



**Tourism Committee
Warren County Tourism Department
AGENDA
July 31, 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

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- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of May 1, 2017 Tourism Committee Meeting
 - III. Review of Smith Trend Reports – Gene Merlino, Chairman
 - IV. Tourism Department Update – Joanne Conley, Director
 - 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



July 2017

**CVB Report presented by Kristen Hanifin
Special Events & Convention Sales Director**

Please find below, the Lake George CVB activities for the month of July 2017:

MEETINGS/SHOWS/MARKETPLACES

- The CVB attended no marketplaces in the month of July, however continued to follow up on RFPs and leads from both the CONNECT NYC (MAY) and CONNECT NE (JUNE) marketplace leads. There are approximately 35 active/hot leads at this time.
- The CVB met with Winnebago Travelers Rally (their event is in September) to review their program and discuss their interest in working with Adirondack Folk School. Connected them to Executive Director, Scott Hayden for event programming.
- The CVB met with Mark Shearer of Golden Goal to discuss the venue's recent hosting of 63 boy's lacrosse teams (over 4,000 people attended in one weekend in July). Prime Time will be returning in 2018, will likely increase team numbers and may also include a girl's lacrosse component.
- On July 13, the CVB met with DEC's Laura DiBetta, Special Assistant to Commissioner Seggos, as well as several other DEC and Warren County Lodging Association members to discuss events in the region and to open discussion on better communication and TRP process.

EVENTS – SPORTS, SPECIAL EVENTS, MEETINGS/CONVENTIONS

- The CVB completed the application & submitted for the CFA/Market NY grant request to support the 2019 ATTA (Adventure Travel Trade Association) ELEVATE conference. (see attached estimated Project Plan for event details & potential ROI). This conference will look to host over 300+ attendees in June 2019, including travel writers/photojournalists, tour operators, receptive tour operators, DMOs and businesses from around the world.
- July saw several events in the Lake George region area including the USSA Softball tournaments at Adirondack Sport Plex, Prime Time Lacrosse Nationals Tournament at Golden Goal, the EVP *Queen of the Lakes Pro Am* Beach volleyball tournament, King George Fishing Derby and the Lake George Film Festival.
- Golden Goal hosted its second annual boy's lacrosse tournament with Prime-Time Lacrosse. The event increased in size and hosted 63 teams (up from 20 in 2016) and included a total of 4,000 on-site. Businesses such as Adirondack Pub and Brewery saw increases in their Sat/Sun business, with groups of 20+ booking for meals both nights. Golden Goal will host Prime Time again in 2018 and will look to continue to grow this event, and perhaps add a second tournament with a girl's division. This event generated 163 room nights for the Ramada Inn, 27 rooms at the Sleep Inn. Awaiting final room pick up numbers.



- July 14-16, the CVB and Lake George region hosted the first EVP Queen of the Lakes Pro Am Beach volleyball tournament on Million Dollar Beach. The event was a great success and received some incredible press coverage, resulting in multiple articles in the local papers over the weekend and amazing photography. The press coverage links are below:

<http://www.suncommunitynews.com/sports/volleyball-to-prevail-in-lake-george-this-weekend/>

<http://www.lakegeorgeexaminer.com/evp-pro-am-beach-volleyball-tour-lake-george/>

<http://www.lakegeorgeexaminer.com/evp-volleyball-tour-lake-george/>

<http://www.lakegeorgeexaminer.com/evp-pro-am-beach-volleyball-tour-lake-george/>

http://poststar.com/sports/newcomers-win-lake-george-evp-tour-beach-volleyball-event/article_bcf2b823-14f2-5ab5-a013-7936751d347d.html

<http://www.lakegeorgeexaminer.com/evp-pro-am-beach-volleyball-tour-lake-george/>

- The event began on Friday, July 14th, with Juniors competition and saw teams from Connecticut, New Hampshire, Delaware and Florida. The day ended with great local competition between 8 local teams for the Corporate Challenge, and concluded with a great cornhole competition and reception from our hosts at Adirondack Pub & Brewery.
- Saturday July 15th, pro games began at 8:30am and ran all day, til 8pm at night where the men completed the finals at dusk. The women's pro team winners were a team out of Canada and it was the first time ever, a Canadian team had ever won an EVP tour competition. Pro competitors came from as far away as California, Texas, Maryland, Illinois, Indiana, Florida, and Canada.
- During the day, the CVB was on-site and handed out the Dine Around Map (a map of 10 local participating restaurants) and local information to the athletes, families and other beach goers. There were approximately 50-70 spectators on Saturday and approximately 20-30 on Sunday. In addition, Six Flags Great Escape also set up a tent next to the CVB's and provided a fun and interactive atmosphere with 2 characters, dance party and give ways for fans and athletes alike. 24 pro teams (48 athletes) competed that day for a full 12 hours of high level competition.
- Saturday evening, the players, staff and families enjoyed a Dine-Around town at many of the local downtown Lake George restaurants. Players were given blue/green bracelet which identified them as part of the Dine Around program, allowing them to get discounts at participating establishments on food and beverages. The CVB is still working to gather final economic impact numbers and will share that with the board shortly. On Sunday, the competition was amateur and co-ed AA, A & B divisions.
- Preliminary outreach indicates that the EVP *Queen of the Lakes* Pro Am generated 29 room nights at the Fort William Henry (\$5,191.00) and 7 at the Best Western Hotel. I am still gathering additional data from the local hotels to see if others may have booked for this event. All Juniors attending did not stay



in the area (many came from a 3-5 hour drive market MA, NY, NH, VT, CT), however when seeing the region, mentioned that next year they would stay the entire weekend and make a vacation out of it. I will also be reaching out to the participating Dine Around and Lake George downtown businesses to determine additional ROI numbers. More information forthcoming.

RFP/Bid updates

- ATTA confirmed – moving forward
- NEAIR – pending
- NEIWPC – still coming for site visit in August. VERY interested in Lake George region.
- NYS Assoc. of Convenience stores - pending
- Kendall Vineyards – pending
- Order of the Sons of Italy – pending
- VPPA – pending
- Santa Hustle – pending 2018 final date decision
- NYS Teleconference Association bid to Lake Placid. Lost. Will consider Lake George region in 2019 again.



Adventure Travel Trade Association (ATTA)
2019 Adventure ELEVATE Conference Overview

ATTA ELEVATE Conference Preliminary Schedule: June 9-14, 2019

June 9-10 – Pre-Conference Media/Buyer familiarization tours

June 11-13 – “Day of Adventure,” conference workshops, media marketplaces,
Disruptive Networking Adventure

June 14 – Post-Conference Media/Buyer familiarization tours

Conference Host Hotel: Fort William Henry Resort & Conference Center, Lake George NY

Current/Potential Partners (others TBD): ESDC, DEC, Warren County Lodging Association, Town and Village of Lake George, Lake George Regional Chamber of Commerce, Warren County, Gore Mountain Chamber of Commerce, ORDA, Adirondack Extreme, Stony Creek Ranch & Resort, Sacandaga Outdoor Center, Warren County Tourism, The Wild Center, New York Welcomes You, Adirondack Chamber of Commerce, Adirondack Craft Beverage Trail. Final list TBD.

Overview of the Project

The Lake George Regional Chamber of Commerce/Convention & Visitor’s Bureau respectfully submits this Market NY application to support the planning, promotion and implementation of the Adventure Travel Trade Association’s (ATTA) 2019 Adventure ELEVATE Conference.

The annual ATTA Adventure ELEVATE conferences draws on average, 200-300+ international attendees from around the globe for collaborative learning, interactive workshops, media marketplaces (1-1 appointments), “Day of Adventure,” as well as pre/post familiarization tours. This 2-3 day productive and in-depth look at the adventure travel market connects industry professionals from around the globe, enabling them to discuss best practices, discover new destination and adventure opportunities, creates business partnerships, and offers intensive media exposure.

Discussions within the conference workshop sessions range from customer service to destination branding, food tourism, Snap Chat, market research, funding mechanisms, how to work with travel agents, while the Disruptive Networking Adventure (DNA) provides opportunities for tour operators, travel media destination professionals, travel advisors and industry partners to build business relationships with like-minded people within a casual, comfortable and meaningful networking platform.

In addition to the sessions, the conference also creates opportunities for the host destination to highlight its regional assets with “Day of Adventure” and pre/post conference familiarization tours. The “hands-on” experience provides the industry professionals and media with an immersive opportunity to engage in local culture, history, and adventure opportunities in the region.



The Lake George Regional CVB will be working closely with ATTA organizers over the next 18-20 months to create a regional planning committee, provide regional input for the conference itinerary, coordinate the international media pre/post familiarization tours (in the region and around the state), develop presentation/marketing materials for the 2018 host destination (Lake George Area) sponsored event in Banff, Alberta, Canada in 2018 to announce the hosting of the 2019 ELEVATE in the Lake George Area (including identifying speakers for the announcement), coordinate site visits for ATTA staff, coordinate local media for the event, facilitate relationships between state agencies, local and regional organizations for the further development of adventure travel opportunities in the region and support the overall conference logistics (specific tasks are outlined in the estimated timeline.)

The Adventure ELEVATE 2019 conference compliments not only ESDC's mission to increase tourism across New York State, but supports DEC' and Governor Cuomo's recent Adventure NY initiative. The 2019 ELEVATE conference will provide a platform to highlight and support the strategic priorities of the Adventure NY Governor Cuomo's initiative including: 1) Expanding access to healthy, active outdoor recreation; 2) Connecting people with nature and the outdoors; 3) Protecting New York's natural resources; 4) Boosting local economies through adventure tourism. This conference will provide opportunities for the Lake George Area, Adirondack Region and the State of New York to highlight its greatest adventure travel assets to a global audience.

Conference Demographics: Adventure ELEVATE is a conference that attracts adventure professionals from all over North America and the world who are serious about making adventure their life's business. Tour operators, receptive tour operators, destination representatives, travel writers, photographers, and adventure-based businesses converge to share ideas, best practices, new tools, business opportunities and economic development concepts related to the adventure travel market.

Demographics of Attendees (based upon 2015/2016 numbers):

2015 – by Region

- 82% North America
- 8% Europe
- 3% South America
- 7% Other

2016 – by Region

- 84% North America
- 5% Europe
- 3% South America
- 4% Asia
- 4% Other

2015 – by Industry

- 29% Tour operators & accommodations
- 22% Industry partners
- 24% Tourism boards, ministries and DMO
- 17% Media
- 8% Other

2016 – by Industry

- 31% Tour operators & accommodations
- 26% Industry Partners
- 20% Tourism boards, ministries and DMO
- 12% Media
- 4% Gear supplier
- 7% Other



Potential ROI & Overall Regional Impact From Media:

Potential Media Attending (based on past attendees from 2015-2016):

- National Geographic, National Geographic Traveler
- NY Times, Outside Online, Fly Fish Journal, Gear Junkie
- The Manual, American Express Essentials, Savoteur
- Stuffed Suitcase, SNEWS, Outdoor Retailer Daily, Backpacker
- Toque & Canoe, Canadian Traveler, Explore, British Columbia Magazine
- Conde Nast Traveler, Travel Channel, Adventure Cycling, Travel Oregon,
- Huffington Post, The Path Less Pedaled, Travelchannel.com, HGTV.com
- NationalPark.org, Scripps Network Interactive, The Insatiable Traveler
- Toronto Star, CBC, US News & World Report, Men's Journal
- Outside Magazine, Canadian Yachting Magazine, Entrepreneur Magazine
- Wake & Wander, Travel Age West, Gear Institute, Popular Mechanics
- Outdoor Insight, The Dyrt, Travel Pulse
- The Budget-minded Traveler, Travel Past 50, AFAR

Public Relations Impact

The opportunity for regional exposure to North American and international journalists provides a public relations value and opportunity for the State of NY and the Adirondack and Lake George Regions, which far exceeds most state-wide tourism PR annual budgets. The opportunity to host media of this caliber will provide stories and photography of New York State, Lake George and Adirondack Regions for years to come. While it may be difficult to calculate the exact PR ROI and potential impressions, they are estimated to be worth in the millions, of impressions and dollars. The exposure that the region and state will receive will encourage new adventure tourists to visit, highlight the rich assets the region/state have to offer and provide business opportunities for future adventure travel business growth.

Regional Economic Development Impact

One of the main goals of the Capital Region RDC strategic plan is to support small business development. The Adirondacks and Lake George regions offer extensive opportunities for potential new adventure travel businesses to establish themselves and the Adventure ELEVATE conference can provide a strong platform for adventure travel industry experts and prospective businesses to collaborate to bring new adventure-tourism-based businesses to the area, as well as open doors to stimulate additional economic expansion of existing adventure travel businesses (such as guiding, hiking, white water rafting, etc.). The Adventure ELEVATE Conference will showcase the beauty of the Adirondacks/Lake George region, highlight its cultural, historical and recreational opportunities, celebrate its rich cultural heritage, and will utilize the global expertise of the speakers and industry experts to identify new economic opportunities across the state and region. By showcasing regional assets such as Lake George "*Queen of American Lakes*" (identified in the Capital Region Economic Development Council's Strategic Plan as a premier adventure tourism anchor), this conference will showcase New York State's natural environment, including the mountains, lakes, rivers and 6 million acre Adirondack Park. The conference will also identify adventure travel assets that can be packaged for complementary cross-marketing opportunities in the arts, history, culture and agritourism. Regional



collaborations and partnerships within the planning group will help create the itineraries for the conference to identify these opportunities.

Transformative Initiatives

The 2019 Adventure ELEVATE Conference is a transformative project because it allows for the ability to capitalize on regional/state-wide collaboration and it will enhance tourism in the area by providing new ideas, partnerships and touring opportunities for national and international buyers, as well as create international media exposure. This project aligns with both ESDC's mission and vision to increase tourism across the state, as well as enhancing the overall quality of life for visitors and residents alike in the region.

By hosting attendees such as domestic/international tour operators and receptive tour operators, this conference will showcase not just the beauty of the Lake George/Adirondack Region, but will also help create new job opportunities for adventure travel suppliers, increase hotel/campground bookings, help develop local/regional adventure travel itineraries, identify -areas of new economic growth, increase visibility through extensive high-level media coverage, and grow sales revenues through increased visitations of adventure travelers in the future (5-10 years).

Alignment with State Agency Strategic Goals

This conference will also provide the excellent opportunities for state agencies such as ESDC and DEC to highlight its adventure programs, including DEC's new **Adventure NY** initiative, announced in Governor Cuomo's 2017 State of the State message. This multi-year outdoor recreation campaign to connect more New York families and visitors to the great outdoors and the Adventure ELEVATE conference will serve to help support DEC's initiatives to address its four strategic priorities to expand access to healthy, active outdoor recreation, connect people with nature and the outdoors, protect New York's natural resources and help boost local economies.



June 2017

**CVB Report presented by Kristen Hanifin
Special Events & Convention Sales Director**

Please find below, the Lake George CVB activities for the month of June 2017:

MEETINGS/SHOWS/MARKETPLACES

- On June 1, the CVB partnered with 9 local properties for the ESSAE (Empire State Society of Association Executives) Conference and Expo at the Albany Convention Center. Partners includes the Fort William Henry, Courtyard Marriott, Sagamore Resort, Lake George Steamboat Company, Queensbury Hotel, Great Escape/Six Flags, and Stony Creek Ranch, as well as supporters such as Adirondack Extreme, ADK Pub & Brewery and ADK Winery. The group created a unique space, taking up 8 booths, using the theme "Adventurous Meetings ADK." The idea behind this theme was to promote the region as a unified meetings and convention destination. Highlighted within the booth space were the hotel properties, beer & wine tastings from local businesses, ADK Extreme, a 3-minute video which highlighted all the unique venues and spaces, as well as great ideas for team-building activities in the area and best of all, a live pony courtesy of Stony Creek Ranch. The booth was well-received by the attendees and enabled the partners and CVB to interact with over 20 planners from various NYS associations, resulting in 2 active RFPs including one for the NYS Telecommunications Association and one for the NYS Association of Convenience Stores, both actively seeking bids for 2017-2018.
- The CVB attended the joint ARCC-Lake George Regional Chamber of Commerce annual mixer at the Sagamore Resort on June 8th. It provided an excellent networking opportunity for both chambers to mingle and meet.
- On June 15th, the CVB held its monthly meeting at the Boathouse Restaurant. 18 CVB members attended the meeting and the agenda included a review of the May CONNECT NYC leads, discussion regarding the upcoming CONNECT NE marketplace later in June, current RFPs (NYS Assoc of Prof. Land Surveyor's, OSIA, NYS Telecommunication Association and the NYS Assoc. of Convenience Stores), upcoming events for June/July, the EVP Corporate Challenge & Pro Am and property updates.
- On June 14th, the CVB hosted a site visit for Jason Cocomise, meeting planner for the Church of God. This group is coming in October and Jason wanted a site visit of the various activities and options in the area. The CVB will also be providing him with itinerary ideas for couples, families and teens for their week-long event in October and will be working on this in the coming weeks.
- The CVB met several times with local EVP volleyball assistants, Ben & Will Clark, as well as Tracy Elston to coordinate efforts for the July 14th Corporate Challenge and the July 15th Dine Around and EVP Team Discounts. The Chamber/CVB teamed up with EVP's volleyball assistants and have approximately 6-10 restaurants and over 8 businesses who are participating in the map program. The map will highlight local businesses providing discounts to the athletes and their families by showing



specially-made wristbands, courtesy of the Chamber/CVB. In speaking with the organizer on 7/6, it appears that all 24 pro teams and 60 amateur team goals will be reached (over 200 athletes). These teams will also include 2 teams from Canada, increasing the international presence of sports in the area. Media advisories will go out early the week of July 10th-11th, and press outreach will continue throughout the week, as will social media marketing ,til the event kick off. Event officially begins July 14th at 12 noon with Juniors, ending that day with the Corporate Challenge. There are still spaces available for those who wish to participate. To register, please contact Ben Clark at Ben@evptour.com July 15th will open at 8am with the Pro beach players, games all day and the Dine Around Lake George. Sunday, July 16th will begin at 10am with Beach 2's co-ed, a Masters series and end with Amateur finals. Weather outlook looks promising for great tv coverage of the weekend.

- On June 28-29, the CVB attended the CONNECT NE marketplace in Portland, Maine. The CVB held 29 appointments with NE meeting/event planners and had 15 HOT leads. This marketplace was an excellent opportunity to interact with several New England-based companies, meeting planners and associations interested in holding corporate meetings, retreats, regional meetings and conferences within the New England-NY area (leads attached).

EVENTS – SPORTS, SPECIAL EVENTS, MEETINGS/CONVENTIONS

- The CVB is currently working on itineraries, housing assistance, marketing and PR with the following groups: Hemmings Concour D'Elegance, NYS Outdoor Writers Association, Church of God, Ride for Hope & Gratitude.
- Golden Goal hosted Arsenal Elite Soccer camp in June and continues to work with high level international training teams such as UK Elite, Celtic, FC Bayern Munich and Next Gen. The CVB continues to work with Golden Goal Sports Park, as well as other sports venues in the region to continue to promote sports tourism in the area. According to NASC's 2016 just released study, visitor spending related to sporting events reached \$10.47 billion, a 10% increase from 2015. From 2012 to 2016, visitor spending in sporting events has increased 26.1%.
- The CVB is currently writing the CFA-Market NY grant for the 2019 ATTA Adventure ELEVATE conference. This grant will be used to support efforts related to the conference and requires a percentage match.

Conference Purpose: Adventure ELEVATE is a conference that attracts adventure professionals from all over North America and the world who are serious about making adventure their life's business. Tour operators, receptive tour operators, destination representatives, travel writers, photographers, and adventure-based businesses converge to share ideas, best practices, new tools, business opportunities and economic development concepts related to the adventure travel market.

NEW & ACTIVE RFPS for JUNE & first week of JULY

- NYS Telecommunications Association (2 events – June 3-6, 2018 & June 5-8, 2018) 130-150 rooms
- Order of the Sons of Italy of America (last week of May 2018 or 2019) TBD – 200+ rooms



- NYS Association of Professional Land Surveyors (Early Oct. 2017) 80-100 rooms
- NYS Association of Convenience Stores (for Sept 25-27, 2018 or Sept 11-13, 2018) 150 rooms

FROM CONNECT NE (June 28-29) marketplace – all RFP will be distributed by 7/7 to CVB partners

- Voluntary Protection Programs Participants Assoc. (Oct 2018) 185 rooms
- NEAIR (NE Assoc. for Institutional Research) (Nov. 8-12 2019) 775 rooms
- NRTA (National Retail Tenants Assoc) (joint meeting Fall 2018 considering)
- NEIWPC- 2 RFPS available (NE Interstate Water Pollution Control Commission) (May or Sept 2018) 40 rooms and April 2018 40 rooms

UPCOMING EVENTS FOR JULY 2017

July 1-2 – Arts & Crafts Festival - Bolton Landing

July 4 - Fireworks – Shephard Park, Bolton Landing

July 8-9 European Import Car show – Festival Commons

July 10-12 International Film Festival – Festival Commons

July 14-16 EVP Volleyball Pro Am Tour – Million Dollar Beach/Festival Commons (15th)

July 22-23 Ranches, Rodeo and Wrangler Reunion – Lake Luzerne

For FULL listing, visit <http://www.lakegeorgechamber.com/events/>

CVB ACTIVITIES 2016-2017															
CVB BOOKED	2017 BUSINESS														
	Organization	Type	Event	# of people	# of room nights	Average total room revenue	Date	Needs	Lead from	Notes	Properties responding to date	STATUS	Occ Tax \$ received	From	Bid/funding requested - AMOUNT
	ECHL All Star Game & Festival	SPORT	Hockey Game & festival		233	\$ 22,135.00	Jan. 16-19, 2017	Assisted with logistics, PR/Mkgt & housing RFP	Files	EVENT SUCCESSFUL!	Ft. William Henry = HOST HOTEL	CONFIRMED	\$ 4,500.00	joint town/village	yes - \$5000
X	Rock Maple Racing	SPORT	Xcountry snowmobile racing	110 registrations	approx 1000 attendees total		Feb. 4, 2017	Provided RFP for housing	CONNECT 2016	EVENT - RETURNING IN EARLY FEB. 2018.	Clarion, Comfort Suites, Lamplight Inn, Courtyard Marriott	CONFIRMED	\$ 2,500.00	Lake Luzerne	yes
X	Phi Sigma Kappa	SMERF	Regional conclave	87	16	\$ 3,500.00	Jan. 28, 2017	Total pick up 5-10 sleeping rooms, 2 breakouts, one for 65-90 other for 10-15 ppl. Continental brkfst & lunch. AV	CONNECT 2016	need room P/U	FORT WILLIAM HENRY RESORT	CONFIRMED	\$ -		0 RFP process
	Golden Goals	SPORT	GG Turf Cup	50 teams	600+ athletes	NEED STATS	April 1-2, 2017	ROOMS	VENUE		COMFORT SUITES, COURTYARD MARRIOTT, SLEEP INN, RAMADA, QUEENSBURY HOTEL - Partner hotels	CONFIRMED	\$ 10,000.00	joint town/village	yes
X	NE District Harmony Barbershop Quartet Competition	SMERF	Festival/competition/family	600	275	\$ 29,330.00	May 5-7, 2017		Files	need room P/U	Fort William Henry/Clarion Hotel	CONFIRMED	\$ 3,000.00	Village	no
	Golden Goals	SPORT	Mountain Mahem	TBD			6-May-17	ROOMS	VENUE		COMFORT SUITES, COURTYARD MARRIOTT, SLEEP INN, RAMADA, QUEENSBURY HOTEL - Partner hotels	CONFIRMED			yes
	MPR - Client event	SMERF/AS SOC	Annual meeting for client	200-300	120		May 4-6, 2017	Virtual Tour - Marriott 9/8/16	CVENT		Queensbury Hotel, Courtyard Marriott, Holiday Inn	PENDING			

	USCAA Colleges	SPORT	USCAA Collegiate World Series	320 players, 10 teams			May 14-19, 2017	ROOMS	VENUE	need room P/U	Sleep Inn, Country Inn & Suites, Queensbury Hotel	CONFIRMED	\$ -	0	no
	LEO (Law Enforcement Festival & Competition)	SMERF	Festival/competition/family	300	200		May 19-21, 2017		Mayor's office	need room P/U	Ft. William Henry = HOST HOTEL	CONFIRMED	\$ 5,000.00	joint town/village	yes - 10K
	Americade	EVENT	Americade rally & conference	10,000+		Event generates approx \$42M in revenue for the area.	June 5-10, 2017	CONFIRMED	Annual event	need room P/U	Fort William Henry Resort & many others	CONFIRMED	\$ 50,000.00	County/joint	yes - \$50K
X	30 Field Regiment Assoc.	ASSOC	Reunion	80+	75		June 12-17, 2016	CONFIRMED	Files	need room P/U	QUEENSBURY HOTEL	CONFIRMED	\$ -	0	RFP process
	Prime Time Lacrosse	SPORT	Lacrosse Tournament	65 teams	TBD		July 7-9, 2017	ROOMS	VENUE	need room P/U	COURTYARD MARRIOTT, SLEEP INN, RAMADA, QUEENSBURY HOTEL - Partner hotels	CONFIRMED	\$ -	0	0
X	Nordese European Car Show	EVENT	European car show		TBD		July 8-9, 2019	CONFIRMED	Mayor's office	need room P/U	Sending out RFP for housing				
	Lake George International Film Festival	EVENT	Lake George International Film Festival				July 10-12, 2017	CONFIRMED	FC	Working with Nico on housing		CONFIRMED	\$ 10,000.00	joint town/village	yes - \$28K
X	EVP Tours	SPORT	Volleyball tourney	250 athletes expected	95 teams registered		July 14-16, 2017	Contract signed	CONNECT TX	need room P/U	Courtyard Marriott, Six Flags, Sleep Inn, Mohican Motel, Quality Inn, Marine Village, Tiki Resort, The Queensbury Hotel	CONFIRMED	\$ 20,000.00	\$10K county, \$10K joint	yes - \$10K
X	American Breweriana Association	ASSOC	Annual meeting	120+/-	320		July 10-14 or 17-21, 2017	CONFIRMED	Files	need room P/U	RAMADA INN	CONFIRMED			RFP process
X	NYS Outdoor Writers Assoc.	ASSOC	NYSOWA Conference	50-75	120		Oct. 11-15, 2017	CONFIRMED	Files	Assisted with spousal program ideas, sponsorship of event, housing	DUNHAMS BAY RESORT - need to confirm sponsorship \$\$ and talk to DEC about speaker	CONFIRMED	\$ 2,000.00	joint town/village	yes

	Golden Goals	SPORT	LG Labor Day Cup	TBD			Sept 1-3, 2017	ROOMS	VENUE		COMFORT SUITES, COURTYARD MARRIOTT, SLEEP INN, RAMADA, QUEENSBURY HOTEL - Partner hotels	CONFIRMED				yes
X	Hemmings Concour D'Elegance	EVENT	Concour D'Elegance	700+			Sept. 15-17, 2017	CONFIRMED	EMAIL	Managed site visit, assisted w/ Dunhams contract & DEC negotiations for Prospect Mntn	COURTYARD MARRIOTT, DUNHAMS BAY, FORT WILLIAM HENRY	CONFIRMED	\$ 10,000.00	joint town/village	yes - \$15K	
	ADK 5K	SPORT/EVENT	ADK 5K	200+			Sept. 16, 2017	CONFIRMED	John Carr	Assisting w/mkg, & housing		CONFIRMED			funding still possible	
X	WIT Rally	ASSOC	RV rally & meeting	40-60 RVs	120+/-		September 15-17, 2017	CONFIRMED	Files	CONFIRMED	LAKE GEORGE ESCAPE CAMPGROUND	CONFIRMED	\$ -		0 RFP process	
X	Tiny Trailer Camping Group	SPORT	small trailer meeting	100-200 ppl			Sep-17	CONFIRMED	phone	Spoke with Susan on 3/6 - will get welcome bags together for 9/18 - sent to Sandy today. Working on itineraries with her.	Moosehillock Campground	CONFIRMED	\$ -		0 RFP process	
X	Ride for Hope & Gratitude	EVENT	charity bike ride	75-100	50		September 22, 2017		Phone	Meeting on 10/27 - charity ride to raise money for Cedars Cancer Foundation - Montreal. Start by beach, ride Sat, dinner, Sun challenge up prospect mtn. Summit photo opp	Assisted w/ DEC TRP process, site visit, & town/village logistics coordination	Georgian Resort	CONFIRMED	\$ -		0 no

	Golden Goals	SPORT	GG Columbus Day Invitational	TBD			Oct. 6-8, 2017	ROOMS	VENUE	DISCUSS ROOM NEEDS	COMFORT SUITES, COURTYARD MARRIOTT, SLEEP INN, RAMADA, QUEENSBURY HOTEL - Partner hotels	CONFIRMED						yes
X	NYS Assoc.of Prof. Land Surveyors	ASSOC	Fall Workshop Series	25-100			Oct. 2017	RFP re-issued in June 2017	FILES	RFP re-submitted 6/8 to CVB group.	Sleep Inn, Dunhams Bay, Courtyard, Ramada, Queensbury	PROPOSALS DUE JULY 15th						
X	Philadelphia Church of God	SMERF	Annual Conference	150			October 10-12, 2017 (returning in 2018)	Provided site visit on 6/15	FILES	Will provide itineraries for segment groups by early July.	COURTYARD MARRIOTT	CONFIRMED						
	Case Wedding	WEDDING	Wedding	150			Oct.. 19-21, 2017	Wedding taking place at Burlap & Beams in Thurman, NY. Looking for 2 hotels, florists, photographers, and transportation for @150ppl	PHONE	Sent transport info on 1/13	Dunhams Bay - NO occupied	CONFIRMED						RFP process
	Flacke wedding block	WEDDING	wedding	30			Aug. 26, 2017	rooms only - wedding in Saratoga	PHONE	Follow up on bookings??	Queensbury, Ramada, Comfort Suites and Six Flags lodge	PENDING						RFP process
	wedding - small	WEDDING	wedding	10			June 11 or 14, 2017	small wedding, no reception - need photographer and officiant	PHONE	5 kids, 3 guests - no reception	sent to Dunhams Bay, Sagamore, Ft. William Henry - Only Dunhams can accommodate.	PENDING						RFP process
	2018																	
	Voluntary Protection Programs Participants Association Inc (VPPPA)	ASSOC	Region II VPPPA Conference	150-200	185 rooms		Fall 2018		CONNECT NE		Proposals due by July 21	PENDING						0 RFP process
	NYS Assoc of Convenience Stores	ASSOC	Fall conference/chairmans golf tourney	70-80	85-90		Sept. 25-27, 2018 or Sept. 11-3, 2018		ESSAE		Proposals due by July 15th	PENDING						RFP process

X	Eastern Outdoor Rep Association	ASSOC	Private outdoor show/annual meeting for industry reps		100		2'd or third week In August 2017 - M-W or Tue-Thu pattern - 3 DAY SHOW		PHONE	Will look at 2018. Follow up in May.	Looking at Marine Village and Marriott, Georgian as options on 9/9/16. Surfside not able to accommodate.	Have decided to move this event to 2018			
	CSPA NYS	ASSOC	Annual Conference	200+			Oct. 14-16 2018, Oct. 21-23, 2018		email	Went to Saratoga	LOST	LOST			
X	Eastern Association of Student Financial Aid Administrators	ASSOC	Annual Conference	151-300	501-1000		May 4-10, 2018		FILE	CONFIRMED	Sagamore Resort	CONFIRMED			CONFIRMED
	HCP - NYS Assoc. of Health Care Providers	ASSOC	Fall Annual Conference	150-175	90		Oct. 16-17, Oct. 17-18; Oct 23-24, 2018 options	RFP received on 9/12/16	ESSAE 16	Went to Woodhill for 2018 in Rochester	LOST	LOST			
	Phi Kappa Theta	SMERF	National Meeting	300+	300		Aug 1-5, 2018 July 25-29, 2018 Aug 8-12, 2018		CONNECT '16 TX	Sent to CVB group on 8/30 '16	Ramada Inn	Not enough room - LOST			
X	Santa Hustle	SPORT	1/2 marathon	2000-3000 ppl			Dec-18	Sent RFP out to CVB group in Sept. Need to follow up with call with Aaron. Phone tag lately.	CONNECT - TX	Organizer decided to move event to DEC 2018.		CONFIRMED			CONFIRMED
2019															
	NE Assoc. for Institutional Research	ASSOC	Annual conference	300+	775 room nights		Nov. 8-12, 2019	Forwarded to Sagamore. May be too big for anyplace else	Check w/ organizer if can be split btw 2 hotels.			PENDING			
X	ATTA ELEVATE Conference	ASSOC	Adventure travel conference - international	300+	300+		6/1/2019 - 5-7 day conference w/ pre-post fams	Need CFA grant for Market NY - MUST BE DONE & MATCHED 8/20 by Occ Tax money with Market NY monies	CONFIRMED	Fort William Henry Host Hotel	I LOVE NY \$20K commitment if approved. Event planner liked proposal.	CONFIRMED	Need to put in CFA grant for funding		CONFIRMED
2020															

	ABANA	SMERF	Blacksmithing competition & festival	1000+	500+ incl. campgrounds		Summer 2020	Currently waiting on approval for grant funding.	Direct	Approved		Need to follow up on needs with Scott		CONFIRMED	
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