



**Occupancy Tax Coordination Committee
AGENDA
April 25, 2022**

Committee Members: DICKINSON, Merlino, Wild, Magowan, Runyon, Strough, and Geraci

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

- I. Committee meeting called to order by Chairman Dickinson
- II. Motion to approve minutes of the March 21, 2022 Tourism Committee Meeting.
- III. Action Agenda/New Business Items:
 - a) Resolution to appropriate \$474,000 from the Occupancy Tax Reserve A.881 to A.6417.002-469 Other Payments/Contributions to make final distribution of 2021 Occupancy Tax Collections to the municipalities.
- IV. Discussion Items:
 - a. Treasurer's Report, Mike Swan
 - b. Quarterly Report, Cool Insuring Arena, Jeff Mead (via Zoom)
 - c. Quarterly Report, Lake George CVB, Gina Mintzer (via Zoom)
 - d. Occupancy Tax Funding Strategy Overview, Kristen Hanifin
 - e. Occupancy Tax Special Event Funding Applications for Non-Peak Awards:
 - i. 2022 Special Olympics
 - ii. Adk Christkindlemarkt
 - f. Occupancy Tax Special Event Funding Applications for Fall 2022 Event:
 - i. Great Escape Vampire Bar
 - g. Occupancy Tax Supplemental Municipal Funding Request:
 - i. Village of Lake George
- V. Referrals: None
- VI. Privilege of the floor and public comment
- VII. Motion to adjourn

RESOLUTION REQUEST FORM NO. 7

Request to Amend County Budget*

****If this is the result of a grant award, also complete and submit Form No. 5 or 6***

DEPARTMENT NAME: Occupancy Tax Coordination Committee

DATE: 4/25/22

- (a) Purpose of Amendment: **to appropriate \$474,000 from the Occupancy Tax Reserve to pay the final distribution of 2021 Occupancy Tax collections to the towns, Village of Lake George, and City of Glens Falls. (2022 budget based upon \$5,000,000; collections for 2021 were 6,895,986.61)**

- (b) Appropriation Code, Object Code, Full Title and Amount: **A.6417.0002 469, Other Payments/Contributions - \$474,000**

- (c) Revenue Code (with title), and Amount: **881.00 Reserve, Occupancy Tax - \$474,000**

COOL INSURING ARENA

April 7, 2022

From: Jeff Mead, General Manager

To: Warren County Board of Supervisors, Tourism Committee

Re: Quarter 1 2022 report

Date	Event	Attendance	Hotel Rooms
1.7.22	Thunder Hockey	4389	
1.8.22	WWE	2668	
1.14.22	Northstars Hockey	175	200 hotel rooms minimum
1.15.22	Northstars Hockey	175	
1.16.22	Northstars Hockey	175	
1.17.22	Northstars Hockey	175	
1.21.22	Thunder Hockey	4389	
1.25.22	Police Graduation	50	
1.27.22	Thunder Hockey	2309	
1.28.22	Thunder Hockey	2630	
1.29.22	Thunder Hockey	3814	
2.2.22	Thunder Hockey	1891	
2.4.22	Thunder Hockey	2143	
2.5.22	Thunder Hockey	3523	
2.9.22	HS Hockey Stick Game	689	
2.12.22	Section 2 Wrestling	2149	
2.18.22	Thunder Hockey	3775	

2.19.22	Thunder Hockey	3501	
2.22.22	Thunder Hockey	3062	
2.23.22	Thunder Hockey	2493	
2.25.22	Thunder Hockey	2914	
2.26.22	Thunder Hockey	3982	
2.28.22	Section 2 Basketball	864	
3.1.22	Section 2 Basketball	2215	
3.2.22	Section 2 Basketball	1543	
3.3.22	Section 2 Basketball	1969	
3.4.22	Section 2 Basketball	1283	
3.5.22	Section 2 Basketball	2926	
3.12.22	Thunder Hockey	4414	
3.13.22	Thunder Hockey	3135	
3.18.22	NYSPPHSAA Basketball Finals	3834	500 hotel rooms minimum
3.19.22	NYSPPHSAA Basketball Finals	6012	
3.20.22	NYSPPHSAA Basketball Finals	1682	
3.23.22	Thunder Hockey	1984	
3.25.22	Thunder Hockey	3320	
3.26.22	Thunder Hockey	4103	

Recap

We hosted 37 events in the first Quarter of 2022. Total attendance was 90,415. We were able to host the WWE again, high school events returned after a 2 year absence due to COVID. Section 2 Basketball finals Section 2 Wrestling finals, and the NYSPHSAA boys' basketball championships.

The Thunder had 19 home games in the 1st quarter of 2022.

The Queensbury Hotel sells 700 hotel rooms minimum for teams staying at the hotel annually.

Quarter 1 of 2022 was the busiest quarter the area has seen in over 5 years.

**Lake George Regional Convention Visitors Bureau
2022 Q1 Sales Activity Report**

LEADS: 1/1/22 - 3/31/22												
Date: Created	Lead Name	Account Name (Sort)	Meeting Dates (Preferred Start)	Meeting Dates (Preferred End)	EEl Type	EEl Value	Show Attendees	Requested Room Nights	Requested Rooms	Status	New Business?	
1/4/2022	2022 HLAA-NYS Conference	Hearing Loss Association of America - New York State Association	9/16/2022	9/18/2022	Conference	\$ 192,750	150	2	300	Convention Svcs-Calendar	No	
1/4/2022	Brianna Bessette/Kevin Watson Wedding	Bessette/Watson Wedding	9/9/2022	9/10/2022	Wedding	\$ 85,700	130	2	25	Tentative	Yes	
1/5/2022	2023 Fall Conference and Chairmen's Open Golf Tournament	New York Association of Convenience Stores (NYACS)	9/19/2023	9/21/2023	Conference	\$ 147,150	90	3	110	Tentative	Yes	
1/5/2022	Gilbarco President's Meeting	Gilbarco Veeder-Root	7/26/2022	7/31/2022	Incentive	\$ 91,800	50	6	150	Lost Business	Yes	
1/6/2022	2022 Lake George Triathlon	Alpha Win Lake George Triathlon	9/2/2022	9/4/2022	Tournament	\$ 1,644,000	1200	5	1160	Tentative	No	
1/7/2022	2022 Executive Committee Meeting	NYS Association of Town Superintendents of Highways, Inc. (NYSAOTSOH)	7/13/2022	7/14/2022	Board Meeting	\$ 25,700	30	2	20	Definite	No	
1/12/2022	2022 Lake George National Invitational	PrimeTime Lacrosse	7/21/2022	7/24/2022	Tournament	\$ 7,930,000	5000	4	2295	Tentative	No	
1/13/2022	2022 Lake George Tri-Camp	Alpha Win Lake George Triathlon	8/19/2022	8/21/2022	SMERF/Reunion	\$ 11,655	15	3	30	Tentative	No	
1/13/2022	Meghan McDavid/Edward Chien Wedding - Welcome Party	Chien/McDavid Wedding	7/15/2022	7/18/2022	Wedding	\$ 253,500	150	3	130	Tentative	Yes	
1/19/2022	Department of New York's 85th Convention	American Gold Star Mothers, Inc.	4/28/2022	5/1/2022	Convention	\$ 261,600	120	4	380	Assist	Yes	
1/25/2022	U-32 School Trip	U-32 Middle & High School	6/15/2022	6/16/2022	SMERF/Reunion	\$ 28,490	55	2	16	Definite	Yes	
1/26/2022	Ohana Luau at the Lake	The Tiki Resort	6/23/2022	6/26/2022	Special Event	\$ 558,000	500	4	300	Convention Svcs-Calendar	No	
2/1/2022	Heidi Oehler/Dustin Fleming Wedding	Oehler/Fleming Wedding	8/12/2022	8/15/2022	Wedding	\$ 142,500	75	4	50	Lost Business	Yes	
2/4/2022	Courtney Keys/Aidan Switzer Wedding	Keys/Switzer Wedding	8/18/2022	8/21/2022	Wedding	\$ 229,000	150	4	60	Tentative	Yes	
2/7/2022	2022 New York State Association of School Attorneys Conference (NYSASA)	NYS School Boards Association	6/3/2022	6/5/2022	Conference	\$ 163,500	100	3	200	Assist	Yes	
2/7/2022	2022 SKI NY-SKIPA Expo	Ski Areas of New York (SANY)	9/19/2022	9/21/2022	Convention	\$ 694,750	350	4	280	Lost Business	No	
2/7/2022	2022 Board Retreat	Association of School Business Officials of New York	7/13/2022	7/15/2022	Board Meeting	\$ 19,620	12	3	24	Tentative	No	
2/7/2022	2022 Fall Leadership Conference	Association of School Business Officials of New York	9/28/2022	9/30/2022	Conference	\$ 64,250	50	2	100	Tentative	No	
2/9/2022	Jenny Chan/Jared Bartlett Wedding	Chan/Bartlett Wedding	6/9/2022	6/12/2022	Wedding	\$ 248,500	175	4	55	Tentative	Yes	
2/9/2022	Sophia Barber/Nate Daellenbach Wedding	Barber/Daellenbach Wedding	9/1/2022	9/3/2022	Wedding	\$ 145,000	200	2	25	Tentative	Yes	
2/15/2022	2022 Rotary 7190 District Conference	Rotary Club - District 7190	4/29/2022	5/1/2022	Conference	\$ 119,250	150	3	60	Convention Svcs-Calendar	Yes	
2/18/2022	King George Fishing Derby	Fish 307.com	9/16/2022	9/18/2022	Special Event	\$ 171,225	185	3	50	Lost Business	No	
2/21/2022	Chelsea Dinallo/Giovanni Sorrentino Wedding	Dinallo/Sorrentino Wedding	8/12/2022	8/14/2022	Wedding	\$ 202,250	250	2	45	Tentative	Yes	
3/10/2022	2022 Dance Xplosion National Finals	Dance Xplosion	6/26/2022	6/30/2022	Tournament	\$ 212,500	100	5	100	Convention Svcs-Calendar	No	
3/11/2022	Webster Xtreme 14U Bowers	WAA Webster Girls Softball	7/8/2022	7/9/2022	Tournament	\$ 38,250	45	2	15	Tentative	No	
3/14/2022	2022 IASAW Spring Trip	Indo-American Seniors Association of Woodbridge Township, NJ (IASAW)	4/19/2022	4/21/2022	Group Tour	\$ 30,360	55	3	70	Tentative	Yes	
3/21/2022	Bridge House Advisors Group	Bridge House Advisors	9/29/2022	10/2/2022	Incentive	\$ 134,640	55	4	165	Tentative	No	
3/21/2022	2023 Spring Campus Retreat	Boston Church of Christ	3/24/2023	3/26/2023	SMERF/Reunion	\$ 194,250	250	3	126	Tentative	No	
3/24/2022	Markovitch Family Reunion	Markovitch Family Reunion	7/1/2022	7/4/2022	SMERF/Reunion	\$ 51,800	50	4	60	Tentative	Yes	
3/31/2022	Titans 14U Tournament	Glens Falls Titans	7/8/2022	7/10/2022	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No	
3/31/2022	Titans 8U Tournament	Glens Falls Titans	7/15/2022	7/17/2022	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No	
3/31/2022	Titans 10U Tournament	Glens Falls Titans	7/22/2022	7/24/2022	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No	
3/31/2022	2nd Annual Scott George Memorial Tournament	Glens Falls Titans	7/29/2022	7/31/2022	Tournament	\$ 127,500	100	3	50	Convention Svcs-Calendar	No	
3/31/2022	Brookfield Burn 10U	Brookfield Burn Softball	7/22/2022	7/24/2022	Tournament	\$ 38,250	30	3	24	Tentative	No	
						\$ 14,640,240	\$ 10,172			\$ 6,625		

Number of Leads:	34
Attendees:	10,172
Rooms:	6,625
EEl Value:	14,640,240



**Lake George Regional Convention Visitors Bureau
2022 Q1 Sales Activity Report**

BOOKINGS: 1/1/22 - 3/31/22													
Date: Created	Lead Name	Account Name (Sort)	Meeting Dates (Preferred Start)	Meeting Dates (Preferred End)	EEl Type	EEl Value	Show Attendees	Requested Room Nights	Requested Rooms	Status	Date	Selected Hotels	New Business?
7/21/2021	2022 Hayes Wedding	Lauren Hayes Wedding	6/10/2022	6/12/2022	Wedding	\$ 189,300	180	3	160	Definite	3/27/2022	Six Flags Great Escape Lodge & Indoor Waterpark	Yes
12/7/2021	2022 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/25/2022	6/26/2022	Special Event	\$ 2,973,300	7500	3	75	Definite	1/5/2022	Charles R. Wood - Festival Commons Park, Holiday Inn Express & Suites Queensbury - Lake George Area	No
12/31/2021	2022 Alpine and Nordic Skiing	NYSPHSAA (NYS Public High School Athletic Association)	2/26/2022	3/1/2022	Tournament	\$ 319,100	295	4	400	Assist	1/10/2022	Gore Mountain, Holiday Inn Resort	No
1/7/2022	2022 Executive Committee Meeting	NYS Association of Town Superintendents of Highways, Inc. (NYSAOTSOH)	7/13/2022	7/14/2022	Board Meeting	\$ 25,700	30	2	20	Definite	2/4/2022	Courtyard by Marriott Lake George	No
1/19/2022	Department of New York's 85th Convention	American Gold Star Mothers, Inc.	4/28/2022	5/1/2022	Convention	\$ 261,600	120	4	380	Assist	1/25/2022	Holiday Inn Resort	Yes
1/25/2022	U-32 School Trip	U-32 Middle & High School	6/15/2022	6/16/2022	SMERF/Reunion	\$ 28,490	55	2	16	Definite	2/2/2022	Fort William Henry Hotel	Yes
2/7/2022	2022 New York State Association of School Attorneys Conference (NYSASA)	NYS School Boards Association	6/3/2022	6/5/2022	Conference	\$ 163,500	100	3	200	Assist	2/7/2022	The Sagamore Resort	No
						5	3,960,990	8280		1251			

Number of Booked Events:	7
Attendees:	8,280
Rooms:	1,251
EEl Value:	3,960,990



**Lake George Regional Convention Visitors Bureau
2022 Q1 Sales Activity Report**

PENDING**											
Date: Created	Lead Name	Account Name (Sort)	Meeting Dates (Preferred Start)	Meeting Dates (Preferred End)	EEl Type	EEl Value	Show Attendees	Requested Room Nights	Requested Rooms	Status	New Business?
1/10/2020	2023 TPI Summer Convention & Field Day	Turfgrass Producers International	7/9/2023	7/14/2023	Convention	\$ 601,500	200	6	540	Tentative	Yes
6/17/2021	2024 NYSCHSA Summer Conference	New York State County Highway Superintendents Association (NYSCHSA)	8/24/2024	8/28/2024	Conference	\$ 340,625	125	5	390	Tentative	Yes
8/5/2021	2022 New York Special Olympics Fall Games	Special Olympics New York	10/21/2022	10/23/2022	Tournament	\$ 1,104,000	1000	4	600	Tentative	No
8/10/2021	2022 Lake George Baseball Invitational	Diamond Kings	7/29/2022	7/31/2022	Tournament	\$ 508,500	600	3	600	Tentative	No
8/16/2021	2023 New York Farm Bureau State Annual Meeting	New York Farm Bureau	12/4/2023	12/6/2023	Conference	\$ 362,250	350	3	300	Tentative	Yes
8/18/2021	2023 IAAE Annual Conference	Independent Agent Association Executives (IAAE)	7/23/2023	7/26/2023	Conference	\$ 232,650	130	5	317	Tentative	Yes
9/17/2021	2022 Theta Kappa Beta Annual Meeting & Picnic	Theta Kappa Beta	7/8/2022	7/10/2022	Special Event	\$ 88,800	80	3	40	Tentative	Yes
10/7/2021	2022 Lake George Music Festival	Lake George Music Festival	8/10/2022	8/18/2022	Special Event	\$ 5,647,500	2500	9	1800	Tentative	No
10/7/2021	2022 Lake George Music Festival - Musician Accommodations	Lake George Music Festival	8/10/2022	8/18/2022	Special Event	\$ 49,050	10	9	90	Tentative	No
10/19/2021	Elizabeth Sydney/Nico Edwards Wedding	Sydney/Edwards Wedding	10/7/2022	10/9/2022	Wedding	\$ 171,750	150	3	55	Tentative	Yes
10/19/2021	Ariel Mistuloff/Andre Jordan Wedding	Mistuloff/Jordan Wedding	6/3/2022	6/6/2022	Wedding	\$ 279,000	250	4	50	Tentative	Yes
12/6/2021	2022 AOA SGRC Regional Advocacy Meeting - Northeastern	American Optometric Association	10/7/2022	10/8/2022	Board Meeting	\$ 42,600	50	2	38	Tentative	Yes
12/10/2021	Kate Maxwell/Joel Gilbert Wedding	Maxwell/Gilbert Wedding	10/14/2022	10/16/2022	Wedding	\$ 163,500	100	3	60	Tentative	Yes
12/31/2021	2022 Board Retreat	NYS Association of County Health Officials (NYSACHO)	8/1/2022	8/3/2022	Board Meeting	\$ 65,400	40	3	50	Tentative	No
12/31/2021	2022 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association)	11/18/2022	11/20/2022	Tournament	\$ 1,292,175	2700	3	185	Tentative	No
12/31/2021	2023 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association)	11/17/2023	11/19/2023	Tournament	\$ 1,292,175	2700	3	185	Tentative	No
1/4/2022	Brianna Besette/Kevin Watson Wedding	Besette/Watson Wedding	9/9/2022	9/10/2022	Wedding	\$ 85,700	130	2	25	Tentative	Yes
1/5/2022	2023 Fall Conference and Chairmen's Open Golf Tournament	New York Association of Convenience Stores (NYACS)	9/19/2023	9/21/2023	Conference	\$ 147,150	90	3	110	Tentative	Yes
1/6/2022	2022 Lake George Triathlon	Alpha Win Lake George Triathlon	9/2/2022	9/4/2022	Tournament	\$ 1,644,000	1200	5	1160	Tentative	No
1/12/2022	2022 Lake George National Invitational	PrimeTime Lacrosse	7/21/2022	7/24/2022	Tournament	\$ 7,930,000	5000	4	2295	Tentative	No
1/13/2022	2022 Lake George Tri-Camp	Alpha Win Lake George Triathlon	8/19/2022	8/21/2022	SMERF/Reunion	\$ 11,655	15	3	30	Tentative	No
1/13/2022	Meghan McDavid/Edward Chien Wedding - Welcome Party	Chien/McDavid Wedding	7/15/2022	7/18/2022	Wedding	\$ 253,500	150	3	130	Tentative	Yes
2/4/2022	Courtney Keys/Aidan Switzer Wedding	Keys/Switzer Wedding	8/18/2022	8/21/2022	Wedding	\$ 229,000	150	4	60	Tentative	Yes
2/7/2022	2022 Board Retreat	Association of School Business Officials of New York	7/13/2022	7/15/2022	Board Meeting	\$ 19,620	12	3	24	Tentative	No
2/7/2022	2022 Fall Leadership Conference	Association of School Business Officials of New York	9/28/2022	9/30/2022	Conference	\$ 64,250	50	2	100	Tentative	No
2/9/2022	Jenny Chan/Jared Bartlett Wedding	Chan/Bartlett Wedding	6/9/2022	6/12/2022	Wedding	\$ 248,500	175	4	55	Tentative	Yes
2/9/2022	Sophia Barber/Nate Daellenbach Wedding	Barber/Daellenbach Wedding	9/1/2022	9/3/2022	Wedding	\$ 145,000	200	2	25	Tentative	Yes
2/21/2022	Chelsea Dinallo/Giovanni Sorrentino Wedding	Dinallo/Sorrentino Wedding	8/12/2022	8/14/2022	Wedding	\$ 202,250	250	2	45	Tentative	Yes
3/11/2022	Webster Xtreme 14U Bowers	WAA Webster Girls Softball	7/8/2022	7/9/2022	Tournament	\$ 38,250	45	2	15	Tentative	No
3/14/2022	2022 IASAW Spring Trip	Indo-American Seniors Association of Woodbridge Township, NJ (IASAW)	4/19/2022	4/21/2022	Group Tour	\$ 30,360	55	3	70	Tentative	Yes
3/21/2022	Bridge House Advisors Group	Bridge House Advisors	9/29/2022	10/2/2022	Incentive	\$ 134,640	55	4	165	Tentative	No
3/21/2022	2023 Spring Campus Retreat	Boston Church of Christ	3/24/2023	3/26/2023	SMERF/Reunion	\$ 194,250	250	3	126	Tentative	No
3/24/2022	Markovitch Family Reunion	Markovitch Family Reunion	7/1/2022	7/4/2022	SMERF/Reunion	\$ 51,800	50	4	60	Tentative	Yes
3/31/2022	Brookfield Burn 10U	Brookfield Burn Softball	7/22/2022	7/24/2022	Tournament	\$ 38,250	30	3	24	Tentative	No
4/4/2022	2024 Annual Conference	American Nurses Association - New York Chapter (ANA-NY)	10/3/2024	10/5/2024	Conference	\$ 257,000	200	4	210	Tentative	No
						\$	23,966,650	19092	10029		

**Includes rollover of outstanding business leads from previous years for future dates not booked, canceled and/or postponed.

Number of Pending Events:	35
Attendees:	19,092
Rooms:	10,029
EEl Value:	23,966,650



Lake George Regional Convention Visitors Bureau
2022 Q1 Sales Activity Report

LOST**													
Date: Created	Lead Name	Account Name (Sort)	Meeting Dates (Preferred Start)	Meeting Dates (Preferred End)	EEl Type	EEl Value	Show Attendees	Requested Room Nights	Requested Rooms	Status	Lost Code(s)	Lost Comments	New Business?
7/9/2019	2022 Lennox Fall Incentive Trip	Lennox Industries Inc	9/5/2022	9/7/2022	Incentive	\$ 198,900	115	5	74	Lost Business	6-Meeting Cancelled/Postponed	Client has not responded to multiple follow-ups from LGRCVB and Sagamore Resort has not heard from them since 2020. MB added contact trace for prospecting in 6 months, but is considering this Lead lost.	Yes
9/13/2019	Pi Alpha Phi, June 2021	Pi Alpha Phi	6/14/2021	6/16/2021	SMERF/Reunion	\$ 55,620	100	3	60	Lost Business	6-Meeting Cancelled/Postponed	Client hasn't responded. MB sent second follow up on 9/7	Yes
10/25/2019	NYS Senior Women's Bowling Tournament - Week 1	New York State USBC	8/12/2022	8/14/2022	Tournament	\$ 445,500	450	3	300	Lost Business	Health Concerns - COVID-19	Lighthouse Lanes, 295 East Albany Street, Oswego, NY 1312, (315) 342-2695	No
11/11/2020	Girls Softball Tournament 18U	Adirondack Sport Complex - The Dome	1/1/2021	1/2/2021	Tournament	\$ 208,250	245	2	240	Cancelled	6-Meeting Cancelled/Postponed	This is due to the dome collapse at the Adirondack Sports Complex	No
11/11/2020	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	1/8/2021	1/9/2021	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/2020	Girls Softball Tournament 12U	Adirondack Sport Complex - The Dome	1/15/2021	1/16/2021	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/2020	Girls Softball Tournament 14U	Adirondack Sport Complex - The Dome	1/22/2021	1/23/2021	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/2020	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	1/29/2021	1/30/2021	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/2020	Girls Softball Tournament 18U	Adirondack Sport Complex - The Dome	2/5/2021	2/6/2021	Tournament	\$ 208,250	245	2	240	Cancelled	9-Other	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021	No
11/11/2020	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	6/18/2021	6/19/2021	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/2020	Girls Softball Tournament 18+	Adirondack Sport Complex - The Dome	6/25/2021	6/26/2021	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/2020	Girls Softball Tournament U18	Adirondack Sport Complex - The Dome	7/2/2021	7/3/2021	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/2020	Girls Softball Tournament 10U & 12U	Adirondack Sport Complex - The Dome	7/9/2021	7/10/2021	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/2020	Girls Softball Tournament 14U	Adirondack Sport Complex - The Dome	7/16/2021	7/17/2021	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament was cancelled.	No
11/11/2020	Girls Softball Tournament 16U	Adirondack Sport Complex - The Dome	7/23/2021	7/24/2021	Tournament	\$ 142,700	245	2	240	Lost Business	6-Meeting Cancelled/Postponed	Tournament cancelled.	No
6/23/2021	2022 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	6/16/2022	6/19/2022	Special Event	\$ 3,270,000	1500	4	1500	Cancelled	6-Meeting Cancelled/Postponed	Cancelled due to organizer's ailing health. They are hoping to return in 2023 once Jamie is healthy.	No
9/8/2021	2022 NYSOPA Summer Conference	New York State Council of Probation Administrators (NYSOPA)	6/27/2022	6/29/2022	Conference	\$ 224,200	120	4	240	Lost Business	8-Board Preference/Internal Politics	CONFERENCE: President Welch advised she received 64 responses regarding 2022 Conference. Niagara County proposal received 19 votes, Oswego 17 votes, Lake George 12 votes, Lake Placid 10 votes, and Queensbury 6. The Conference will be held June 27-29, 2022 at the Sheraton Hotel in Niagara Falls.	Yes
10/8/2021	2022 NYSOA Annual Meeting	New York State Optometric Association	6/2/2022	6/5/2022	Conference	\$ 235,500	100	5	242	Lost Business	3-Lack of Hotel Interest	No properties available or able to offer proposals.	Yes
11/24/2021	2022 Feast of the Tabernacles	United Church of God	10/9/2022	10/17/2022	SMERF/Reunion	\$ 1,153,200	400	12	1700	Lost Business	3-Lack of Hotel Interest	No properties had availability on desired date and date was firm. MB received dates for 2023-2025 event and will be sending leads out for those dates.	No
12/3/2021	2022 MHE K12 Tri-State Team Meeting	McGraw-Hill Global Education Holdings, LLC	1/10/2022	1/12/2022	Board Meeting	\$ 21,255	13	3	26	Lost Business	9-Other	Selected different city entirely.	Yes
12/21/2021	2022 ULP Officer Retreat	United University Professions	1/10/2022	1/11/2022	Board Meeting	\$ 7,400	10	2	5	Lost Business	Health Concerns - COVID-19	From Client: "The officers decided to postpone due to the variant being so transferrable right now. I will let you know when they decide to reschedule so a new RFP can go out."	Yes
12/31/2021	2023 Alpine and Nordic Skiing	NYSPHSAA (NYS Public High School Athletic Association)	2/27/2023	2/28/2023	Tournament	\$ 236,500	295	4	275	Lost Business	8-Board Preference/Internal Politics	Rotating to Bristol Mountain in Canandaigua, Ontario County, NY	No
12/31/2021	2024 Alpine and Nordic Skiing	NYSPHSAA (NYS Public High School Athletic Association)	2/27/2024	2/27/2024	Tournament	\$ 236,500	295	4	400	Lost Business	8-Board Preference/Internal Politics	Rotating to Lake Placid.	No
1/5/2022	Gilbarco President's Meeting	Gilbarco Veeder-Root	7/26/2022	7/31/2022	Incentive	\$ 91,800	50	6	150	Lost Business	3-Lack of Hotel Interest	Sent lead to Sagamore and Sagamore is not able to accommodate.	Yes
2/1/2022	Heidi Oehler/Dustin Fleming Wedding	Oehler/Fleming Wedding	8/12/2022	8/15/2022	Wedding	\$ 142,500	75	4	50	Lost Business	5-Hotel/Meeting Space Not Sufficient	We decided not to get married in Lake George this summer, as it seems difficult for guests to get lodging.	Yes
2/18/2022	King George Fishing Derby	Fish 307.com	9/16/2022	9/18/2022	Special Event	\$ 171,225	185	3	50	Lost Business	6-Meeting Cancelled/Postponed	He said he only received \$3,000 from Occ Tax and that is not enough to host the tournament.	No

**Includes rollover of outstanding business leads from previous years for future dates not booked, canceled and/or postponed.

\$ 8,595,800 6648 7952

Number of Lost Events:	26
Attendees:	6,648
Rooms:	7,952
EEl Value:	8,595,800

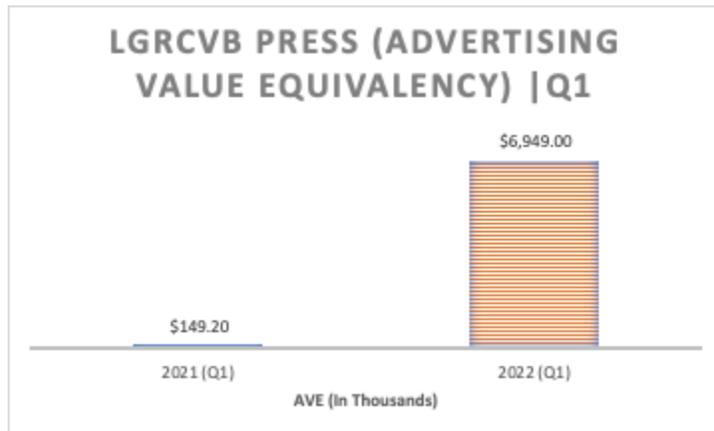
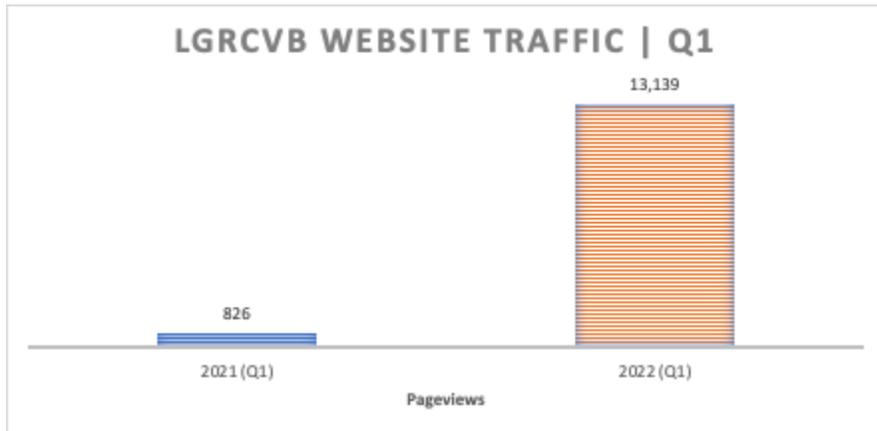
**Lake George Regional Convention Visitors Bureau
2022 Q1 Sales Activity Report**

TRADE SHOWS: 1/1/22 - 3/31/22							
Name	Date	Location	# Planner Meetings	# RFPs Produced	# RFPs Distributed	# RFPs Won	EEl Value
Connect NYC	2/28 - 3/2	Manhattan, NY	40	TBD	TBD	TBD	TBD





Lake George Regional Convention & Visitors Bureau
Q1 Marketing Report
JANUARY 1, 2022 - MARCH 31, 2022



CONVENTION SERVICES

Event Name	Convention Services
Alpha Win Triathlon	<ul style="list-style-type: none"> ● Kick off call with CEO ● Community involvement discussion ● Beer tent/contact referral
American Gold Star Mothers	<ul style="list-style-type: none"> ● Kick Off call ● Press Release development ● Blog Post ● Coordination for local school involvement
Ice Castles	<ul style="list-style-type: none"> ● Various tasks pre-opening/ongoing: press availability/assistance, local connections, tasks upon request. Met w/CEO and Warren County Tourism Director during site visit ● Debrief call/Zoom
Lake George Wine and Food Festival	<ul style="list-style-type: none"> ● Kick off call
LEO Weekend	<ul style="list-style-type: none"> ● Met with client, Mayor, local law enforcement ● Continued soliciting additional rooms
NYSPHSAA Nordic & Alpine Skiing	<ul style="list-style-type: none"> ● Kick off call with planners and president ● Signage distribution in North Creek Businesses ● Social Media posts ● Media Advisory development and execution ● Registration resources for attendee check in ● Microsite ● Coach's gifts for meeting (cookies)
NYSASA (New York State School Attorneys Annual Conference)	<ul style="list-style-type: none"> ● Kick off call ● Microsite development
NYSPHSAA Boys Basketball	<ul style="list-style-type: none"> ● Poster development ● Blog content ● Microsite ● Registration items and assistance ● Front desk flyer drop offs
Rotary 7190 Annual Conference	<ul style="list-style-type: none"> ● Sample welcome bags to Planner and Events Coordinator ● Microsite example to Events Coordinator
Winterfest - Americade Events	<ul style="list-style-type: none"> ● Post Con Destination Partner Survey

LGRCVB 2022 Q1 Marketing & Convention Services Outcomes Report

PRESS COVERAGE

MELTWATER DASHBOARD (1/1/22 - 3/31/22)

https://sharable-dashboard.meltwater.com/sharable_dashboard/59a744a87f6812acc7bfff83/ef6954c0-d285-4d00-8ed8-b3d8d61aabc3

Password: warrencounty

Coverage Topic	Month	AVE
Lake George Regional Chamber of Commerce & CVB	January	\$17.2K
Lake George Regional Chamber of Commerce & CVB	February	\$61.63K
Lake George Regional Chamber of Commerce & CVB	March	\$61.42K
Ice Castles	January	\$6.61M
Ice Castles	February	\$94.43K
Ice Castles	March	\$82.45K
NYSPHSAA Alpine & Nordic Skiing	February	\$7.83K
NYSPHSAA Boys Basketball	March	\$14K
TOTAL		\$6.9M

LGRCVB MARKETING & ADVERTISING

Vendor/Advertiser	Format	Market	Month	Analytics
Google Ads (LGRCVB)	Paid Search	All Markets	January	15.1K Impressions, 1,100 Clicks, \$0.89 CPC, 7.3% CTR
Mannix Marketing	Facebook Post	Wedding	January	132K Impressions, 2,058 Clicks, 1.55% CTR
NJWeddings.com	Online Listing	Weddings	January	Contacts Gained: 45
Times Review Media	Facebook Post	Weddings	January	100K Impressions, 1,699 Clicks, 1.69% CTR
Times Review Media	Digital Display	Weddings	January	49.5K, 71 Clicks, 0.15% CTR

LGRCVB 2022 Q1 Marketing & Convention Services Outcomes Report

Time Review Media	Paid Search	All Markets	January	2,669 Impressions, 156 Clicks, 5.84% CTR
Warren County Tourism	Digital Ad (Monthly E-Blast)	Wedding	January	36K Set, 11K open, 5 Clicks, 0.04% CTR
Google Ads (LGRCVB)	Paid Search	Meetings & Events	February	14.8 Impressions, 1.22 Clicks, CPC: \$0.74
Mannix Marketing	Sponsored Facebook Post	Weddings	February	Impressions: 72,766, Reach: 33.519, Post Clicks: 1,709, Clicks: 182
Times Review Media Group	Digital Banner	Weddings	February	75.2 Impressions, 88 Clicks, 0.12% CTR
Times Review Media Group	Sponsored Facebook Post	Weddings	February	95.6K Impressions, 1,118 Clicks, 1.17% CTR
Times Review Media Group	Paid Search	Weddings	February	2.7K Impressions, 190 Clicks, 6.94% CTR
Saratoga Bride Magazine	Print Ad (Full Page)	Weddings	February	10,000 Circulation
Saratoga/Capital Region Living	Instagram Post	Weddings	February	4k Impressions
SportsEvents Magazine	Print Ad and Advertorial	Sports	February	14K Circulation
Albany Business Review	Digital Banners	Meetings	March	78K Impressions, 63 Clicks, 0.08% CTR
Google Ads (LGRCVB)	Digital Search Engine Marketing	Meetings & Events	March	11.7K Impressions, 1.05K Clicks, CPC: \$0.87
Long Island Bridal Expo	Promotional Item Giveaway	Weddings	March	Earned Contacts: 90
Saratoga & Capital Region Living	IG Story and Post	Weddings	March	4K Impressions
SportsEvents Magazine	Print Ad and Advertorial	Sports	March	14K Circulation

LGRCVB 2022 Q1 Marketing & Convention Services Outcomes Report

Times Review Media Group	Video Content (Facebook)	Meetings	March	67,131 Impressions, 1,052 Clicks, 1.57% CTR
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SOCIAL MEDIA

Platform	Reach	New Visits	New Likes/Followers
Facebook	83,848	474	33
Instagram	6,122	516	252
LinkedIn	19,861 Impressions	68	35

E BLASTS (ORGANIC)

Date	Eblast	Segment	Sends	Open Rate %	Click Through Rate (CTR) %
1/3/22	Partner Newsletter (Redeploy)	Partners	720	9.2%	2.8%
1/6/22	Wedding Follow Up (Redeploy)	Wedding	180	20.6%	0.6%
1/19/22	Winter Fun for Meetings and Events in the Lake George Area	Meetings	3K	14.9%	1.1%
1/26/22	Partner Newsletter January	Partners	1K	23.8%	0.3%
1/31/22	Save the Date : Hot Technologies	Partners/Meeting Clients	2K	26.8%	3.3%
2/17/22	Hot Technology Save The Date!	Meeting/Community Development	2K	29%	2.9%
2/24/22	March is for Meeting in the Lake George Area	Meetings	3K	16.3%	1.0%
2/28/22	Resend- March is for Meeting in the Lake George Area	Meetings	2K	5.9%	2.2%
3/28/22	Re-Discover Meetings in the Lake George Area (Re-Deploy)	Meetings	2K	6.1%	.5%
3/25/22	Re-Discover Meetings in the Lake George Area	Meetings	3K	16.1%	1.1%

LGRCVB 2022 Q1 Marketing & Convention Services Outcomes Report

3/24/22	Partner Newsletter March	Partners	1K	27.6%	6.9%
3/21/22	Discover Lake George Area Weddings	Weddings	229	22.5%	0%
3/7/22	Sports in the Lake George Area	Sports	551	2.1%	3.2%
3/7/22	Hot Technology Reminder	Partner/Meetings	5K	17.6%	0.4%
3/1/22	Partner Newsletter February	Partner	1K	229%	2.8%
3/1/22	Hot Technology Reminder	Partner/Meetings	2k	26.4%	1%

WEBSITE

www.meetlakegeorge.com

Metric	January 2022	February 2022	March 2022	Jan 1 - March 31, 2022
Unique Visitors	2.6K	2.3K	2.2K	7.1K
# of Visits	2.7K	2.4K	2.2K	7.2K
Sessions	3K	2.7K	2.5K	8.2K
Pageviews	4.6K	3.9K	3.7K	12K

www.visitlakegeorge.com/meetings (meetlakegeorge.com is directing traffic to a variety of pages for visitlakegeorge.com and not limited to /meetings pages).

Metric	January 2022	February 2022	March 2022	LY YTD - Jan 1 - March 31, 2021	YTD Jan 1-March 31, 2022
Unique Visitors	397	320	263	648	980
Sessions	219	169	155	523	543
Pageviews	463	377	299	826	1,139

BLOG

Date	Title
1/5/22	Winter Indoor Attractions for Groups in the Lake George Area

LGRCVB 2022 Q1 Marketing & Convention Services Outcomes Report

1/11/22	Meet Your Host: Lori Rehm, The Sagamore Resort
1/27/22	NYSPHSAA Visitor Information for the Lake George Area (Microsite)
2/10/22	Team Building & Cooperative Group Activities in the Lake George Area
2/14/22	“Meet Your Host”: Eric Rottingen, The Queensbury Hotel
2/22/22	Gore Mountain Hosts Skiing State Championships
3/22/22	6 Large Venues for Indoor Gatherings in the Lake George Area
3/21/22	5 Ways to say “I Do” in the Lake George Area
3/17/22	NYSPHSAA Boys Basketball Visitor Information (Microsite)
3/7/22	The Cool Insuring Arena Hosts the NYSPHSAA Boys Basketball State Championship Presented by the American Dairy Association North East
Q1 Total Blog Views: 992	Q1 Total Visitors: 680

DIGITAL GUIDE REQUESTS

Month	Guide	Request
January	Wedding	11
January	Meeting	8
February	Wedding	10
February	Meeting	2
March	Wedding	18
March	Meeting	14
	TOTAL WEDDING: 39	TOTAL MEETING: 24



Convention Calendar Report

January 01, 2022 - January 31, 2022

<p>Jan 7 - 9 2022</p> <p><u>A Winding Thread Quilting Quilt Retreat</u> Barbara Wolfe Owner 9 Hallak Drive Ballston Spa, NY 12020 Phone: (518) 884-9923 Email: awindingthread@gmail.com</p>	<p>Est. Economic Impact: \$17,790.00 Room Nights: 60 Peak Rooms: 30 Delegates: 30 Selected Hotel(s): Fort William Henry Hotel</p>
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February 01, 2022 - February 28, 2022

<p>Feb 26 - Mar 1 2022</p> <p><u>NYSPHSAA (NYS Public High School Athletic Association) Alpine and Nordic Skiing</u> Meg Bates Section II Alpine Ski Coordinator 8 Airport Park Blvd. Latham, NY 12110 Phone: Email: megbeck10@gmail.com</p>	<p>Est. Economic Impact: \$307,700.00 Room Nights: 400 Peak Rooms: 135 Delegates: 295 Selected Hotel(s): Holiday Inn Resort, Gore Mountain</p>
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March 01, 2022 - March 31, 2022

<p>Mar 18 - 20 2022</p> <p><u>NYSPHSAA (NYS Public High School Athletic Association) NYSPHSAA Boys Basketball Championship</u> Joe Altieri Assistant Director 8 Airport Park Blvd. Latham, NY 12100 Phone: 518-690-0771 Email: Altieri@nysphsaa.org</p>	<p>Est. Economic Impact: \$5,598,600.00 Room Nights: 290 Peak Rooms: 100 Delegates: 12000 Selected Hotel(s): Fort William Henry Hotel, Hampton Inn & Suites, Holiday Inn Resort, Cool Insuring Arena, Holiday Inn Express & Suites Queensbury - Lake George Area, The Queensbury Hotel, Comfort Inn & Suites, Fairfield Inn & Suites Queensbury - Lake George Area</p>
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<p>Mar 18 - 20 2022</p> <p><u>A Winding Thread Quilting Quilt Retreat</u> Barbara Wolfe Owner 9 Hallak Drive Ballston Spa, NY 12020 Phone: (518) 884-9923 Email: awindingthread@gmail.com</p>	<p>Est. Economic Impact: \$23,310.00 Room Nights: 60 Peak Rooms: 30 Delegates: 30 Selected Hotel(s): Fort William Henry Hotel</p>
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April 01, 2022 - April 30, 2022

<p>Apr 28 - May 1 2022</p> <p><u>American Gold Star Mothers, Inc. Department of New York's 85th Convention</u> Cindy Roberts AGSM Department of New York President (2022-2023) 408 Upper Sherman Ave. Queensbury, NY 12804 Phone: (518) 744-7972 Email: AGSM1114@gmail.com</p>	<p>Est. Economic Impact: \$261,600.00 Room Nights: 380 Peak Rooms: 120 Delegates: 120 Selected Hotel(s): Holiday Inn Resort</p>
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New Business

June 01, 2022 - June 30, 2022

<p>Jun 3 - 5 2022</p> <p><u>NYS School Boards Association Annual School Attorney Law Conference</u> Phyllis M. Secor Executive Assistant to the Deputy Executive Director/General Counsel 24 Century Hill Drive, Suite 200 Latham, NY 12110 Phone: (518) 783-3773 Email: phyllis.secor@nyssba.org</p>	<p>Est. Economic Impact: \$163,500.00 Room Nights: 200 Peak Rooms: 100 Delegates: 100 Selected Hotel(s): The Sagamore Resort</p>
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Jun 10 - 12
2022
Lauren Hayes Wedding
2022 Hayes Wedding
Lauren Hayes
Bride to Be
301 Old Niskayuna Road Suite 1
Latham, NY 12110
Phone: (518) 229-6248
Email: mikeandlauren2021@gmail.com

Est. Economic Impact: \$189,300.00
Room Nights: 160
Peak Rooms: 80
Delegates: 180
Selected Hotel(s): Six Flags Great Escape Lodge & Indoor Waterpark

New Business

Jun 15 - 16
2022
U-32 Middle & High School
U-32 School Trip
Lisa LaPlante, M.Ed.
Director of Student Services
930 Gallison Hill Road
Montpelier, VT 05602
Phone: (802) 229-0322
Email: llaplante@u32.org

Est. Economic Impact: \$28,490.00
Room Nights: 16
Peak Rooms: 16
Delegates: 55
Selected Hotel(s): Fort William Henry Hotel

New Business

Jun 16 - 20
2022
Law Enforcement Officers Weekend (LEO)
Law Enforcement Weekend 2020
Austin Glickman
Vice President
670 Long Beach Blvd
Long Beach, NY 11561
Phone: (516) 458-9933
Email: AGlickman@LEOWeekend.com

Est. Economic Impact: \$946,875.00
Room Nights: 545
Peak Rooms: 150
Delegates: 325
Selected Hotel(s): Fort William Henry Hotel

Jun 25 - 26
2022
Adirondack Winery
2022 Adirondack Wine & Food Festival - Vendor Rooms
LeighAnn Loftus
Festival Manager
285 Canada Street
Lake George, NY 12845
Phone: (518) 284-3516
Email: leighann@adirondackwinery.com

Est. Economic Impact: \$2,973,300.00
Room Nights: 75
Peak Rooms: 46
Delegates: 7500
Selected Hotel(s): Holiday Inn Express & Suites Queensbury - Lake George Area, Charles R. Wood - Festival Commons Park

Jun 26 - 26
2022
Brown/Grimmer Wedding
Christy Brown/Tom Grimmer Wedding
Christy Brown
Bride
191 Birch Lane
Scotia, NY 12302
Phone: (518) 708-4866
Email: christybrown148@gmail.com

Est. Economic Impact: \$57,075.00
Room Nights: 30
Peak Rooms: 30
Delegates: 185
Selected Hotel(s): Hampton Inn & Suites, Surfside on the Lake

July 01, 2022 - July 31, 2022

Jul 13 - 14
2022
NYS Association of Town Superintendents of
Highways, Inc. (NYSAOTSOH)
Executive Committee Meeting
Beth Gould
Association Manager
111 Washington Ave
Albany, NY 12210
Phone: (518) 426-1023
Email: info@nystownhwys.org

Est. Economic Impact: \$25,700.00
Room Nights: 20
Peak Rooms: 20
Delegates: 30
Selected Hotel(s): Courtyard by Marriott Lake George

August 01, 2022 - August 31, 2022

Aug 20 - 23
2022
United States Bowling Congress (USBC)
2022 US Women's Open Bowling Championships
Chad Murphy
Executive Director
621 Six Flags Drive
Arlington, TX 76011
Phone: (817) 385-8469
Email: chad.murphy@bowl.com

Est. Economic Impact: \$519,400.00
Room Nights: 840
Peak Rooms: 210
Delegates: 500
Selected Hotel(s): Kingpin's Alley Family Fun Center

New Business

January 01, 2023 - January 31, 2023

Jan 7 - 24
2023

FISU World University Games
2023 World University Games
Lori Fitzgerald
Head of Accommodations
PO Box 1470
Lake Placid, NY 12946
Phone: (518) 249-6706
Email: lfitzgerald@lakeplacid2023.com

Est. Economic Impact: \$4,590,000.00
Room Nights: 3600
Peak Rooms: 200
Delegates: 600
Selected Hotel(s): Fort William Henry Hotel, Six Flags Great
Escape Lodge & Indoor Waterpark

New Business

March 01, 2023 - March 31, 2023

Mar 24 - 26
2023

NYSPHSAA (NYS Public High School Athletic Association)
NYSPHSAA Boys Basketball Championship
Joe Altieri
Assistant Director
8 Airport Park Blvd.
Latham, NY 12100
Phone: 518-690-0771
Email: Altieri@nysphsaa.org

Est. Economic Impact: \$1,476,600.00
Room Nights: 290
Peak Rooms: 100
Delegates: 3000
Selected Hotel(s): Clarion Inn & Suites, Hampton Inn & Suites,
Holiday Inn Resort, Holiday Inn Express &
Suites Queensbury - Lake George Area, The
Queensbury Hotel, Baymont Inn & Suites by
Wyndham, Home2 Suites by Hilton, Fairfield
Inn & Suites Queensbury - Lake George Area

OCCUPANCY TAX REQUEST SUMMARY – SPECIAL OLYMPICS NY FALL GAMES

2022

REQUEST AMOUNT: \$50,000

REASON: Requesting funding in support of the Special Olympics NY Fall Games in Glens Falls. This second year is part of a 3-year commitment by Special Olympics NY to bring the Games to Warren County through 2024.

Special Olympics is a non-profit organization and part of a larger global movement that through its programming in sports, health, education and community building, changes the lives of people with intellectual disabilities by working to reduce global injustice, isolation, intolerance and inactivity.

The Special Olympics NY Fall Games will take place at multiple venues throughout Warren County, October 21-23, 2022. Nearly 1,000 athletes and coaches will come together from across the state to showcase their skills in 7 Olympic-style sports. The Fall Games will also feature a grand opening ceremony for the athletes and the community, an Olympic village, Healthy Athletes area with free health screening for the athletes and closing ceremonies. Hundreds of community volunteers, sponsors, families, spectators will also be on hand to help the athletes celebrate their victories.

Historically, the Fall Games came to Glens Falls for four consecutive years, from 2012 through 2015 and have a successful track record of community engagement, support and events. It should be noted that the 2021 event will also involve cross-county supportive partnerships between Warren, Washington and Saratoga Counties, including significant volunteer support from their law enforcement departments, as well as community-wide support and leadership from the Adirondack Regional Chamber of Commerce and various Warren County departments including Tourism, EMS and Health.

LOCAL IMPACT:

Local hotels being contracted for rooms for the event include the Queensbury Hotel, the Fairfield Inn and Suites, Six Flags Great Escape Lodge, Home2 Suites, Sleep Inn, Holiday Inn Lake George, Clarion Inn & Suites, and the Holiday Inn Express Queensbury, with an anticipated room night projection of 850 room nights. In 2021, the games had a total of 660 contracted room nights and a hotel impact of \$102,300.

Projected economic impact for this event is estimated around \$348,931.00. This does not include the “value in-kind” donations from the community supporters and sponsors.

Previously at the 2012-2015 Fall Games, there were 1500-2000-day visitors over the three-day period, 1,229 athletes and coaches, 400 volunteers and 700 spectators.

In 2021, due to COVID19, estimated numbers have been reduced and organizers anticipate 900 athletes, 400-500 volunteers, 54 staff and 700 spectators.

The event will be throughout the county at the following venues:

- Opening Ceremonies – Cool Insuring Arena
- Golf – TBD
- Cycling – SUNY Adirondack
- Cross Country – Cole Woods

- Bocce – Morse Fields
- Soccer – Morse Fields
- Softball – ADK Sports Complex Dome
- Equestrian – Skidmore College

The Special Olympics NY Games Committee and staff are coordinating with Warren County Tourism, EMS Services, and the Sheriff's office in support of these Games.

MARKETING: State Fall Games main objective is to generate public awareness for the Games to encourage volunteerism, event attendance and athlete/coach recruitment while sharing the celebration with the community.

STRATEGY: The State Games will be implementing a combination of strong PR (press event on 8/2), a dedicated event web page, event/mobi Mobile app for all attendees, distributing local flyers to businesses, creating a program for the event, creating promotional videos, window decals for supporting local businesses, event signage, social media (#BeAFan volunteer promotion), partnerships with Warren County Tourism, Warren, Saratoga and Washington County Sheriff's Departments and Adirondack Regional Chamber of Commerce, as well as other local businesses.

OCCUPANCY TAX REQUEST SUMMARY – ADK CHRISTKINDLMARKT

REQUEST AMOUNT: \$25,000

REASON: Requesting funding in support for the 2'd annual ADK Christkindlmarkt in Glens Falls. The event will be in City Park and run by the Glens Falls Collaborative, with support by the City of Glens Falls will feature vendors, entertainment, carriage rides and some food vendors, but will also be encouraging visitors to patronize local restaurants in Glens Falls. The event will also cross promote with LARAC who will be having an art show at the Queensbury Hotel.

Friday, Dec. 2, 2022	3-8pm
Saturday, Dec 3, 2022	9am-6pm
Sunday, Dec. 4, 2022	10am-3pm

LOCAL ECONOMIC IMPACT: Event manager states that it will likely attract around 4,000 attendees and approximately 20 room nights. Having the event to City Park will encourage more visitors and patrons to shop locally at surrounding shops, eat in the local restaurants and increase sales tax revenue opportunities.

- Event is considered LOW to MED ECONOMIC IMPACT (< 1000-5,000 room nights and up to 5,000-day visitors.)
- Off Peak event in December
- Event was moved to City Park in 2021
- Expenditures are within the permissible guidelines

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Total cost to be borne by organizer: **\$10,000**
- Total cost of the event: **\$33,475**
- Anticipated total revenue from the event: **\$42,000**
- Some support is being derived through in-kind city donations (i.e. electricity, city park venue, and DPW manpower assistance.
- Revenue anticipated from occupancy tax, **\$6,000** in municipal support, **\$2,500** in sponsorship from the BID, **\$3,000** in sponsorship from individuals/businesses, **\$5,500** in vendor fees

EVENT MARKETING

- Marketing will include Facebook outreach, as well as post card distribution (no total # provided), digital advertising (no specific detail provided), posters, outdoor advertising (no specific details provided), radio/tv (no specific details provided).
- The Collaborative and the City of Glens Falls will also reach out to vendors through Facebook and will market their event details through this and other digital platforms.
- Organizers included budget detail of marketing costs, though did not detail specifics or include timeline for when marketing efforts would occur.
- Marketing will be targeting Capital Region, Saratoga, Lake George, Central and Western upstate NY, Vermont, NH, CT and NYC.

OCCUPANCY TAX REQUEST SUMMARY – Six Flags Great Escape Vampire Bar at Frightfest

REQUEST AMOUNT: \$25,000

REASON: Requesting funding support of \$25,000 to create a Vampire Bar experience at the Jolly Tree Theater at Six Flags Great Escape Frightfest. This experience has a cover charge of \$69.00 per ticket, with an estimated in ticket revenue of \$524,925 with 7,500 estimated attendees and \$34,000 in bar revenue. Marketing efforts seem to indicate that it will promote this new event to Albany, Burlington and Plattsburgh areas.

LOCAL ECONOMIC IMPACT: Event manager states that it will likely attract around 7,500 attendees and approximately 820 room nights, most of which will likely be at the Great Escape Lodge. There appears to be little external impact on the local economy since the event will only take place on Six Flags property and has an admission price, so it is not open to the general public.

Event is considered LOW to MED ECONOMIC IMPACT (< 1000-5,000 room nights and up to 5,000-day visitors.)

- Off Peak event in October
- Event will take place at Six Flags Great Escape property
- Expenditures are of \$5,000 of labor are part of an ineligible expenditure.

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Total cost to be borne by organizer: **\$50,000**
- Total cost of the event: **\$25,000**
- Anticipated total revenue from the event: **\$558,925**

EVENT MARKETING

- Marketing will include organic Facebook and Instagram and other digital e-newsletter advertising and \$15,000 in billboard/outdoor advertising. outreach, as well as post card distribution (no total # provided), digital advertising (no
- Marketing will be targeting Capital Region, Burlington and Plattsburgh. Short regional reach.

**MUNICIPAL SUPPLEMENTAL OCCUPANCY TAX REQUEST SUMMARY – Village of
Lake George for weekly summer events**

REQUEST AMOUNT: \$25,000

REASON: Requesting funding support of \$25,000 for the following: 4th of July fireworks, weekly firework shows, Friday's on the Lake, Wednesday LG Arts project, LG Community band, Musical Mondays, Tribute Tuesdays, LG Jazz Festival, and advertising for preceding events in the Village. The Village would like to continue these free-to the events and enhance the fireworks displays for 2022.

LOCAL ECONOMIC IMPACT: These events enhance the vibrancy of the local community in the summertime, for both residents and visitors alike and encourages people to visit all days of the week with high quality entertainment the entire family can enjoy.

Event is considered HIGH ECONOMIC IMPACT

- Peak event in summer
- Event will take place in the summer in the Village of Lake George and is free to the public.

SOUNDNESS & FISCAL STABILITY OF THE EVENT

- Total cost to be borne by organizer: **unclear**
- Total cost of the event: **\$154,000**
- Anticipated total revenue from the event: **unclear**

EVENT MARKETING

- **No marketing or advertising information supplied with the application**