



Lake George Regional Convention & Visitors Bureau

2019 ARTISANS & VENDORS – 50 artisans, 4 food vendors

Adirondack Cotton Company, Adirondack Custom Creations, ADK Folk School, Adirondack Rustic Rose, Beef Jerky Outlet, Beary Best Brittle, By the Lake Birch, Caldwell Country Farm, Cathy LaClair Jewelry Designs, Cheryl's Stained Glass, Dickenson's Delights, Empty Nest Sud-drome, European Sheepskins, Feifish, Firefly, G.A. Bove & Sons, Inc. German Wursthaus III, Good Day Honey, Jakes Jammin' Bow Ties, JuJujemz, Karen Banovic Paintings, Keller Krafted, Lake George Steamboat Co. , Leaf Filter of NY LLC, Ledge Rock Winery, Lets Weave a While, Lone Birch Creative, Love is on Lake George, Lucky's Adventure, Monte Al Mare Farm, Mud St. Maple, Mutts & Barley, Old Tavern Farm Winery, Palatable Peppers Products, Pennyworks Pottery, Preston's Alpacas, Rainers Gourmet, Rachels Spice Company, Rusted Root, Saratoga Boards, Shady Business, Spring Brook Distillery, Sweet Ramas Soap, The Dancing Bear Farm, The Local Woodworker, Tumeric Store, Upstate Model Railroaders, Vermont Bentwood Handicraft, YBWild Pottery, Chainsaw Sculptures.

2019 ENTERTAINMENT (confirmed to date)

Corry Loveday, Hot Club of Saratoga, Golfstrom, Enzian Bavarian Dance Troupe, Matthew Gregory, LeBet, Tim Ortiz, Skidmore Bandersnatchers, Jay Lawson, Edelweiss Schuhplattlers, Jim Robinson, PJ Duo, Frank Palangi. Featuring MC by DJ DuBray and audio by E.A.R.S.

2019 CHILDREN'S ACTIVITIES

Ornament making with Grassland Bird Trust, card-making with the World Children's Museum (of Glens Falls), face painting, reading of Lucky's Adventure by children's author Elizabeth Macy, special appearances by Snoopy, Charlie Brown, and Spruce the Moose, Santa & Mrs. Claus, horse-drawn carriage rides, warming tipi by Events in a Tent

For most up to date information on the event, please visit <https://www.facebook.com/ADKChristkindlmarkt/>

In the Community:

- CONNECT Faith Marketplace – Oct. 28-30, 2019
 - CVB meeting Oct. 24th at the Holiday Inn Resort Lake George



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- Created 2 leads for NYS Senior Women Bowling for 2022, sent out to ALL accommodations and then created a grid with the response information and sent to Peter, which will go on the USBC website.
- Received information on NY Special Olympics Fall Games wanting to come back to our area. Created Account and contact within Simpleview. Created 3 different leads for each year; 2020, 2021, and 2022 and then sent out to appropriate lodging. Will create a grid in the end for the client. Due; 11/14/2019.
- Sent NYS Snowmobile Annual meeting in 2022 proposals to the client.

ATTA ELEVATE LAKE GEORGE – June 10-12, 2019 NY

- Final report complete and ready for submission to ESD.

ADK Christkindlmarkt EVENT DETAILS (from the Committee)

FESTIVAL DATES/HOURS

Friday, December 6, 2019 3pm-9pm

Saturday, December 7, 2019 11am-8pm

Sunday, December 8, 2019 10am-4pm

- **New for 2019** – new partnership with the Lake George Steamboat Company to be able to feature “Boat Rides with Santa,” Saturday 12/7/19 at 11am, 1pm, 3pm and Sunday 12/8/19 at 11am and 1pm. Adult tickets are \$20.00, children 4-11 are \$10.00 and 3 & under will be free.
- **New for 2019** – new partnership with Events in A Tent <https://www.event-in-a-tent.co.uk/>. The company will be donating a 38 x 24 tipi tent to be used as a warming area/kids activity area. It is a new to the area tent company (already spoke with Kim about membership to Chamber) and they will be using Christkindlmarkt as a launch for their products.
- Malloween event went well at Aviation Mall – gave out over 400 brochures in 2 hours.
- Social Media marketing - Oct. 22 post on Facebook announcing the schedule of events garnered 4.1K organic reach. Total reach for the month of October (ORGANIC ONLY), 6,645 ppl. Currently have 1,215 followers & growing. Will be cross-marketing on social media with other
- SPONSORSHIPS – Sponsorships are still available. If interested, please contact Scott Hayden.
- VOLUNTEERISM - If interested, please contact Kathy Miller from Love is on Lake George to volunteer. We are in need of volunteers for the following times: Thur. SET UP – 9:30-4pm (any blocks of time), Friday, 9-12 (vendor check in), 2-5, 5-9, Sat. 10:30-2:30, 2:30-6:30, 6:30-9pm, Sun. 9:30-12:30, 12:30-4pm, 4pm-6:30 Breakdown.



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- **E-mail marketing:**
- Connect Faith e-blast through Connect (do we have stats from them?)
- Albany Business Review Meetings e-blast (29,146) Open Rate 17.38%. 0.56 CTR
- **Facebook promo:**
- CVB Digital Kit Ad and CONNECT Faith — \$259.46 spent. 42,243 impressions. \$1.38 per link click. \$259.46 spent. 188 link clicks

CONVENTION SERVICES

- Simpleview CRM updates; ongoing.
- Called/created list of restaurant availability for Nor'Easter Scrabble Tournament group 10/17-10/20/2019 at The Surfside.
- Produced content for Lion's Club Annual Convention 2022 proposal & presentation including collecting room rates, meeting space rates, and hospitality room rates from the FWH, Surfside, Courtyard, and Holiday Inn.
- Finalized final proof of Digital Sales Kit - <https://lake-george-area.dcatalog.com/v/Lake-George-Area>
- Created cover page for ATTA final report.
- Researched boat tour prices and pavilion pricing at Six Flags Great Escape for 'Women on Wheels' client. Event booked for 2021.
- Provided guidebooks, shopping information and maps to the the NAFSA Region X Conference being held at The Sagamore. Created 'local information' table at the conference.
- Participated in E.I.C. webinar on 10/10 for a new user orientation.
- Helped create itinerary for USS Shangrila site visit, including booking room for site visit 10/21-22.
- Booked three more fields at Moreau park for PrimeTime Lacrosse.
- Sent CCACU (credit union) proposals to client on 10/11.
- Sent New York Association of Government Records office proposals to third-party planner on 10/11.
- Created a 'Save the Date' Invitation for the October CVB meeting, through Simpleview. Received/tracked RSVP's and re-sent out a follow-up email with agenda and notes from the meeting as well as some links and information discussed.
- Created Account/Contact/lead for NYS Magistrates Association Executive Board meeting for June 2020 & sent client proposals on 10/28.
- Created Women On Wheels itinerary for client site visit on 11/8/19.
- Met with Mayor Blais and Bill Preston on 10/30 from Glidden car group to discuss parking situations for their car event fall of 2020.

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



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- **LEADS: NYS Senior Women's Bowling Tournament week 1-** 450 ATT/300RN
- **LEADS: NYS Senior Women's Bowling Tournament week 2-** 450 ATT/300RN
- **Marketing:** Facebook post through *Sport Events Magazine* – “Get More Playtime IN and OUT of the Game.”
- **Marketing:** Article in Destination Sports Management NOV/DEC issue “Bump, Set, Spike – Serving Up Opportunities – and Growing the Sport.” 5 paragraph article about Lake George IREVA volleyball event and the Prospect Mountain beach tournament with photograph.
- **Marketing:** Sports ad for NYSPHHA program

ASSOCIATION/CORPORATE/SMERF MARKET SEGMENT

- Attended CONNECT Faith Marketplace Oct. 28-30, 2019 in Grand Rapids, MI. Met with 36 planners, returned with 3 active RFPs.
- Significant interest in the region for retreats, conventions, particularly for Silver Bay YMCA Retreat & Resort Center, Inn at Erlowest (for “inspiration” television series).
- Met with United Church of God's Charles Mellar (came to region in 2018 – looking to rebook for 2021. Interested in multiple properties, 400ATT/1200RN – week long event. RFP out. Waiting to hear back from Ft. William Henry to discuss rates for host hotel.)

BOOKED

- **ASSOC:** NAFSA Region X: International Association of Educators Region X Conference – 608ATT/474RN – 10/26-30/19 – BOOKED at SAGAMORE Resort
- **SMERF** – Women On Wheels Ride In Event – 7/10-16/2021 – BOOKED at Roaring Brook Ranch Resort. Site visit Nov. 8th.

LEADS

- **MILITARY:** USS SHANGRILA Military Reunion group – 110ATT/65RN 10/5/22-10/9/2022
- **ASSOC:** NYS Magistrates Association Executive Board Mtg. 50ATT/30RN – 6/26-30/2020
- **ASSOC:** AAA Travel Northeast “Threads” Conference – 240ATT/160RN – 4/23-26/2020
- **Marketing:** CVB Eblast – through CONNECT Faith – “Where inspiration comes naturally.” aired Oct. 22'd.
- **Marketing:** Keycard sponsorship for CONNECT Faith marketplace.
- **Marketing:** Facebook Ad for CONNECT Faith



Lake George Regional Convention & Visitors Bureau

October CVB Report 2019
 presented by Kristen Hanifin
 Special Events & Convention Sales Director

OCTOBER

Leads	Attendance	Room Nights
9	5508	3129
YTD	YTD	YTD
73	41051	24679
Bookings	Attendance	Room Nights
2	1808	824
YTD	YTD	YTD
24	45735	10164
Lost Business (YTD)	Attendance (YTD)	Room Nights
18	3,965	4087
Pending*	Attendance	Room Nights
43	20,225	14,378

*Pending shows leads that are outstanding, still in progress, carried over from 2017-18 leads

MEETINGS/TRADE SHOWS/ MARKETING/ CONVENTION SERVICES

The CVB held its monthly CVB meeting at the Holiday Inn Resort Lake George on October. There were 18 attendees. The CVB agenda included updates on new/pending/booked/lost business, updates on convention services/marketing, and property/event updates for the month.

SPORTS MARKET SEGMENT

LEADS

- LEADS: NYS Special Olympics Fall Games 2020 – 1200 ATT/600RN – 10/23/20-10/24/20
- LEADS: NYS Special Olympics Fall Games 2021 - 1200 ATT/600RN – 10/22/21-10/23/21
- LEADS: NYS Special Olympics Fall Games 2021 - 1200 ATT/600RN – 10/21/22-10/22/21

REPEAT	GPS Columbus Day Invitational	GPS/Golden Goal -	Oct. 5-6, 2019	1600	7000	Housing TBD - Golden Goal	Housing, referral services	NY, MA, CT, RI, VT, ME, NH, DEL, NJ,
NEW	Annual Conference	Biodynamics	Nov. 6-10, 2019	619	800	Sagamore Hotel & Resort	Housing, referral services	MD, DE, DC, PA, VA
			Totals	13027	47422			Nationwide

NEW	Hoop Summit 2019	Athletic Headquarters	May 4-5, 2019	35	300	Courts around Warren & Washington County.	Housing, referral services	NY, NJ, CT, MA, RI, VT, ME, NH, DEL, NJ, MD, DE, DC, PA
REPEAT	Mountain Mahem	Golden Goal	11-May	111	4455	Housing TBD - Golden Goal	Pre event mkt/PR, housing, service provider referrals	NY, MA, CT, RI, VT, ME, NH, DEL, NJ, MD, DE, DC, PA
NEW	NYS USBC Women's Bowling Championships (5 wks)	NYSUSBC	May 17-19, 2019	200	400	Holiday Inn Express, Clarion Inn & Suites, Queensbury, Home2 Suites, Sleep Inn, Fort William Henry, Wingate, Baymont /Kingpin Bowling Alley	Pre event mkt/PR, housing, service provider referrals	NYS
NEW	Annual Conference	NYS Assoc of Psychology Association	June 7-9, 2019	200	100	Queensbury Hotel	Pre event mkt/PR, housing, service provider referrals	NYS
NEW	International Adventure Conference - ELEVATE 2019	ATTA ELEVATE	June 10-12, 2019	1000	300	Fort William Henry Hotel	Pre event mkt/PR, housing, service provider referrals	North America, Canada, Europe, Asia, S. America,
REPEAT	Festival/annual law enforcement event	LEO Weekend	June 14-16, 2019	100	120	Fort William Henry Hotel	Housing, referral services	NY, NJ, CT, MA, RI,
NEW	Summer Hoop Jam	Athletic Headquarters	June 22-23, 2019	65	300	Clarion Inn & Suites	Housing, referral services	NYS
REPEAT	Wine & Food Festival	Adirondack Winery	June 29-30, 2019	225	4000	Fort William Henry	Housing, referral services	NYS
NEW	Summer Conference	NYS Assoc. of Chiefs of Police	July 19-23, 2019	175	400	Queensbury Hotel	Pre event mkt/PR, housing, service provider referrals	NYS
NEW	Baseball Tournament	East End Little League	July 24-27, 2019	60	200	Comfort Inn and Suites	Housing, referral services	NY- LI
REPEAT	Lake George Invitational	Prime Time Lacrosse	July 13-14, 2019	3528	18084	Six Flags Great Escape, Clarion Inn, Mohican, Queensbury, Sleep Inn, Country Inn & Suites, Home2, Holiday Inn Express	Pre event mkt/PR, housing, service provider referrals	NY, MA, CT, RI, ME, NJ,
NEW	Battle of the Borders	Firecracker Baseball	July 16-19, 2019	400	1400	Six Flags Great Escape, Clarion Inn, Mohican, Queensbury, Sleep Inn, Country Inn & Suites, Home2, Holiday Inn Express	Pre event mkt/PR, housing, service provider referrals	NY, MA, CT, RI, VT, ME, NH, DEL, NJ, MD, DE, DC, PA
NEW	Annual Conference	NYS Assoc of Chief of Police (NYCOPS)	Aug. 26-30, 2019	875	200	Fort William Henry Resort and Conference Center	Referral Services	NYS
REPEAT	Concour D'Elegance	Hemhings Concour D'Elegance	Sept. 13-15, 2019	230	800	Fort William Henry Resort	Pre event mkt/PR, welcome bags, service provider referrals	NY, MA, CT, RI, VT, ME, NH, DEL, NJ,
NEW	Military Reunion	USMC Motor Transport Group	Sept. 14-19, 2019	200	90	Surfside Hotel & Resort	Housing, referral services	NY, MA, RI, VT, ME, NH NJ, PA
NEW	October Corporate Meeting	VHB	Oct. 8-9, 2019	20	20	Friends Lake Inn	Housing, referral services	NY
NEW	Region X Conference	NAFSA	Oct. 26-30, 2019	475	608	Sagamore Resort & Conference Center	Conv. Service	NY, MA, RI, VT, ME, NH NJ, PA
NEW	Fall Tournament 2019	N'oreaster Scrabble Group	Oct 17-20, 2019	80	140	Surfside Hotel & Resort	Conv. Service	NY - Northeast

CVB Booked 2019 Events to Date - March 2019									
TYPE	EVENT	GROUP	DATES	ROOM NIGHTS	ATTENDEES	Properties/Venue	Convention Services	Geographic area	
REPEAT	RMC Snowmobile Race	Rock Maple Racing	Feb. 2, 2019	60	125	The Quarters, Clarion Inn, Queensbury hotel, Quality Inn, Sleep Inn	Pre event mkt/PR, housing, service provider referrals	NY, MA, CT, RI, VT, ME, NH	
NEW	Lakeside Classic	Burnt Hills Volleyball Group	Feb. 9-10, 2019	30	250	SUNY ADK courts/Schuyerville HS	Service provider referrals/coordination	NY, CT, LI	
NEW	Great Nor' Easter Volleyball Tournament	Burnt Hills Volleyball Group/IREVA	March 9-10, 2019	30	200	SUNY ADK - Housing TBD	Service provider referrals/coordination	NYS	
REPEAT	Nordic Ski Championships	NYSPHAA	March 1-3, 2019	268	260	Countryard Marriott, Holiday Inn LG, Holiday Inn Express	Referral services, housing	NYS	
NEW	Winter Conference 2019	Greater Capital Region Assoc. of Realtors	21-Mar-19	0	200	Queensbury Hotel	Referral Services	Cap. Region	
NEW	NYS USBC Women's Bowling Championships (5 wks)	NYSUSBC	April 6-7, 2019	205	400	Holiday Inn Express, Clarion Inn & Suites, Queensbury, Home2 Suites, Sleep Inn, Fort William Henry, Wingate, Baymont /Kingpin Bowling Alley	Pre event mkt/PR, housing, service provider referrals	NYS	
NEW	NYS USBC Women's Bowling Championships (5 wks)	NYSUSBC	April 12-14, 2019	205	400	Holiday Inn Express, Clarion Inn & Suites, Queensbury, Home2 Suites, Sleep Inn, Fort William Henry, Wingate, Baymont /Kingpin Bowling Alley	Pre event mkt/PR, housing, service provider referrals	NYS	
NEW	NYS USBC Women's Bowling Championships (5 wks)	NYSUSBC	April 26-28, 2019	205	400	Holiday Inn Express, Clarion Inn & Suites, Queensbury, Home2 Suites, Sleep Inn, Fort William Henry, Wingate, Baymont /Kingpin Bowling Alley	Pre event mkt/PR, housing, service provider referrals	NYS	
NEW	Financial Club Meeting	Financial Club of Binghamton University	April 27-28, 2019	40	70	Surfside on the Lake	Housing, referral services	NYS	
NEW	NYS USBC Women's Bowling Championships (5 wks)	NYSUSBC	May 3-5, 2019	205	400	Holiday Inn Express, Clarion Inn & Suites, Queensbury, Home2 Suites, Sleep Inn, Fort William Henry, Wingate, Baymont /Kingpin Bowling Alley	Pre event mkt/PR, housing, service provider referrals	NYS	
NEW	David Cassidy Memorial Concert & Luncheon	David Cassidy Memorial Group	May 19-20, 2019	80	400	Marine Village	Pre event mkt/PR, housing, service provider referrals	NYS	
REPEAT	Singing competition/festival	NE District Harmony Barbershop Quartet Competition	May 3-4, 2019	301	600	Confirmed event - Housing & final venue TBD	Pre event mkt/PR, welcome bags, service provider referrals	NY, MA, CT, RI, VT, ME, NH	
NEW	IREVA/TEAM USA Regional Volleyball Championships	IREVA/TEAM USA	May 4-5, 2019	1200	4000	32 courts @ Queensbury HS/MS/ELEM, SUNY ADK, DOME, YMCA, Rec Center, GF HS/MS, Ft. Edward HS, Housing TBD	Pre event mkt/PR, housing, service provider referrals	NY, MA, CT, RI, VT, ME, NH, DEL, NJ, MD, DE, DC, PA	



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July-Sept Q3 LGRCVB Report 2019
 presented by Kristen Hanifin
 Special Events & Convention Sales Director

2019 YTD

Leads	Attendance	Room Nights
66	35,543	21,550
Bookings	Attendance	Room Nights
23	43,927	9,340
Lost Business (YTD)	Attendance (YTD)	Room Nights
35	9130	9729
Pending*	Attendance	Room Nights
38	20,225	14,379

JULY 2019

Leads	Attendance	Room Nights
11	2060	1441
YTD	YTD	YTD
52	16,931	9364
Bookings	Attendance	Room Nights
2	57	114
YTD	YTD	YTD
20	38787	5504
Lost Business (YTD)	Attendance (YTD)	Room Nights
23	5465	4509
Pending*	Attendance	Room Nights
41	10643	11419

AUGUST 2019

Leads	Attendance	Room Nights
3	950	1040
YTD	YTD	YTD
55	17,881	10,404
Bookings	Attendance	Room Nights
0	0	0
YTD	YTD	YTD
20	38,787	5,504
Lost Business (YTD)	Attendance (YTD)	Room Nights
31	7,688	8,699
Pending*	Attendance	Room Nights
33	9145	12,127

SEPTEMBER 2019

Leads	Attendance	Room Nights
10	12,662	7510
YTD	YTD	YTD
66	35,543	21,550
Bookings**	Attendance	Room Nights
3	5140	3,836
YTD	YTD	YTD
23	43,927	9,340
Lost Business (YTD)	Attendance (YTD)	Room Nights
35	9130	9729
Pending*	Attendance	Room Nights
38	20,225	14,379



Lake George Regional Convention & Visitors Bureau

MEETINGS/TRADE SHOWS/MARKETING/MARKETPLACES

The CVB held 3 monthly CVB meetings from July-September. The meeting agendas included updates on new/pending/booked/lost business, local property updates/renovations, convention services, marketing initiatives and trade show follow up.

- July – meeting held at Kingpin’s Alley Family Fun Center. 14 attendees
- August – meeting held at the Queensbury Hotel. 21 attendees. Special guest: Digit Murphy as a speaker from Aurora Games & Team USA Women’s Hockey
- September – meeting held at the Boathouse Restaurant. 19 attendees. Special Guest: Mark Shearer, BOOK YOUR BLOCK Housing Company
- Trade shows attended:
 - **Your Military Reunion Conference, Providence, RI** - July 28-30, 2019 – Met with 17 military reunion planners. Sent out 3 RFPs upon return for new business.
 - **CONNECT Marketplace – Association/Specialty** – Louisville, KY - August 28-30, 2019 – Met with 41 planners.
 - **NYS DMO Association Quarterly Meeting** – Sept. 4-5, 2019 – Utica, NY
 - **SPORTS Relationship Conference** – Sept. 9-12, 2019 – Panama City, FL - Met with 33 sports rights holders.
 - **Small Market Meetings Conference** – Sept. 24-27, 2019- Green Bay, WI. Met with 27 meeting planners.

BOOKED BUSINESS IN THE LAKE GEORGE REGION, (2019) JULY-SEPT 2019

- **Firecracker Baseball** – July 18-21, 2019 – 1400ATT/400RN - *Six Flags Great Escape Lodge, Clarion Inn & Suites, Mohican Motel, and Queensbury Hotel, Sleep Inn, Home2 Inn & Suites*
- **NYS Assoc. Chiefs of Police (NYSCOP) - Summer Conference 2019** – July 19-23, 2019 175ATT/400RN – *The Queensbury Hotel*
- **Prime Time Lacrosse – July 12-14, 2019** 18,084ATT/3,584RN – *Surfside on the Lake, Lakeside Terrace Resort, Baymont Inn & Suites, Queensbury Hotel, Admiral Hotel, Clarion Inn & Suites, Econolodge -Lake George, Courtyard by Marriott, Baymont Inn & Suites, Clarion Inn, Sleep Inn & Suites, Holiday Inn Express, Holiday Inn Lake George, Comfort Suites, Hampton Inn & Suites, Quality Inn Lake George, Quality Inn Glens Falls, Best Western, Fort William Henry.*
- **Aurora Games Women’s Hockey Week** – August 21-23, 2019 – 50RN/200ATT *Queensbury Hotel* (CVB sponsor of Women’s Hockey Week VIP event and Youth Hockey Clinic – most athlete rooms in-kind trade for marketing)
- **USMC Motor Transport** – Sept 14-19, 2019 – 200 RN/90 ATT - *Surfside On the Lake*



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- **Hemmings Concours D'Elegance** – Sept. 14-19, 2019 230RN/800ATT – *Fort William Henry Resort, Courtyard Marriott*

SPORTS MARKET SEGMENT

LEADS/PENDING/BOOKED BUSINESS (JULY-SEPT 2019)

- **Long Island East End Little League (Rooms)** – July 24-27, 2019 45ATT/60RN - *BOOKED*
- **Step Up to Dance** – July 23-25, 2020 200ATT/150RN - *PENDING*
- **Firecracker Baseball Battle of the Borders** – July 15-20, 2020 1200/2500 July 2020 – *BOOKED/RETURNING & ADDING TEAMS*
- **Prime Time Lacrosse National Invitational July 2020** 5,000ATT/4,200RN - *BOOKED/RETURNING & ADDING TEAMS*
- **IREVA Regional Junior Championship May 2020** –4200ATT/1200RN - *BOOKED/RETURNING & ADDING TEAMS*
- **NYS PHAA Wrestling Championships 2021-22,23** 404ATT/190RN; NYS PHAA 2021-2023 - *LOST* cannot fit in the Cool Insuring Arena.
- **PWBA Women's Professional Bowling** – July 2022 - *PENDING*
- **NYS Women's Senior Open August 12-14, 2022 & August 19-21, 2022** *PENDING*
- **NYS PHSAA Bowling Championship** – March 12-14, 202 1500ATT/150RN *PENDING*
- **NYS PHSAA Bowling Championship** March 11-13, 2022 500ATT/150RN *PENDING*
- **NYS PHSAA Bowling Championship** March 10-12, 2023 500ATT/150RN *PENDING*
- **NJCAA Bowling Championships**–March 3-5, 2022 250ATT/240RN *PENDING*
- **NJCAA Bowling Championships** - March 2-4, 2023 250ATT/240RN *PENDING*
- **NJCAA Bowling Championships** - February 28-March 2, 2024 250ATT/240RN *PENDING*

Opportunities for potential new business from SPORTS Relationship Marketplace 2019:

- **April 3-4, 2019 American Corn Hole Lake George Major Tournament.** Need \$5,500 in bid fee. Total attendees Year 1- 150, Year 2- 275, Year 3 – 300-400. Provided ACO with Occ tax application for Lake George Town/Village. 150ATT/125RN
- **LaxBash Lacrosse tournaments – Mid June-July 2021.** Currently working on 2021 proposal, due Dec. 15th. 130+ teams. Event wants to tie in with 6 Flags-Great Escape. 800RN/1200ATT
- **USA Field Hockey Regional Club Championships (April-June 2021), Summer Bash Series (June-July),** and interest in hosting regional “Back to School Bash” at Golden Goal in late summer 2021. Set up follow up call & introductions to Golden Goal to host and interested in cross-partnership with Six Flags Great Escape.



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- **AC Baseball (May 2020)**. 3-day event, 9U-16U. Need 8 fields. Follow up call end Oct for RFP. 200RN/500ATT
- **NJCAA Div III Women's Volleyball (March 2022-23-24)** RFP available in Nov.
- **Big Shots Basketball Tournaments 2020-21** –Searching for 32 courts. 1400ATT/1100RN. Potential for March/April 2021. Very interested in region for future events.

MARKETING - SPORTS

- Wrote/submitted advertorial for Sport Event Magazine for the August 2019 edition "Natural Sport Venues", also included in special advertiser listing.
- Created new sports video highlighting winter/year-round sports with Filmworks.
- LOOK TV -- Interviewed for LOOK TV at East Field at Firecracker's Battle of the Border event on July 18, 2019. Video distributed through LOOK TV e-newsletter and social media channels.
- Created new SPORTS profile sheet for Sports Relationship Conference.
- Created video and supporting materials, and social media promotions for Aurora Games.
- Submitted materials for final event sponsorship at SPORTS RELATIONSHIP Conference in Panama City, FL. Sept. 9-12, 2019.
- Added sports section (photos and text/content) to new digital sales kit.
- Provided 300 profile sheets & toothbrushes for CONNECT Sports planner bag inserts as part of sponsorship. Items were inserted in all planner bags upon arrival at CONNECT.
- Created materials/revised sports ad for eblast for CONNECT Sports for August 20th run and had CONNECT SPORT homepage takeover.
- Created GIF for *Destination Sports Management* Twitter social media post Aug. 29th run.
- LOOK TV -- Interviewed for Aurora Games. Video distributed through LOOK TV e-newsletter and social media channels; Firecracker Baseball spot ran 88x 7/29-8/25/19.
- Silver sponsor of SPORTS Relationship Conference. Received on-site logo recognition at the main conference and at event, logo/name on official program and on SPORTS event website.
- Sent out eblast pre-SPORTS Relationship conference to all attendees with embedded video through Marketing.
- Provided content/video to *Sport Event Magazine/Covey Publications* for October social media/Facebook posting, promoting Lake George Area (2,600 Facebook followers).
- Received advertorial photo/copy in *2019 Natural Venues Guide of Sport Event Magazine* (print distribution to 18,000). E-newsletter (11,000 monthly newsletter subscribers) sent out by *Sport Event Magazine* to entire database of Covey Publications.



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ASSOCIATION/CORPORATE/SMERF MARKET SEGMENT

LEADS/PENDING/BOOKED BUSINESS (JULY-SEPT)

- Pie Town Productions (rooms for Food Network) July 13-Sept 6, 2019: 12ATT/54RN *BOOKED*
- Women on Wheels – July 10-16, 2020: 1200ATT/350RN *PENDING*
- LEO Weekend June 4-7, 2020: 120ATT/100RN *BOOKED*
- USS Wabash AOR5 Military Reunion – March 26-29, 2020 30ATT/60RN *PENDING*
- 459th Wing Assoc. Reunion Sept. 27-29, 2020, 60ATT/60RN *PENDING*
- USN MBCB 71 Seabee Reunion Sept 18-24, 2022 100ATT/200RN *PENDING*
- Lennox Industries Fall Incentive Meeting - Sept. 5-7, 2022 (site visit at Sagamore Oct. 11) 115 ATT/75RN *PENDING*
- Air Force Fuels Military Reunion Oct 4-7, 2020 – 45ATT/30RN *PENDING*
- Maritz Travel/Bayer NE Regional Meeting- July 10-16, 2021 28ATT/62 RN – *LOST (to Lake Placid)*
- NYSOA Annual Meeting – June 4-7, 2020 150ATT/270RN *LOST (to Corning, NY)*
- IMSINAMSC 2021 CONFERENCE North American Maple Syrup Council (NAMSC) and the International Maple Syrup Institute (IMSI) Oct. 18-21, 2021 200ATT/290RN *PENDING*
- New York Association of Local Government Records Officers June 6-9, 2021, 150 ATT/150RN *PENDING*
- NYS Snowmobile Assoc. Annual Meeting, April 23-24, 2022 600ATT/600RN *PENDING*
- Chiropractor Association Group Annual Conference 9/9-9/11/2020 – 120ATT/70RN *PENDING*
- Combined Council of Americas Credit Union 9/2/20-9/5/20 – 100ATT/250RN *PENDING*
- Pi Alpha Phi Annual Convention 6/14/21-6/17/19 – 100ATT/60RN *PENDING*
- Adventure Architects – 230ATT/460RN; *LOST– client decided to move forward with property in California*
- Lions Club of NYS and Bermuda 2022 Annual Convention – April 27-May 1, 2022 – 450ATT/1100RN *PENDING*
- USS Shangrila Annual Military Reunion – Oct. 5-9, 2022 – 350ATT/175RN *PENDING (site visit 10/21-22, 2019)*

UPCOMING BOOKED BUSINESS

- NASFA Region X Annual Conference – October 26-30, 2019 – 608ATT/475RNSagamore Resort - *BOOKED*
- Nor'easter Scrabble Tournament – Oct. 17-20, 2019 - 140ATT/80RN – *Surfside on the Lake - BOOKED*
- Biodynamics Annual Conference – Nov. 6-10, 2019 – *Sagamore Resort - BOOKED*

MARKETING – CORPORATE, ASSOCIATION, SMERF, RELIGIOUS, EVENT

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

- **R and G Consulting** – Lead Generation July: 32 referrals, 250 RN, 680 Attendees (many for more info); August: 53 contacts, 59 events.
- Created content for 2 eblasts for CONNECT SPECIALTY and CONNECT ASSOC. August 30 — CONNECT Assoc Email (33) — 32% open rate; 10% CTR
- Sent pre/post marketing email with embedded video to YMRC planner list. 7/30/19 — YMRC Introduction email (21 sent); 38% Open Rate. 13% Click-Through Rate. 8/2/18 — YMRC Follow-Up email (21 sent) 24% Open Rate. 20% Click-Through Rate; 20% CTR; Facebook promo reached 363 people.
- Co-wrote Firecracker Baseball Press Release and sent to local media
- www.visitlakegeorge/meetings website: July 261 pageviews, 1:33 ATS; August 161 pageviews; 1:40 ATS; September 154 pageviews; 1:20 ATS; YTD 3135 pageviews, 1:23 ATS.
- Assn/Corporate Meetings Advertising:
 - Radio: 4 rotating spots on WROW and WYJB airing 8/19-10/4/19, total gross impressions: 1,125,000; frequency 5.8.
 - Print: Albany Business Review belt advertisement, digital, program results will be showcased in September, run of advertising: Aug 15-September 15.
- Facebook Promo - Small Market Meetings promo — 2,477 people reached. 12 link clicks;
- CVB Eblast - September 3 — CONNECT Assoc Follow Up (33) — 31% open rate; 10% CTR; Submitted artwork for keycard sponsorship for October CONNECT Faith marketplace.
- www.visitlakegeorge/meetings website: 154 pageviews; 1:20 ATS; YTD 3135 pageviews, 1:23 ATS.
- Assn/Corporate Meetings Advertising: Radio: 4 rotating spots on WROW and WYJB airing 8/19-10/4/19, total gross impressions: 1,125,000; frequency 5.8. Print: Albany Business Review belt advertisement, digital, program results will be showcased in September, run of advertising: Aug 15-September 15.

CONVENTION SERVICES

- Researched/called hotels for Pie Town Productions hotel room request for 54 consecutive nights (for Food Network)
- Conducted research on local military history and created 2pg. sell sheet for the YMRC military marketplace.
- Attended Aurora Games VIP luncheon event w/ table and County Guides. Attended/sponsored and tabled at Women's Hockey Week Youth Clinic. Official Youth Clinic Sponsor.
- Coordinated 250 welcome bags for Juvenile Officers Association event in August at the Fort William Henry.



Lake George Regional Convention & Visitors Bureau

- Prepared CONNECT promotional materials for on-site room drops at the Aug. CONNECT Marketplace in Louisville, KY.
- Assisted AAA Glidden Auto Tour with parking options. Created and delivered Welcome bags (275) with Chamber travel guide, LG area toothbrushes in LG plastic bags for State of New York Juvenile officers Association.
- Located/booked a local Bugler player and Honor Guard for a Military memorial at Battlefield park on Monday September 16th at 3pm for the USMC Military Reunion group.
- Assisted Thompson-Down Wedding for accommodations
- Created "at a glance" grid sheet of accommodations for Church of God.
- Simpleview CRM updates; ongoing. Entering all accounts/clients into SV from Small Market Meetings (trade show) and SPORTS Relationship Conference.; Sent info pre-post to trade show contacts
- Created restaurant guide for **Nor'easter Scrabble Tournament** this October.
- Set up site visit for **Lennox industries** The Sagamore for Oct. 11 and asked for any services needed.

ATTA ELEVATE LAKE GEORGE – 2019 NY

- Invoiced and vouched for ATTA expenses.
- Submitted voucher to the County for additional funding, related to CFA grant
- Reviewed overall budget, expenditures and categorized expenditures and percentages for the CFA grant
- Received approval to voucher for final ATTA expenditures up to \$20,000 to pay remaining bills
- Received all final photographic, video assets as part of ATTA Storytelling sponsorship
- Received final report from ATTA
- Received final check for \$20K to pay for remaining bills for DOAs.
- Final ATTA CFA Grant report written and completed. All metrics outlined in the CFA Grant met.
- Working on internal CFA reimbursement request with Chris Molella to submit all documents through the ESDC portal.

ADIRONDACK CHRISTKINDLMARKT 2019 (planning committee update – planning committee – Scott Hayden, Kristen Hanifin, Amanda Copeland)

- Committee met once in July. Lost 3 members of the planning committee due to external commitments, job changes, twice in August and met with new LG Collaborative to request support and find ways to partner. Looking to the Collaborative to assist with business outreach, sponsorship and manpower. Will continue to work with this group. Met twice in Sept. once.
- Marketing: Rack cards will also be distributed through the LG Chamber of Commerce fall trade shows including the Montreal Travel show.



Lake George Regional Convention & Visitors Bureau

- LG Chamber ongoing radio ads July-Sept – call for vendors & sponsorship.
- Marketing: Created marketing timeline for PR and social media outreach
- Sponsorship: Received \$1,000 sponsorship renewal from CDPHP for 2019 event.
- Sponsorship: Requested \$10,000 in Occ tax support from Warren County to help offset larger tents. Application submitted.
- Coordinating group accommodations discount for vendors
- Marketing: 30,000 rack cards dropped off to Lake George Steamboat Company distribution through extensive North Country/Capital Region network.
- Sponsorship: Received \$1,000 sponsorship renewal from Glens Falls National and \$2,500 was received from LG Outlet for 2019 event. Current private sponsorship level: \$11,000. \$18,500 committed from the Town/Village of Lake George.
- Sponsorship: Received full sponsorship from BOVE heating for all propane

Adirondack Christkindlmarkt * Social Media

Platform	June	August	Change	% Change	Reach
Facebook	1,006	1,014	+8	+0.01%	475
Instagram	193	199	+6	+3%	96

- *2019 Facebook Event Listing: 6.7K people reached; 360 Responses
- Turned over to committee September 1, no longer sole responsibility of LGRCVB