

LGRCVB 2024 Budget-Final/Proposed

	2023	2024	2025	2026	
			3-4% increase	3-4% increase	
INCOME					NOTES
WC OT Allocation	\$ 600,000.00	\$ 650,000.00	\$ 672,750.00	\$ 696,295.00	
EXPENSE					
Trade Shows	\$ 46,500.00	\$ 51,500.00	\$ 55,150.00	\$ 58,000.00	1 additional IPW/Potential Intl Mkt +Penn Bus Assn 2024-beyond
Memberships	\$ 5,725.00	\$ 5,000.00	\$ 5,500.00	\$ 5,500.00	PBA/SYTA
Advertising	\$ 48,130.00	\$ 52,000.00	\$ 53,900.00	\$ 57,037.00	Additional advertising-Group Tour/Intl Mkts/Festivals
Marketing	\$ 75,350.00	\$ 71,075.00	\$ 73,380.00	\$ 75,950.00	Additional marketing, revamped paid social
Sponsorships	\$ 10,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	Wizardfest-Quadball, Pickleball, Disc Golf, Ski Event, NYSTIA, IPW, ESSAE,
Admin	\$ 38,900.00	\$ 41,500.00	\$ 42,950.00	\$ 44,450.00	Additional Tax Prep/Audit
Admin-Contract					
Admin-Office/General Expenses					
Admin- Office Rent/Equipment					
Admin-Phone/Internet					
Admin-Other					
Mileage	\$ 3,500.00	\$ 4,200.00	\$ 4,400.00	\$ 4,650.00	event attendance Albany/Corporate
Convention Services	\$ 21,000.00	\$ 19,000.00	\$ 20,330.00	\$ 22,753.00	Additional paid promotion for specific events
Conv Sales & Develop	\$ 37,000.00	\$ 33,000.00	\$ 33,000.00	\$ 33,000.00	Increased lead Generation Corporate
Staff Development	\$ 6,500.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00	Simpleview Summit, Crowdriff, Destinations International
Community Development	\$ 29,000.00	\$ 9,000.00	\$ 11,000.00	\$ 11,000.00	DEI initiatives, ServSafe-Tourism Training Classes; Info kiosk in GF
Simpleview	\$ 8,580.00	\$ 9,900.00	\$ 10,395.00	\$ 12,000.00	Potential EIC integration
EIC	\$ 5,975.00	\$ 6,275.00	\$ 6,590.00	\$ 6,920.00	
Research	\$ 32,000.00	\$ 37,000.00	\$ 38,300.00	\$ 39,650.00	All STR reports/Zartico Dashboard/AirDnA

Personnel		\$ 231,840.00	\$243,550.00	\$250,855.00	\$258,385.00	3% salary; 9% fringe healthcare; 8% payroll service; 5.5% payroll taxes
Personnel-Gross Payroll						
Personnel-Fringe Benefits						
Personnel-Payroll Service						
Personnel-Other						
TOTAL		\$ 600,000.00	\$650,000.00	\$672,750.00	\$696,295.00	

LGRCVB 2024-2026 Sales Goals - Reach - Budget Allocation

YEAR	SALES LEADS GENERATED	EVENTS BOOKED	DEFINITE ROOM NIGHTS	VISITORS	AVERAGE ECONOMIC IMPACT
2019	77	32	12,608	57,095	\$18,270,400
2020	40	8	2,119	5,222	\$867,730
2021	70	47	13,346	26,312	\$9,209,200
2022	118	55	16,606	32,000	\$37,360,010
2023 GOAL	153	70	17,200	32,600	\$42,738,886
2023 YTD (10/31/2023)	128	84	16,858	17,512	\$23,300,000
2024 GOAL*	164	90	21,200	40,280	\$31,800,000
2025 GOAL**	170	95	22,000	44,000	\$34,760,000
2026 GOAL***	175	100	22,660	47,586	\$37,592,940

*2024: Goal to increase rooms at least by 4000 room nights; plan for statewide 2025 EDA grant funding and continue increased awareness in Group Tour/International markets.

**2025: Goal to increase rooms by at least 3% as focus is in specific international markets - Japanese (Baseball Hall of Fame)/Canadian Group Tours

***2026: All markets based on overall awareness, increasing ppl per room night.

LGRCVB Budget Allocation Per Target Audience

Budget Percent	40%	30%	20%	7.50%	2.50%
Timing	Mid-week/YR	Weekends/YR	Weekends/YR	Weekly/Seasonal	Weekends/Seasonal
Overview	Corp/Assn	Sports	Weddings	Group Tour	Festivals
Target Audience	Northeast, All NYS	Northeast, All NYS	3.5 Hour Radius	Regl/Natl/Intl	Northeast

SHARED SERVICES:

Simpleview CRM	The CRM annual license fee is shared by the Chamber, CVB and Adks Welcome Center Budgets; then each entity pays for the individual seats. The CRM feeds the meetlakegeorge.com website.
Later.com social media platform	This is a social media scheduling platform that is used by CVB, Chamber and AWC to schedule respective social media posts. All entities pay 33% of the monthly fee.
Welcome bag materials for convention services	Depending on the client, partner brochures are included along with the Warren County Tourism Department Travel Guide (always)
Wisestamp signature platform	This is a Google email signature platform that is used by CVB, Chamber and AWC to showcase our email signatures with rotating logos, personalized photos. All entities pay 33% of the monthly fee.
Social sharing for blog content and event promotion	All three entities: CVB, Chamber and Adks Welcome Center have their own social media handles. When appropriate messages are shared across all.
Radio/print coverage paid for by Chamber for LGRCVB event promotion	The Chamber purchases radio advertising in bulk with local radio stations; a CVB script is promoted monthly on 3 radio stations for roughly 40 spot runs. The Chamber also purchases the Lake George radio station through an annual contract for a weekly call in guest spot. One week per month is dedicated to CVB messaging. Lake George Living magazine advertising contract is purchased by the Chamber and CVB messaging is included in the advertising buy - NOT paid for by the CVB
Receives inquiries when staff is out of office and takes detailed notes for future reference	Information is shared weekly via staff meeting across all entities to better inform all staff who answer phones, interact with traveling public to benefit CVB groups in town and all Warren County Partners.
Shared services, technology platforms	Google / Microsoft - gmail/storage and Microsoft Suite is included in admin fees to cover all CVB dedicated employees.
Crowdriff	This is a photo gallery shared platform that is used by all entities and split 33% among all.
Meltwater	This is a public relations / media monitoring tool that is used to monitor media mentions by all entities as well as send out press releases throughout the Northeast/national when appropriate. This is split 33% among all entities.
Bandwango	This is a passport program that is split between the Chamber and the CVB only as it is used for the Adirondack Craft Beverage Trail and "Show your badge pass" for all groups that come to town. Any Warren County business that wants to be featured for the "Show your Badge" Pass is encouraged. An additional pass is being incorporated this year as a perk for those buying tickets for Winter's Dream / Winter Realms.