



**Tourism Committee
Warren County Tourism Department
AGENDA
February 25, 2022**

Committee Members: MERLINO, Dickinson, Braymer, Wild, Runyon, Strough, and Leggett

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 Merlino
- II. Motion to approve minutes of the January 25, 2022 Tourism & Occupancy Tax Coordination Committee Meeting.
- III. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize a new contract with Famous Destination Marketing to provide multi-faceted marketing including trade show representation, mobile billboard truck wrap, Recommendation Guide, etc.
Rationale: Famous Destination Marketing represents New York State destinations, among them Warren County/The Lake George Area, in a consumer facing program that showcases our destination.
 - b. **Resolution Request:** Notice of Intent to Fill a Vacant Position, Communications Assistant, \$39,246.
Rationale: This position is open due to a resignation in late 2020. It was not filled in 2021, as we waited to see how the tourism economy rebounded from the pandemic. This position was included and approved as part of the 2022 Tourism Department budget process.
 - c. **Resolution Request:** To create a new position, Principal Account Clerk – Part-time
Rationale: The current full-time Principal Account Clerk will retire on March 31, 2022. The individual would like to continue working within the Tourism Department on a part-time basis.
 - d. **Resolution Request:** Notice of Intent to Fill a Vacant Position, Principal Account Clerk, part-time, \$35,000.
Rationale: To allow the current Full-time Principal Account Clerk to continue working in the department on a part-time basis.
 - e. Request for an executive session to discuss the employment history of a particular person, subject to Section 105(1)(f) of the Public Officer's Law.

- IV. Discussion Items:
 - a. Famous Destination Marketing, Josiah Brown, The New York Sherpa
 - b. 2022 Marketing and Program Overview: Joanne Conley, Tourism Director
 - V. Referrals: None
 - VI. Privilege of the floor and public comment
 - VII. Motion to adjourn
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Attachment #1: Resolution Request Form No. 3 to Contract with Famous Destination Marketing, Inc.

Attachment #2: Resolution Request Form No. 12 Notice of Intent to Fill a Vacant Position

Attachment #3: Resolution Request Form No. 11 to Create a New Position

Attachment #4: Resolution Request Form No. 12 Notice of Intent to Fill a Vacant Position

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: February 22, 2022

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **to contract for a multi-faceted promotional campaign**
- (c) Name of Contractor: **Famous Destination Marketing, Inc. previously New York Welcomes You, Inc.**
- (d) Address of Contractor: **PO Box 128 Delhi, NY 13753**
- (e) Contractor's Contact Person and Telephone Number:
Josiah Brown 845-283-1638
- (f) Has or will the Contract be provided, if so, please attach: **no**
- (g) Commencement Date of Contract: **3/21/22**
- (h) Termination Date of Contract: **12/31/22, with an option to renew for three additional years beginning 1/1/23**
- (i) Payment Provisions:
 - i) lump sum amount **\$19,500**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$19,500**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **upon completion of various project/shows**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417.0001 470, Contract, \$19,500**

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

*as listed in budget and LOGOS

— WHAT WE DO —

AKA What is the Sherpa up to?

**Our Mission: Win First Time Visitors
to The Regions and Destinations
of New York State.**

How we do that:

- **Mobile Visitors Center Tour**
 - 1/15 Destinations
 - 500,000 brand impressions on display
 - Team of reps on the road for you
 - Travel guide distribution

Cost: \$9,495

- **NYBE's Recommendations Guide by the New York Sherpa**

Cost: \$5,495

- **NYBE's:
The New York Sherpa Show**
 - Featuring famous attractions and themes
 - Boosted with a social campaign
 - Lives on website and social as content

Cost: \$4,495

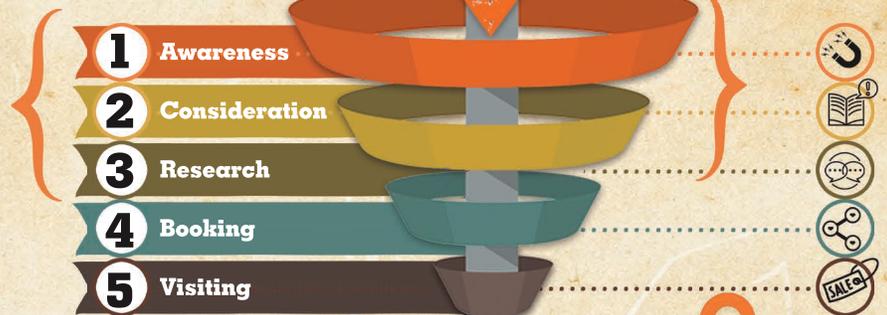
- **Facebook/Instagram:**
@NewYorksBestExperiences

- **Web: NewYorksBestExperiences.com**

- **The Sherpa's "Where to go Next" Newsletter**



This is where we fit in the consumer funnel:



**NEW YORK'S
BEST
EXPERIENCES**

What New York's Best Experiences
can do for You and Your Business



2022 Mobile Visitors Center - Recommendations Tour

Show:

Co/op Shows:

- ^ New York Travel Show: March - NYC
- ^ Philadelphia Flower Show: June - Philadelphia, PA
- ^ Denver Travel Show: April/May - Denver, CO

Cost for you to attend with staff:

\$6,000
\$18,000+
\$4,500

Tour Stops:

- Northeast RV Show: February - Suffern, NY
- Boston Travel Show: March - Boston, MA.
- Jones Beach Air Show: May - Jones Beach, NY
- New Jersey Festival of Ballooning: July - New Jersey
- Hudson Valley Wine and Food Fest: September - Rhinebeck, NY
- New York Air Show - September - Orange County Airport
- Pink Party Street Festival - October - Hartford, CT
- Warwick Apple Fest - October - Warwick, NY

\$2,000
\$4,000
\$5,000
\$5,000
\$1,200
\$3,500
\$1,600
\$2,200

Tour cost on your own: \$52,000



Branding Exposure to 500,000+ Attendees
Personalized Recommendations

RESOLUTION REQUEST FORM NO. 12

Schedule "A"

NOTICE OF INTENT TO FILL VACANT POSITION

This notice of intent is filed whenever a department head plans to fill an existing funded position in their budget that is vacated due to a retirement, resignation, termination or promotion. This notice may not be used for requests to create a new position. For complete instructions on the procedure to be followed, see the reverse of this form.

DEPARTMENT HEAD COMPLETES THIS SECTION

Department: Tourism Payroll Dept. No: A.53.03
Title of Position: Communications Assistant Base Salary of Position: \$39,246 Grade: 09
Budget code and title: .110 Salaries - Regular - Tourism Union [X] Non-Union []
This position is vacated due to: [] Retirement [] Resignation [] Termination [] Promotion [X] Other
Employee No./Last Name: N/A Date of Vacancy:
Is this position mandated? [] Yes [X] No Is the position reimbursable? [] Yes [X] No to fill in '22
Source of reimbursement: [] Federal % [] State % [] Other %

CIVIL SERVICE STATUS AND HUMAN RESOURCES DIRECTOR APPROVAL

[] Competitive-active eligible list [X] Competitive-no list (hiring would be provisional) [] Non-Competitive [] Other
Actual Impact to Budget Report will be provided monthly by Human Resources Director.
Candidate's qualifications must be approved by Personnel Officer prior to hiring.
Human Resources Director has approved this form when initialed. [Signature] 8/30/21

COUNTY ADMINISTRATOR COMPLETES THIS SECTION

- [] The Administrator has no objection to the filling of the vacancy.
[] The Administrator objects to the filling of the vacancy.

Administrator Signature _____ Date _____

BUDGET OFFICER COMPLETES THIS SECTION

- [] The Budget Officer has no objection to the filling of the vacancy.
[] The Budget Officer objects to the filling of the vacancy.

Budget Officer Signature _____ Date _____

SUPERVISORY COMMITTEE COMPLETES THIS SECTION

- Name of Committee _____
[] The committee has no objection to the filling of the vacancy.
[] The committee objects to the filling of the vacancy.
[] In the case of an emergency, Committee Chair has no objection to the filling of the vacancy.
[] In the case of an emergency, Committee Chair objects to the filling of the vacancy.

Ranking Committee Member Signature _____ Date _____

RESOLUTION REQUEST FORM NO. 11

Request to Create New Position

DEPARTMENT NAME:

DATE:

- (a) Title of Requested Position:
- (b) Annual **Base** Salary (and Grade if Applicable):
- (c) Effective Date for New Position: *
*Please do not backdate unless the purpose is to correct an error.
- (d) List Any Position in the Department's Table of Organization Being Deleted as a Result of this Request: (Include annual salary and grade if applicable):
- (e) Where are Funds in the Budget for this Position? List Budget Code, Object Code, Full Title and Amount:
- (f) Has Personnel Officer Reviewed and Approved of the New Position Title? (This is necessary **BEFORE** bringing the request to committees.)
- (g) Is this a mandated position? If so, please explain:
- (h) Is there expected revenue from this position? If so, please explain:

RESOLUTION REQUEST FORM NO. 12

Schedule "A"

NOTICE OF INTENT TO FILL VACANT POSITION

This notice of intent is filed whenever a department head plans to fill an *existing* funded position in their budget that is vacated due to a retirement, resignation, termination or promotion. This notice may not be used for requests to create a *new* position. For complete instructions on the procedure to be followed, see the reverse of this form.

DEPARTMENT HEAD COMPLETES THIS SECTION

Department: Tourism Department Payroll Dept. No: 5303
Title of Position: Principal Account Clerk - Per Diem Base Salary of Position: 35,000 Grade: 10-22
Filling at Step # (If Known): _____ \$ 24.7685/hr
Budget code and title: Salaries -Part Time Tourism A.6417.0001.130 Union Non-Union
This position is vacated due to: Retirement Resignation Termination Promotion Other
Employee No./Last Name: 9949/Grant Date of Vacancy: March 31, 2022
Is this position mandated? Yes No Is the position reimbursable? Yes No (creation)
Source of reimbursement: Federal _____% State _____% Other _____%

CIVIL SERVICE STATUS AND HUMAN RESOURCES DIRECTOR APPROVAL

Competitive-active eligible list Competitive-no list (hiring would be provisional) Non-Competitive Other _____
Actual Impact to Budget Report will be provided monthly by Human Resources Director.
Candidate's qualifications must be approved by Personnel Officer prior to hiring. PO 2/15/22
Human Resources Director has approved this form when initialed. PO 2/15/22

COUNTY ADMINISTRATOR COMPLETES THIS SECTION

- The Administrator has no objection to the filling of the vacancy.
 The Administrator objects to the filling of the vacancy.

Administrator Signature _____ Date _____

BUDGET OFFICER COMPLETES THIS SECTION

- The Budget Officer has no objection to the filling of the vacancy.
 The Budget Officer objects to the filling of the vacancy.

Budget Officer Signature _____ Date _____

SUPERVISORY COMMITTEE COMPLETES THIS SECTION

Name of Committee _____
 The committee has no objection to the filling of the vacancy.
 The committee objects to the filling of the vacancy.
 In the case of an emergency, Committee Chair has no objection to the filling of the vacancy.
 In the case of an emergency, Committee Chair objects to the filling of the vacancy.

Ranking Committee Member Signature _____ Date _____

RESOLUTION REQUEST FORM NO. 12

Schedule "A"

AUTHORITY FOR POLICY AND PROCEDURE

Resolution 155 of 2003, amended by Resolution Nos. 497 of 2006, 719 of 2006, 318 of 2007, 374 of 2011 and 259 of 2014, provides the policy and procedure for the establishment, filling and increasing or decreasing of salaries for positions within Warren County. Copies of the resolutions are available from the Clerk of the Board.

WHAT FORM TO USE

- For giving notice of intent to fill an existing vacant position, use this form.
- For creating a new position, complete Resolution Request Form No. 11.
- For increasing or decreasing salary of non-union position, complete Resolution Request Form No. 13.
- For reclassification of position, complete Resolution Request Form No. 14.

These forms are available from the Clerk of the Board.

HOW TO USE THIS FORM

Department heads must first file this notice of intent with the Human Resources Director/Personnel Officer for review and approval of position details. Once the form has been initialed by both the Human Resources Director and Personnel Officer, it should be forwarded on to the County Administrator for approval. The County Administrator shall furnish a copy of the notice to the Budget Officer. Once both the County Administrator and the Budget Officer have executed the form, a copy must be submitted by the Department Head to the Supervisory Committee with their regular agenda. Once signed by the Chair of the Supervisory Committee, the Notice of Intent shall be submitted to the Clerk of the Board, who shall report the action on the Personnel Committee agenda and forward the fully executed form to the Department Head.

OBJECTIONS

If either the County Administrator, Budget Officer or Supervisory Committee objects to the position being filled, each should affix their signature to this form indicating they have an objection. In this case, the department head is advised that the position may not be filled unless otherwise determined by the Board of Supervisors. All requests to fill vacant positions must be approved by the County Administrator, Budget Officer and a 2/3 majority vote of the Supervisory Committee or oversight Committee Chair approval as provided in the Rules of the Board.

NO OBJECTIONS

If the County Administrator, Budget Officer and Supervisory Committee have no objection to the position being filled, each should affix their signatures to this form indicating they have no objection.

PAPERWORK

To fill the position, complete the 426 Report of Personnel Change, attach the original of this form to the back of the 426, along with the Resolution approving same and submit to the Human Resources and Civil Service Department. Be certain to make a copy of both the 426 and this form for retention in your department files.

Department Heads are reminded that an oath of office must be filed in the Office of the County Clerk. Oaths of Office forms are available from the County Clerk.

Lake George Area

IN NEW YORK'S ADIRONDACKS



- WARREN COUNTY TOURISM DEPARTMENT 2022 PROGRAM OVERVIEW -





- MISSION -

Warren County Tourism works to responsibly promote and support the tourism industry in the Lake George Area through marketing, collaboration and communication with regional tourism partners and visitors.

- VISION -

Warren County Tourism will be the official leading source of year-round promotion and visitor services for the Lake George Area, working cooperatively with business partners to manage and cultivate the Lake George Area's brand as "The Original Vacation."

- VALUES -

Warren County Tourism uses a professional, team-based approach to provide objective, innovative and honest promotion about the Lake George Area. Our staff members are dedicated to sharing their enthusiasm for our region using multiple media platforms to provide accessible and timely information that visitors to the region can reliably and efficiently incorporate into their vacation plans.

TOURISM COMMITTEE MEMBERS

Eugene Merlino (Chairman) – Lake Luzerne Town Supervisor
Dennis Dickinson – Lake George Town Supervisor
Claudia Braymer – City of Glens Falls Supervisor
Michael Wild – Queensbury Supervisor at Large
Susan Runyon – Thurman Town Supervisor
John Strough – Queensbury Town Supervisor
Craig Leggett – Chestertown Town Supervisor

TOURISM DEPARTMENT STAFF

Joanne Conley – Tourism Director
Peter Girard – Creative Director
Paul Tackett – Assistant Tourism Coordinator
Leisa Grant – Principal Account Clerk
Kristen Hanifin - Tourism Development & Events Coordinator
Tanya Brand – Group Tour Promoter
Kacey O'Brien – Communications Specialist
Maggie Cafaro – Tourism Assistant

- OVERVIEW -

To position the Lake George Area as an iconic vacation destination and “Original Vacation,” the Warren County Tourism Department has consistently created vibrant and innovative year-round brand awareness and thematic campaigns to generate demand, interest and visitations.

Located in the southern part of the Adirondacks, the Lake George Area is perfectly situated within a day’s drive for more than 60 million people, and is in an enviable geographic location with its primary travel corridors of I-87 enticing visitors from the north and south, and I-90 bringing visitors from the east and west.

With its primary market encompassing the Metro New York/New Jersey DMA and secondary markets in Connecticut, Massachusetts, Montreal, Quebec, northern Pennsylvania and Western New York, the Lake George Area has been a generational and perennial vacation favorite of families for decades, inviting visitors to enjoy the natural beauty, outdoor recreation and unique experience that can only be found as part of their “Original Vacation.” Demographical targets for the region include women averaging 50+ years of age as the primary vacation decision makers followed by Millennial parents and Gen Z-ers entering the workforce. Outreach and marketing tactics are adapted to changing media consumption habits.

The overall tourism communications strategy combines an integrated marketing campaign of high-performing traditional advertising and digital media highlighting the natural beauty of the area. Additionally, targeted campaigns and niche market development also promote the vast array of annual events, and myriad activities that offer something for everyone! Destination marketing decisions are based on research, market trends, data analytics, industry standards and performance tracking.



THE BRAND



This well recognized logo continues to be incorporated across all Lake George Area advertising, promotional and media platforms. The specific blending of font, color and flow is designed to recall vintage vacation signage and postcards evoking memories of local Americana and an authentic Adirondack experience.

THE Original Vacation!

“The Original Vacation” has become an essential slogan across all Tourism Department campaigns, platforms and collateral. But it is also the Lake George Area’s most literal claim to fame, being located such a short distance from the crowded metropolitan centers of the east coast. The American vacation was born when city dwellers of the mid-1800s would “vacate” their homes in New York and Boston to travel by train to the pristine lakes and environs of the Adirondack mountains.

To that end, The Department has trademarked “The Original Vacation” and has further developed the storyline to include connections to historic flagship attractions such as the Lake George Steamboat Company, Six Flags Great Escape and Hurricane Harbor and Gore Mountain, to name just a few. “The Original Vacation” will continue to be the cornerstone of the Lake George Area marketing message.

2022 TOURISM DEPARTMENT BUDGET.....\$2,448,689

Funded by Warren County Occupancy Tax Collections and New York State Matching Funds

• PROMOTION: \$1,429,146

Media spending consists of a matrix of advertising tactics including digital and social media marketing, content marketing, broadcast and print media campaigns, and industry partnership programs.

A vendor for media buy services is used for purchasing broadcast, cable and Connected TV ads, programmatic display ads and location-based advertising.

Print, digital and social media buys are placed by the department, with a shift toward increasing in-house placement for cost savings, more control and monitoring, and faster deployment.

Under the guidelines of the New York State Matching Funds program, funds are dedicated to our partnership with the Adirondack Regional Tourism Council (ARTC) for regional promotion.

• CONTRACT: \$315,535

Services are outsourced for website development, video production and traffic to stations, travel guide printing, analytics reporting from Smith Trend Research, AirDNA and Mobile Tracking, as well as IT support.

• STAFF: \$692,043

The staff collectively implements and oversees every aspect of promotion through front-end roles such as creation, distribution and tracking of print and digital advertising collateral, digital content creation and placement, social media management, and website management; and back-end roles including oversight of database-inquiry systems; research, analysis and reporting of tourism data, trends and statistics; and community outreach. The Tourism Department, through longstanding collaboration with state, regional and media entities, continues to enhance its in-house expertise to both diminish reliance on costly vendor resources and to provide unparalleled service to our visitors and stakeholders, maintaining that hands-on relationship that only a local staff intimately familiar with the area can deliver.

• MISCELLANEOUS: \$11,965

Office supplies, furnishings, telephone, software, subscriptions, presort postage software, etc.



- STRATEGY -

Marketing for the Lake George Area as an iconic and quintessential vacation destination revolves around a year-round approach of targeted strategies that drive brand awareness.

Each month is marketed with an iconic theme that connects existing events and activities with both new audiences and past visitors.

Promotional spending is divided into three primary categories corresponding to season, each of which consists of themes and budget allocations specific to that category. The budget breakdown and strategies applied are described below.

• **SPRING/SUMMER (55% OF PROMOTION BUDGET)**

The focus in 2022 is to continue generating growth in a season that impacts all stakeholders. While this has historically been our strongest season, there is room for growth, as evidenced by Smith Trend reporting.

Other East Coast destinations offer activities similar to those found in the Lake George Area. Our spring and summer marketing works to maintain our market share and keep our destination top-of-mind. The spending breakdown allows for a pre-Fourth of July campaign to ramp-up for summer and encourage travel planning and a post-Fourth of July campaign to reinforce travel planning and appeal to last minute decision makers.

• **FALL (25% OF PROMOTION BUDGET)**

The fall season has been strong in recent years with favorable weather extending the momentum of summer into September and October. A solid core of annual fall events, festivals, Oktoberfests and weddings has bolstered our fall weekends into a robust Fall Festival Season.

• **WINTER (20% OF PROMOTION BUDGET)**

Our traditional winter campaign focuses on proven assets such as downhill skiing, winter carnivals, factory outlet shopping, ice bars and weatherproof indoor activities, while remaining responsive to other weather-related opportunities such as snowmobiling. With the addition of Ice Castles and Winterfest, January and February have witnessed significant growth, including mid-week visitation.

Recent winters are still somewhat weather-dependent. This season is well-served with nimble digital and social media marketing tactics. As winter infrastructure continues to develop, we are prepared to shift spending to further this growth.

- CONTENT CALENDAR -

The Department's staffing capabilities allow us to be laser focused on development of thematic content throughout the year. Each month has primary and secondary themes, with room for expanded content creation.

- **JANUARY – Ice Castles, Ice Bars, Winterfest –**
Additional: Downhill Skiing, Snowmobiling, Winter Recreation

- **FEBRUARY – Ice Castles, Ice Bars, Winterfest, Winter Carnivals –**
Additional: Snowshoeing, Cross-Country Skiing, Snowmobiling

- **MARCH – Maple Days & Indoor Fun –**
Additional: High School Basketball, Barrel Fest, Brew Fest

- **APRIL – Whitewater Rafting, Indoor Fun, Staycation –**
Additional: Spring Hiking, Vacation Planning

- **MAY – Summer Kickoff –**
Additional: Americade, Adirondack Wine & Food Festival

- **JUNE/JULY/AUGUST – Family/Adventure/On The Water –**
Additional: Fireworks, Cruising/Boating, Beaches, Fishing, Events, Camping

- **SEPTEMBER/ OCTOBER – Fall Festivals and Oktoberfests –**
Additional: Adirondack Nationals, Balloon Festival, Music Festivals, Garage Sale, Thurman Fall Farm Tours, Film Festival, Fright Fest, Leaf Peeping

- **NOVEMBER – Shopping –**
Additional: ADK Thunder Hockey

- **DECEMBER – Winter Recreation, Downhill Skiing –**
Additional: Holiday Events, Christkindlmarkt, Small Business Saturday, Indoor Activities



- SUMMER TACTICS: APRIL - AUGUST -

• AUDIENCE SEGMENTS

Leisure Travelers (couples and families) – Female decision makers, 25-64, HHI \$75k+ who are in the market for leisure travel and family-friendly activities for all generations to enjoy.

Value Travelers – Female decision makers, 25-64, HHI \$75k+, families and Baby Boomers, who are in the market for travel that meets their budgetary needs.

Outdoor Enthusiasts – Male and female decision makers, 25-64, HHI \$75k+ who are in the market for travel and recreational pursuits and/or health and wellness.

• SUMMER MEDIA

– Television –

- NYC DMA – Due to the high cost per click (CPC) for broadcast in this market, the suburbs will be zone-targeted with a high frequency cable campaign.
- Albany – Albany is a mature market for the Lake George Area, spots will be used for both broadcast and partial cable.
- Syracuse – Because of the extremely low cable rates and addition of Utica and Watertown at no additional cost, Spectrum Cable will be used in these markets as well as broadcast stations.
- Hartford/New Haven/Springfield – Broadcast TV will be used exclusively due to the high CPC of cable in these markets.
- Boston/Philadelphia (Eastern PA) – Digital tactics, including Connected TV and pre-roll video will be used in these markets as well as both broadcast and cable TV.
- Montreal – A mix of TV and digital tactics will be placed in the Montreal market, as travel conditions allow.

– Connected TV –

Connected TV will be bought in all markets where it's available.

– Paid Search –

The building of price per click (PPC) campaigns reflects the overall structure of the site. Particular campaigns will be based upon events, attractions, lodging and other topics promoted on VisitLakeGeorge.com. Ads will be shown to users based on the queries they place within the search engines (Google, Bing, etc.)

– SUMMER TACTICS: APRIL - AUGUST –

• **SUMMER MEDIA** (continued)

– **Native Advertising** –

Will be utilized to drive interest and engagement on the website through value-added stories that showcase aspects of the Lake George Area.

Promotion of the blog on VisitLakeGeorge.com highlighting new and exciting things to do in the Lake George Area during the summer will be an effective way to gain clicks to the site as well as consumer engagement. For example, boat tours, shopping, craft beverages, etc.

– **Paid Social Media** –

All forms of Facebook advertising along with Instagram will be used for the summer campaign to drive specific messages to target audiences.

– **Programmatic Display** –

Banners will be used to target specific audiences both contextually and behaviorally. Pre-roll video will also be bought programmatically.

– **Location-Based Advertising** –

A large portion of the summer budget will be allocated to this tactic as it can be an extremely successful measurement of ROI.

– **Retargeting** –

Retargeting will keep the Lake George Area top of mind and bring consumers back to the website to complete a specialized goal, i.e. time on site, travel guide sign-up, etc.

For example, lodging ads will be served to consumers after signing up for a travel guide.

– **YouTube PPV** –

YouTube has proved to be successful for shopping in the Lake George Area. We will use the factory outlet shopping video on this platform.

– **Organic Social Media** –

Robust Facebook and Instagram campaigns are placed internally. They drive traffic to our event pages and promote activities through content articles, first-hand experiences, and real-time conversations/engagement.



- FALL TACTICS: AUGUST - OCTOBER -

• AUDIENCE SEGMENTS

Families – Female decision makers looking for family-friendly activities for weekend trips.

Outdoor Recreation Enthusiast – Male and female travelers who plan trips around outdoor recreational pursuits.

Health/Wellness (Couples and Baby Boomers) – Male and female travelers who want to unwind, unplug, rejuvenate and connect with nature at a tranquil retreat while enjoying the fall foliage.

• FALL MEDIA

– Television –

Broadcast, cable and connected TV will be bought in the NYC DMA, Albany, Hartford and Syracuse/Utica markets.

– Native Advertising –

Promotion of the blog on VisitLakeGeorge.com highlighting fall foliage and fall getaways will be an effective way to gain clicks to the site as well as facilitate consumer engagement.

– Paid Social Media –

Facebook newsfeed ads and video ads will be used along with Instagram to drive specific messages to target audiences.

– Programmatic Display –

Banners will be used to target audiences both contextually and behaviorally. Pre-roll video will also be bought programmatically.

– Retargeting –

Retargeting will keep the Lake George Area top of mind and bring consumers back to the website to complete a specified goal. i.e. time on site, travel guide sign-up, etc.

– Organic Social Media –

Robust Facebook and Instagram campaigns are placed internally. They drive traffic to our event pages and promote activities through content articles, first-hand experiences, and real-time conversations/engagement.

- WINTER TACTICS: NOVEMBER - APRIL -

• AUDIENCE SEGMENTS

Families/Couples – Male and female decision makers, 25-54, HHI \$75k+ who are in the market for indoor and outdoor family winter activities.

Outdoor Winter Recreation Enthusiasts – Millennials who are looking to plan trips around outdoor recreational pursuits.

Staycationers – Families that have not already booked a vacation during school breaks.

• WINTER MEDIA

– Native Advertising –

Will be utilized to drive interest and engagement on the website through value-added stories that showcase aspects of the winter season.

Promotion of the blog on VisitLakeGeorge.com highlighting winter getaways will be an effective way to gain clicks to the site as well as consumer engagement.

– Paid Social Media –

Facebook newsfeed ads and video ads will be used along with Instagram to drive specific messages to target audiences.

– Programmatic Display –

Banners will be used to target specific audiences both contextually and behaviorally. Pre-roll video will also be bought programmatically.

– Retargeting –

Retargeting will keep the Lake George Area top of mind and bring consumers back to the website to complete a specialized goal. i.e. time on site, travel guide sign-up, etc.

– YouTube PPV –

Relevant winter videos, including Ice Bars, Winter Carnivals and Maple Days, will be utilized for this tactic.

– Organic Social Media –

Robust Facebook and Instagram campaigns are placed internally. They drive traffic to our event pages and promote activities through content articles, first-hand experiences, and real-time conversations/engagement.



- 2021 PERFORMANCE SNAPSHOT -

New York State Tourism Economics

Tourism Economics is an annual analysis conducted by New York State that includes economic impact, traveler spending, employment levels, and trends, with data drawn from Longwoods International, Bureau of Economic Analysis, Bureau of Labor Statistics, STR, tax collections and tourism economics based on aviation, survey and credit card information.

2020 losses from the pandemic hit the tourism industry especially hard. Visitor spending in New York State declined by 53.9%; hotel demand declined by 50.5%. While Warren County suffered losses as well, visitor spending was only down 23.2% and hotel demand was only down 28.7%.

2020 Warren County Tourism Impact:

- Total Traveler Spending in Warren County of \$502,600,000 was down 23.2% over 2019. This amount represents 38% of total spending in the Adirondacks. Only Essex County exceeds Warren in traveler spending, with 39% of the total share.
- If it were not for tourism-generated state and local taxes, the average household in Warren County would pay an additional \$2,627
- Tourism accounts for 20.76% of employment in Warren County.

Occupancy Tax

Warren County collects a 4% occupancy tax on all overnight tourism accommodations in the County. This tax is levied on customers of hotels, motels, bed & breakfasts, inns, housekeeping cottages with four or more units and tourism facilities (i.e. campgrounds with onsite RV rentals) as well as short-term (STR) vacation rentals. The purpose of this tax, as outlined by Occupancy Tax law, is to promote and increase tourism in Warren County and its municipalities “through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities.

2017	\$4,331,907.90
2018	\$4,510,948.31
2019	\$4,864,331.73
2020	\$4,238,439.27
2021	\$6,709,534 (as of Feb 15, 2022)

- 2021 PERFORMANCE SNAPSHOT -



Smith Trend Hotel Analytics

The Tourism Department contracts with Smith Trend Research to provide hotel lodging analytics that include daily, monthly and annual trend performance reports. Demand exceeded 1 million rooms in 2018-2019, as we steadily reclaimed market share we had lost during the Great Recession of 2008. The pandemic of 2020 created a slight setback, but overall performance was better than expected. A resurgence in 2021 saw room demand restored to pre-pandemic levels and a substantial increase in Average Daily Rate resulted in increased revenue.

	Demand (rooms sold):	Average Daily Rate:	Revenue:
2019	1,034,734	\$152.79	\$158,094,877
2020	760,359	\$154.59	\$117,543,051
2021	1,037,416	\$173.58	\$180,070,444



Air DNA Short-Term Rental Analytics

The Tourism Department contracts with DOMO + ROVE to provide short-term rental analytics that include daily, monthly and annual trend performance reports, similar to Smith Trend hotel reporting. The demand for short-term rentals has increased significantly in recent years, with a surge in 2020 when guests were looking for a pandemic-safe getaway, a trend that continued into 2021.

	Demand (rooms sold):	Average Daily Rate:	Revenue:
2019	88,500	\$326	\$28,600,000
2020	122,300	\$341	\$40,800,000
2021	163,600	\$395	\$63,200,000

Note: 87.4 % of Short-term vacation rentals are entire homes with a significantly higher Average Daily Rate than that of hotels.



- INDUSTRY PARTNERSHIPS -

New York State Tourism Promotion – I Love New York

The Warren County Tourism Department is recognized as the official Tourism Promotion Agency (TPA) to the I Love New York program and Empire State Development. The department works closely with I Love New York and their partners to populate the I Love New York website, facilitate media and press FAM tours, facilitate photo/video shoots and more. Our relationship with I Love New York is invaluable in terms of their global recognition and advertising reach.

The Matching Funds grant program is an annual request for funding offered to TPAs around the state. The Lake George Area is fortunate to have been awarded \$57,522 in 2022. A portion of these funds is used to help support The Adirondack Regional Tourism Council.

New York State Travel Industry Association

Warren County is a member of the New York State Travel Industry Association (NYSTIA), an organization that is aligned with the mission of the NYS Division of Tourism and works to support the tourism industry on a business-to-business platform. NYSTIA facilitates the success of its members through collaborative initiatives, research, and legislative awareness. Additionally, the organization offers co-op marketing programs that raise the awareness of travel and vacation opportunities in New York State, offers a consumer show program for members, and hosts the Annual New York State Tourism Conference.

Adirondack Regional Tourism Promotion

Warren County is a participating member of the Adirondack Regional Tourism Council (ARTC), a consortium of seven counties that share resources to promote economic development through destination marketing. This organization is officially recognized by New York State/Empire State Development/I Love New York. As such, we fund ARTC with NYS Matching Funds dollars. This funding is used to promote the Adirondacks as a destination, and also focus on the unique experiences that Warren County has to offer. This is facilitated through a comprehensive marketing program that includes the website VisitAdirondacks.com, digital and social media, public relations and email marketing.

We recognize the importance of aligning ourselves in this strategic partner program, as we know we are a destination for outdoor enthusiasts in our primary markets, those seeking the authentic Adirondack experience!

- INDUSTRY PARTNERSHIPS -

Lake George Regional Convention and Visitors Bureau

Warren County is committed to supporting the Lake George Regional Convention and Visitors Bureau and has appropriated a total of \$550,000 in 2022 to fund the CVB. The CVB is responsible for soliciting year-round business to Warren County for meetings, reunions, conventions, sport events, weddings, and specialty markets to increase mid-week and weekend room nights throughout the County.

The CVB has produced its own marketing plan, which is presented annually to the Tourism Department and Occupancy Tax Coordination Committee for review, in addition to quarterly sales and marketing reports.

Haunted History Trail of New York State

The Lake George Area partners with a state-wide initiative, the Haunted History Trail of New York State, to facilitate tourism by featuring haunted attractions, lodging, events, unique and mysterious places. Introduced in 2013, the Trail features more than 90 authentically haunted locations offering ghost hunts, investigations, guided tours, dining experiences, special events and overnight stays. The program has grown exponentially in recent years to include its own website, Haunted History print guide, consumer newsletter, paid advertising, a dedicated PR campaign, and robust social media channels.



- PROGRAM OVERVIEW -

• TOURISM DEVELOPMENT & STRATEGIC PLANNING

In April 2021, the Tourism Department hired a Tourism Development and Events Coordinator to create a comprehensive county-wide tourism development and investment strategy for future sustainable tourism growth and investment. Primary goals and objectives for the year included: reviewing the current occupancy tax grant allocations and processes; revising the existing tourism occupancy tax grant funding applications, processes and funding criteria; revising the application evaluations and award distributions; and identifying additional revenue streams through short term rentals.

The new occupancy tax applications will now require significantly more data and information from the applicants such as overall economic impact, total number of room nights the event contributed to the region, overall benefits to the local community, sustainability of the event and will include options for during/post event deliverables such as marketing visibility (“value in kind” marketing), expansion of tourism market reach and opportunities to review the conversion of the occupancy tax investment to overnight rooms.

Historically, Warren County has awarded grant funding to special events, non-profit groups, local attractions, organizations and tourism assets that have demonstrated a significant potential to proactively increase tourism, visitations and overnight stays in the Lake George Area. With this new application process, grant allocations and funding decisions will be viewed as “investments” which will pro-actively work to regenerate future occupancy tax collections and increase revenue year after year to create a self-funding mechanism, consistently re-investing in itself and creating additional ROI “return on investment.” Programs, activities and events that can clearly demonstrate their value and benefit to the area will be prioritized and supported at the county and municipal levels, where appropriate.

- PROGRAM OVERVIEW -

• WEBSITE

The Lake George Area will launch a new website in Spring 2022, designed and created by BBG&G Advertising. Website redesign will provide users with a compelling interactive experience. The home page will be visually attractive, vibrant, engaging and easy to navigate, and one that is mobile friendly, secure, ADA compliant, and integrated with social media. Information will be well-organized and streamlined so it is easier to access and understand. The Content Management System (CMS) will allow Tourism Department staff to manage and modify content easily.

• SEASONAL TRAVEL GUIDES

When pandemic travel was an uncertainty in 2021 and all tiers of events were being canceled or postponed, the Tourism Department made the decision to abbreviate its popular full-sized travel guide. The resulting “inspiration guide” contained the essential information readers had become accustomed to, highlighting the many unique experiences found in Warren County and showcasing our beautiful communities while subtly conveying an emphasis on assuring the health and safety of our visitors. This was done through use of outdoor imagery depicting open spaces and activities commensurate with the practice of social distancing.

Plans for a full-sized Travel Guide in 2022 were also compromised, this time by pandemic-related shortages in the paper industry. However, the success of the inspiration guide allowed the Tourism Department to proceed with a similar approach to its signature collateral piece. The 2022 Summer and Fall Travel Guide restores the top-tier events schedule and expands on activities and attractions throughout, making it richer in content than the inspiration guide could be.

Planning is already underway for a Winter version of the Travel Inspiration Guide, as winter events and activities are added to our seasonal offerings. A combination of cold weather for snowmaking at the ski slopes, the introduction of Ice castles, the 60th Anniversary of the Lake George Winter Carnival and the return of Winterfest have earned the Lake George Area status as a “Wintercation Destination.”

Both seasonal guides will be mailed to those who specifically request them, and are also distributed at highway information centers, airports, chambers of commerce, AAA offices and other high-traffic traveler locations. The Tourism Department makes a concerted effort to have guides in as many hotels, motels, resorts and campgrounds as possible. Staff will reach out to all of our partners and deliver guides to those who request them. We know that many of our guests are repeat visitors and hear about us from family and friends. These pieces will serve as an inspiration guide while guests are visiting and remind them and their families and friends to visit again.



- PROGRAM OVERVIEW -

• SOCIAL MEDIA CHANNELS

In 2022 the Tourism Department will continue to internally curate its highly successful social media program. This includes organic content, sponsored and boosted posts, stories, video, community engagement and more.

Facebook

The Lake George Area has a significant presence on Facebook with 363,000+ highly engaged followers, the majority of whom are Millennial and Boomer women. Content includes relevant event listings, regional photography, video, blog articles, and shared content.

Based on a tiered boosting schedule, we promote events with a predetermined number of dollars to increase reach and engagement. Boosted posts include large signature events, recurring/multi-day events, promising new events, and smaller, community events with potential to draw visitors. The remainder of events are shared organically as posts and stories.

As Facebook users interact with these posts we respond in real-time to answer questions and further the conversation. We also share Facebook posts from Warren County businesses and events on the Lake George Area page to help promote those entities.

Instagram

Instagram is our fastest growing platform with 41,000 largely Millennial and Gen Z followers. Posting on Instagram is vibrant seasonal imagery, with locations rotating throughout all communities.

Instagram stories are single or multiple photo frames or short videos that disappear after 24 hours. We use stories to remind followers about upcoming events, as well as to post about any activities/recreation, restaurants, lodging, etc. Stories can include video reels, text, hyperlinks, emojis and location markers. Seasonal "highlights" save some of our stories for users to look back on.

Hashtags in posts and stories allow us to reach a larger audience than our current followers. Hashtags like #placestovisit or #weekendgetaway help us reach people who are our target audience. We created the hashtag #MyLGarea, which we use on every post, to share our name and brand, as well as create a community in which people are using the hashtags for their own pictures.

Twitter

We use the Twitter platform to share relevant event listings, photos and blog articles which are posted weekly, in addition to retweet posts by Warren County businesses and events to help promote those entities. Our current 3,100 followers are 56% female and 62% from within New York State.

– PROGRAM OVERVIEW –

Pinterest

Pinterest is an image sharing platform that allows users to discover and save “pins” of interest to them. In 2021 we saw 250, 280 impressions and 176,000 pinners who saw or engaged with our pins.

TikTok

TikTok is the latest acquisition to our social media lineup. This app allows users to create and share short videos shot from their cell phone. Videos created on TikTok are also shared on Instagram and Facebook stories.

• BLOG

The content hub/blog is an evergreen library of locally produced content, arranged by areas of interest that can be easily accessed by site visitors. This rich array of articles is produced in the narrative-style designed to further pique interest, giving readers a vivid, sensory experience of our attractions and events. The department makes further use of these resources by deploying them strategically on social media and in native advertising timed to coincide with relevant seasonal events and activities. Blogs are also cross-promoted on related pages throughout the website and all content follows best SEO practices to ensure it is delivered on search engine result pages, generating the most clicks possible.

• STAKEHOLDER NEWSLETTER

The department produces and distributes a regular newsletter to keep our business partners apprised of the most current Key Performance Indicators, industry happenings, business opportunities, and upcoming event information. Members of the department are regularly out in the community attending local events, joining town- and county-wide functions, and meeting with local business owners and drawing on their expertise and experience to gain insight for our content features, social media, photography, videography and more.

• E-BLAST

The focus of the monthly E-Blast program is to deliver timely content and current event-driven messaging. Recognizing the importance of events, our blasts include upcoming event profiles that link the user back to our website for detailed information. Relevant blog content provides an immersive experience the reader can relate to. Analytics show that readers click on the blog story and spend several minutes reading an article. Business partners are invited to advertise on each blast, from which readers are then redirected to content on the website of the paid co-op partners. The department’s qualified list of 40,000 email subscribers is monitored through our software program that allows us to keep the list current, deleting those who had not engaged.



- PROGRAM OVERVIEW -

• MOBILE TRACKING DATA

Warren County and Adirondack Regional Tourism Council member counties, as well as many other counties in New York State, subscribe to mobile tracking insight analytics through a contract with ROVE + DOMO. The platform tracks tourist mobile device visits to municipalities and points of interest, aggregating metrics such as visitation by origin, distance traveled, average length of visit, and visitor demographics. A profile of 2021 visitors to Warren County indicates that 70% of visitors are from within New York State, with the top DMA origins of Albany-Schenectady-Troy at 54% and New York City at 17%, followed by Burlington, Philadelphia, Syracuse, Utica, Boston and Hartford CT, in that order.

Top points of interest visited in 2021, for example, include Six Flags Great Escape and Factory Outlets at Lake George. Top municipalities include Lake George Village, Bolton Landing and Glens Falls Business District.

Mobile tracking data, used in conjunction with media campaign tracking, media consumption habits, website analytics and visitor surveys serve to help qualify existing placements and identify opportunity markets.

• ACCOLADES

Accolades and media placements help raise the profile and add value to a vacation destination. We are fortunate to have received some impressive placements in recent years:

The Most Picturesque Lakes in the United States, Redbook
12 Most Beautiful Lakes in the United States, Travel and Leisure
10 Swimmer's Paradises in the US (That aren't oceans), Fodors.com
The Best Small Towns in New York, Travel and Leisure
The Coolest Winter Ice Castles and Sculptures in America, Fox News
Rachael Ray's Adirondack Travel Guide, RachelRayShow.com
The Best Places to Visit in New York State, LonelyPlanet.com
Winter Wonderlands, Sports Destination Management Magazine
10 Reasons to Love Lake George, Cover, Adirondack Life Magazine

- PROGRAM OVERVIEW -

• VIDEO PRODUCTION AND PHOTOGRAPHY ASSETS

Working Pictures of Albany, NY, provides comprehensive video and photography production for our summer, fall and winter campaigns, in addition to niche micro videos. Their services include casting, scouting locations, sourcing sets and wardrobe and completing the project with directing, shooting, recording and editing. The finished product is delivered to the Tourism Department for review and subsequent use on our website and also delivered to media outlets in the required format.

A newer initiative to create short-form, 30-second video clips that are promoted on digital and social media platforms includes Maple Season, Ice Bar Season, Factory Outlet Shopping, Spring Break Indoor Fun and Winter Carnivals.

The Tourism Department has won three ADDY awards and a Communicator Award for its video campaigns including:

- 2018 Summer Video Regional/National Campaign
- 2019 Fall Video Regional/National Single Spot
- 2019 Fall Film/Video Regional/National Campaign
- 2020 Summer TV Campaign, The Communicator Award



- PROGRAM OVERVIEW -

• BROADCAST AND DIGITAL MEDIA

Workshop of Lake Placid, NY, provides both broadcast and digital media services. By researching target audiences and determining their media consumption habits, they can target our markets based on behavior, context, geographic location and even time of day. Workshop purchases media directly through a programmatic platform, which cuts out the middleman and provides the best ad rate. Campaign performance is regularly reviewed and continuously optimized.

Workshop provides annual Media Recommendations, seasonal recap reports that detail the performance of every campaign and a comprehensive year-end report. Media strategy is presented to the Tourism Committee prior to the start of each campaign.

Broadcast/Television

Workshop has developed relationships with media vendors in the US and Canada which allows them to target audiences and negotiate low costs. They provide us with a media campaign, developed in collaboration with the department each season, outlining the markets and subscribers, then monitors and analyzes viewership. Television is used as a brand awareness tactic and includes traditional, cable and Connected TV.

The combination of traditional broadcast and cable capitalizes on the high ratings of live news programming on broadcast and high frequency on cable. This is just a small percentage of our broadcast budget as viewers are shifting to emerging Connected TV programming. Connected TV is served to “cord cutters” who have left traditional television and are viewing video on their mobile devices and Smart TVs. Inventory is served on devices such as Apple TV, Roku, and Amazon Fire Stick, for example. Video completion on Connected TV is generally at 95% or higher.

– PROGRAM OVERVIEW –

Digital Advertising Tactics

Workshop provides an integrated approach to digital advertising through the use of programmatic buying, digital video, native advertising, retargeting, paid search, and paid social media, among others.

Programmatic advertising is automated buying used to segment audiences so that advertisers only pay for ads delivered to the right people.

Native advertising is a form of display advertising that conforms to the look and feel of the content on a site and is less disruptive to the user experience. Native ads are typically non-promotional, but rather feature content. Our native advertising results in above industry average click-thru-rates virtually 100% of the time.

Paid Search is digital advertising that entails:

- **Geo-Fencing** allows us to target a specific location or event and inventory is mobile in-app. Utilizing the GPS on users' phones, we target consumers who fall into the defined "geo-fence." Example: Targeting attendees at Saratoga Race Course who are 30 minutes south of our destination and have dark days and evenings available are prompted to visit the Lake George Area.
- **Contextual Display targeting** is based on the content of the site or page you are on. For example, ski ads on a ski site.
- **Behavioral Display targeting** is based on demographics, i.e. age, household income, interests.
- **Retargeting** can target a user who visits our website and exits without completing a goal, after which they are served ads to keep the Lake George Area top of mind, or users who visit event pages can be sent ads about lodging.



- TRAVEL TRADE -

• GROUP TOUR

The Lake George Area continues to be a perennial favorite for motor coach and group travel. Although the impact of the pandemic on the motorcoach, group travel industry has been significant, group travel has historically been one of the first sectors to rebound. Tanya Brand, Group Tour Promoter, works collaboratively with group tour-friendly suppliers to facilitate and strengthen motor coach tourism to the area in the post-pandemic. Marketing strategy focuses on strategic market segments and group tour trends, attending appointment-based Tour Operator Travel Shows, tracking and regular outreach to incoming leads, implementing an effective print and digital advertising campaign, facilitation of Familiarization Tours and more. The American Bus Association, the most trusted association in the motorcoach industry, has predicted a full recovery to this important market by 2023.

• INTERNATIONAL

By 2028, yearly inbound tourism to the U.S. is estimated to hit the \$2.4 trillion mark. Warren County continues to partner with I Love New York and its Adirondack counterparts to attract visitors from Canada, United Kingdom, Germany, Australia, and China as international tourism rebounds from global travel restrictions triggered by the pandemic.

• BRAND USA

The Lake George Area is aligned with Brand USA, the recognized destination marketing organization for the United States, to showcase our destination to the world. As part of an I Love New York partnership, the Lake George Area is featured on an Enhanced Destination Page on VisitTheUSA.com that will include an overview of our destination, must-see places, fun facts, photos and video, Google Map integration, trip ideas and a link back to VisitLakeGeorge.com. This content remains evergreen and is translated into nine languages.

•GO NORTH

GoNorth is a collaborative group of Adirondack partners that has developed suggested multi-day itineraries for both domestic and international visitors. This program is promoted by all partners at travel trade shows such as American Bus Association Marketplace and International Pow Wow, a tradeshow with Tour Operators from around the world whose clients are International Inbound to the US. These clients could be FIT (Foreign Independent Travelers), MICE (Meetings, Incentive, Corporate, Exhibition) or groups. The Go North program was named a 2018 Tourism Excellence Award winner by the New York State Tourism Industry Association, and will continue to be developed and improved with inclusion of new partners and creative enhancements to its original design both in print and digitally.