



**Tourism & Occupancy Tax Coordination Committee
AGENDA
May 21, 2024**

Committee Members: MERLINO, Strough, Runyon, Bean, Geraci, Crocitto and Strainer

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 March April 23, 2024 Tourism & Occupancy Tax Coordination special meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. Committee to consider Occupancy Tax application(s) for Municipal Supplemental funding per Attachment #1
 - b. **Resolution Request:** To amend Resolution 589 of 2023 with Rove Marketing
Rationale: To incorporate the NowCast Subscription at \$5,000 and the addition of 6 POIs for the mobile data platform at \$600. **Total request of \$5,600.**
 - c. **Resolution Request:** To approve the Spending plan for 2024 as it applies to the towns and City of Glens Falls
Rationale: Since 2018, the Spending Plan was \$405,000; 2019 it was reduced to approve a few Occupancy Tax awards due to inadequate funding; it wasn't approved in 2021 or 2022; 2023 it was awarded at \$405,000 with additional funding for the Civic Center for renovation of Heritage Hall.
This resolution requests the funding of the **2024 Spending Plan at \$450,000** in the stated amounts below, and to be paid in September of 2024: Lake George (combined Town and Village allocation) \$150,000; Bolton \$60,000; Queensbury \$60,000; Towns & City of Glens Falls \$180,000 (\$20,000 each for the eight remaining towns & City of Glens Falls).
- V. Discussion Items:
 - a. Warren County Winter Coalition Post-Event Performance Report
- VI. Referrals: None
- VII. Privilege of the floor and public comment
- VIII. Motion to adjourn

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- Attachment #1:** Spreadsheet and Municipal Occupancy Tax Application received
Attachment #2: Resolution Request Form No. 4 to amend existing contract with ROVE Marketing
Attachment #3: Resolution Request Form No. 20 to approve the Spending Plan for municipalities
Attachment #4: Resolution No. 81 of 2023
Attachment #5: Warren County Winter Coalition Post-Event Performance Report

Suggested Events to be sponsored by Warren County - Special Events funding - .480

2024 Occupancy Tax Budget Allocation: * \$652,500

	Event Sponsor/Applicant	Event Name/Details	Start Date	End Date	Profit Not for Profit Non-Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
1	Hyde Collection 2024 Exhibitions	2024 Exhibitions, boost marketing efforts	1/1/2024	12/31/2024	Non-Profit	30,000	2,900	\$25,000	\$25,000	\$25,000	\$25,000
2	Adirondack Weddings/Total Entertainment	Lake George DJ Takeover Music & Arts Festival	6/7/2024	6/9/2024	For Profit	1,000+	100-500	\$0	\$0	\$10,000	\$5,000
4	Silver Bay YMCA	Bluegrass in Heaven - to cover cost of talent	9/13/2024	9/15/2024	Non-Profit	400	100-200	\$0	\$15,000	\$15,000	\$7,500
5	Sembrich Museum	A Century of Sembrich, 2024 Summer Festival	6/5/2024	8/31/2024	Non-Profit	1500+	1,000	\$0	\$20,000	\$20,000	\$20,000
6	Lake George Music Festival - Alexander Lombard	Lake George Music Festival 2024	8/11/2024	8/22/2024	Non-Profit	5,000	3,250+	\$25,000	\$30,000	\$30,000	\$30,000
8	Greater Glens Falls Amateur Athletic Championship Assn	NYSPHSAA Boys State Basketball Championships	3/14/2024	3/17/2024	For Profit	10,000 - 20,000	6,000+	\$30,000	\$47,100	\$46,000	\$46,000
9	Eastern New York Marine Trades Association (ENYMTA)	The Great Upstate Boat Show	3/22/2024	3/24/2024	Not for Profit	4,000 - 5,000	2,000+	\$0	\$25,000	\$25,000	\$25,000
10	Lake George Steamboat Company	Rock The Dock Music Festival	7/13/2024	7/13/2024	For Profit	3,000-4,000	800+	\$0	\$0	\$20,000	\$15,000
11	Improv Records Inc. - DAVE EHMANN	Memorial Meltdown Music Festival	5/25/2024	5/26/2024	For Profit	2,500 - 3,500	2,000+	\$20,000	\$35,000	\$40,000	\$35,000
12	Improv Records Inc. - DAVE EHMANN	Anahata Nada Yoga, Music, Wellness Festival	9/13/2024	9/15/2024	For Profit	2,000 - 2,500	2,000+	\$0	\$0	\$40,000	\$30,000
13	Improv Records Inc. - DAVE EHMANN	Adirondack Independence Music Festival	8/30/2024	9/1/2024	For Profit	2,500 - 3,500	2,100+	\$20,000	\$45,000	\$50,000	\$30,000
14	Adirondack Festivals LLC	Adirondack Wine and Food Festival	6/29/2024	6/30/2024	For Profit	6,837	6,165	\$40,000	\$45,000	\$50,000	\$45,000
15	Lake George Winter Carnival	Lake George Winter Carnival	1/26/2024	2/25/2024	Non-Profit	150,000	3,000 - 6,000	\$50,000	\$50,000	\$50,000	\$50,000
16	Lower Adirondack Regional Arts Council	LARAC Annual June Arts Festival	6/8/2024	6/9/2024	Non-Profit	15,000	3,000	\$0	\$11,000	\$13,000	\$13,000
17	Albany Rods and Kustoms	Adirondack Nationals Car Show	9/5/2024	9/8/2024	Non-Profit	10,000+	30,000+	\$25,000	\$35,000	\$50,000	\$40,000
18	Northeastern District Barbershop Harmony Society	Division Contest and Convention	5/3/2024	5/4/2024	Non-Profit	1000+	150	\$13,700	\$21,100	\$20,500	\$20,000
19	Glens Falls Collaborative	Adirondack Holiday Festival	12/6/2024	12/8/2024	For Profit	6,000	90+	\$25,000	\$25,000	\$35,000	\$30,000
20	Glens Falls Collaborative	Glens Falls Wing Fest	4/27/2024	4/27/2024	For Profit	2,000	0	\$0	\$10,000	\$15,000	\$10,000
21	GenzHomes, Inc. DBA Alpha Win/Tommy Struzzieri	Lake George Triathlon	8/31/2024	9/1/2024	For Profit	3,000	2,600	\$15,000	\$30,000	\$30,000	\$20,000
22	Americade Inc.	Americade Motorcycle Touring Rally	5/27/2024	6/2/2024	For Profit	50,000 - 100,000	100,000+	\$50,000	\$50,000	\$50,000	\$50,000
23	Craftproducers	Lake George Art and Craft Festival	8/2/2024	8/4/2024	For Profit	5,000	2,000	\$3,000	\$5,000	\$7,500	\$7,500
24	Warrensburg Chamber of Commerce	World's Largest Garage Sale	10/4/2024	10/5/2024	Not for Profit	15,000	3,000	\$28,000	\$35,000	\$37,500	\$35,000
25	Zonta Club of Glens Falls	Zonta Arts, Crafts & Curiosities Faire	5/11/2024	5/12/2024	Non-Profit	1,200 - 1,500	New Event	\$0	\$0	\$3,500	\$3,500
26	Special Olympics - RENEE SNYDER	New York State Fall Games	10/18/2024	10/20/2024	Non-Profit	2,000	400-800	\$50,000	\$50,000	\$50,000	\$50,000
27	Lake Theatre Productions - SHARON REYNOLDS	Lake George Dinner Theatre	7/12/2024	10/12/2024	Non-Profit	5,800	500+	\$5,000	\$12,000	\$15,000	\$10,000
										\$683,000	\$652,500

* \$20,000 Allocated to Adirondack Cycling Advocates; \$3,000 to Up Yonda Farm on an ongoing basis
 02.20.24 Moved \$55,500 from the Reserve to cover the Committee's Awards
 03.19.24 Moved \$120,000 from the Reserve to cover the Committee's Awards

Suggested Events to be sponsored by Warren County - Municipal Application Funding - .469.05

2024 Municipal Occupancy Tax Allocation: \$50,000

	Event	Event details	Start Date	End Date	Profit Not for Profit Non- Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
1	Horicon (Town of)	Food Truck Fridays on the Pond	(10) Fridays in summer		municipality	12,500/unknown	12,500/unknown	\$14,000	\$25,065	\$23,812	\$23,812
2	Lake Luzerne Regional Chamber of Commerce	Summer Concert and Food Truck Extravaganza	Weeks in July, August		municipality	4,200	unknown	\$0	\$0	\$12,000	\$12,000
4	Glens Falls Muralgarten Projectg	Funding for multi-year list of mural projects						\$0	\$0	\$10,000	\$10,000
										\$45,812	\$45,812

Suggested Events to be sponsored by Warren County - Municipal Application Funding - .469.05

2024 Municipal Occupancy Tax AVAILABLE: \$4,188

	Event	Event details	Start Date	End Date	Profit Not for Profit Non- Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Amount Requested	2024 Award
3	South Queensbury Volunteer Fire Department	Funding for Uniforms, Food for Balloon Festival Volunteers						\$0	\$5,000	\$5,000	

2024 Municipal Occupancy Tax REMAINING: -\$812 \$4,188



SUPPLEMENTAL FUNDING REQUEST APPLICATION FORM

INSTRUCTIONS: Please complete the ENTIRE application. All budget, financial and project information will be used solely for application evaluation purposes by the Occupancy Tax and Tourism Committee and are subject to **Freedom of Information Law** (Public Officers Law, Article 6) (**FOIL**) requests. If you are submitting information which is considered proprietary "trade secrets" and is confidential to your organization, please indicate such on your application and indicate which sections should be redacted. Should the County receive a FOIL request for this information, we will contact the applicant regarding this matter.

A. CONTACT INFORMATION

- 1.) Municipality requesting funding
South Queensbury Volunteer Fire Department
- 2.) Funding Requestor/Main Point of Contact
Chris Kilmartin
- 3.) Address:
409 Dix Avenue Queensbury NY 12804
- 4.) Email/Cell phone:
C_Kilmartin@hotmail.com / (518)260-5951
- 5.) Amount of Supplemental Funding Requested: \$ _____

B. FUNDING REQUEST INFORMATION

- 1.) Please attach a detailed 1-2-page typed description of the tourism activity, project or event for which you are seeking supplemental funding. In your summary, please address the following questions.
 - a. How does the funding request directly benefit and enhance tourism within your municipality?
 - b. How does the funding request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region and municipality?
 - d. How (if applicable) does the funding request support capital projects which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction?
 - e. How does the request (if applicable) support a unique tourism opportunity, event or activity which will further enhance visitation to the region and to your municipality?
 - f. If the funding request is to support a new event, please include event details, dates, times, location, number of anticipated attendees.



e. If the funding request is to support new capital projects, marketing, other tourism-related activities, please provide details regarding the type of project or activity, if the project is currently part of an overall county or municipal-wide recreation plan, and how this activity or project will enhance and improve tourism long and short-term.

C. FISCAL STABILITY OF THE EVENT/ACTIVITY/PROJECT REQUESTING FUNDING

1.) Total amount of supplemental funding requested: \$ 5,000

2.) Will these funds be used in conjunction, and/or matched with any other funding sources?

YES, which sources of funding and how much?

NO

3) Was this event, activity or project anticipated in your annual budget or is the request to support an unanticipated expenditure?

Not unlike the 2023 event where we received funding from the County to offset our costs, we can no longer sustain the expenses from our annual fundraising events.

4) Budget – please attach a total budget for the activity, project or event and indicate total costs, revenue stream and line item expenditures for requested supplemental funding. Please use attached sheet to submit budget.

AFFIRMATION

I have read the "Warren County Supplemental Funding Request Guidelines," agree to abide by them and attest that all information provided in the Warren County Funding Application is truthful and accurate.

Christopher Kilmartin
Signature of Responsible Party

3/18/2024
Date

Christopher Kilmartin
Name

Past President
Title

South Queensbury Vol. Fire Dept.
Municipality

VISIT THE
Lake George Area
 IN NEW YORK'S ADIRONDACKS



\$ _____ \$ _____

\$ _____ \$ _____

\$ _____ \$ _____

\$ _____ \$ _____

\$ _____ \$ _____

\$ _____ \$ _____

\$ _____ \$ _____

\$ _____ \$ _____

\$ _____ \$ _____

Sponsorship/external funding (detail): _____

Fundraising/donations: _____

TOTALS \$ _____

\$ _____

TOTAL EXPENDITURES

\$ _____

\$ _____

TOTAL INCOME

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: May 21, 2024

- (a) Purpose of Contract Change: **To incorporate the NowCast Subscription and the addition of 6 POIs for the mobile data platform**
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: **589 of 2023**
- (c) Name of Contractor: **ROVE Marketing**
- (d) Address of Contractor: **270 The Kingsway, PO Box 74513, Toronto, Ontario Canada M9E 5E2**
- (e) Contractor's Contact Person and Telephone Number:
James Sauter 1-877-573-6680, finance@rovemarketing.ca
- (f) Commencement Date of Extension: **see attached**
- (g) Termination Date of Extension: **upon contract execution**
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$5,600**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Upon approval of resolution**
- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417.0001 470 - CONTRACT \$5,600**

**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

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism (Tourism and Occupancy Tax Coordination Committee)

DATE: May 21, 2024

- (a) Purpose of Request: **To approve the Spending Plan for 2024 as it applies to the towns and City of Glens Falls**
- (b) Details: **Since 2018 the Spending Plan was \$405,000; 2019 it was reduced to approve a few Occupancy Tax awards due to inadequate funding; it wasn't approved in 2021 or 2022; 2023 it was awarded at \$405,000 with additional funding for the Civic Center for renovation of Heritage Hall.**

This resolution requests the funding of the 2024 Spending Plan at \$450,000 in the stated amounts below and to be paid in September of 2024: Lake George (combined Town and Village allocation) \$150,000; Bolton \$60,000; Queensbury \$60,000; Towns & City of Glens Falls \$180,000 (\$20,000 to each of the eight remaining towns & City of Glens Falls).

- (c) Previous Resolution Number: **81 of 2023**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002 469, Other Payments/Contributions \$450,000**

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 81 OF 2023

RESOLUTION INTRODUCED BY SUPERVISORS DICKINSON, MERLINO, WILD, GERACI, STROUGH, RUNYON AND DIAMOND

APPROVING THE 2023 OCCUPANCY TAX SPENDING PLAN FOR MUNICIPALITIES AND AUTHORIZING AGREEMENTS FOR TOURISM PROMOTION AND TOURIST AND CONVENTION DEVELOPMENT SERVICES

WHEREAS, the County is authorized and empowered to impose a tax upon persons occupying any facility providing lodging on an overnight basis by section 1202-u of the Tax Law (also known as Chapter 422 of the Laws of 2003, as amended) and thereafter, the County enacted various local laws, with the most recent being Local Law 5 of 2018, which imposes and collects occupancy tax in Warren County, and provides that after deducting amounts provided for the County's administration of such tax, that revenues derived from such tax shall be allocated to enhance the general economy of the County of Warren, and its cities, towns and villages through the promotion of tourist activities, conventions, trade shows, special events and other directly-related and supported activities, and

WHEREAS, the Warren County Board of Supervisors previously approved criteria for issuing awards to municipalities in Warren County through various prior resolutions, to include Resolution 392 of 2021, for the purpose of providing the County's occupancy tax revenues to enhance the general economy of the County of Warren and the City of Glens Falls (the "City"), the Towns of Bolton, Chester, Hague, Horicon, Johnsbury, Lake George, Lake Luzerne, Queensbury, Stony Creek, Thurman, and Warrensburg (the "Towns"), and the Village of Lake George (the "Village"), through each municipalities' promotion of tourist activities, conventions, trade shows, special events, and other directly-related and supported activities, and

WHEREAS, the Occupancy Tax Coordination Committee approved a 2023 Occupancy Tax Spending Plan for Municipalities which, in part, would authorize agreements with the City, Towns and Village for the 2023 calendar year, in the revenue amounts set forth on the 2023 Occupancy Tax Municipal Spending Plan Chart herein, as of February 17, 2023:

2023 Occupancy Tax Municipal Spending Plan

Municipality	Amount	Notes
Town and Village of Lake George	\$150,000	Combined Town and Village allocation paid to Town of Lake George
Bolton	\$ 60,000	
Queensbury	\$ 60,000	
Remaining Towns & City of Glens Falls	\$180,000	\$20,000 to City of Glens Falls and to each of the eight remaining Towns

now, therefore, be it

RESOLVED, that the Chair of the Board of Supervisors be, and hereby is, authorized and directed to execute agreements providing 2023 occupancy tax revenue to the City, Towns and Village, as set forth above in the 2023 Occupancy Tax Municipal Spending Plan, effective February 17, 2023, and as provided by the preambles of this resolution, in a form approved by the County Attorney, and be it further

RESOLVED, that the Warren County Treasurer be, and hereby is, authorized and directed to pay the amounts specifically set forth above upon receipt of: (1) A fully executed agreement; (2) A copy of the resolution enacted by the Municipality accepting the award and approving the terms of the agreement; and (3) A County voucher, and be it further

RESOLVED, that any additional amounts of occupancy tax revenue awarded to the municipalities for the 2023 calendar year shall be subject to the further resolution of the Board of Supervisors.

LAKE GEORGE

Winter's Dream

BY
MOMENT FACTORY

Draft for Review

Executive Summary of the Final Report to Warren County: *Winters Dream 2023-2024*

In its inaugural year, the Winters Dream attraction had a significant positive effect on hotel occupancy and revenue and on short-term rentals in Warren County. It generated millions of dollars in earned media, helped establish the Lake George region as a new Northeastern destination for wintertime fun and helped foster the development of a 12-month hospitality season.

With this final 2023-2024 report to the Warren County Tourism and Occupancy Tax Committee and the Board of Supervisors, the Warren County Coalition is pleased to return to Warren County \$50,000 in unused occupancy tax funds that had been appropriated to this project. We are confident that the Warren County Tourism Department and county supervisors will find another worthy event or attraction that will help encourage visitors to discover all that Warren County has to offer. We remain committed to continuing to repay Warren County its full investment in Winters Dream so that future attractions and projects have the same initial “seed money” boost that made Winters Dream possible.

Winters Dream had 28,000 visitors and nearly 26,000 paid admissions, despite rain throughout its early weeks. The attraction itself operated regardless of the weather, but successive rainy nights were uncomfortable for many visitors, especially our principal customers, Baby Boomers and Gen Xers, 43 to 77 years of age. They came from the Saratoga/Capital District region, the suburbs of New York City and the city itself, northern New Jersey, Connecticut, and the Rochester and Buffalo areas. New York City residents accounted for 30 percent of visitor expenditures. Burlington, Plattsburgh and Watertown area visitors accounted for 7 percent of total visitor spending; Capital Region customers for about 6 percent; Syracuse, Boston and Philadelphia area customers each contributed about 5 percent. These data are provided by Zartico, the Salt Lake City, Utah-based destination data company. Zartico analyzes credit card and cell phone activity to track visitor travel patterns and spending. It uses the Amadeus data platform which provides advanced data analysis for the travel industry.

Thirty-five percent of total visitor spending was on meals (25% of that in local restaurants and fast-food operations, and about half at grocery stores), 29 percent on lodging, 14 percent on gas stations, 12 percent on retail, and 4.2 on attractions. Visitors spent an average of \$349 on accommodations, \$87 on meals and \$135 in retail purchases.

And our visitors had fun: 93% reported they enjoyed the Winters Dream show during its early weeks in November and December and, after some visitor-suggested improvements, Winters Dream had a guest satisfaction rating of 95.9 percent. Visitors rated the show 8 or 9 out of 10.

Hotel occupancy in Warren County was 43 percent during Winters Dream, a 10% improvement over occupancy the previous year. Notably, short-term rental occupancy was at 13 percent. The average daily rate for short-term rentals was \$313, outpacing hotel average daily rates at \$128. This underscores the importance of Warren County's ongoing efforts to collect occupancy tax from all short-term rentals.

While in town for Winters Dream, 42 percent of our customers also visited Queensbury and Glens Falls, with others traveling to Johnsbury (8%) and Bolton (6%). While in the area, visitors attended religious sites at four times the rate of other sites, but also checked out accommodations, educational facilities, and other local events.

The Winters Dream experience was created by Moment Factory of Montreal. It was sponsored locally by the Warren County Coalition, a not-for profit organization created to oversee the operation. While a final financial report is still being prepared, it appears that the expenses were greater than the revenues in this start-up year, owing to the major investments needed to launch the attraction. These costs were absorbed primarily by three businesses that agreed to forego payment of their invoices: the Fort William Henry Corp., which hosted Winters Dream at its historic fortress; Mannix Marketing, which handled on-line marketing and advertising; and Christian Dutcher, whose Americade operation managed the event on a day-to-day basis. Fort William Henry also invested about \$800,000 of its own funds in improvements to the Fort necessary to host Winters Dream.

With the support of Moment Factory, an enhanced Winters Dream will return in 2024, kicking off the holiday season with an opening date during the Thanksgiving weekend.



LAKE GEORGE

Winter's Dream

FINAL REPORT

LAKE GEORGE

**Winter's
Dream**

We will continue to build a new brand for Warren County:

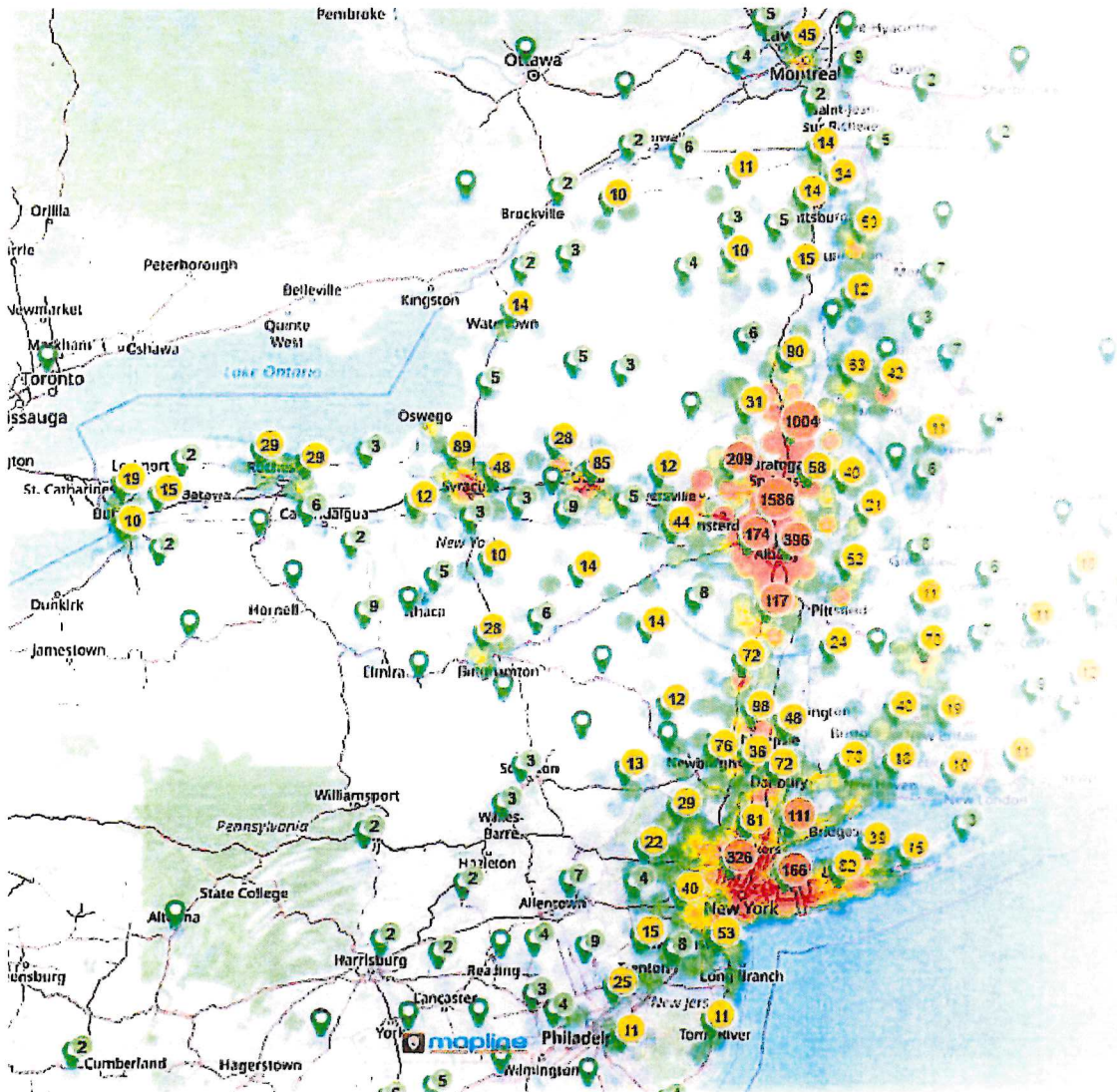
**Lake George is a
Wintertime Destination**

FINAL REPORT

LAKE GEORGE

**Winter's
Dream**

**26,031 Admission
Tickets Sold**



- A vast reach to top feeder markets and their submarkets

- Strong growth in our emerging market of Buffalo, Syracuse, Rochester, & Utica

Satisfaction

Global satisfaction

December 8th thru March 9th

Average grade

8.6/10

Satisfied

93%

1098 participants have an average score greater than or equal to 8/10

Dissatisfied

7%

83 participants have an average score of less than 8/10

Global satisfaction

Average grade

8.85/10

Satisfied

95.9%

418 participants have an average score greater than or equal to 8/10

Dissatisfied

4.1%

18 participants have an average score of less than 8/10

February 1st thru March 9th

After show enhancements

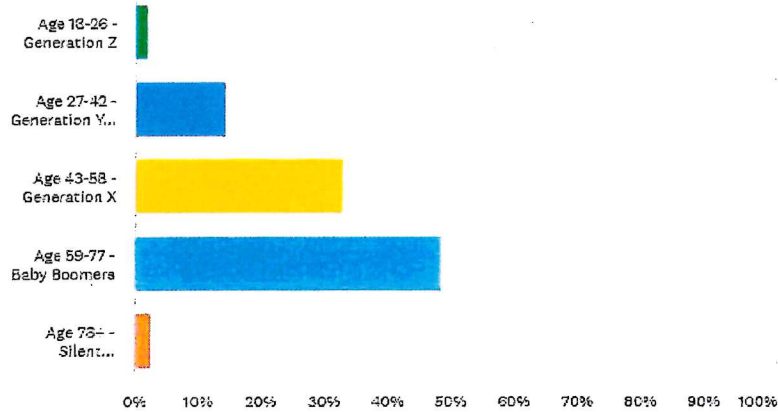
Winter's Dream Survey results

LAKE GEORGE

Winter's Dream

What age group are you in?

Answered: 965 Skipped: 7



ANSWER CHOICES

- Age 18-26 - Generation Z
- Age 27-42 - Generation Y - Millennials
- Age 43-58 - Generation X
- Age 59-77 - Baby Boomers
- Age 78+ - Silent Generation

TOTAL

RESPONSES

1.97%	19
14.30%	138
32.75%	316
48.50%	468
2.49%	24

965

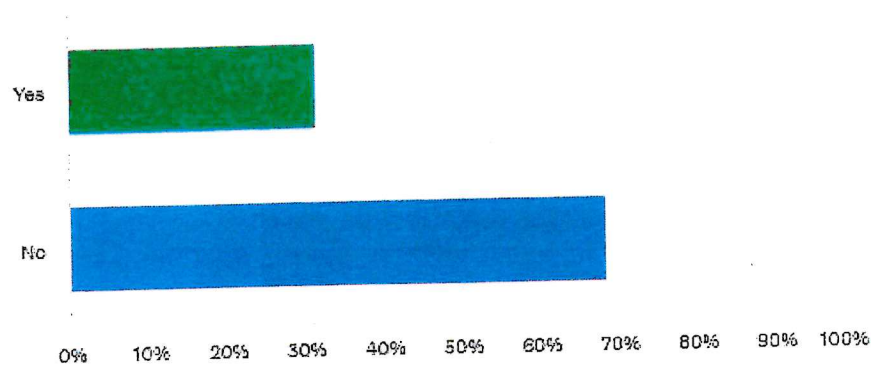
Winter's Dream Survey results

LAKE GEORGE

Winter's Dream

Did you attend the new Lake George winter attraction Winter's Dream?

Answered: 967 Skipped: 5



ANSWER CHOICES

- Yes
- No

TOTAL

RESPONSES

31.64%
68.36%

306
661
967

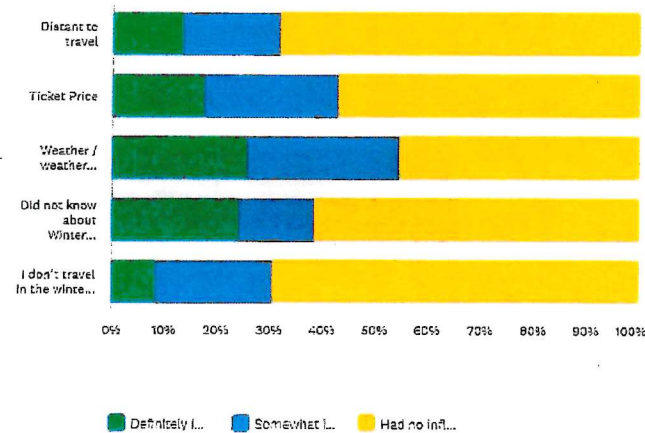
Winter's Dream Survey results

LAKE GEORGE

Winter's Dream

Were there specific factors that influenced your decision not to attend?

Answered: 694 Skipped: 279



	DEFINITELY INFLUENCED MY DECISION.	SOMEWHAT INFLUENCED MY DECISION	HAD NO INFLUENCE ON MY DECISION TO ATTEND WINTER'S DREAM	TOTAL	WEIGHTED AVERAGE
▼ Distant to travel	13.50% 84	18.49% 115	68.01% 423	622	1.45
▼ Ticket Price	17.50% 105	25.45% 157	57.05% 352	617	1.60
▼ Weather / weather forecast	25.87% 162	29.00% 183	45.32% 286	631	1.60
▼ Did not know about Winter's Dream	24.04% 151	14.49% 91	61.46% 386	628	1.63
▼ I don't travel in the winter months.	8.46% 52	22.28% 137	69.27% 426	615	1.39

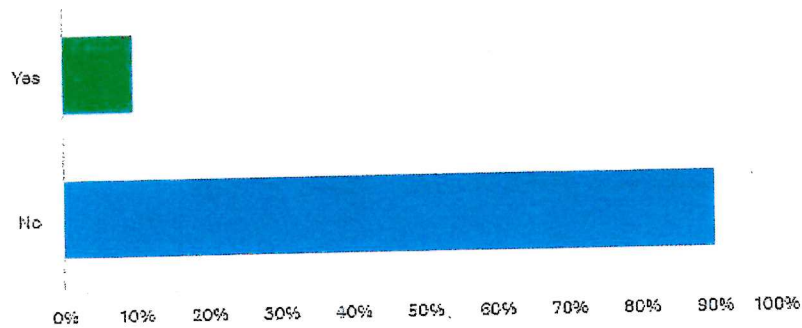
LAKE GEORGE

Winter's Dream

Winter's Dream Survey results

Did you attend Winter's Realm (with ice skating), the other Lake George winter attraction, next door?

Answered: 764 Skipped: 208



ANSWER CHOICES

- Yes
- No

RESPONSES

Yes	9.82%	75
No	90.18%	689
TOTAL		764

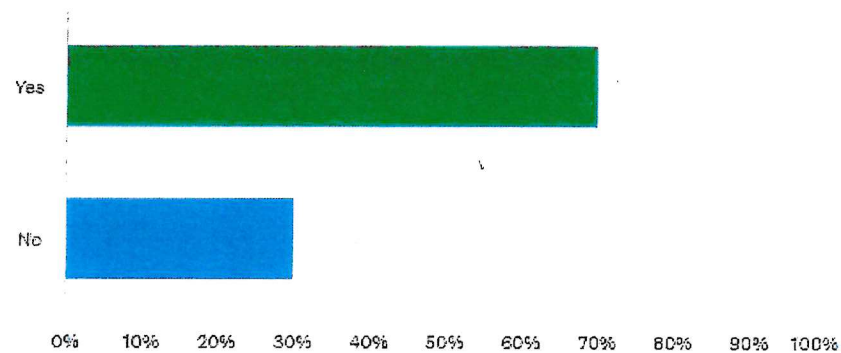
Winter's Dream Survey results

LAKE GEORGE

Winter's Dream

Do you typically travel for leisure during the winter months?

Answered: 784 Skipped: 188



ANSWER CHOICES

Yes

No

TOTAL

RESPONSES

69.90%

30.10%

548

236

784

2
0
2
2
-
2
0
2
3

Date range 12/09/2022 - 03/11/2023
Lodging Type All

Hotel Occupancy

39%

-3% 41%
% Change Previous Year

Hotel ADR

\$131

3% \$128
% Change Previous Year

Hotel Demand

40.3 K

-3% 41.6 K
% Change Previous Year

Hotel RevPAR

\$52

0% \$52
% Change Previous Year

STVR Occupancy

14%

-19% 17%
% Change Previous Year

STVR ADR

\$314

4% \$303
% Change Previous Year

STVR Demand

17.0 K

-5% 17.9 K
% Change Previous Year

STVR RevPAR

\$45

-15% \$53
% Change Previous Year

Key Lodging KPIs

Date range 12/08/2023 - 03/09/2024
Lodging Type All

Hotel Occupancy

42%

8% 39%
% Change Previous Year

Hotel ADR

\$127

-3% \$131
% Change Previous Year

Hotel Demand

42.8 K

9% 39.2 K
% Change Previous Year

Hotel RevPAR

\$53

5% \$51
% Change Previous Year

STVR Occupancy

13%

-9% 14%
% Change Previous Year

STVR ADR

\$313

-1% \$315
% Change Previous Year

STVR Demand

20.8 K

25% 16.7 K
% Change Previous Year

STVR RevPAR

\$40

-9% \$44
% Change Previous Year

2
0
2
3
-
2
0
2
4

Visitor Profile

Date range
12/09/2022 - 03/11/2023

County
All

City
All

2022-2023

Source: Zartico Spend Data

Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

58%

% Cardholders - \$100K+

39%

% Cardholders Children in Household

54%

Key Lodging KPIs

Visitor Profile

Date range
12/08/2023 - 03/09/2024

County
All

City
All

2023-2024

Source: Zartico Spend Data

Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

54%

% Cardholders - \$100K+

44%

% Cardholders Children in Household

53%

Visitor Profile

Date range
12/09/2022 - 03/11/2023

County
All

City
All

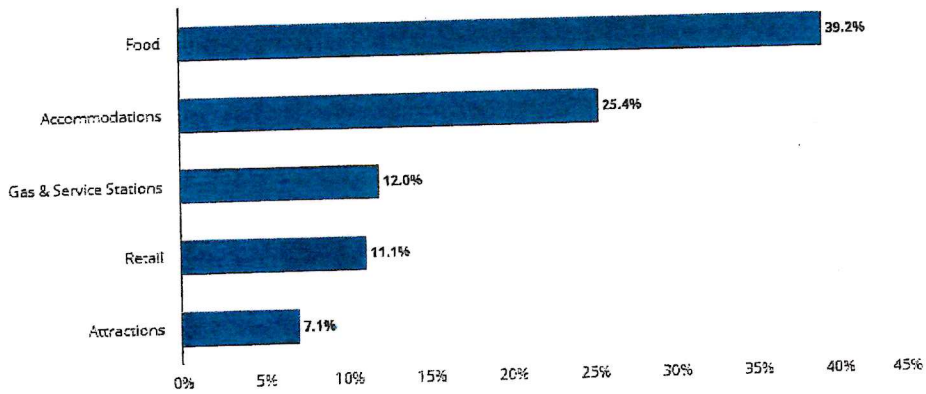
2022-2023

Where are your visitors spending?

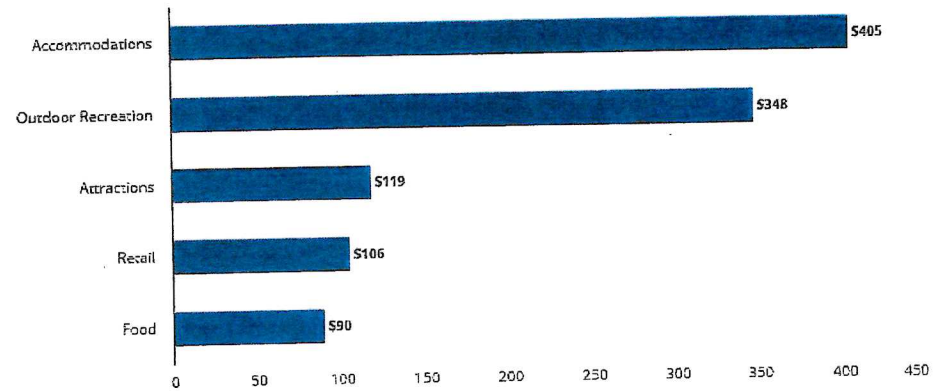
Source: Zartico Spend Data

Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category



Avg. Visitor Spend by Category



What is the visitor impact on restaurants?

Source: Zartico Spend Data

Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

21%

Avg. Visitor Spend

\$106

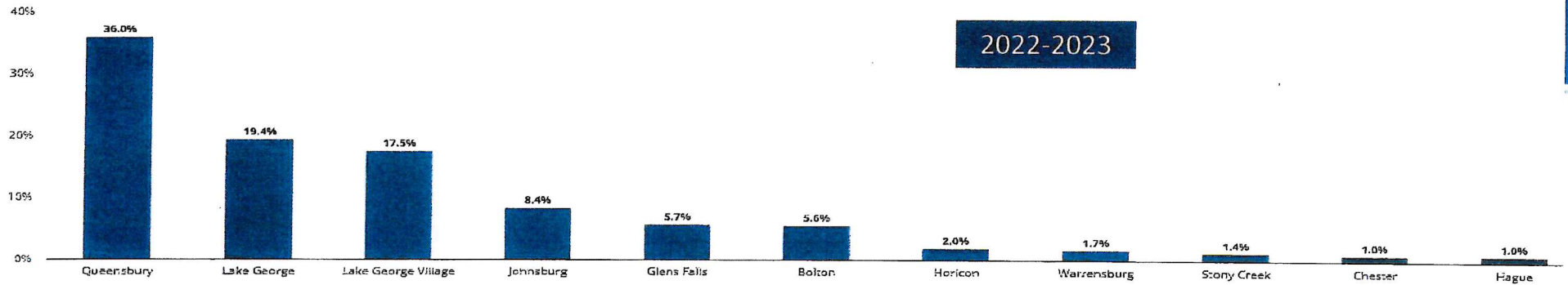


Where do your visitors go?

Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.

% Visitation by Region



Visitor Profile

Date range
12/08/2023 - 03/09/2024

County
All

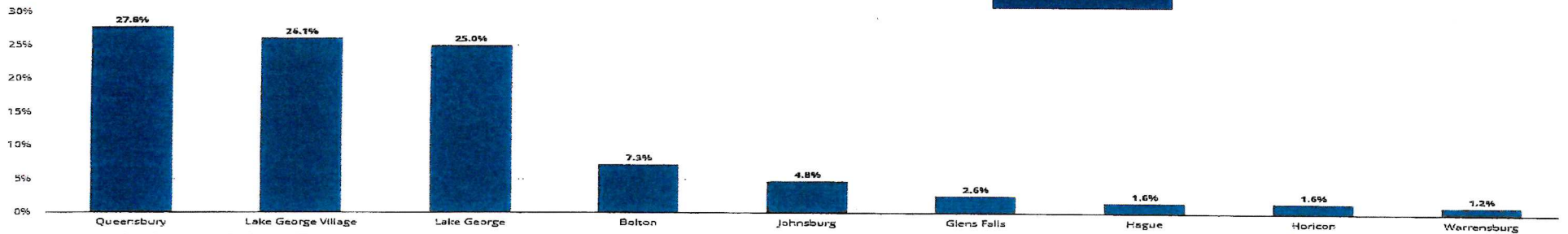
City
All

Where do your visitors go?

Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.

% Visitation by Region



Visitor Profile

Date range
12/08/2023 - 03/09/2024

County
All

City
All

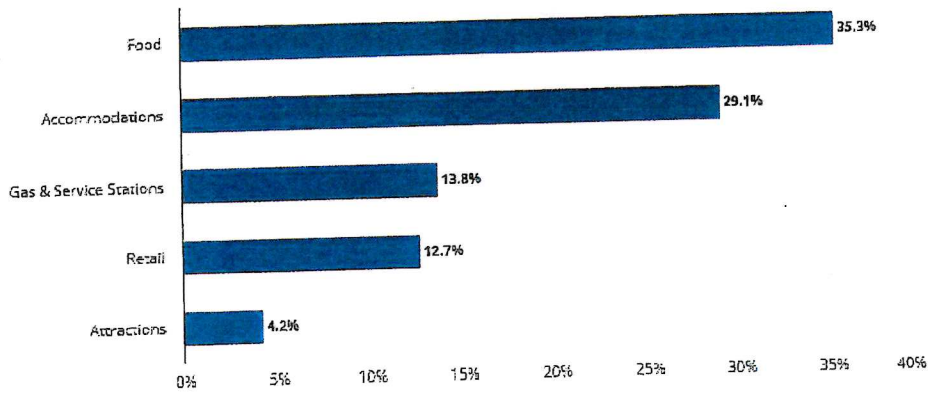
2023-2024

Where are your visitors spending?

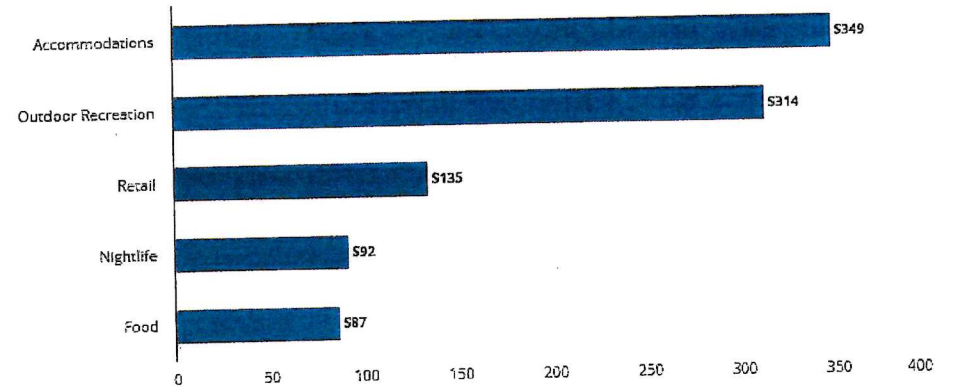
Source: Zartico Spend Data

Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category



Avg. Visitor Spend by Category



What is the visitor impact on restaurants?

Source: Zartico Spend Data

Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

25%

Avg. Visitor Spend

\$100

Help

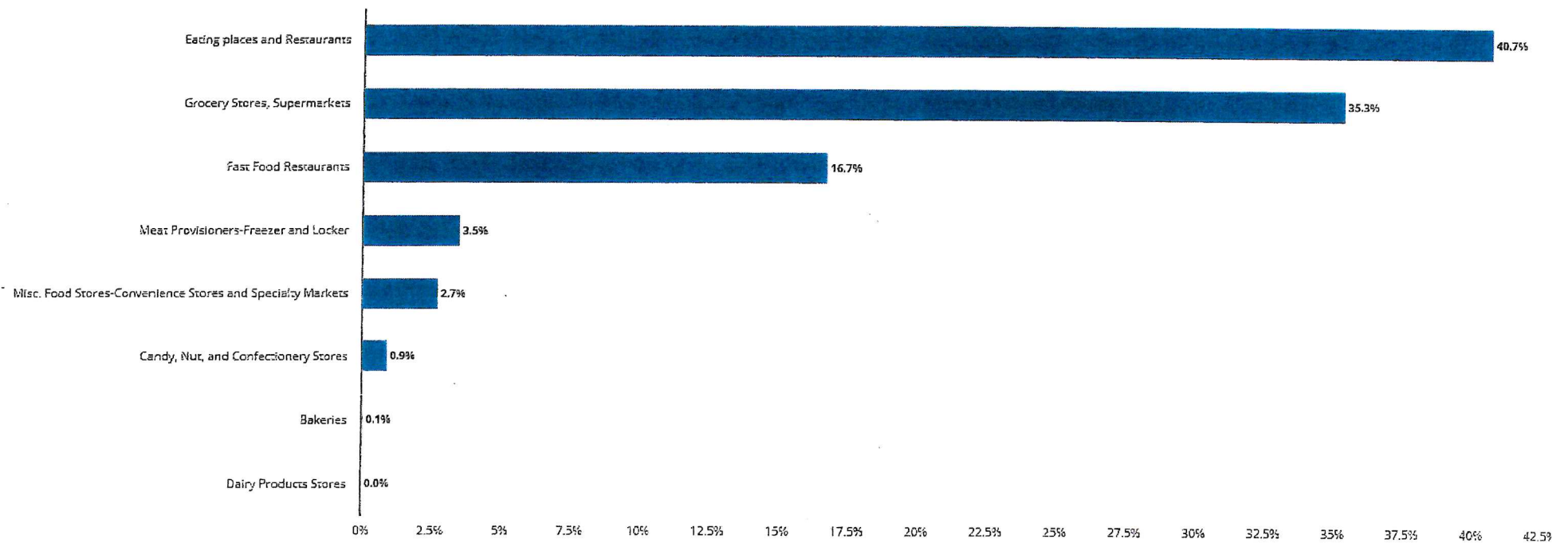
Winter's Dream – Visitor profile –cont.

LAKE GEORGE

Winter's Dream

CCS - Visitor Spending by Top 10 MCC Description

2022-2023



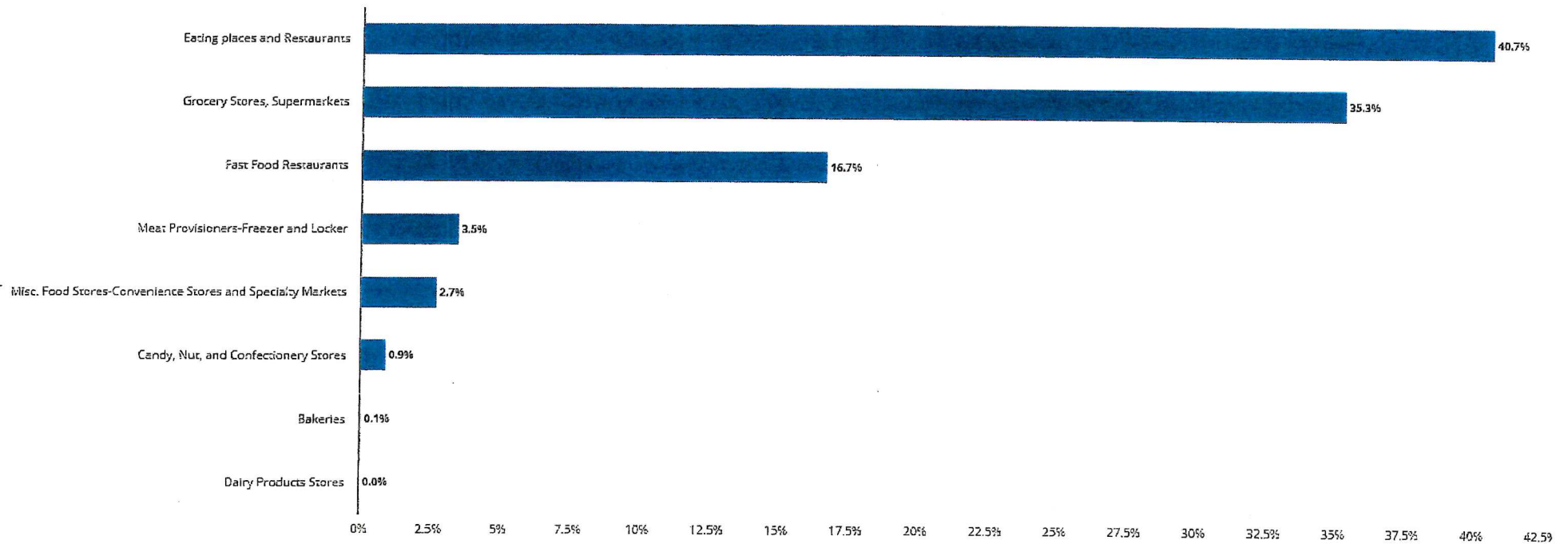
Winter's Dream – Visitor profile –cont.

LAKE GEORGE

Winter's Dream

CCS - Visitor Spending by Top 10 MCC Description

2022-2023



Visitor Profile

Date range
12/08/2023 - 03/09/2024

County
All

City
All

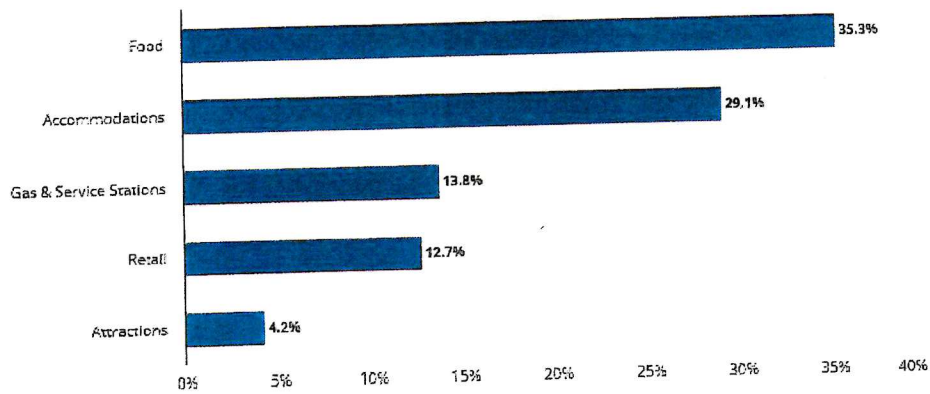
2023-2024

Where are your visitors spending?

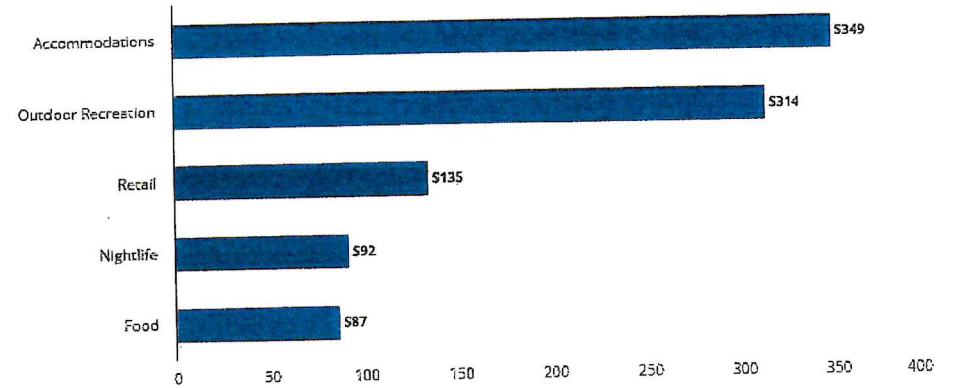
Source: Zartico Spend Data

Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category



Avg. Visitor Spend by Category



What is the visitor impact on restaurants?

Source: Zartico Spend Data

Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

25%

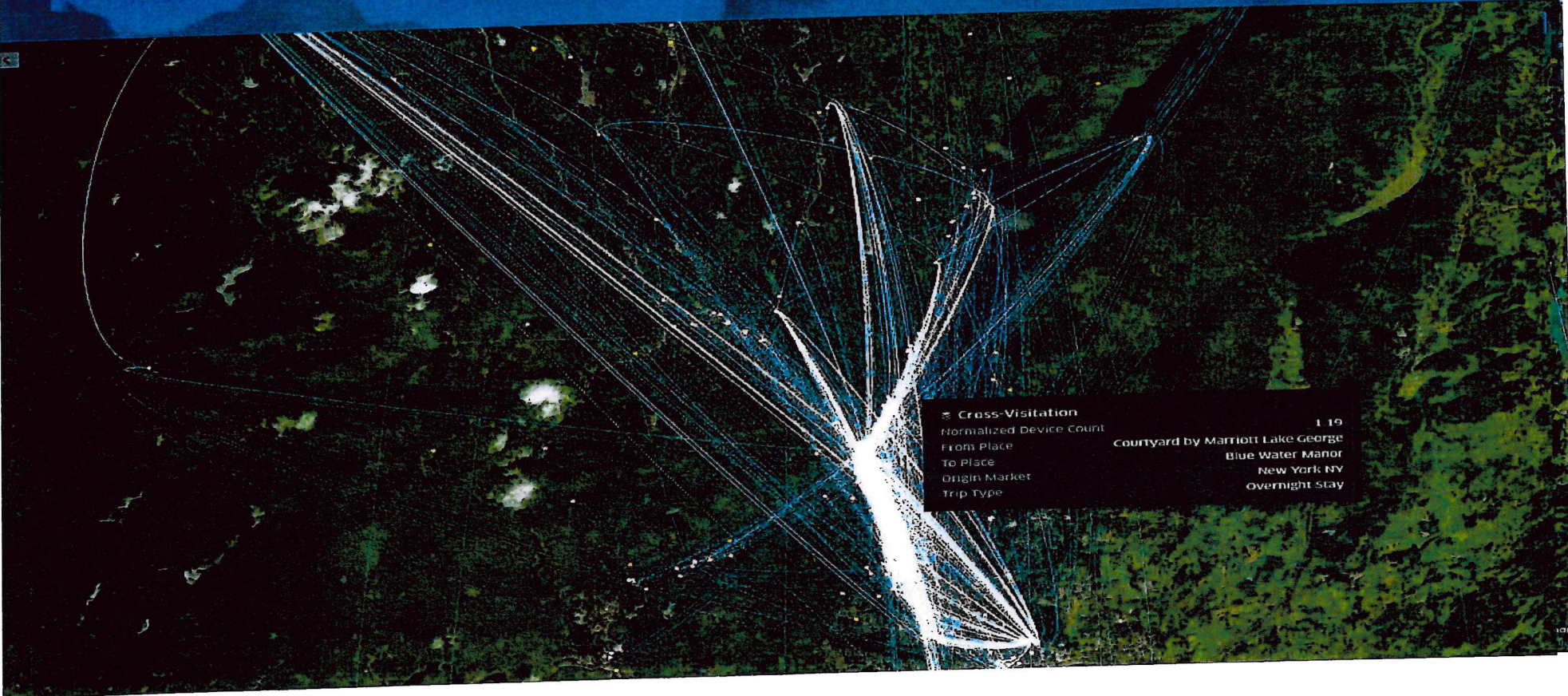
Avg. Visitor Spend

\$100

LAKE GEORGE

Winter's Dream

Winter's Dream – Movement around the county

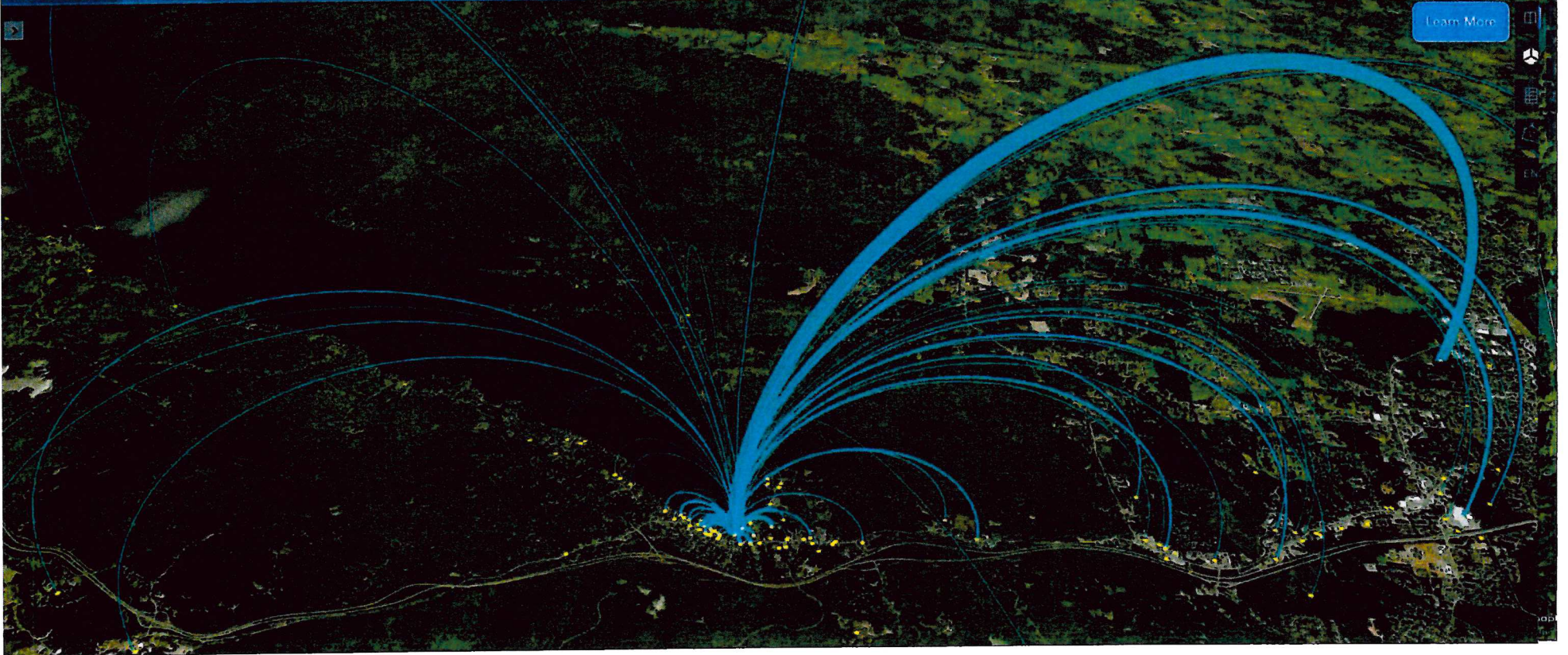


Winter's Dream – Movement around the county

LAKE GEORGE

Winter's Dream

[Learn More](#)



I Love New York winter 2024 /2025

LAKE GEORGE

Winter's
Dream



I Love New York will
feature Winter's
Dream in 2024 / 2025
advertising.

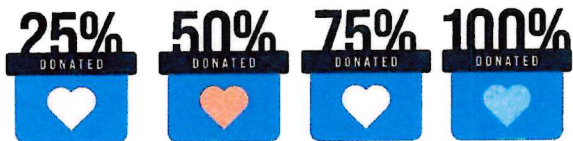
LAKE GEORGE

Winter's
Dream

**Together, we will continue
to build the brand of Lake
George as a Winter
Destination.**

Lake George Winter's Dream Report

2023/2024 Season - September 1 through March 9



The marketing effort was funded by the county and community - estimated donated services are noted by the icons above

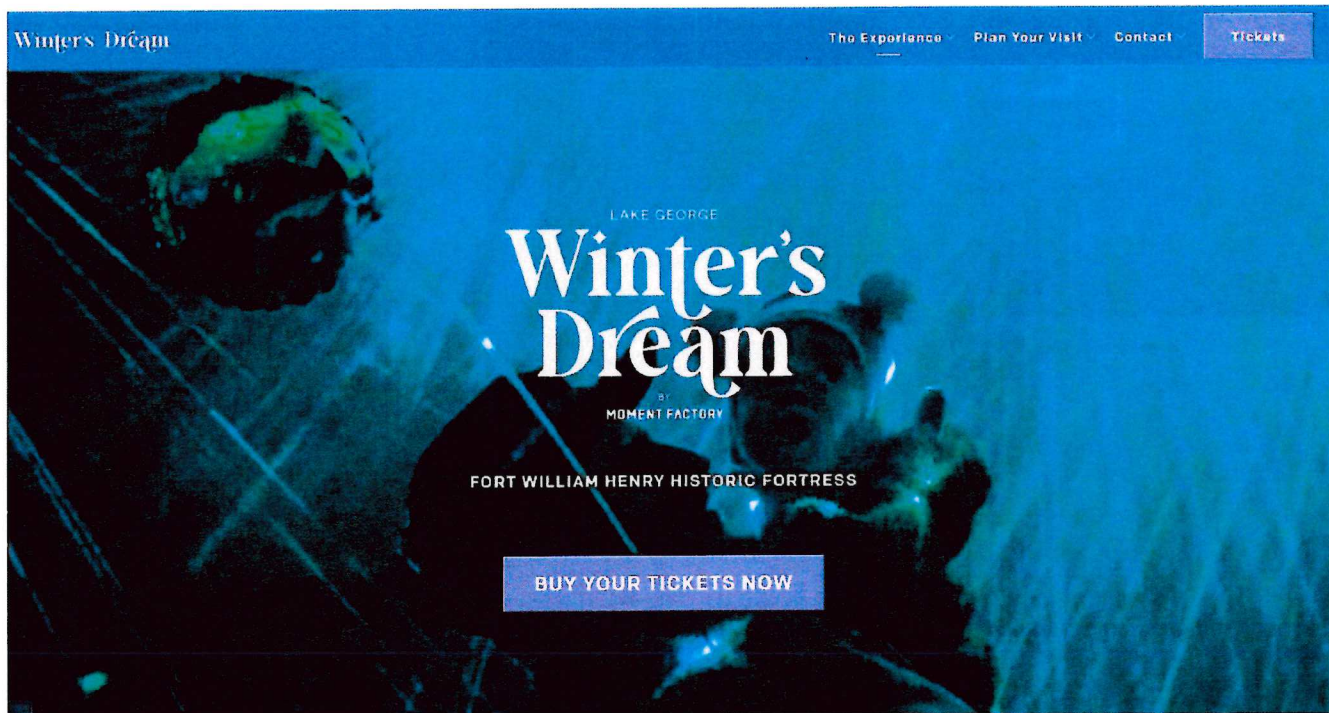


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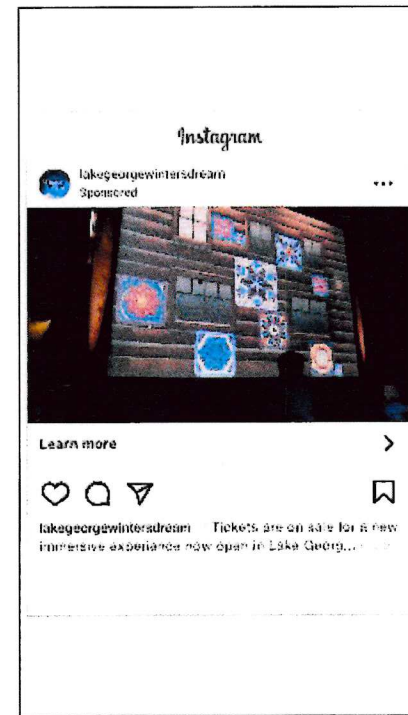
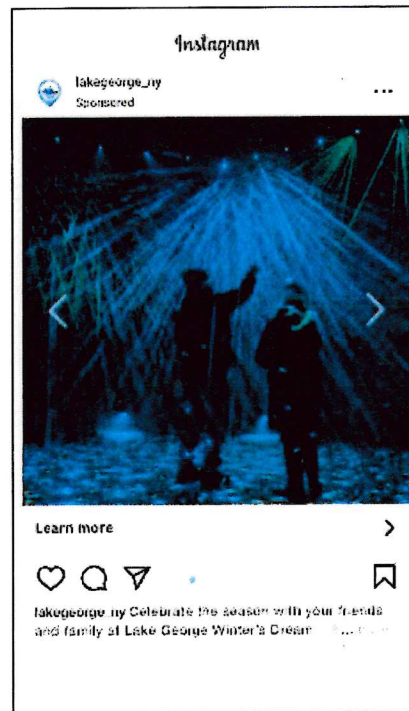
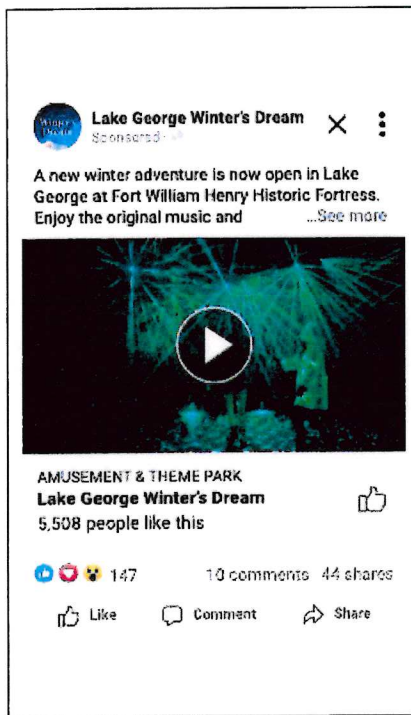
Website Design and Development and Third Party ADA Testing and Remediation

Due to the evolving nature of the site, it had to be developed and redesigned four times, a landing page, a design with out the brand and photos, redesigned when a brand name was trademarked and redesigned again when the experience opened and we have photos. The site was optimized multiple times to improve conversions and engagement. Each version needed to be made ADA compliant due to the public nature of the website. We do not have control over the third party ticketing platform but was able to code the website to spec.



Paid Social & Retargeting Ads

The bulk of the budget was spent on social media advertising. We also leveraged the region's largest social media influencer: LakeGeorge.com to study demographics and reach the right audience. This was our #1 source of new business.



Paid Social & Retargeting Ads

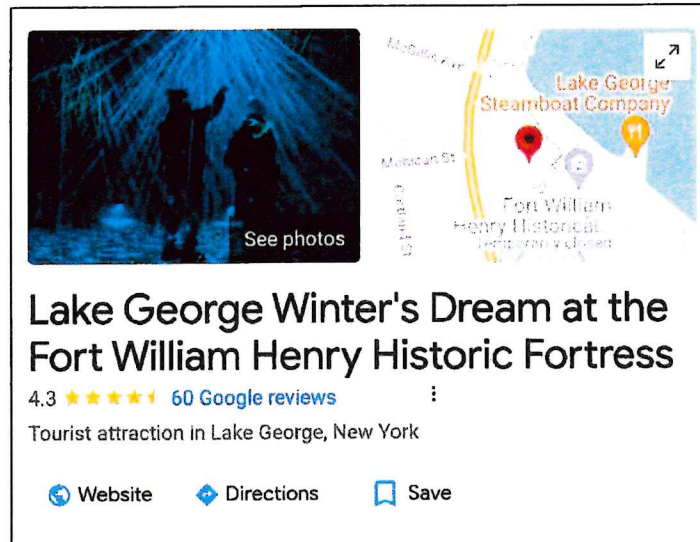
Paid Social Impressions
8,253,703

Direct Social Purchases
288

Link Clicks from Ads
62,222

Local SEO

Our team built out and monitored local search pages on both Google and Bing



Google My Business

Profile Views
15,511

Clicks Through to Site
11,601

Bing Places - Last 12 Weeks Stats

Profile Views
224

Clicks Through to Site
44





Omnichannel Marketing Update

Partner Content Marketing and Local SEO -

17 Articles Written About or Include Winter's Dream

- [Plan the Perfect Lake George Winter Weekend for Empty Nesters](#)
- [Explore Our 48-Hour Snowy Winter Itinerary For Your Lake George Vacation](#)
- [A 48-Hour Winter Itinerary for the Lake George Region](#)
- [Plan the Best Family-Friendly Winter Weekend in the Lake George Region](#)
- [Plan Ahead for the Ultimate Lake George Winter Getaway](#)
- [Fun Winter Events & Activities in Lake George Village Worth Planning a Trip For](#)
- [A Winter Wonderland of Family Fun Awaits in Lake George, NY](#)
- [lakegeorge.com/winter/best-events/](#)
- [Difference Between: Lake George Winter's Dream, Winter Realms, and Lake George Winter Carnival](#)
- [Lake George Winter's Dream: A Magical Attraction Coming for 2023/2024 Season](#)
- [Ice Castles Lake George Reconceptualized as Winter Realms for 2023/2024 Season](#)
- [7 Reasons to Plan a Holiday Trip to Lake George](#)
- [Don't Miss Out on These Incredible Winter Events in Glens Falls & Nearby](#)
- [Best Winter Staycation Ideas the Whole Family Will Enjoy in the Saratoga Area](#)
- [Why Saratoga Is the Perfect Home Base for All Your Winter Explorations](#)
- [11 Family-Friendly Winter Staycation Ideas for the Adirondacks](#)

- [Shop Local This Season With These Top Saratoga Holiday Gift Ideas](#)
- [The 2023 North Country Holiday Gift Guide](#)
- [The North Country Gift Guide](#)
- [Keep It Local This Holiday Season](#)
- [Clifton Park Area's Top Holiday Gifts](#)
- [The 2023 North Country Holiday Gift Guide](#)
- [Best 2024 Valentine's Day Gift Ideas](#)
- [Top Gift Ideas From the Lake George Region](#)
- [Perfect Gifts For Every Romantic Occasion](#)
- [Get Inspired With These Top Valentine's Day Gift Ideas](#)

Sponsored Article (Winter's Dream/and Winter Realms):

- [5 Fun Activities for Your Winter Family Vacation in Lake George](#)

Content Marketing Partner Stats

Views (Through Dec)

152,704

Article Inclusions views

140,691

Sponsored Article views

12,013





Omnichannel Marketing Update

Local Partner Influencer Marketing

Our agency owns local websites: LakeGeorge.com, Saratoga.com, Albany.com and Adirondack.net, utilizing our reach, we reached visitors by email newsletter, display advertising and social media. **#3 source of new business.**

Local Partner Email Newsletters

Emails Sent
570,727

Impressions
187,350

WD Content Unique Clicks
5,165



Local Partner Display Advertising

Impressions
2,369,908

Clicks
18,133



Local Partner Social Media

Reach
2,982,233

Impressions
3,874,805

Unique Clicks
40,238



Organic Social Media Marketing

Although not originally hired for organic social, we added this to the mix to further the efforts of the paid campaigns. We currently have an organic social presence on Facebook, Instagram, Tiktok, and Threads. **Organic social is our #4 source of new business.**



Organic Social Media Marketing

Reach
474,761

Link Clicks
5,074

Direct Purchases
110





Omnichannel Marketing Update

Email Marketing

We enticed sign ups for emails via giveaways and early bird marketing campaigns and sent bi-weekly emails to all subscribers. **Email marketing is our #5 source of new business.**

Email Marketing

Emails Sent
146,609

Emails Opened
61,642

Unique Clicks
4,261

Purchases
66

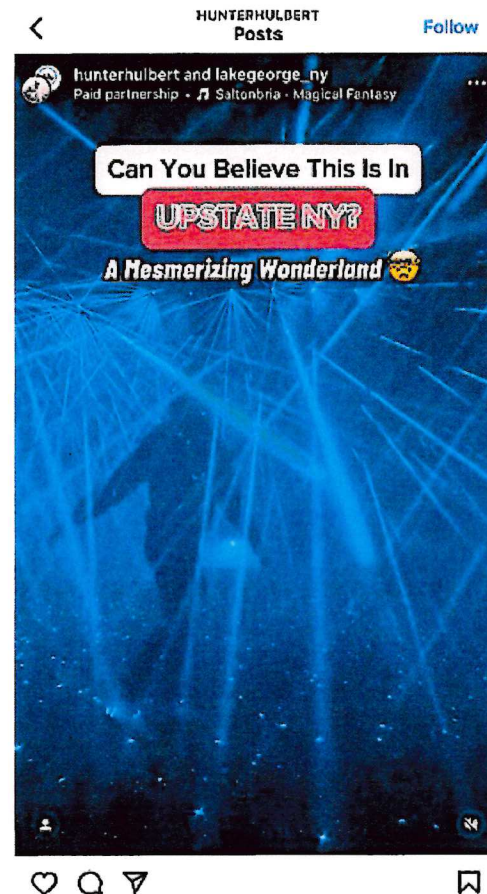


Influencer Marketing with Travel Influencers

Our team did outreach daily to find every micro-influencer in our target market. We enticed 35 influencers from the NYC, Syracuse, Poughkeepsie markets with a free overnight stay and tickets to share their experience and paid two influencers who had significant experience.

Influencer Marketing Reach

Over 200,000



B Roll Video & Media Kit Production

Our team and Moment Factory produced b-roll video and a thorough media kit for Winter's Dream, allowing influencers and press to amplify the message using approved videos, photography, original music and content libraries.

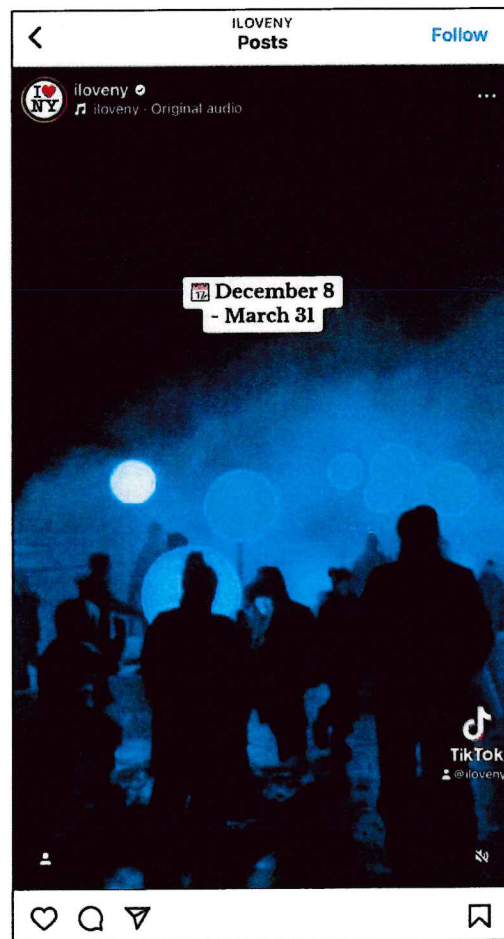


Media kit for groups and hospitality partners: [Group marketing materials produced](#) | [Press materials produced](#)



Tourism Promotion Area, DMO and I Love NY Collaborations

Our team did outreach with our local and statewide TPA's to invite them to the experience and to share the experience on their social media. This resulted in posts on I LOVE NY, Visit Adirondacks, and many local TPA websites. We worked closely with our local chamber and county to leverage relationships for free marketing visibility.





Omnichannel Marketing Update

Online Television and Connected Television and Video Advertising: OTT, CTV and Display

Initially we targeted all core markets with advertising, we revised our plan to limit our targets but increase our visibility.

OTT, CTV, and Display

Impressions

3,263,803

Purchases

656



Omnichannel Marketing Update

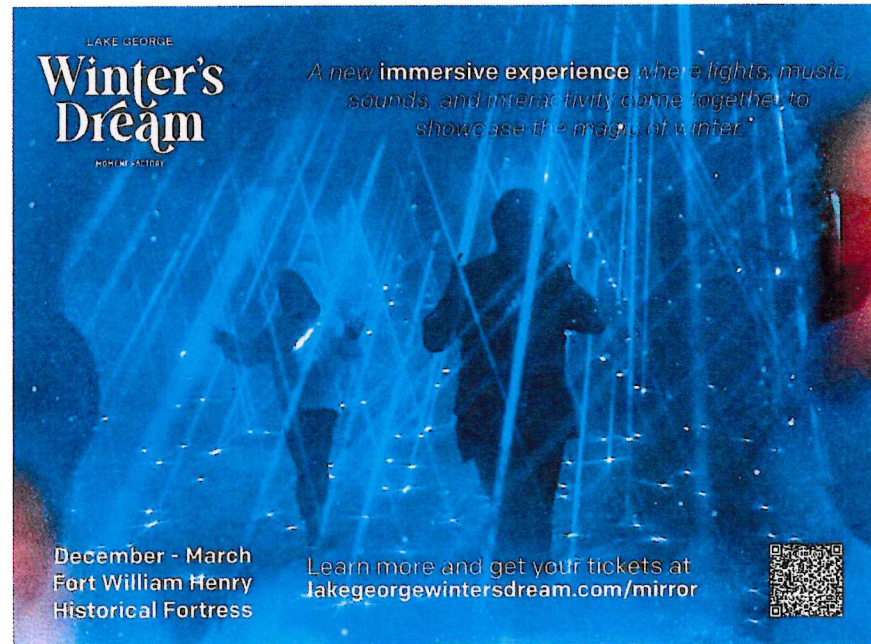
Local Radio

We enlisted a local radio station Star Radio Saratoga to share the news of the opening and to help us with giveaway marketing in a nearby wealthy demographic - Saratoga Springs.



Local Newspaper Marketing

Two local newspapers (Lake George Chronicle, Lake George Mirror) sponsored the event with significant in-kind advertising, we furthered the buy with a small cash spend to support the papers and their editorial coverage of the event. This was key for good will as well as visibility as the free community papers are highly read in our region. Donation Contribution from Chronicle and Mirror.



Free Tickets for Local Service Staff & NonProfit Community

We employed guerilla marketing, inviting every frontline worker in the region to experience the event for free during tech nights. We also invited our nonprofit partners, their community and volunteers to share in the experience and provide feedback and buzz. Mannix Marketing team donated hundreds of hours to this effort.



Supermarket Ads

We made a deal with the largest supermarket to be a sponsor and pay us \$5000 to have the rights to be the sponsor of a discounted local night. The supermarket has over 183 stores with videos at every checkout line. They show our 15 second ad on the video displays at checkout for millions of views with our target market. Mannix Marketing worked to make this happen at no charge.



Reach

Potential Impressions
24,167,180

Promotional Value
\$145,000





Omnichannel Marketing Update

Newspaper Advertising

We ran ads through the Lake George Mirror and the Lake George Chronicle to promote Winter's Dream. The Chronicle did not provide us data about their reach.

Lake George Mirror - Stats through Jan 29th

Print Copies Distributed

7,400

Digital Editions Sent

5000

Social Promotion Reach

20,653



Omnichannel Marketing Update

TV News Advertising - WTEN 10

We paid for digital billboard and display ads on the WTEN 10 site for prime visibility in target markets.



WTEN 10 Billboard Results

Total Impressions
115,285

Total Clicks
81

Mean CTR
.27%



Omnichannel Marketing Update

TV Advertising

We paid for TV ads across WRGB News and The CW15. They donated 50% of the ads.



[Click to watch TV Ad](#)

TV Ad Results

Total Impressions

935,560



Reputation Management

Mannix assisted in monitoring exit surveys and reviews closely to inform operations, responding to reviews quickly, and addressing any issues before they became a problem. We also monitored and responded to online reviews on Google and on social media to better inform target marketing as well noting that families with young children gave the experience the highest rating, so we narrowed our demographic to focus on a younger adult audience with children.



Spencer Kemp
Local Guide · 22 reviews · 8 photos

★★★★★ 3 months ago


Absolutely fantastic show. The fiance and I felt the magic and were absolutely in the winter spirit! Biggest advice is to buy the tickets early, and get the VIP parking as it makes the walk so much easier!

Overall, made my trip to Ft. William Henry superb!

Visited on
Public holiday

Wait time
No wait

Reservation recommended
Yes



👍 6



Omnichannel Marketing Update

Conversion Rate Optimization - Ticketing System

Our team employed CRO techniques to change ticket purchase conversions in the checkout from 1% to 9%.

Ticketing CRO Growth

↑ 800%





Omnichannel Marketing Update

Conversion Rate Optimization - Website

Our team employed CRO techniques to change the website multiple times using Microsoft Clarity to inform website updates and modifications. We reworked the website 6 times to improve understanding of this new experience.

Website Conversion Rate (Month over Month)

↑ 170%





Omnichannel Marketing Update

Text Marketing

We invited NudgeText.com to come to experience the event at no charge including lodging in exchange for a text marketing message to 200k subscribers who actively are seeking fun experiences near NYC. (January)

Text Marketing

Reach

200,000

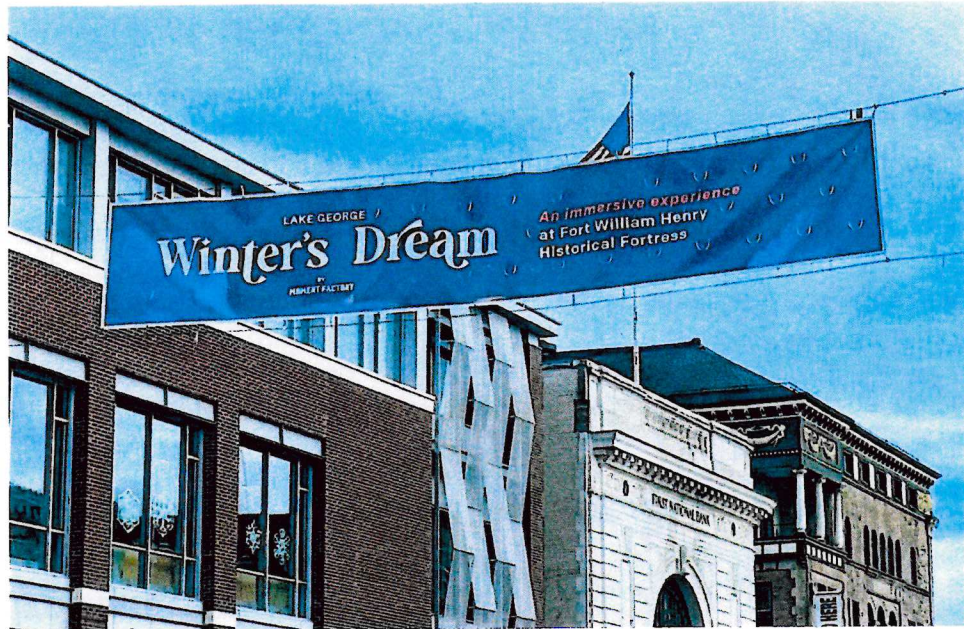




Omnichannel Marketing Update

Out of Home Advertising

We utilized free OOH ad space including banner ads over town centers and on fences at popular exits where the only cost was the banners. We donated the work to design, buy, deliver, pickup and find the locations.



Out of Home Collaborative Marketing

With our local chamber, we worked with hotels, the civic center, and major retail outlets to get major OOH visibility for free.

Local Aviation Mall: We are showing advertising on the in-Mall video digital displays. We will also be advertising on the marquee of the East Field.

Chamber of Commerce: Reached out to their membership to ask for donated ad space and added us to their marquee

Cool Insuring Arena Civic Center: We are on the marquee here known as the Cool Insuring Arena.

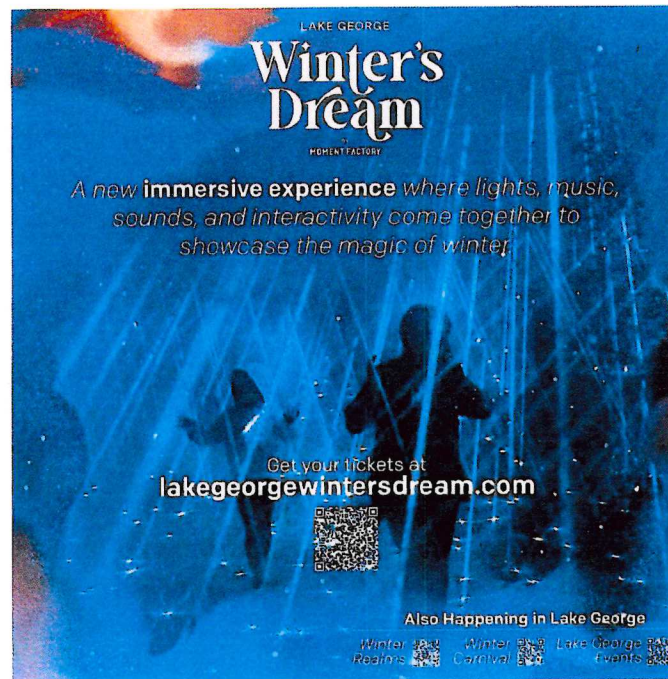
Mini Hospitality Outlets: We are being displayed on posters in many outlets for free and on the marquee.

Hotels: Many hotels have added us to their outdoor signage.



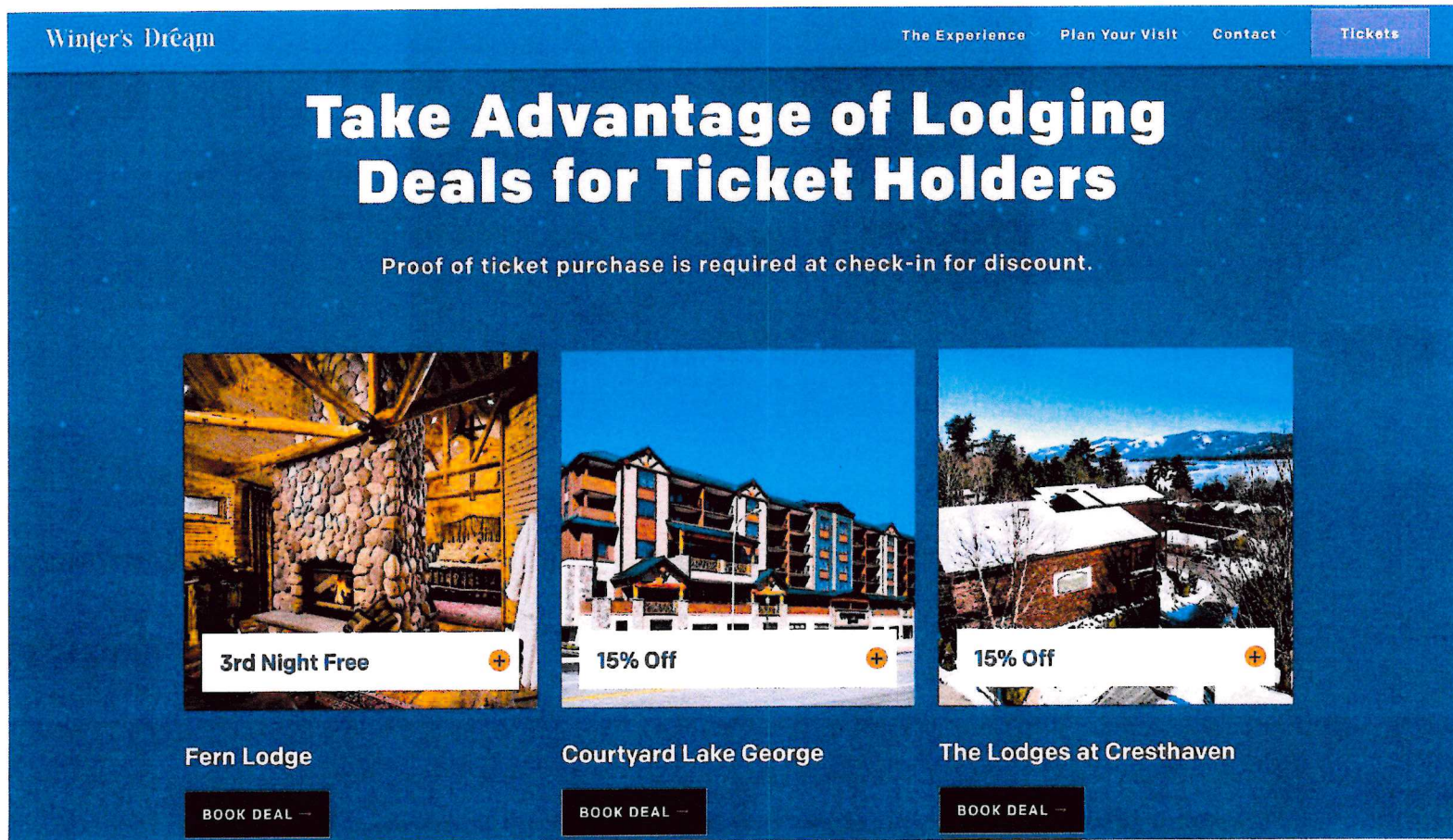
Poster Distribution

Mannix Marketing also printed posters and distributed them to the hotels and retail locations that requested them.



Hotel Discount and Packaging Program

Mannix worked with the local chamber to leverage their discount passport program and offer discounts on local hotels and attractions to ticket buyers as an added value incentive. We individually promoted each discount partner in an Instagram and FB Collab to boost audience engagement and printed discount coupon business cards that we distributed at exit.

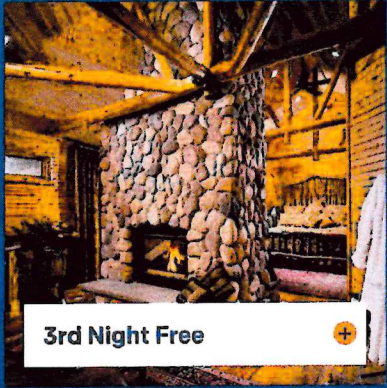
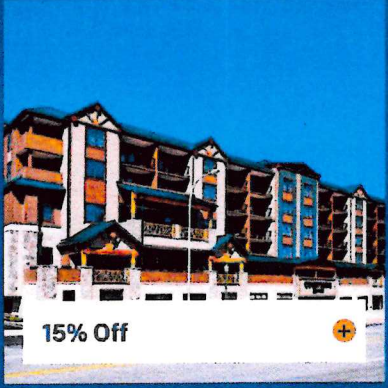
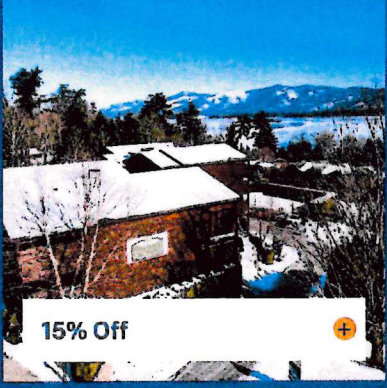


Winter's Dream

The Experience Plan Your Visit Contact Tickets

Take Advantage of Lodging Deals for Ticket Holders

Proof of ticket purchase is required at check-in for discount.

Property	Discount	Button
	3rd Night Free	BOOK DEAL
	15% Off	BOOK DEAL
	15% Off	BOOK DEAL





Omnichannel Marketing Update

Hospitality Awareness Webinars

We ran multiple webinars for local hospitality stakeholders on the event to teach them about the new events coming to the region (Winter's Dream and Winter Realms). Rewarded attendees with free tickets to both events so they could talk to tourists and clients about their experience.





Omnichannel Marketing Update

Winter Realms Collaboration

Lake George Winter's Dream and Winter Realms did joint marketing and free marketing for a new attraction that is physically located next door to further entice visitors to the region.





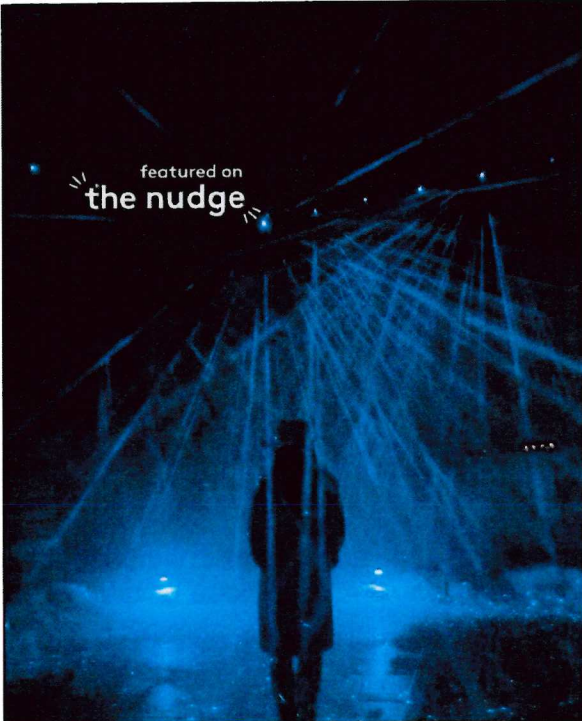
Omnichannel Marketing Update

Agility in Marketing

We monitored spend, demographics, geography and outlets to move funds quickly from one medium to another, one target market to another and focus on the geographic targets which had the best return on investment on a weekly basis.

User Generated Content - UGC

We leveraged the ticketing system ambassador program to encourage social sharing and hashtag use.



yourjourneygal
and
fortwilliamhenryhotel
Original audio

yourjourneygal - If Lake George is on your 2024 NYC Getaway Bucket List, then you need to add these unique experiences to your visit!

- ✂ We spent the weekend at the @fortwilliamhenryhotel and we had the most peaceful time. The area was so tranquil, and the food was outstanding.
- The best part was the location of the hotel - it was great, so we were able to walk over to the mesmerizing @lakegeorgewintersdream & the stunning @winterrealms .
- Lake George is a cute small town, and its lake is considered to be among the clearest and cleanest large lakes in the world.

For more details on how to do this adventure, check out the @nudgetext app

#nycrcs #thingstodonyc #thingstodoinnyc #nycguide #nycfun #nycexperience #explorenyc #nycwinter #nyctourism #visitnyc #nycdatenight #nyctravel #nybucketlist #nycweekend #newyorkcitylife #newyorkblogger #secretnyc #nygetaways #nycgetaways #lakegeorge #winterrealms #wintersdream #nudgetext

10w



Omnichannel Marketing Update

Group Tour, Corporate Business and Bus Tour Marketing

Our team worked together to reach out to major local corporations to buy tickets in bulk for their employees, offer special discounts for larger companies. Our agency provided marketing materials and support. Marketing supported the team with materials, and digital marketing support.

Our coalition (Sam, Emily, Billijo and Gina) rallied with the local chamber, CVB and Tourism Bureau to plan and execute a group and meeting strategy which brought in large corporations, bus tours and overnight groups.



Military, Veteran and Special Appreciation Nights

In order to boost ticket sales, we tested a Military and Veterans Night with free tickets for Veterans and Military with valid ID and discounts for their guests on a specific normally slow night, this allowed Winter's Dream to see additional press coverage.



LAKE GEORGE
**Winter's
Dream**

**MILITARY
APPRECIATION DAY**

Show your **Military ID**
at the gate and receive
Free Admission!

Scan Here
Learn more and
get your tickets





Omnichannel Marketing Update

Non Profit Fundraisers (Led by Sam)

Our team worked with the United Way to create a special fundraising night that both raised funds for local nonprofits and supported Winter's Dream with ticket, food and beverage and merchandise revenue.



*led by Fort William Henry



Omnichannel Marketing Update

Community Evening

Our team helped promote an event for the final night of Winter's Dream: a Community Evening, which offered discounted tickets and culminated with a champagne and hot chocolate toast.





Omnichannel Marketing Update

Seasonal Budget & Total Spend

What	Original budget	Actual Spent
Display / Search Engine Marketing / Influence Marketing / Digital Marketing	\$23,063	\$23,130
Email Marketing	\$8,065	\$8,445
Facebook, Instagram, TikTok & Influencers	\$194,900	\$168,967
Online Video/TV Advertising OTT, CTV	\$75,000	\$26,118
Out of Home (Banner Ads, Posters)	\$560	\$1,019
Set-up & Project Management	\$31,500	\$31,500
Traditional Media (TV, Radio, Print)	\$12,000	\$13,991
Website, hosting, copywriting, SEO, deals management, branding assets library	\$26,230	\$26,492
TOTAL	\$371,318	\$299,662
Mannix Marketing Donated Services & Advertising	Original	Actual Donated Services
Donated Services and Advertising from Mannix Marketing	\$82,763	\$181,519
Donated Services does not include time spent by Sara Mannix, those hours were community volunteer hours as a coalition member		



Website Drilldown

Total Site Traffic

208,842

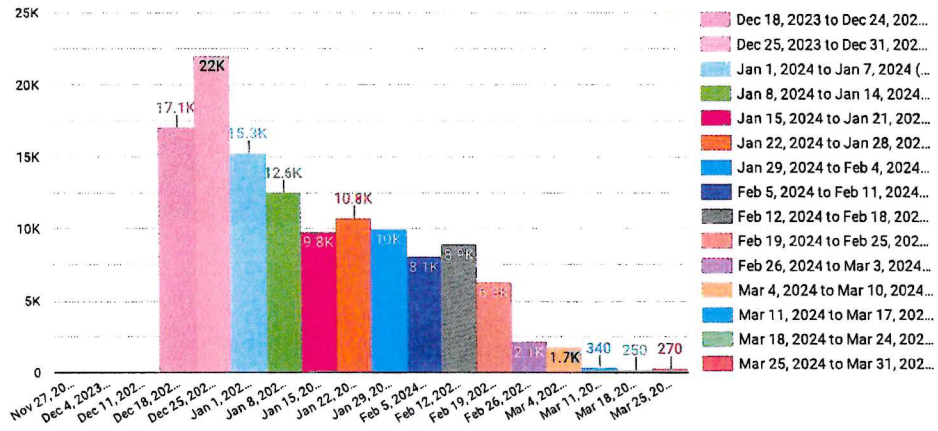
Site Organic Traffic

38,627

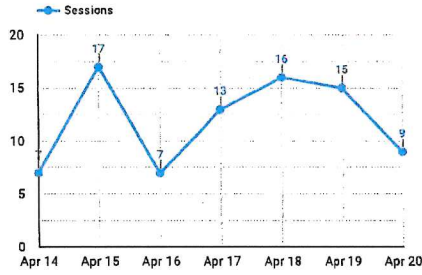
All Purchases

7,441

Visits By Week All Time



Total Site Visits Last Week

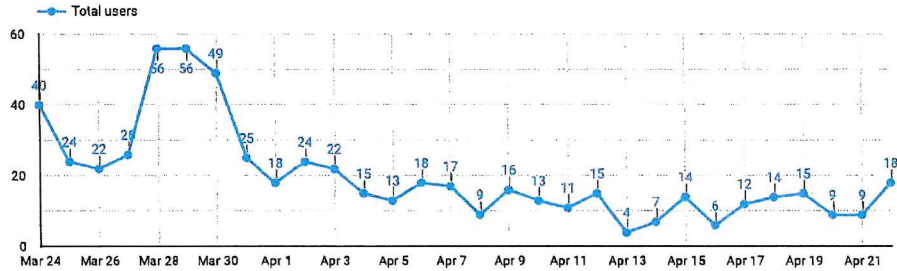


Engaged Sessions vs. All Traffic All Time

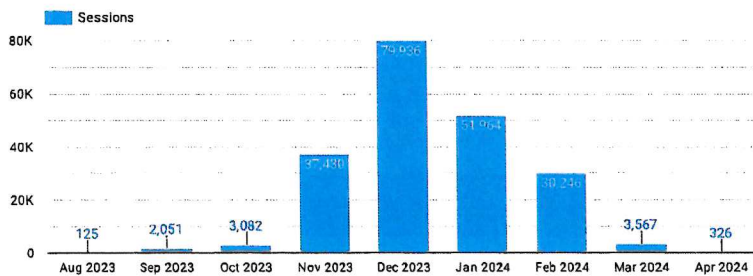
Sessions
208,842

Engaged sessions
131,960

Users Last 30 Days



Visits Month over Month





Conversion Rates

First Visit Conversions, Sessions, & Conversion Rate - All Time

	First user source / medium	Purchases ▾	Sessions	Conversion Rate
1.	(direct) / (none)	3,437	68,465	5.02%
2.	google / organic	1,661	32,912	5.05%
3.	lakegeorge.com / link	624	12,426	5.02%
4.	facebook / paid	256	22,541	1.14%
5.	lakegeorge.com / display	178	4,777	3.73%
6.	fortwilliamhenry.com / referral	158	2,041	7.74%
7.	visitlakegeorge.com / referral	146	5,281	2.76%
8.	facebook / social	119	10,661	1.12%
9.	lakegeorge.com / referral	99	4,100	2.41%

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Campaign Conversions, Sessions, & Conversion Rate - All Time by Advertising Campaign - Overview

	Campaign	Conversions ▾	Sessions	Conversion Rate
1.	(direct)	2,974	7,500	39.65%
2.	(organic)	2,303.91	16,641	13.84%
3.	lakegeorge.com	776.04	10,258	7.57%
4.	(referral)	567.59	6,090	9.32%
5.	wintersdream.com	462.16	18,533	2.49%
6.	wintersdreamdeal	146.05	1,023	14.28%
7.	saratoga.com	45.48	1,775	2.56%
8.	wintersdream	28.92	230	12.57%
9.	(not set)	27.14	201	13.5%

1 - 32 / 32 < >

Contact Form Fills Conversions

Campaign	Conversions count for contact_thank_you
1. (organic)	238.95
2. (direct)	156
3. lakegeorge.com	46.51
4. (referral)	44.32
5. wintersdream.com	16.72
6. (not set)	10.43
7. mannismarketing	9.89
8. saratoga.com	6

1 - 39 / 39

Newsletter Signup Conversions

Campaign	Conversions count for enews_signup
1. winterexperience	1,373.49
2. mannismarketing	214.97
3. (referral)	214.73
4. LakeGeorge.com	131.99
5. (direct)	86
6. 2023-24 Marketing Program	70.14
7. (organic)	46.68
8. (not set)	2

1 - 39 / 39

Job Application Conversions

Campaign	Conversions count for job_application_click
1. (organic)	55.51
2. (direct)	46
3. (referral)	20.24
4. lakegeorge.com	4
5. (not set)	2
6. 2023-24 Marketing Program	2
7. winterexperience	2
8. mannismarketing	1.14

1 - 39 / 39

Lodging Deal Conversions

Campaign	Conversions count for lodging_deal
1. (organic)	1,030.62
2. wintersdream.com	976.74
3. (direct)	592
4. lakegeorge.com	368
5. (referral)	267.26
6. hilakegeorge	221.42
7. wintersdreamdeal	62.58
8. adirondack.net	41.62

1 - 39 / 39

Clicked to Purchase Tickets

Campaign	Conversions count for ticket_click
1. wintersdream.com	19,319.58
2. (organic)	17,469.59
3. lakegeorge.com	10,014.16
4. (direct)	5,417
5. (referral)	4,783.8
6. saratoga.com	1,632.34
7. wintersdreamdeal	923.5
8. albany.com	802.74

1 - 39 / 39

Purchase Conversions

Campaign	Conversions count for purchase
1. (direct)	2,974
2. (organic)	2,303.91
3. lakegeorge.com	776.04
4. (referral)	567.59
5. wintersdream.com	462.16
6. wintersdreamdeal	146.05
7. saratoga.com	45.48
8. wintersdream	28.92

1 - 39 / 39

Contact Us Form Fills

First user source / medium	Conversions count for contact_thank_you
1. (direct) / (none)	209
2. google / organic	168
3. lakegeorge.com / link	38
4. facebook / social	20
5. lakegeorge.com / referral	16
6. bing / organic	15
7. lakegeorge.com / display	9
8. naratoga.com / display	9

1 - 100 / 266 < >

Signed up for Newsletter

First user source / medium	Conversions count for enews_signup
1. facebook / cpc	1,248
2. facebook / social	324
3. LakeGeorge.com / referral	132
4. (direct) / (none)	91
5. m.facebook.com / referral	70
6. LG / Display-Ad	38
7. google / organic	26
8. lakegeorge.com / referral	28

1 - 100 / 266 < >

Clicked to Submit a Job Application

First user source / medium	Conversions count for job_application_click
1. (direct) / (none)	58
2. google / organic	42
3. lakegeorge.com / referral	8
4. momentfactory.com / referral	8
5. facebook / social	4
6. LG / Display-Ad	2
7. cb6alabany.com / referral	2
8. email / email	2

1 - 100 / 266 < >

Clicked on Lodging Deals (shows interest in heads in beds)

First user source / medium	Conversions count for lodging_deal
1. google / organic	848
2. (direct) / (none)	758
3. facebook / paid	595
4. email / email	300
5. lakegeorge.com / link	226
6. facebook / social	161
7. instagram / paid	86
8. lakegeorge.com / display	86

1 - 100 / 266 < >

Clicked the Buy Ticket Button

First user source / medium	Conversions count for ticket_click
1. google / organic	15,047
2. facebook / paid	10,927
3. (direct) / (none)	7,869
4. lakegeorge.com / link	6,488
5. facebook / social	3,976
6. instagram / paid	3,029
7. lakegeorge.com / display	1,992
8. email / email	1,824

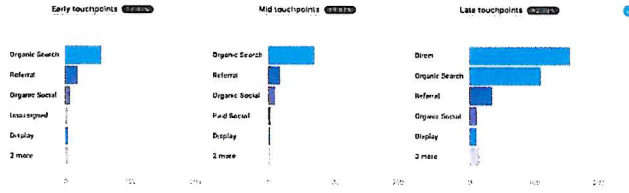
1 - 100 / 266 < >

Purchased a Ticket

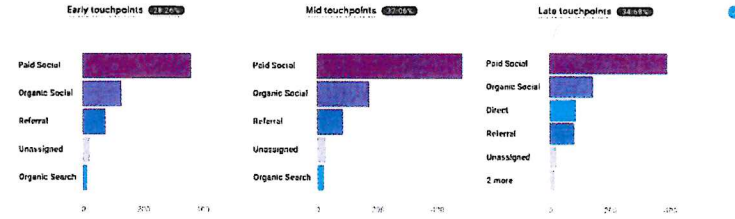
First user source / medium	Conversions count for purchase
1. (direct) / (none)	3,437
2. google / organic	1,661
3. lakegeorge.com / link	624
4. facebook / paid	256
5. lakegeorge.com / display	179
6. fortwillamhenry.com / referral	158
7. visitlakegeorge.com / referral	146
8. facebook / social	119

1 - 100 / 266 < >

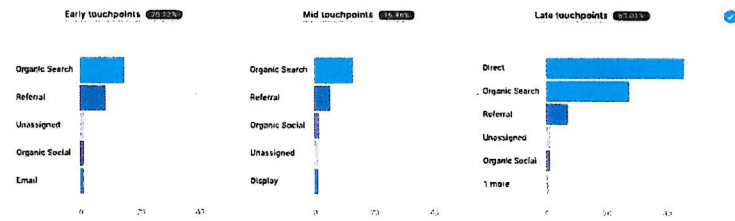
Contact Form Fills



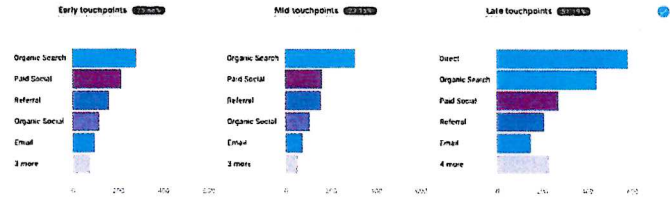
Newsletter Signups



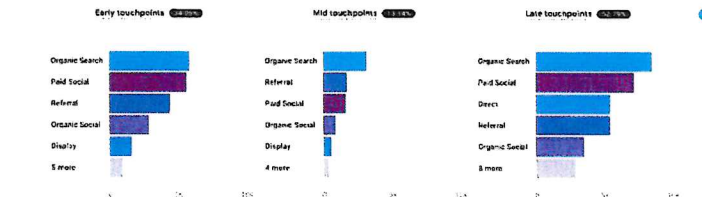
Job Application Clicks



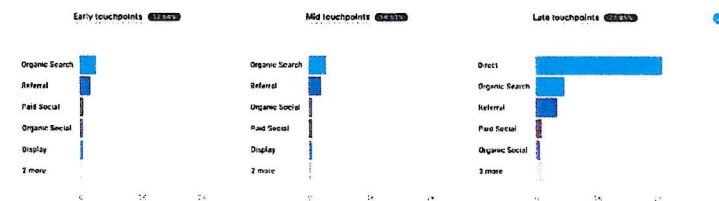
Lodging Deal Clicks



Clicks to Purchase Tickets



Ticket Purchases



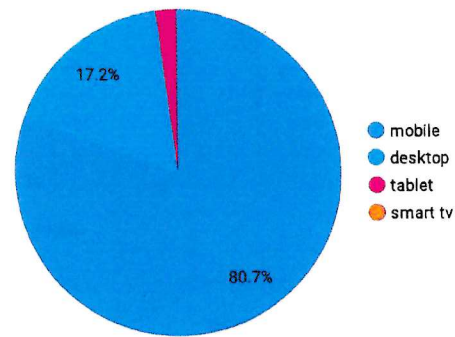
Top Pages

	Page	Sessions
1.	/	134,776
2.	/winter-dream-2023-24 TicketSpice Landing Page	103,176
3.	/plan-your-visit/directions/	5,211
4.	/plan-your-visit/savings-deals/	5,052
5.	/plan-your-visit/winter-attractions/	4,745
6.	/plan-your-visit/	3,945
7.	/plan-your-visit/lodging-deals/	3,310
8.	/contact-us/	2,814
9.	/horse-carriage-ride-20232024	2,442
10.	/enews-thank-you/	2,229

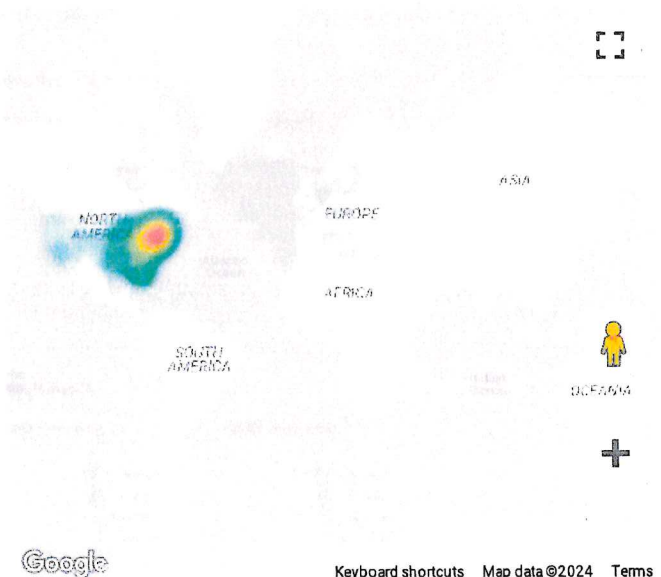
Top Cities

	City	Sessions
1.	New York	26,867
2.	Albany	12,367
3.	Queensbury	9,139
4.	Saratoga Springs	7,168
5.	Boston	5,767
6.	Syracuse	5,087
7.	Buffalo	3,387
8.	Country Knolls	3,371
9.	Schenectady	3,193
10.	Troy	2,498
11.	Warrensburg	1,970
12.	Gloversville	1,733
13.	Philadelphia	1,705
14.	Glens Falls	1,559
15.	Cohoes	1,299
16.	Amsterdam	1,295
17.	Latham	1,248
18.	Utica	1,215
19.	East Greenbush	1,119
20.	Rutland	986
21.	Colonie	927
22.	East Glenville	892
23.	Rensselaer	881
24.	Delmar	856
25.	Ballston	841

Device Breakdown

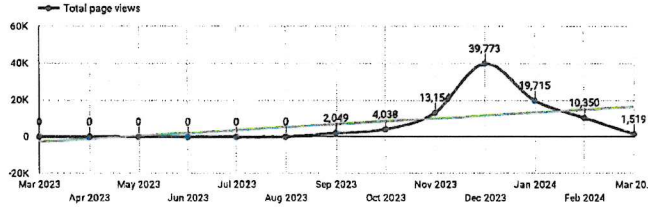


Top Cities Cont.

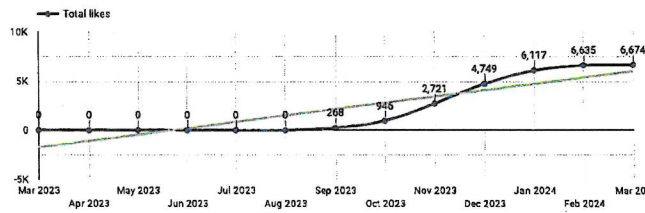


Total reach | Total impressions | Organic reach
4,869 | **7,661,979** | **57,223**

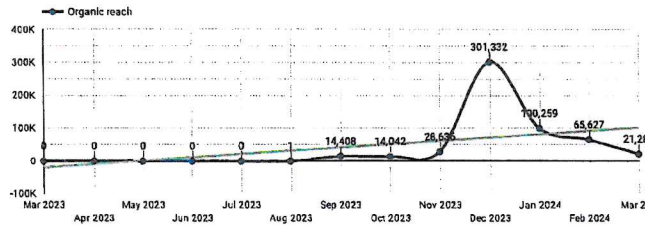
Rolling 13-Month Page Views



Rolling 13-Month Page Likes



Rolling 13-Month Organic Reach of Posts



Top Posts

	Post/message	Total reach
1.	Lake George Winter's Dream opens tomorrow night! 🎉 🎊 🎁	7,679
2.	Lake George Winter's Dream welcomes guests of all ages to e...	6,755
3.	Play your way through the heart of winter ❄️ #wintersdrea...	5,315
4.	Curious about the experience? Here's a sneak preview of what...	5,251
5.	Buy your tickets to Lake George Winter's Dream! 🎟️ Each tic...	4,382
6.	A new winter Immersive experience is coming In December 20...	3,995
7.	Lake George Winter's Dream Includes a variety of interactive e...	3,982
8.	So this really happened... the cuteness and music at the event...	3,873
9.	Stroll through a local ❄️ winter wonderland 🎁 Explore a rich w...	3,739
10.	Don't wait! Tickets on sale now for 🎟️ Lake George Winter's Dre...	3,714

Facebook Ads

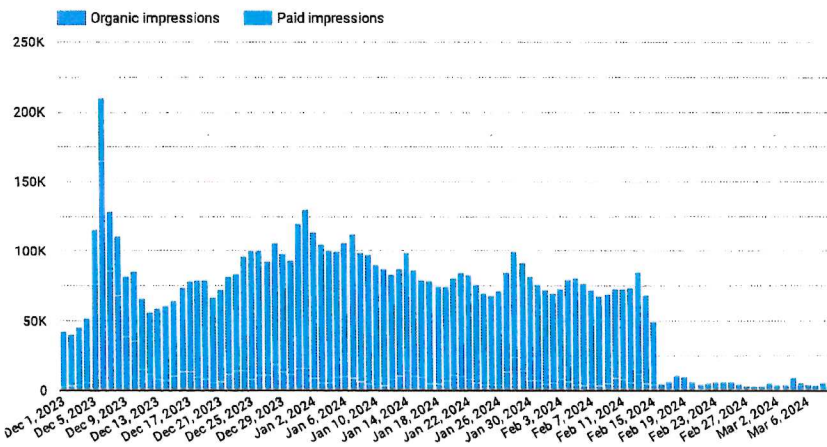
Campaign name	Impressions	% Δ	Clicks	% Δ	Total Cost	% Δ
1. Winter's Dream 2023 - Sales Ads - Facebook	4,456,219	-	87,720	-	49,881.84	-
2. Winter's Dream 2023 - Sales Ads - Instagram	1,755,252	-	10,879	-	26,823.1	-
3. Winter's Dream 2023 - Traffic Ads - Facebook	881,926	-	25,557	-	12,031.58	-
4. Winter's Dream 2023 - Traffic Ads - Original	477,212	-	39,026	-	2,092.38	-
5. Winter's Dream - Page Likes	245,738	-	11,487	-	1,548.31	-
Grand total	9,051,689	-	235,7...	-	105,937.53	-

Impressions
9,051,689
No data

Clicks
235,740
No data

Facebook Overview

Organic and Paid Impressions Over Time



Total likes
6,644

Paid Impressions
6,359,963

Organic impressions
1,267,642

Post shares
322

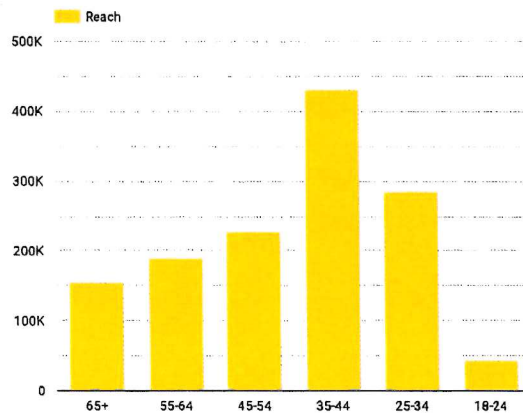
Post engagements
9,246

Top 5 Cities | Reach

Top Cities	Total reach
1. Queensbury, NY	298
2. Glens Falls, NY	199
3. South Glens Falls, NY	164
4. Albany, NY	143
5. Clifton Park, NY	138
6. Gansevoort, NY	117
7. Saratoga Springs, NY	113
8. Schenectady, NY	106
9. Hudson Falls, NY	87
10. Pittsfield, MA	80

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By Age | Reach



Campaign name	Reach	% Δ	Frequency	% Δ	Clicks	% Δ	Impressions	% Δ	Landing Page Views	% Δ	Post Engagement	% Δ	Amount Spent	% Δ
LGWD Commu...	1,956	0.0...	2.33	0.0...	215	0.0...	4,553	0.0...	23	0.0...	53	0.0...	20	0.0...
Grand total	1,956	-99...	2.33	-65...	215	-99...	4,553	-99...	23	-99...	53	-10...	20	-10...

Campaign name	AdSet name	Post engagement rate	% Δ	Total Cost	% Δ	Landing page views	% Δ	Website purchases	% Δ	Purchase Rate	% Δ
Winter's Dream 2...	Traffic Ad - Instag...	0	-100.0...	0	-100.0...	0	-100.0...	0	-100.0...	null	-
Winter's Dream 2...	Traffic Ad - Instag...	51.99	-47.6...	196.58	-64.7...	17	-32.0...	0	-100.0...	0%	-100.0...
Winter's Dream 2...	Traffic Ad - Instag...	47.59	-42.0...	194.99	-64.8...	48	-79.5...	1	-50.0...	2.08%	143.7...
Winter's Dream 2...	Traffic Ad - Instag...	44.75	-25.8...	193.97	-65.2...	134	-64.9...	2	-33.3...	1.49%	90.0%...
Winter's Dream 2...	Traffic Ad - Instag...	44.5	-29.9...	194.24	-65.0...	112	-73.2...	3	-62.5...	2.68%	40.0%...
Winter's Dream 2...	Traffic Ad - Instag...	44.56	-21.0...	195.92	-64.7...	96	-65.6...	0	-	0%	-
Winter's Dream 2...	Traffic Ad - Faceb...	259.99	-53.6...	2,826.08	-69.3...	1,091	-62.7...	60	-66.1...	5.5%	-9.1% ↓
Winter's Dream 2...	Traffic Ad - Faceb...	33.26	-13.8...	201.79	-64.3...	194	-65.9...	0	-100.0...	0%	-100.0...
Winter's Dream 2...	Traffic Ad - Faceb...	41.76	-53.7...	202.02	-64.4...	101	-74.4...	2	-66.7...	1.98%	30.4%...
Winter's Dream 2...	Traffic Ad - Faceb...	35.22	-36.5...	200.89	-64.3...	270	-70.0...	4	-73.3...	1.48%	-11.0...
Winter's Dream 2...	Traffic Ad - Faceb...	29.28	-20.4...	201.49	-64.9...	263	-66.7...	6	-53.8...	2.28%	38.5%...
Winter's Dream 2...	Traffic Ad - Faceb...	30.54	-23.8...	200.05	-64.6...	268	-70.5...	5	-61.5...	1.87%	30.2%...
Winter's Dream 2...	Sales Ad - Instagr...	50.06	-10.4...	1,219.15	-78.3...	160	-81.4...	6	-75.0...	3.75%	34.5%...
Winter's Dream 2...	Sales Ad - Instagr...	61.48	-22.2...	1,219.41	-78.3...	374	-78.2...	24	-79.1...	6.42%	-4.4% ↓
Winter's Dream 2...	Sales Ad - Instagr...	110.55	-54.9...	1,218.68	-78.4...	230	-68.1...	23	-68.1...	10%	0.3% ↑
Winter's Dream 2...	Sales Ad - Instagr...	63.35	-26.7...	1,222.02	-78.3...	442	-75.9...	38	-62.4...	8.6%	56.0%...
	Grand total	82.03	-43.3...	25,754.99	-75.7...	9,428	-76.0...	675	-67.1...	7.16%	37.3%...

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: TOURISM

DEPARTMENT DATE: 05/21/24

- (a) Purpose of Request:
To make 2024 Municipal funding awards

- (b) Details:
Per the attached chart

- (c) Previous Resolution Number:

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
\$3,000 - A.6417.0002 469.05, Municipal Funding

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Suggested Events to be sponsored by Warren County - Municipal Application Funding - .469.05

2024 Municipal Occupancy Tax AVAIL \$4,188

	Event	Event details	Start Date	End Date	Profit Not for Profit Non- Profit	Attendance	Room Nights	2022 Award	2023 Award	2024 Award
3	South Queensbury Volunteer Fire Department	Funding of meals for Balloon Festival volunteers						\$0	\$5,000	\$3,000

2024 Municipal Occupancy Tax REMAINING: \$1,188