



Lake George Regional Convention & Visitors Bureau

**October Board of Directors CVB Report 2018**  
 presented by Kristen Hanifin  
 Special Events & Convention Sales Director

<b>Leads</b>	<b>Attendance</b>	<b>Room Nights</b>
3	845	2720
YTD	YTD	YTD
68	75856	28356
<b>Bookings</b>	<b>Attendance</b>	<b>Room Nights</b>
1	25	129
YTD	YTD	YTD
25	13554	7311
<b>Lost Business (YTD)</b>	<b>Attendance (YTD)</b>	<b>Room Nights</b>
17	15320	7363
<b>Pending*</b>	<b>Attendance</b>	<b>Room Nights</b>
31	49088	16169

\*Pending shows leads that are outstanding, still in progress; Activities reflect Jan 1 – October 31, 2018

**MEETINGS/SHOWS/MARKETPLACES**

The CVB held its monthly CVB meeting at Silver Bay YMCA. There were 11 attendees. The agenda included updates on new/pending/booked/lost business, updates on convention services/marketing, and property/event updates for the month.

**Attendance:** Amy Austin, Jen Vidnansky, Amanda Copeland, Lynn Clausen, Liz Burtch, Peter Temeles, Rhonda Sullivan, Stephanie Howard, Gina Mintzer, Chet Lastowski, Kristen Hanifin.



## Lake George Regional Convention & Visitors Bureau

### 1. NEW BOOKED BUSINESS IN OCT:

- **495 Production Crew (Rooms only)** – Oct. 3-8, 2018 – 25ATT/129 RN – Stony Creek Ranch

### 2. NEW BUSINESS/LEADS SENT IN OCTOBER –

- **metroConnections September 2019 Community Symposium** – Sept. 11-14, 2019 – 600 ATT/300 RN (sent only to Sagamore through Cvent)
- **KV Media, Marriage Retreat, Sept 6-8, 2019**, 20 attn/30 RN
- **NYAPT – New York Association for Pupil Transportation Annual Conference 2020-22** (sent only to 1 property) – *will resend in Nov* July 12-15, 2020, July 11-14, 2021, July 10-13, 2021 225 ATT/840

### 3. ONGOING DISCUSSIONS FOR NEW BUSINESS/BID OUT - "IN PROGRESS"

- **Society of Kastorians "Omonoia"** – Memorial Day weekend 2019 – 200ATT/80 RN
- **Great Nor'Easter Volleyball Tournament** – March 9-10, March 16-17, March 23-24. Locating courts in GF, Qbry, SGF, LG, Warrensburg. Need 8 courts. 180 teams. 1080ATT/540 RN (ESTIMATES ONLY – will confirm final #'s with organizer once teams are booked)
- **IREVA/USA Volleyball 2019-2023 Regional Championships**. Met with IREVA/USA Volleyball Commissioner on 10/4/18. 5 YEAR possible commitment. Need 26-28 courts in GF, SGF, Qbry (incl. 10 courts @ ADK Dome) to bring 134 teams, 4000 attendees to the region. 4000ATT/500+ RN possible. *Housing RFP anticipated for Dec., pending confirmation of courts.*
- **NYS PHSAA 2020-22 Girls Softball Championships (in Moreau State Park 2018-2015).** *Contacted Sect. II local rep. to collaborate bid.* ALL 3 YEARS. 2190 attendees/140 room nights. *In discussion.*
- **NYS Telecommunications Assoc. Inc. Annual Conference – June 4-7, 2019 – 140 ppl/220 rooms.** *IN PROGRESS – awaiting planner response – site visit at Queensbury Hotel in Oct.*
- **NYS Assoc. of Clerks of County Boards Annual Conference – May 13-15, 2020 – 35 ppl/70 rooms.** *IN PROGRESS – set meeting w/organizer in December*
- **USMC Motor Transport Association Annual Reunion – Sept. 14-19, 2019.** RFPs out in June, site visit here in July w/organizers. Making decision in Sept/Oct. 2018. Adding

A Division of the Lake George Regional Chamber of Commerce

P.O. Box 272 | 2176 State Rt. 9 | Lake George, NY 12845

WWW.VISITLAKEGEORGE.COM/MEETINGS | 518-668-5755 | FAX 518-668-4286



## Lake George Regional Convention & Visitors Bureau

spousal programs & local tours to event. **80ppl/200 rooms - meeting on hold due to weather issue**

- **NYS PHAA Basketball Championship ROOMS ONLY** - March 20-22, 2020; March 19-21, 2021; March 18-20, 2022 -580 rooms (2nts) each year, 1,740 rooms total over 3 years, 10,000 ppl. per year, 30,000 total over 3 years. **IN PROGRESS/BIDS OUT - response due in Dec.**
- **NYS Federation Basketball Championship ROOMS ONLY** - March 27-29, 2020; March 26-28, 2021; March 25-27, 2022 - 600 rooms each year, 1800 rooms over 3 years; 2,841 ppl, 8,823 ppl over 3 years. **IN PROGRESS/ BIDS OUT - response due in Dec.**
- **ATRA US Trail Running Conference - Sept 2019** - Proposal with organizer. 2018 event will take place in late Aug. Will decide after this. **600 room nights/1000 attendees IN PROGRESS/awaiting planner response.**
- **WPBA Tour 2020-23.** Working with Kingpin Bowling on the national bid for dates. *Kingpin Bowling has submitted Venue Bid and has been told they will get a date for this tour. Estimate 3,500ppl/8,800 rooms. VENUE BID OUT - awaiting WPBA response on final dates before sending out housing RFP.*
- **NJCAA (National Junior Collegiate Athletic Association) Bowling Championship - March 1-3, 2019.** Kingpin in is preliminary discussions. *Venue Bids open in Nov. for 3-year block beginning in 2020-2022. KingPin to put in the bid. Estimate 10-20 teams.*
- **East Coast Watercross Racing Event - September 2019.** Reviewing DEC/Park Commission water regulations. *Follow up call with organizer scheduled for December. \$10K bid fee, 100 athletes + families anticipated.*

#### 4. LOST BUSINESS - None

#### 5. TRADE SHOWS/ MARKETING/ CONVENTION SERVICES

*NASC 4S Summit - October 11-14, 2018*

- Attended NASC 4S Summit in Cleveland, OH as a presenting speaker with Cleveland Sports Commission. Presented white paper: *"Creating Champagne Campaigns on Beer Budgets: Smart Strategies for the Small CVB."*



## Lake George Regional Convention & Visitors Bureau

### Marketing/Advertising

- Sent outline, images and first draft copy to Digital Sales kit company. Currently reviewing first drafts for meetings & sports markets. Still need updated images from local properties & sport venues.
- Ellis Hospital Women's Night Out Event, Rivers Casino, Schenectady – Promoted group getaways, 400 women in attendance, auctioned off overnight stay/Winery tasting/dinner.
- ESSAE sponsored Harvest Highlights event, The Desmond, Albany -- introduced Keynote Speaker, showed video, distributed destination information, 130 in attendance, shout out to partners: Sagamore, Ft. William Henry in attendance.
- Social Media -- Facebook/ Instagram Promos:
  - CVB Sports promo video — 5,076 people reached; 33 link clicks
  - CVB Sponsor of #ESSAEHarvest — 1,165 people reached; 8 link clicks
- Advertising: 24 :30 Radio spots running on WGY AM; Albany Business Review print/digital advertising promoting meetings/conventions to corporate audience.

### Convention Services

- Provided convention services and research to IREVA/TEAM USA organizer on local court availability. Reached out to local AD's in South Glens Falls, Glens Falls, Queensbury and Warrensburg looking for 22-28 courts. Working with ADK Dome & City of GF (AC) on local venue options.
- Referred Firecracker Baseball to East Field's Ben Bernard for possible new collegiate baseball tournament at East Field. Tournament would bring potentially 36 teams to the Glens Falls/Queensbury areas in July 2019.

### 6. ADIRONDACK CHRISTKINDLMARKT 2018 UPDATE

- Facebook page metrics (as of 11/8/18): **247.4K reached, 13.5K responses, 580 Likes, 595 followers** -In the last 28 days, Likes increased by 273, a 703% INCREASE from the last month. This is all ORGANIC interest with no paid boosts.
- Revised overall budget for the event.
- Confirmed/booked total of 30 artisan vendors and 3 food vendors for the event.
- Confirmed/booked total of 8 entertainment acts for the event
- Confirmed/booked horse drawn carriage rides for the event
- Finalized insurance, DEC application for parking, dumpster, permitting for the event
- Secured \$25,746.28 in-kind services (70% marketing – logo design, advertising, printing, digital & 30% services)
- Secured/confirmed \$20,050 in sponsorship

A Division of the Lake George Regional Chamber of Commerce

P.O. Box 272 | 2176 State Rt. 9 | Lake George, NY 12845

WWW.VISITLAKEGEORGE.COM/MEETINGS | 518-668-5755 | FAX 518-668-4286



## Lake George Regional Convention & Visitors Bureau

- Planning Committee met 2x in October
- Rack Card distribution at Aviation Mall "Malloween"; Ellis Hospital Women's Night Out; International Travel & Tourism Show (Montreal); Drink Albany-Capital Craft Beverage Trail event.

### 7. **ATTA ELEVATE BANFF - 2018**

- Building matrix details for Days of Adventure & fam trips for ATTA ELEVATE 2019. Will finalize with ATTA of DOA trips by January.
- Set call with ATTA for December to discuss DOAs, fam trips, event details and begin to frame event schedule and venue needs.
- Identified MWBE contractor to provide services & assistance with FAM trip coordination.

8. **EXPAND CVB** - no meeting held in October

9. **TECHNOLOGY UPDATE:** Simpleview CRM uploads complete. Training to begin in Nov.

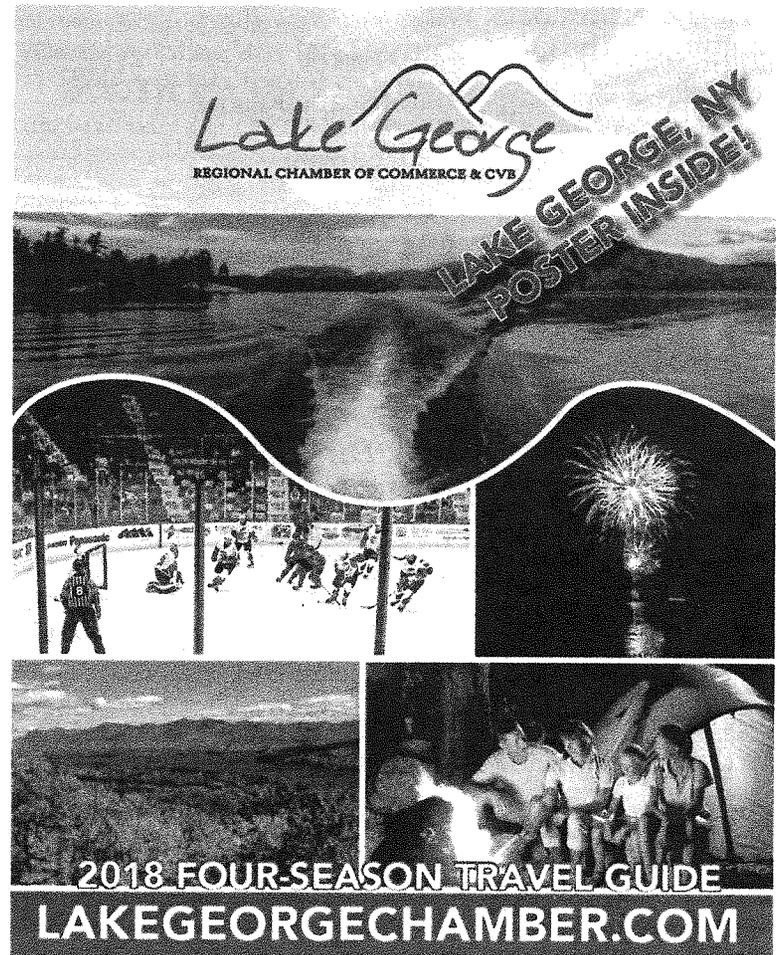
### 10. **COMMUNITY INVOLVEMENT**

- Hague Town Board presentation
- Warren County OT/Tourism Budget presentation
- Upstate Alliance for Creative Economy (ACE) meeting
- NYSTIA Annual Meeting attendance
- Upstate Alliance for Creative Economy Farm Tour - promo
- SUNY Adk Tourism Class presentation

# Lake George

REGIONAL CHAMBER OF COMMERCE & CVB

## 2017-2018 Annual Report



2018 FOUR-SEASON TRAVEL GUIDE

LAKEGEORGECHAMBER.COM

# Board of Directors

Fred Vogel, *President*, Lodges At Cresthaven  
Dennis Lafontaine, *1st Vice-President*, Martha's Dandee Crème  
Janice Bartkowski-Fox, *2nd Vice-President*, Adirondack Cotton Co.  
Matthew Taormino, *Secretary*, Dunham's Bay Resort  
Gary Thornquist, *Treasurer*, Lake George RV Park  
John Carr, Adirondack Pub & Brewery  
Frank Dittrich, Inn At Erlowest  
Scott Mclean, Stony Creek Ranch Resort  
Sasha Pardy, Adirondack Winery  
Eric Rottingen, The Queensbury Hotel  
Rebecca Wood, Six Flags Great Escape Resort  
Scott Wood, The Lobster Pot Restaurant

## Staff

Gina Mintzer, CMP, MHA, Executive Director  
Christine Molella, Office Manager  
Sandy DeKleine, Office Assistant  
Amanda Metzger, Marketing Director  
Kim Saheim, Membership Director  
Kristen Hanifin, CVB Convention Sales,  
Special Events Director  
Jennifer Kraft, Adirondacks Welcome Center (AWC),  
Taste NY Market Manager  
Cory Saheim, AWC Inventory Supervisor  
Lynne Dougherty, AWC Customer Service Rep  
John Root, AWC Customer Service Rep  
Kathryn Hull, Village Information Center Rep  
Stephanie Smith, Village Information Center Rep

## S.T.A.R. AWARDS

The hospitality industry is an essential component of the Lake George Region's economic vitality. The Lake George Regional Chamber of Commerce & CVB's *Supporting Tourism Around the Region* (STAR) Award is the only honor developed solely to recognize excellence in travel and tourism and represents the best of the Lake George Region's hospitality culture.

## PAINTED PONY CHAMPIONSHIP RODEO

Shawn Graham is a true cowboy in every way. His father Skip Henry Graham was an original Bull Fighter/ Rodeo Clown at the Painted Pony Championship Rodeo. Shawn rode saddle bronc horses and bucking bulls. In 2000, he suffered a major injury and he was no longer able to ride. Loving the sport, he looked for a way to stay involved. Shawn purchased the Painted Pony in Lake Luzerne from previous owner Jack McQue in 2001 and rebuilt the fire-destroyed Longhorn Saloon. Summer of 2002 was the first season.

Now 17 summers have come and gone and Shawn and Shana Graham (married in 2004) continue to operate because the excitement never ends. Painted Pony keeps the Western Heritage alive with their authentic Texas Style BBQ Buffet offered 6-8pm every Rodeo Night. At 8 pm, the professional rodeo kicks off. Afterward the Longhorn Saloon offers musical entertainment and dancing. Veterans are saluted during every show.

## SOUTH WARREN SNOWMOBILE CLUB

The SWSC club was formed in 1997 when Warren County turned over the duties of maintaining the snowmobile trail system in Southern Warren County. Approximately 25 volunteers help maintain the trails with a fleet of 6 groomers to maintain the 100 miles of trails that connect Lake George, Lake Luzerne, Queensbury, and Washington County together. The club has 700 members, 60% from out of town that include: NJ, CT, MA, PA, and Long Island, NY. The Club groomers trails that head directly to some area businesses: Best Western, Holiday Inn Resort, Hampton Inn, Wingate Inn, and Super 8. This provides snowmobilers direct access to the trail system, a feature many riders look for when deciding where to travel.

## SAPPHIRE AWARD

The Sapphire Award was established in 2017 for the 65th Anniversary of the Lake George Regional Chamber of Commerce & CVB to honor a "gem" within our community whose efforts directly benefit the hospitality industry in a profound way.

## JACQUILINE TOUBA, PH.D. GLENS FALLS, NY

Dr. Jaquiline Touba has helped grow cultural tourism over a lifetime of dedication to the arts. In 1984 she founded the International Arts and Culture Association for children to develop an understanding of other cultures. This led to the creation of the International Youth Art Exchange between American and international children. And in 1995, this grew into the World Awareness Children's Museum. As Executive Director she guided the Museum through a capital campaign to buy and renovate a permanent location in Glens Falls.

Upon retirement from the museum in 2013 she was asked to be the Project Scholar for the National Education Association project, Cultural Connections, Muslim Journeys at Crandall Public Library. She also helped establish the Arts District of Glens Falls, a collaborative marketing effort among arts and cultural organizations. In 2014, she became president of the North Country Arts Board of Directors and has had multiple exhibitions of her pen and ink drawings and photographs in their galleries. At her studio in the Shirt Factory, she has started a study of international dance and created four coloring books from her drawings.

# 2017-2018 OUTCOMES

Throughout 2017-2018, the LGRCC&CVB staff began reporting outcomes to the Board of Directors based on the Strategic Initiatives that were adopted by the Board. Activity highlights are enumerated below.

## ADMINISTRATION – INCREASE REVENUE

- 450 Total Members. 90% Member retention based on dues renewals. Members not renewing due to closures and resignations. 9% new members
- Consolidated Membership Categories for 2018-2019 Renewals, New memberships.
- Re-evaluated all aspects of other income sources including: Travel Guide, Website, Co-operative Marketing Activities, E-boards, CVB Contract, Adirondack Craft Beverage Trail, Village Information Center, Collette Tours and Adirondacks Welcome Center.

## IMPROVE MEMBERSHIP VALUE & PARTICIPATION

- Coordinated “Social Sidekicks” for new members outreach, retention
- Conducted Membership Survey
- Produced Monthly radio advertising promoting new members
- Coordinated 10 Membership Mixers thanks to our generous hosts:
  - \* Adirondack Extreme—LGRCC&CVB Office—Six Flags Great Escape Lodge & Indoor Waterpark—Rocksport—Holiday Inn Resort—Helping Paws Veterinary Hospital & Kingsbury Printing—PA Medical Supply Company—The Queensbury Hotel—The Sagamore Resort—Courtyard by Marriott Lake George
- Coordinated monthly Women in Business Program, average 20 members attending programs September – June; variety of speakers; community give back to: Double H Ranch, North Country Ministries, Open Door, WIN, among others.
- Coordinated Lunch & Learn Program
- Coordinated Vendor Fair
- Coordinated two Restaurant Weeks, June 10-16, 2018; September 9-15, 2018
  - \* 15 restaurants participated. Website info, advance PR and social media outreach. Facebook event: 84,800 people reached; 3,500 responses (interested or going); Website hits: 23,433.
- Adirondack Craft Beverage Trail, 27 participants, website and social media updated, full printed map in production for 25,000 distribution. Various in-market, out of market promotions completed.
- Lake George 365 Committee developed messaging to “debunk the myths” of the area.

## ADVOCACY & VISIBILITY:

- Distributed 2 resolutions that impact tourism economy to legislators, local government officials, media, other Chambers.
- Presented LGRCC&CVB initiatives to 12 of 13 Towns, Village of Lake George, City of Glens Falls.
- Submitted CFA Grant Letters of support for Town and Village of Lake George;

# 2017-2018 OUTCOMES

## IMPROVE MEMBERSHIP VALUE & PARTICIPATION

### ADVOCACY & VISIBILITY:

Staff attended meetings, events, tours with members, stakeholders, trade shows, and potential clients to ensure visibility, community networking, and media coverage, among other benefits. Below is a round up of community involvement:

- AHI Designing a Healthy Community Event
- Albany Business Review* Panel Member
- Alliance for the Creative Economy Committee
- Empire State Society of Association Executives (ESSAE)—membership committee
- Glens Falls Welcome Committee
- J1 Student Committee
- Joint Lake George Village/Town Occupancy Tax Committee member
- King George Fishing Derby Committee
- Lakes to Locks Board of Directors
- LGLC Next Gen Committee
- Light up the Village Celebration – Small Business Saturday
- NY State Harmful Algal Blooms Summit in Ticonderoga
- NYSDOT Salt Reduction Pilot Program Committee
- NYSH&TA/NYSDMO Advocacy Day and Meeting, Albany ESPCC
- NYSTIA Empire State Tourism Conference Panelist w/ ATTA’s Russell Walters and Laura DiBetta, DEC at the Adventure Tourism session
- Sham “Rock” the Block Parade participants
- The 21st Adirondack Park Local Government Day Conference in Lake Placid
- Warren County Board of Supervisors Monthly Meetings
- Warren County Council of Chambers Monthly Meetings
- Warren County Tourism Monthly Meetings
- Winter Carnival Cookoff Volunteer

### TRAVEL GUIDE

Distributed 70,000 Destination Travel Guides:

- Eastern New York, Lake George Region, Capital Region, Long Island, Westchester
- Montreal, CAN
- Massachusetts: Berkshires, Springfield, I-91 corridor
- Connecticut: throughout the state
- AAA offices throughout NY, NJ, PA, CT, MA

### CONSUMER SHOWS

Coordinated and attended 8 Consumer Travel Shows, that involved trade show coordination, distribution of 9,200+ Travel Guides, 2,000+ member brochures, 19 booth partners and collecting 3,500+ inquiries. Additional pre-during –post marketing stats are included in the overall marketing report.

# 2017-2018 OUTCOMES

## IMPROVE MEMBERSHIP VALUE & PARTICIPATION

### MARKETING

Website: 190,683 pageviews

Videos: 54 videos; 78,600 views

Facebook: 6,321 followers; 25% Increase over LY; Avg org reach 1,576 people per post

Twitter: 1,331 followers; 32% Increase, 110,862 impressions

Instagram: 1,703 followers; 31% Increase, 141,349+ impressions

**Total social media organic impressions: 1,000,304+**

### PUBLIC RELATIONS

14 press releases were written and distributed. From October 1, 2017 to August 31, 2018, the Chamber name had 92 media mentions found online for a total Advertising Value Equivalency (AVE) of \$139,000+. This doesn't include value of media that was not posted online. Includes mentions picked up by sister papers of The Post-Star and the Associated Press. We began tracking the value of media exposures and mentions in January for a grand total value of public relations activities of in excess of \$266,000 that includes coverage in the following publications: Post Star, Glens Falls Business Journal, Lake George Mirror, Schenectady Gazette, LG Examiner, Albany Business Review, Times Union among others.

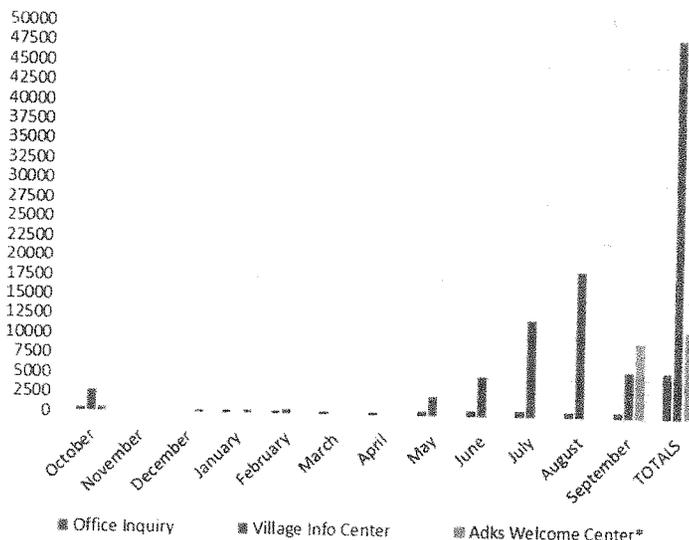
E-blast communications – 9 Consumer emails sent – utilizing full list of 24,000+ average open rate of 35%; average click-thru rate of 15%

### VISITORS

#### CENTERS

The LGRCC&CVB manages three Centers offering personal assistance and information to more than 65,700 traveling visitors.

Visitors Centers Attendance



# 2017-2018 OUTCOMES

## EXPAND CVB

**TRADE SHOW ATTENDANCE** – attended 10 trade show and sales missions, interacting with 411 new potential contacts and distributing 29 leads immediately upon return.

Leads (10/2017-9/2018)	Attn (10/2017-9/2018)	RN (10/2017-9/2018)
74	78,821	30,372
Bookings	Attendance	Room Nights
26	13,909	7,510
Lost Business (YTD)	Attendance (YTD)	Room Nights
18	15,470	7,863
Pending*	Attendance	Room Nights
34	51,188	16,086

**MARKETING** of the LGRCVB included print and digital advertising/advertorial buys in conjunction with trade show participation. Substantial social media both paid and organic were utilized to complement trade show attendance. E-blast series for both the ESSAE (3) and Connect (4) Trade Shows averaged 29% open rate; 12.7 click-thru rate. Monthly e-blasts to all corporate/association/meeting/convention/sports database of 3,700+. Overall average open rate of 28%, click-thru rate of 17%.

**CONVENTION SERVICES HIGHLIGHTS** included providing speaker, dining, attraction and transportation referrals, onsite assistance, pre-promotion video and print collateral materials, and welcome bags among others. All convention services customized to client needs.

**MONTHLY CVB MEETINGS** averaged 15 partners in attendance with special thanks to the following hosts: Johnny Rockets, Holiday Inn Express, Fort William Henry, Rocksport, LGRCC Office, Holiday Inn Resort, Queensbury Hotel, Lake George Lanes & Games, Sleep Inn & Suites, Holiday Inn Express, Kingpin's Alley Family Fun Center, Boathouse Restaurant.

**TECHNOLOGY:** The LGRCVB purchased the Economic Impact Calculator subscription through Destinations International and have provided calculations for monthly booking reports to the County as well as various local events and attractions.

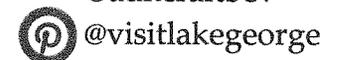
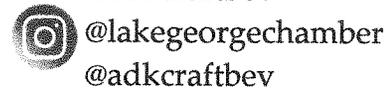
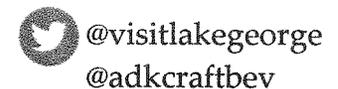
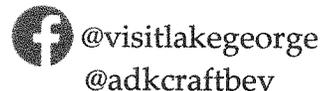
**ATTA** (Adventure Travel Trade Association) ELEVATE Conference will be held in Lake George in 2019. Substantial planning, pre-promotion, advocacy, funding and other major event infrastructure is in place.

**CHRISTKINDLMARKT** a German-style festival planned for December 7-9 in partnership with the Adirondack Folk School to enhance year-round offerings, will be held at the Festival Commons.

# MISSION STATEMENT

The Lake George Regional Chamber of Commerce & CVB, Inc. is the leading driver of tourism to the Lake George Region. Our overall objective is to foster a vibrant business community through year-round marketing, promotion, events and educational programming.

Founded in 1952, the LGRCC is a member-driven, not-for-profit 501C (6) corporation. The Chamber, celebrating its 66th year, comprises 450 members in various sectors of the business community. With a regional mindset, membership spans six counties in New York. The Chamber staffs the Village Visitor Center on the corner of Beach Road and Canada Street in the Village of Lake George, the Adirondacks Welcome Center on the Northway between Exits 17 and 18 and the Chamber office at 2176 Route 9 in Lake George. In 2017-2018, more than 65,700 people visited the centers seeking assistance and information about the area. The Chamber also publishes an annual Travel Guide with a 70,000 circulation.



Lake George Regional Chamber of Commerce & CVB  
2176 Route 9, PO Box 272, Lake George, NY 12845, 518-668-5755  
[www.lakegeorgechamber.com](http://www.lakegeorgechamber.com), [info@lakegeorgechamber.com](mailto:info@lakegeorgechamber.com)