Queensbury/Lake George 19 miles = 27 minutes**
11:00 The Hyde Collection Art Museum and Historic House
12:30 Love Is On Lake George Boat ride on the lake w/lite box lunch
14:30 The Factory Outlets of Lake George
18:30 Check into Queensbury Hotel
19:30 Stroll to 190 Grille & Cinema
Explore the City of Glens Falls

Thursday, May 4

DAY 7 Queensbury - Adirondack

07:00 Breakfast
08:30 **Depart for Adirondacks 65 miles = 1.25 hours**
10:00 Adirondack Experience, The Museum on Blue Mountain Lake with guided tour
11:30 **Depart for Wild Center 32 miles = 40 minutes**
12:00 The Wild Center, guided tour of facilities and lunch
14:00 **Depart for Lake Placid 29 miles = 40 minutes**
15:00 Olympic Center guided tour of Olympic facilities to include museum, arenas, speed skating oval, ski jumping complex
Check in at the High Peaks Resort – tour
Free time to shop/walk Main Street.
19:30 Dinner at the Dancing Bears restaurant.

Friday, May 5

DAY 8 Adirondack – Schoharie-Cooperstown

07:00 Breakfast
08:00 **Depart for Secret Caverns Schoharie County 168 miles = 2.5 hours**
10:30 Visit Secret Caverns
Lunch
12:30 **Depart for Cooperstown 39 miles = 48 minutes**
14:00p Visit Fenimore Art Museum
15:30p National Baseball Hall of Fame and Museum
Stroll Downtown and Lake Front Park

Arrive at Hotel

Dinner at Bocca Osteria

A 12-Day Panoramic Tour across New York State
(Metropolis, Experiences, Arts, Nature, Sport, Culture)

Saturday, May 6

- DAY 9** Cooperstown – Ithaca
- 07:30 Breakfast
- 08:30 Depart Cooperstown to Cornell 100 miles = 2 hours
- 10:30 Visit Cornell University
- 12:00 Lunch at Cornell University
- Ithaca Attractions, Dining and Lodging as determined by Sarah**

Sunday, May 7

- DAY 10** Ithaca-Corning - Niagara
- 08:30 Depart for Corning Museum 43 miles = 50 minutes
- 09:30 Visit Corning Museum of Glass with lunch
- 12:00 Depart Corning for Niagara 160 miles = 3 hours
- 15:00 Niagara Jet Adventures (www.niagarajet.com)
555 Water Street, Youngstown NY 14174
Thrilling one hour boat ride through Class IV rapids on the Lower Niagara River
(Everyone will stay dry)
- 17:00 Old Fort Niagara (www.oldfortniagara.org)
4 Scott Avenue, Youngstown NY 14174
- 18:30 Dinner at Zaika Indian Cuisine (www.anindianzaika.com)
421 3rd Street, Niagara Falls NY 14301
- 20:00 Check into the Seneca Niagara Resort & Casino (www.senecacasinos.com)
310 Fourth Street, Niagara Falls NY 14303

Monday May 8 (Day 11)

- 07:00 Breakfast at hotel with Elizabeth Davis
- 07:45 Walk to the Niagara Falls State Park (www.niagarafallsstatepark.com)
- 08:00 Niagara Adventure Theater (www.niagaramovie.com)
Niagara Falls State Park
- 09:00 Maid of the Mist boat ride (www.maidofthemist.com)
- 10:30 Cave of the Winds Gorge Trip (www.niagarafallsstatepark.com)
Walk to Terrapin Point
- 12:30 Bus to pick us up at Top of the Falls restaurant within the State Park
- 13:00 Lunch at Griffon Pub (www.thegriffonpub.com)
2470 Military Road, Niagara Falls NY 14304
- 14:30 Fashion Outlets Niagara Falls USA (www.FashionOutletsNiagara.com)
1900 Military Road, Niagara Falls NY 14304
- 16:45 Rest at hotel or continue to shop
- 19:30 Dinner at Red Coach Inn (www.redcoach.com)
2 Buffalo Avenue, Niagara Falls NY 14303

For those not too tired, we can walk around the Falls to see the nightly illumination.

A 12-Day Panoramic Tour across New York State
(Metropolis, Experiences, Arts, Nature, Sport, Culture)

Tuesday May 9 (Day 12)

Breakfast at hotel

Elizabeth Davis to say good bye

08:00 Depart for Buffalo Niagara International Airport

Buffalo – NYC

Jet Blue Flight 2301 BUF-JFK 09:45– 11:09

MU Flight 588 JFK- China 16:25

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www.DiscoverSaratoga.org

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Adirondack Regional Tourism Council

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VisitAdirondacks.com

Nicholas Castellanos | Tourism Coordinator

Schoharie County Chamber of Commerce

A 12-Day Panoramic Tour across New York State
(Metropolis, Experiences, Arts, Nature, Sport, Culture)

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tourismcoordinator@schohariechamber.com

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Mobile: [607-435-0544](tel:607-435-0544)
deb@ThisIsCooperstown.com
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www.niagarafallsusa.com

Deb Sanderson
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Amtrak | 525 East Street | Rensselaer, NY 12144
Email: sanderd@amtrak.com | Office: [518-462-7821](tel:518-462-7821)

A 12-Day Panoramic Tour across New York State
(Metropolis, Experiences, Arts, Nature, Sport, Culture)

LAKE GEORGE 乔治湖

WELCOME
欢迎

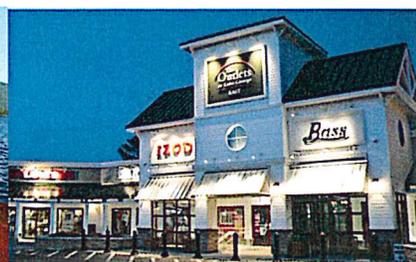
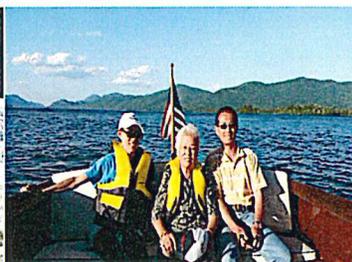
VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

乔治湖位于纽约州北边阿迪朗达克地区的东南部，距离州首府奥尔巴尼北边1小时路程。从纽约市、波士顿和蒙特利尔驱车出发大约要花4个小时。乔治湖被高耸的阿迪朗达克山脉所围绕，被称为“美国湖泊王后”。它还是阿迪朗达克山脉中最大的湖泊，长度超过30英里。乔治湖的湖水特别清澈干净。

乔治湖长久以来都是广受欢迎的旅游景点，夏秋季时节旅游活动尤其活跃，除此之外在冬季时还有坡道滑雪、雪橇等其他活动。活动集中在乔治湖村，村中有许多小型商店、餐馆、旅馆和旅游景点，步行即可达到。热门活动包括钓鱼、划船、游泳，还有湖上热气球游。邮轮公司还在当地提供各种游轮观光服务，观光船长度不一，其上还有美食和娱乐活动。乔治湖周围的环境也为诸多户外冒险提供了条件，漂流、登山、滑索、骑马等都是广受游客欢迎的。

游客可以到六旗大逃亡&水花王国 (Great Escape & Splashwater Kingdom Six Flags) 主题乐园园参加超过135种刺激的娱乐项目，该公园还为有小孩的家庭提供户外水上乐园。游客也可以在美丽的City of Glens Falls 漫步，其中不少博物馆向游客展示许多艺术文化作品，到影院观影或者是购物也是不错的选择。此外，还可以到访The Hyde Art Collection & Historic House, 这是一间世界级的艺术博物馆，馆内展有诸多名师大家的作品，比如拉斐尔、伦勃朗、梵高和雷诺阿。

乔治湖地区整年都会举办各种特别活动。在每年九月份举办的阿迪朗达克热气球节活动中，超过90个热气球载着游客飞向天空。二月份的每个周末都会有冰上比赛，狗拉雪橇、冰雪雕塑、篝火、烟花等各种活动。三月和四月的周末被称为枫糖节 (Maple Days)。枫糖浆制造者们都会免费开放自己的制糖厂给游客们参观，还包括枫糖品尝和相关展示。游客们可以早餐吃完烙饼之后走进糖槭林、近距离接触生产枫糖浆的枫树。欲了解关于乔治湖地区的更多信息访问网站：VisitLakeGeorge.com



Lake George is situated in the southeastern region of the Adirondacks in upstate New York. It is located just one hour north of Albany, the state's capital. It is approximately a four hour drive from New York City, Boston and Montreal and is surrounded by the towering Adirondack Mountains. Lake George is nicknamed the "Queen of American Lakes," and is the largest lake in the Adirondack Mountains with a length of over 30 miles. Its waters are exceptionally clean and clear. Lake George NY has long been a popular tourist destination. It is particularly active during the summer and fall seasons but also offers exciting winter activities such as downhill and cross-country skiing, sledding, sleigh rides and more. The center of activity lies in Lake George Village. Here you will find small shops, restaurants, hotels and attractions all within a short walking distance. Popular activities include fishing, boating, swimming, and hot air ballooning over the lake. Cruise companies, both private and public provide scenic boat rides of varying lengths, some offering food and entertainment. The surrounding communities offer many opportunities for outdoor adventure. Whitewater rafting, hiking, zip-lining and horseback riding are very popular activities for visitors. Great Escape & Splashwater Kingdom Six Flags theme park offers over 135 thrilling amusement park rides and an outdoor water park for families with children of all ages. The walkable and quaint City of Glens Falls is alive with arts and culture with its many museums, theatres and boutique shopping. Here you will find The Hyde Art Collection & Historic House, a world-class art museum with an extraordinary variety of works from masters such as Raphael, Rembrandt, Van Gogh and Renoir. The Lake George Area hosts many special events throughout the year. The Adirondack Balloon Festival, held in September annually, brings together over 90 hot air balloons which launch into the sky and offer rides for spectators. Every weekend in February there are races on the frozen lake, dogsled rides, ice and snow sculptures, bonfires, fireworks and more! Weekends in March and April are known as Maple Days. Maple syrup makers open their sugar houses for free tours, tastings and demonstrations. Visitors can have a pancake breakfast, trek into the sugar bush and watch maple trees being tapped to make sweet maple syrup. For additional information on the Lake George Area of upstate New York please visit our website at VisitLakeGeorge.com



March-April 2017
CVB Report presented by Kristen Hanifin
Special Events & Convention Sales Director

Please find below, the Lake George CVB activities for the month of March/April 2017.

- CVB hosted its monthly meeting on March 16th at 9am at the Lake George Holiday Inn Resort. There were 22 attendees at the meeting. The April CVB meeting was held at Lake George RV Park on April 20th at 9am, was attended by 18 CVB members and hosted two guest speakers, Jeff Posner from Smart Meetings Magazine and Scott Hayden from Adirondack Folk School.
- Attended NASC (National Association of Sports Commissions Symposium) March 27-31, 2017 in Sacramento, CA. Held 23 one on one appointments, resulting in at least 8-10 HOT leads, and several other WARM. Excellent educational and networking experience.
- CVB attended the NYSTIA Empire State Tourism Conference April 24-26, 2017 with state-wide DMOs, TPAs, NYSTIA members, NYSTA members and ESDC/I LOVE NY. Met with the Executive Director of I LOVE NY, Gavin Landry, as well as Leo Mamorsky, the new SVP, Chief Marketing Officer for I LOVE NY. The CVB was contacted by I LOVE NY's digital team since they want to feature the Lake George region in their upcoming summer campaign aimed at promoting summer tourism to families. This would be run through their social media influencers campaign. The CVB assisted in providing itinerary ideas, as well as will help coordinate the site visits, as needed with their film teams.
- Created site itinerary-hosted Russell Walters from Adventure Travel Trade Association March 22-24, 2017. The 3-day itinerary included site visits to Silver Bay YMCA, Stony Creek Ranch Resort, Fort William Henry and Sagamore Resort, as well as visits to potential adventure pre/post fam trips. Property proposals being evaluated & anticipate going to contract by mid-April and creating planning committee by mid-May. Conference will take place June 2019.
- Created site visit itinerary & hosted Hemming Car group on March 9, 2017 for new *Concour D'Elegance* event for Sept. 14-16, 2017. Created/provided vendor lists for local food/beverage and tent vendors, Dunham's Bay itinerary for possible luncheon, coordinated with DEC office to potentially open Prospect Mountain for possible parade on 9/15. Met with ADK Pub & Brewery to discuss beer pouring rights at the event and met with SUNY Adirondack to create "Taste of Adirondacks at *Concour D'Elegance*". Group has contracted with Dunham's for luncheon event on the 15th. Coordinated TRP application with Hemmings & DEC for usage of Prospect Mountain.
- Reached out to DEC to set meeting to discuss 2017 events utilizing DEC properties such as Battlefield Park, Million Dollar Beach & Prospect Mountain. Will be setting a meeting with DEC in May to discuss ways in which to streamline the TRP and event logistics to make it more "event manager" friendly.



- Finalized EVP Queen of the Lakes event logo, tour schedule and announcement of first official registrations for the event. CVB will continue to promote via social media over the coming months, in conjunction with EVP marketing to increase registrations. Links for the host hotel (Fort William Henry) & overflow hotels have been posted on the EVP website. The EVP National Pro Am schedule officially kicked off on April 29th and was sold out in Bradenton, FL. There has been a strong publicity push on their social media channels (both Facebook & Instagram), announcing their national tour, and they are currently running the largest tour nationally in 10 years, with 18 stops along the way, including our own Queen of the Lakes Pro Am July 14-16. At this time, there are already over 15 registrations for our local event, and we are guaranteed 24 professional teams and 60 amateur teams. Registrations will continue to be monitored with the event planner and the CVB/Chamber will work in tandem with them to cross-promote the event on all platforms.
- Provided an interview with the Glens Falls Business Review on sport tourism in the Lake George area and provided reporter with information and statistics on economic opportunities for this market growth in the Lake George region. Article ran on 3/10/17.
- Attended Tourism Action Day and Tourism Advisory Council meeting on March 13th at the LOB in Albany. Met with legislators and tourism professionals from across the state.
- Met with Dan Ladd, NYS Outdoor Writers Association on March 1, 2017. Conference will be Oct. 11-13 At Dunham's Bay. Lake George Chamber/CVB will host a "Meet & Greet" on Oct. 12th. Connected Dan with Garnet Hill Lodge for their Oct. 13th luncheon (which Garnet Hill is looking to sponsor) and created spousal program itineraries for the group. Working with Stony Creek Ranch Resort for an outdoor adventure option and with Adirondack Winery to create an additional spousal program itineraries.
- Amanda & I are working with Austin Glickman, of Law Enforcement Officers event (May 19-21) to increase marketing/pr, as well as registrations. A press conference was held at the Mayor's office on April 4th to generate additional interest. It was covered by the News Channel 13, the Mirror, and the Post Star. The Chamber/CVB will continue to assist with marketing/pr moving forward.
- The CVB/Chamber marketing manager are assisting the Northeast Barbershop Quartet Competition organizers with promotions, including ticket sales at the Chamber offices, social media postings, and press release distribution to local press to help generate interest and attendance.
- The CVB met with Christi Dutcher from Americade to try to assist with volunteer recruitment. Americade approached the CVB indicating that it would like some assistance in recruiting volunteers to help coordinate the large event. The Chamber/CVB posted the request on social media, as well as added the request in the weekly Chamber newsletter to help with their recruitment efforts. This event requires approximately 250 volunteers for the week. In addition, the CVB also reached out to the partners to assist Americade with additional housing needs for their volunteers.



- Wrote 500-word advertorial copy for CONNECT Association magazine for April 2017 insertion. This will coincide with the CVB digital leaderboard on the CONNECT ASSOCIATION website, social media customized messaging and custom e-blast – all advertising/digital content will reach the CONNECT ASSOCIATION membership (7,887 subscribers as of Nov. 2016, with 10.41 open rate over 4,500 social media follows). This campaign will run for 2 weeks in the month of April and will specifically target association members.
- The CVB is partnering with 9 local properties for the upcoming June 1, 2017 ESSAE (Empire State Society of Association Executives), to be held at the Albany Convention Center. Partners include the Fort William Henry, Courtyard Marriott, Sagamore Resort, Lake George Steamboat Company, Queensbury Hotel, Great Escape/Six Flags, and Stony Creek Ranch. The partner group will be working together to promote the area as a unified meetings/conventions destination and will be using the hashtag #adventurousmeetingsadk to promote all the exciting activities that can be incorporated into a meeting/convention in the area. Pre-event promotions have already begun on some social media channels to help create booth interest and work will continue on booth layout, as well as a special “surprise” for all attendees.
- Revised the Festival Commons brochure. Working with Amanda for layout and received preliminary pricing for the brochure. New content and images have been selected. Anticipate final production for May 2017.
- After further discussions with Adrenaline Management (Santa Hustle), the organizer called the CVB on April 25th and announced that since they use several NFL sites as their main starting gates and the NFL schedule was just announced, they unfortunately no longer have the December dates available to bring the Santa Hustle to Lake George in 2017. While this is unfortunate, the organizer has promised that they will be bringing this event to Lake George in December 2018 and it is the CVB’s hope that it will dovetail well into the current, conceptual “signature winter event” that we are currently working on. This “Signature event” concept for the winter 2018 will provide a unique and much needed public event to the region. Preliminary discussions with possible partners have begun and more details will be forthcoming in the coming months as plans get underway.
- The CVB is also in current discussion with the following possible new events for 2018 including winter Spartan Race, American Cornhole, NYSPHSAA, Rev3 Triathlon, NXT Sports, Soul Pose and Pro Watercross-Hydroflight divisions.
- The CVB is currently working with Smart Meetings Magazine on a co-op brochure with CVB group. The proposed new partnership with Smart Meetings would create a dedicated **Lake George Meeting Planner Guide** to be published in November 2017. This issue will be a TARGETED New York State focused magazine and we will be able to also negotiate additional editorial copy within the magazine to highlight our meetings market regionally. The Guide will appear in Smart Meetings print, digital and Ipad editions, would be promoted to over 52,000 Meeting Professionals in an exclusive e-blast announcing the Guide, would be archived on SmartMeetings.com web site for future reference, will be seen by a total audience of 80,000+ meeting planner professionals and would include guide overruns



(copies TBD) to Lake George Regional CVB for marketing, trade shows and promotional purposes. The Guide will impact meeting professionals across the country and educate them on all that Lake George has to offer, as well as highlight the region. Smart Meetings will bring Lake George to life by profiling the distinct and unique characteristics of our hotels, attractions and meeting venues. This co-op 8+ page meeting planner guide (more pages with increased advertiser support) is designed to attract association and corporate business.

- The CVB provided an interview on LOOK TV with Jeff Mead, of the Glens Falls Civic Center, to discuss the new sports advisory group/sports commission being spear-headed by the CVB. Next sports commission planning meeting will be on May 10th at 9am. The CVB has provided a framework for this group to review and is currently researching other statewide sports commission models, as well as possible funding sources.
- Added a web page with “process & procedures” to streamline the process for event planner using Festival Commons and provide links for permitting, insurance requirements, etc. In addition, would also like to add a map to the website which indicate event parking, including which are pay to use, as well as contact information for additional lot rentals.
- ONGOING: Festival Commons content updates. Providing event descriptions, registration links, pricing to Amanda for website updates. Worked with Amanda for content & images for new Festival Commons Brochure. Layout complete & it will be uploaded digitally to the website, as well as printed.

NASC 2017 Event Re-Cap

The Lake George CVB attended the 25th annual National Association of Sports Commissions sport event symposium from March 27-31, 2017. This event included over 1500 sport commissions, CVBs and event rights holders from across the US, who came together to network, learn and create new business over the course of the four-day event in Sacramento, CA.

The Lake George CVB had 23 one-on-one appointments, ten group appointments and 8-10 HOT and 5 WARM leads that I will be following up on over the next week. Some of the HOT leads that I will be following up with include Adventure Enablers (for multi-sport adventure races in spring & fall), American Cornhole (for late fall 2018-early spring 2019), FLW fishing for their high school fishing tournaments (2018 late summer/early fall), NXT sports (to bring a women’s lacrosse clinic & tournament in 2018), Pro Watercross & waterboards (possibly for summer 2018 & would include their waterboard night time laser/LED show), Rev3 Triathlon (June or Sept 2018), Spartan Race (winter 2017 or 2018), Soul Pose (the creators of the Color Run) (winter 2017 or 2018), and Teen Masters Bowling tournament (fall/winter 2018).

In addition to the appointments, the educational & networking sessions were an incredible learning experience and over the course of the next couple of years, I hope to earn my CSEE (Certified Sport Event Executive) certification through NASC. The educational sessions I attended included the following:



1. **Keys to Achieving Economic Impact Through Event and Operational Excellence** – Session explained key strategies for brand building, mission-based management, contract negotiations and how to re-purpose community assets into sport tourism hotspots.
 2. **Expanding your Report Card: From Economic Impact and Room Night Numbers to Value to the Community** – Session showed that it is not always the numbers that tell the story of the impact a sport event has on a destination, but also how to incorporate traditional and social media, create charitable & philanthropic impacts for the community and how to develop alliances with the communities. It also demonstrated how CVBs and sports commissions could tell their stories better through more engagement.
 3. **How to Impact Your Community By Owning Your Own Events.** Great presentation by Kansas City Sports Commission about how to own your own events to enrich the quality of life for its community, create stronger economic impact, and raise the visibility of its destination, by leveraging their own event expertise and providing opportunities within the community for people to participate in sports locally. This was especially insightful as we look to try to develop our own events here in the Lake George region & what steps are needed to do so.
 4. **The Sport of Leadership** was a very interesting presentation by Kathy Nelson from the Kansas City Sports Commission. She initially began in broadcasting and has worked to promote Kansas City sports nationally and internationally. She is the CEO of the Kansas City Sports Commission and has worked in media, marketing, news production and sales for both broadcast and television. Very informative on her journey to promote the sports tourism world in her area.
- Five NASC takeaways from this event from their closing ceremonies were the following:
- 1) Look to the non-traditional. While softball and soccer tournaments are well known, don't discount events such as American Cornhole, drone racing and marathon yoga events for your destination.
 - 2) Listen to millennials – I mean really listen to what their needs are and start filling them.
 - 3) Do your research & stay ahead of market trends.
 - 4) Keep an eye on stats – did you know that Stand Up Paddle boarding is America's fastest growing sport with 116.9 % growth from 2014-2015 and that sport tourism spending increased to \$10.47 billion in 2016, up 10% from 2015?
 - 5) Know your region & its demographics/assets.

UPCOMING EVENTS FOR MAY

- May 5-7 Barbershop Quartet Festival – LG High School
- May 5-7 Johnson's Log Home & Timber Frame show – LG Forum
- May 6-7 LG Town wide Garage Sale – in town & Village of LG
- May 6-7 Hudson River Whitewater Derby – 11am North Creek
- May 6 Mountain Mahem soccer tournament – Golden Goal



- May 12-14 Girlfriend's Getaway – Sagamore Resort
- May 14-19 USCAA Collegiate Baseball World Series – East Field – GF
- May 19-21 Law Enforcement Festival – LG, Queensbury, Glens Falls, Hudson Falls
- May 20 Pet Fest – Glens Falls City Park
- May 22 Rodeo – Stony Creek Ranch
- May 27-28 Bolton Landing Arts & Craft festival in Cross St. pkg lot
- May 27-28 NY Rock & Roots Festival – Festival Commons LG
- May 31-June 4 Elvis Festival – Lake George Forum
- May 26-29 Lake George Memorial Cup – Golden Goal
- Glens Falls Dragon Schedule is now posted. Games all summer long – great family friendly activity for all - \$5 tickets. Visit <http://www.gfdragons.pointstreaksites.com/view/gfdragons>

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A DAY AT THE BEACH!

PRO AM BEACH VOLLEYBALL TOUR

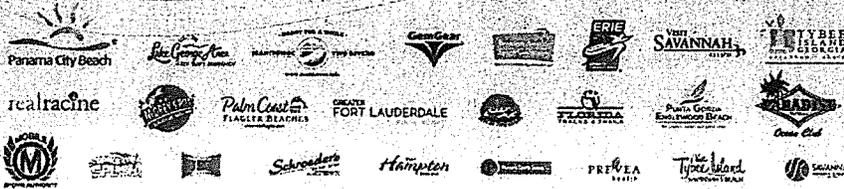


2017 EVP PRO-AM BEACH VOLLEYBALL TOUR

- April 29 Bradenton Pro Am @ Anna Maria Island, FL
- May 5-6 Dig the Sun Pro Am @ Florida Trails, Punta Gorda, FL
- May 13-14 Beach Bum Open @ Tybee Island, Savannah, GA
- May 20 Fort Lauderdale Pro Am @ City Beach Fort Lauderdale, FL
- May 27-28 Gulf Coast Championship @ Panama City Beach, FL
- June 2-4 The Hammock Beach Pro Am @ Palm Coast, FL
- June 10-11 Beach House Bash, Hilton Head Island, SC
- June 16-18 Beach Sports Festival @ North Beach, Racine, WI
- June 24 EVP Island Championships @ Dauphin Island, AL
- July 1 Firecracker Open @ Michigan City, IN
- July 8 New England Championships @ Hampton, NH
- July 15 Queen of the Lakes Pro Am @ Lake George, NY
- July 21-23 Coolest Coast Pro Am @ Two Rivers, WI
- July 29 Presque Isle Festival @ Erie, PA
- Aug 5 Great Lakes Pro Am @ Michigan City, IN
- Aug 11-12 EVP World Championships @ Paradise Ocean Out, Hampton, VA
- Aug 19 EVP Rocks the River @ Magic Island, Charleston, WV

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