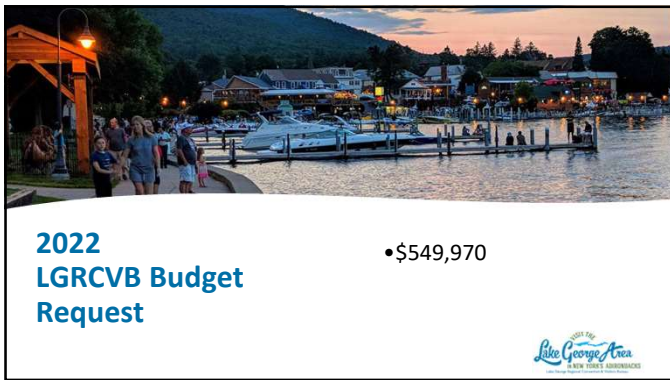




1



2



3



Trade Show Attendance
\$45,700

 <p>Lead Generation</p> <ul style="list-style-type: none"> • Connect Association • Connect Specialty • Connect Faith • Connect DC • NE/SAE Annual Expo / Conference • ESSAE Annual Expo / Conference • Religious Conference Managers Association (RCMA) 	 <p>Destination Marketing</p> <ul style="list-style-type: none"> • Destinations East • Northeast Small Market Meetings • NY/NJ/MD MPI Luncheons/Events • NYSDMO Joint Sales Missions 	 <p>Client Recognition</p> <ul style="list-style-type: none"> • Sports ETA • SPORTS Relationship Conference
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4



Organizational Memberships
\$8,545


 <p>Lead Generation</p> <ul style="list-style-type: none"> • New England Society of Association Executives (NE/SAE) • Empire State Society of Association Executives (ESSAE) • Religious Conference Managers Association (RCMA) 	 <p>Destination Marketing</p> <ul style="list-style-type: none"> • New York State Destination Marketing Organizations (NYSDMO) • Meeting Professionals International Upstate Chapter • Destinations International 	 <p>Client Networking</p> <ul style="list-style-type: none"> • Sports ETA • Forum for Executive Women • NYS Hospitality & Tourism Association (NYSHTA) • Business Council of NYS (BCNYS)
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5



Advertising (Advertorial)
\$50,150

 <p>Destination Awareness</p> <ul style="list-style-type: none"> • Messaging • Destination Partner information • Brand Alignment 	 <p>Frequency / Reach</p> <ul style="list-style-type: none"> • Drive traffic to meetlakegeorge.com • Drive traffic to visitlakegeorge.com • Build relationships 	 <p>Call to Action</p> <ul style="list-style-type: none"> • Gain new / repeat contact information • Request additional information • Contact staff
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6



Association / Specialty Market

- Empire State Society of Association Executives – Program Specific
 - Meetings, Membership, Marketing Institute
 - Annual Conference & Expo
- Connect Faith
 - Conference Magazine
- USAE
 - Weekly Online/Print publication 2x Spring / Fall
- RCMA
 - Spring / Winter monthly publication (holidays)



7



Corporate Market

- MPI Upstate Chapter – National / Statewide
 - Annual Meeting
- Smart Meetings / Bright Media – National/Regional
 - Spring / Fall (digital / print)
- Successful Meetings / NorthStar Travel Group – National/Regional
 - Spring / Fall (digital / print)
- Albany Business Review – Capital Review
 - Spring / Fall (digital / print)
- Times Review – Metro NY
 - Spring / Fall (digital / print)



8



Sports Market

- Sports ETA – Symposium Program
- SPORTS Relationship Conference Program



9




Wedding Market

- Mannix Marketing – Capital Region
- Schneps Media – Metro NY
- Times Review -- Long Island
- Press Republic – Plattsburgh
- Star Ledger – New Jersey




10



Marketing \$78,000

- Paid Eblasts across each market with current advertising organizations
- MailChimp e-news for monthly outreach across all markets
- Google AdWords for Search Engine Marketing (SEM) (pay per click)
- Collateral, content, video asset production (printing, photography, video)
- Lead Generation (smile & dial)



11



Sponsorships (incentives) \$20,000

- Meet Smart & Save program (AV/Hybrid) - \$500
- Trolley Transportation - \$500
- Bid fees – Not to exceed \$3000
 - evaluated through EIC ROI of 2x bid fee amount
- Financial Incentive Program
 - All groups vetted on previous history, required to sign a contract with LGRCVB
 - Priority for to multi-year bookings
 - \$500-\$3000 depending on # of room nights actualized
- Specialty Promotional Items as In-kind, i.e. branded hand sanitizer, water bottles, masks



12




Administrative Expenses
\$36,000

- Office Expenses
 - Rent
 - Insurance
 - Spectrum / Internet
 - Office equipment access
 - Building Maintenance
- HR Expenses
 - Payroll
 - Employee records
- Accounting Expenses
 - QuickBooks accounting
 - Payables activities
 - Contract / Voucher reporting




13



Mileage
\$4500

- State / Regional Travel
- Specific personal vehicle travel on behalf of LGRCVB



14



Convention Services
\$20,350

- Branded promotional items for welcome bags
- Necessary assistance for meeting success (i.e. speakers, housing bureau, name badge production, other items that require expenditures)



15



Personnel
\$199,700

- FT Sales Manager
- FT Sports Coordinator
- FT Marketing Coordinator
- PT Executive Director (% based on assistance)
- PT Marketing Director (% based on assistance)
- PT Receptionist / Office Assistant (% based on assistance)
- PT Tourism Trainer (hourly based on training sessions)



16



Convention Sales & Development
\$30,750

- Attendance Registrations
- FAMiliarization Tour(s)
- Database Subscription Services (Scout Sports)
- Client recognition promotional items
- Event attendance prizes



17



Staff Development
\$6700

- DI Marketing Summit
- Simpleview Users Conference
- Industry specific webinars



18



Staff Development
\$6700

- DI Marketing Summit
- Simpleview Users Conference
- Industry specific webinars



19

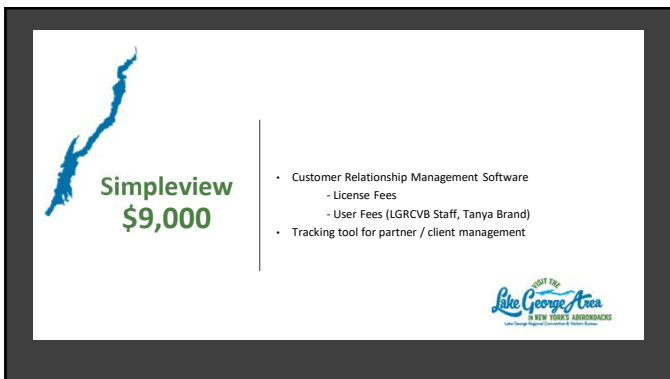


Community Development
\$29,000

- A2D Tourism Awareness Training Program
- DEI Community Initiative
- Lunch & Learn Industry Specific
- Revenue Management for non-branded properties
- Community-wide visitor signage/branded program (i.e. masks if necessary)




20



Simpleview
\$9,000

- Customer Relationship Management Software
 - License Fees
 - User Fees (LGRCVB Staff, Tanya Brand)
- Tracking tool for partner / client management



21



**Economic
Impact
Calculator
\$5,975**

- Economic / Employment Impact Calculator for:
 - Meetings
 - Sports
 - Festivals / Special Events



22



**Research
\$5,600**

- Smith Travel Research Report (STR) daily information tracking
Occupancy, ADR, RevPar, Demand, Supply, Revenue for:
 - Warren County
 - Barnstable County (Cape Cod), MA
 - Dauphin County (Hershey), PA
 - Rockingham County (Hampton Beach), NH
 - Essex County, NY
 - Saratoga County, NY
 - Albany County, NY
 - Fingerlakes Area, NY



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