



**Tourism Committee
Warren County Tourism Department
AGENDA
June 18, 2018**

Committee Members:

E. Merlino, Chairman
D. Dickinson
J. Strough
E. Frasier
K. Wild
K. Geraghty
J. Diamond
A. Hogan
B. Driscoll

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- I. Committee meeting called to order by Chairman Merlino.
 - II. Motion to approve minutes of April 30, 2018 Tourism Committee Meeting.
 - III. Tourism Department Update – Joanne Conley, Tourism Director
 - IV. Travel Trade Update – Tanya Brand, Group Tour Promoter
 - IV. Lake George Region CVB Update – Kristen Hanifin, Special Event and Convention Sales Director, Lake George CVB
 - V. Privilege of the floor to discuss any additional items to come before Committee.
 - VI. Motion to adjourn.



Lake George Regional Convention & Visitors Bureau

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

Leads	Attendance	Room Nights
4	1095	670
YTD	YTD	YTD
28	20,245	14,657
Bookings	Attendance	Room Nights
6	624	246
YTD	YTD	YTD
17	3879	3484
Lost Business (YTD)	Attendance (YTD)	Room Nights
10	11,590	4855

MEETINGS/SHOWS/MARKETPLACES

The CVB held its monthly CVB meeting on May 17th at Lanes & Games in Lake George. There were 16 attendees. The agenda included updates on new/pending/booked/lost business, updates on convention services/marketing, and property/event updates for the month.

Attendance: Amanda Copeland, James Joseph, Peter Temeles, Amanda Berrigan, Heather Whitney, Cassandra Gibson, Samantha Adamczyk, Rhonda Sullivan, Kathy Miller, Jen Vidnansky, Gina Mintzer, Kim Saheim, Kevin Markham, Amy Austin, Liz Burtch, Stephanie Howard

1. NEW BOOKED BUSINESS IN MAY:

- **Plug Power** – Aug. 6, 2018 – 23 attendees/46 room nights – *Sagamore Resort*
- **Pickleball Festival Clinic** (booked last minute in Towers Hall due to loss of GF Rec Center) – **June 1, 2018** -*Fort William Henry*



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- **NYS Tourism Industry Association Conference & Dinner** – Oct. 18-19, 2018 - 150 attendees/120 room nights- *Great Escape Lodge (may also add the Queensbury Hotel or FWH for dinner option, as well as Shoreline Cruises for afternoon cruise option)*
- **Camp Nissim** – July 11-13, 2018 – 75 attendees/100 room nights – *Stony Creek Ranch Resort*
- **Capitol Hill Management** – June 3, 2018 (room referral for overflow rooms for The Sagamore) 75 room nights – various properties throughout Bolton, Diamond Point, Village of LG

REPEAT BUSINESS BOOKED –

- **Hemmings Concour D'Elegance** – breakfast/lunch for 300 people – Sept. 16, 2018

2. NEW BUSINESS/LEADS SENT IN MAY –

- **Prime Time Lacrosse Tournament – ROOMS ONLY** – July 7-8, 2018 – 900 attendees/80 rooms (additional room request from organizer for 2-3 teams)
- **Camp Nissim** – July 11-13, 2018 – 75 attendees/100 rooms nights
- **Spartan Race** – Winter/Spring 2019 – 1200 attendees/1000 room nights

3. PENDING NEW BUSINESS/ONGOING DISCUSSIONS

- **GPS Golden Goal Columbus Day Invitational – October 6-7, 2018** – 2000 attendees/600 room nights (RFP to go out week of June 11th)
- **Primetime Laxtober Festival Oct. 13-14, 2018** – 2,500 attendees/900 room nights (RFP to go out 2^d week in July, per organizer)
- **USA Volleyball Regional indoor tournaments & Adult Regional Beach Qualifier Series – Winter/Summer 2019.** Spoke with national director and set call with regional IREVA director. Very interested in both indoor tournament and possible outdoor regional beach qualifier.
- **Fishers of Men District 5 Fishing Tournament** – Sept. 2020 – 110 attendees/206 room nights. Need to identify bid fee funding (\$5,000-\$10,000). Estimated economic impact value to previous communities is around \$450,000.
- **Adventure Enablers Endurance Race – Fall 2019/2020.** Organizer coming for a site visit at the end of June for this hike, bike, paddle, climb endurance race. In discussions to build a multi-day outdoor endurance race.

A Division of the Lake George Regional Chamber of Commerce

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- **L'Etape Tour de France - Adesport** - A premier 75-100 mile bicycle race, modeled after the Tour de France, lead was shared by Lake Placid & also met organizer at NASC. Hosting bid fees are \$50K. Without partners or additional funding, not a reasonable event to host.
- **East Coast Watercross Paddle Festival/Watercross event - June 2019**. Still in discussions. 800 room nights/2,000 attendees
- **ATRA US Trail Running Conference - Sept 2019** - Proposal with organizer. Decision still pending. 600 room nights/1000 attendees
- **SBD - North American Collegiate Showcase - May 28-30, 2019** - Organizer needs to work out venue pricing details with GG. 2100 room nights/3500 attendees

4. LOST BUSINESS

- **Special Olympics - Winter Feb. 2021/22/23** - 2000 room nights/1650 attendees. No response for venue pricing from Gore Mountain.
- **Porsche Club of America (PCA) Sept. 11-15, 2019** 400 room nights/185 attendees. Selected Woodstock, NY instead.
- **International Coleman Collectors Club of America** - June 25-27, 2020 - Too large to fit & pricing issues.

5. CONVENTION SERVICES/SALES/MARKETING/TRADE SHOWS

Trade shows and convention services provided for the following events:

- **GovBUY Trade Show**, May 2-3, with Fort William Henry, interacted with 150+ corporate vendors and 800+ state agency staff with meeting potential; distributed information for meeting and leisure travel.
 - FB promo: 370 engagements, 14 page likes; 52 post likes, 1 comment, 1 share, 16,008 impressions.
 - Produced new sales profile sheet.
- **ESSAE Expo prep**, June 21, with The Sagamore, Courtyard/Mazzone, Fort William Henry, Six Flags/Great Escape Lodge, Queensbury Hotel; marketing plan execution.
- **SPORTS EVENTS MAGAZINE** - Advertisement designed, placed.
- **NE District Harmony Barbershop Quartet** - May 12-13, 2018 (Marketing) Produced Dine Around, social media, ticket giveaway, ticket sales at Chamber, distributed press release/media relations, ran economic impact calculator, interview on LOOK TV with organization
- **Capitol Hill Management June 3 event** - received last minute request for on-site volunteer. Was unable to fill due to last minute.

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

Lake George Regional Convention & Visitors Bureau

- **NYSDMO** – June 6, coordinated overflow dinner at Boathouse for 19 attendees.
- **LEO Weekend – June 15-17**, pre-con, marketing meeting.
- **NY Bankers Assn – July 30-August 2**, The Sagamore, providing afternoon group activities referrals.
- **United Way NYS Conference @ Queensbury Hotel – July 18-20, 2018** – Providing 120 welcome bags, 1-pg Things to Do in the Area/events calendar and local guide. Provided itinerary idea for family programs.
- **Plug Power – Aug 7-9, Site Tour** – Referrals: Indian Pipes Boat Cruise; Lunch event Boathouse/Algonquin; Dinner event Lake George Club.
- **Feast of Tabernacles – Church of God – Sept. 23-Oct. 1** – Referred to Stony Creek Ranch Resort for dinner, outdoor family activity options.
- **NYS Athletic Administrators Association @ Queensbury Hotel** - July 22-25, 2018. Providing spousal program itinerary ideas, activity/dinner idea for 7/24. Also looking for small promotional gifts of local products to give to attendees.
- **NYSTIA Annual Dinner/meeting** – Met with Christine Hoffer & Suzanne Bixby on May 24 to plan dinner, external activities and options in Glens Falls, including using the new culinary school, dine around options.

6. **Adirondack Christkindlmarkt 2018 update**

- Planning committee met 2x in May.
- Entertainment – 3-5 acts confirmed. Music/performance application completed
- Food Vendors – Booked first vendor. Food/Bev. Vendor application completed.
- Artisan vendors – Vendor application completed. First application received in the mail. 4 vendors already confirmed.
- Hotel packages – working on outreach to hotels. Will remind year-round properties again at next CVB meeting. Need ALL packages offered to be ready by **June 28th** for promotions.
- Marketing –
 - **Facebook** event page – 24K reached, 2.8K in last 7 days, 1.3K views, 128 in the last 7 days, 820 responses, 78 in the last 7 days,
<https://www.facebook.com/events/1279719975496173/>
 - **E-Blast** - 40% open rate (610 sent); 7% (16 clicks) click rate
 - **PR**: May 30 —Christkindlmarkt coming to LG; Post-Star
https://poststar.com/business/local/chamber-bringing-christkindlmarkt-to-area/article_71f50eb-8e45-579b-85d5-a90ae49381f5.html; \$2,178

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- Will continue with grass-roots/organic marketing efforts, including social media outreach and PR. Post Star ran article on the event the last week of May. Kristen & Scott gave interviews to Glens Falls Business Journal on 6/6. Story will come out the week of 6/11/18.
- Pyramid (Aviation Mall) has offered to allow ADK Christkindlmarkt to promote in Aviation Mall, Crossgates Mall, Palisades Mall and Plattsburgh Mall. Activations and promotions will be planned for early fall.
- Sponsorship – Revising sponsorship kit to one page. Met with Clarion Hotel - will provide up to 8 comp. rooms. Met with Sagamore Resort – considering sponsorships, will offer rooms, packages, transportation, etc. In discussions with several large local companies for high level, anchor sponsorships.
- Met with Lake George Steamboat Company. Boats will be illuminated and LGSC will provide parking lot.
- Need to submit TRP with DEC for use of Beach and Auxiliary lots.
- Tent company confirmed
- Re-submitted additional request, per Mayor, for additional funding support through 2^d Occ tax application for town & village of LG for \$4,000.
- Provided presentation to the WC Council of Chambers. Several chambers have already committed to purchasing a booth space to co-op with the smaller local businesses.

ATTA ELEVATE BANFF – 2018

- Finalized the Host agreement legal language changes with ATTA & Warren County. Awaiting county signature.
- Provided update to NYSDMO DOS group and discussed pre/post familiarization opportunities. Sullivan County and Hudson Valley already committed to host FAMs. Others to follow.
- Submitted additional paperwork for CFA grant.
- Created Work Plan for MOU agreement with WC Tourism.
- Met with WC Tourism & Mary Kissane to discuss MOU for administration & funding of CFA grant. Agreed on language & Work Plan.
- Met with ADK Hamlets to Huts – Joe will be provider for DOA and pre/post fam trips for media/buyers
- Spoke with Live More Adventures – Dave will be provider for DOA and pre/post fam trips for media/buyers
- Call with ATTA to discuss #'s of hosted media/buyers, demographics, etc.
- Call with ATTA to discuss DOA options – will set follow up call for later in June.

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TECHNOLOGY UPDATE: Simpleview CRM signed contract, began database upload; Economic Impact Calculator, began running reports on client business, will continue with all bookings to showcase to clients, partners and media, conducted training with WCT and staff.

EXPAND CVB COMMITTEE:

COMMUNITY INVOLVEMENT

- CVB meeting 5/17/18
- Christkindlmarkt event planning meeting – 5/3/18 and 5/18/18
- Expand CVB meeting 5/30/18
- WCT EIC Training 5/11/18
- WCT Monthly Meeting 5/15/18
- Presented to the Town of Lake Luzerne (5/14), City of Glens Falls City Council (5/22) on LGRCVB Initiatives.
- Presented Christkindlmarkt to Warren County Council of Chambers (5/23).