

**LAKEGEORGE.TV**

***All Video***

***One Place***

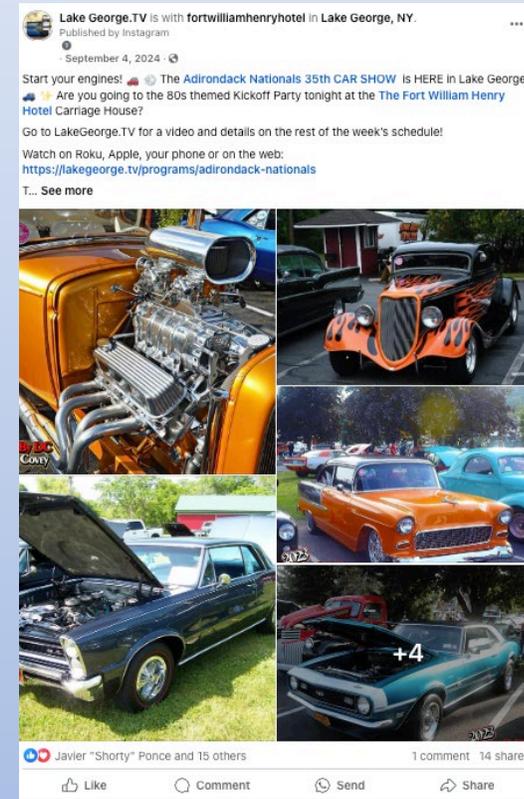
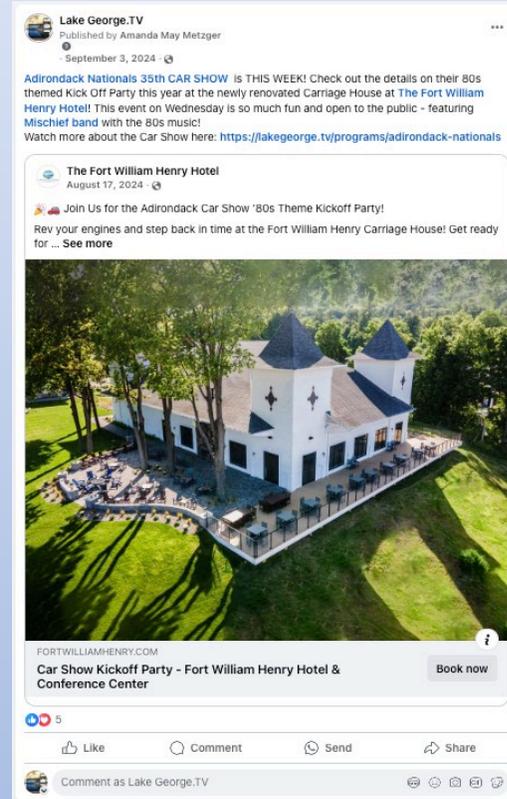
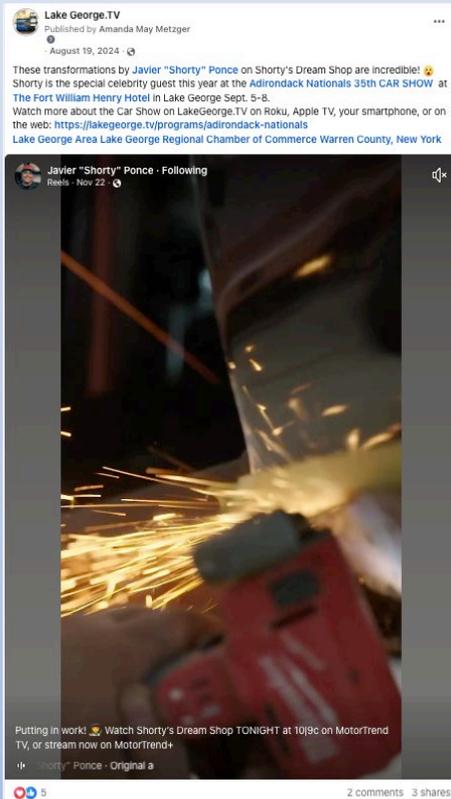


# LAKEGEORGE.TV

What will you Discover?

## Collaboration is Key

We've leveraged quality content created by our partners and collaborated on fun, engaging content (e.g. sweepstakes) to help increase our reach related to all categories of videos on LakeGeorge.TV.



# LAKEGEORGE.TV

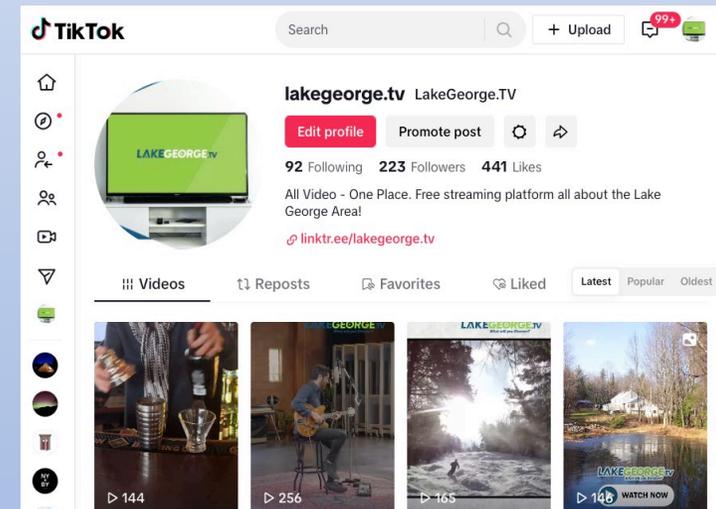
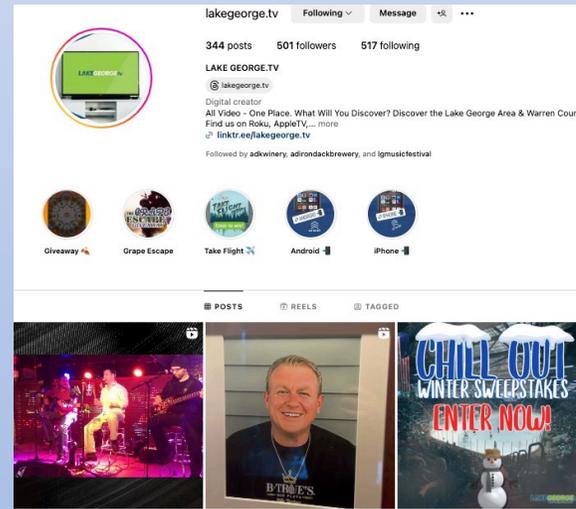
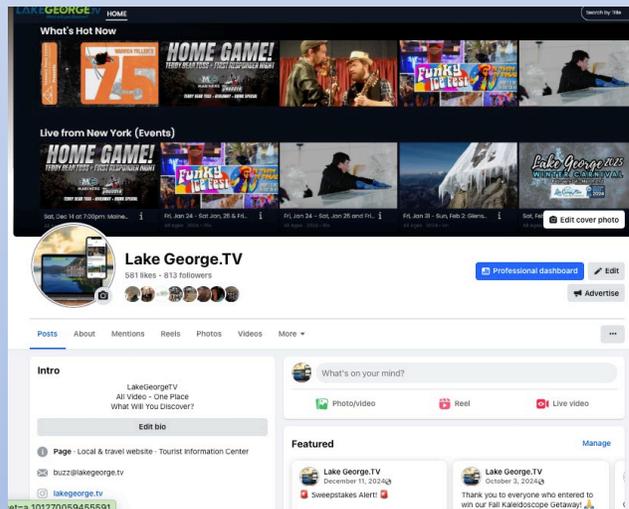
What will you Discover?

## Social Media Reach

# 500,000+

Accounts reached across Facebook, Instagram and TikTok

Achieved through leveraging high-quality content created by our partners and collaborations with our partners on events, specials and sweepstakes.



## Email Campaigns Results

50+% Open Rate  
23+% CTR

**LAKEGEORGE.TV**  
What will you Discover?

Roku Apple TV+

### Time to Play!

**HOME GAME!**  
SABATT BLUE LIGHTS

Fri, Nov 19th: Doors Open 6:30 PM - Puck Drops 7:30 PM - Read by Royals @ Adirondack Thunder

The Park Theater Presents  
**HIGH NOON**  
A Tribute to Lyrard Skynryd & Southern Rock

Fri, Nov 22 @ 8:00 PM The Park Theater Foundation's Rawins at The Park Series Presents...

Sat, Nov 16 - 7:30 PM to 10:30 PM - Dueling Pianos at Adirondack Winery

Fri, Nov 20 @ 7:00 PM Doors Open, 8:00 PM Show: Park Theater Comedy After Dark Series Presents...

[Stream Now](#)

### You Gotta Try This

**HURRICANE GRILL & WINGS**

During Season! Hurricane Grill & Wings at Six Flags Great Escape Lodge

Uncommon Grounds - Specialty Coffee, Roasted Fresh Daily!

Two new restaurants opened in the Lake George Area this past month! Check out a new coffee shop and a new restaurant at The Great Escape Lodge & Indoor Water Park (with 30+ wing flavors!)

[Watch What You Eat](#)

**LAKEGEORGE.TV**  
What will you Discover?

**2 TICKETS**  
Adirondack Thunder Hockey!

Back with our biggest sweepstakes ever!

This giveaway includes a two-night stay in the beautiful, historic Queensbury Hotel in Glens Falls!

**Winner Receives:**

- Garnet Hill Outdoor Center Day Trail Pass for 2
- Bobcat Bar & Restaurant \$25 Food Voucher
- \$100 Gift Card to Bell & Wick's Restaurant
- 2 Night Stay at The Queensbury Hotel
- 2 Tickets to Adirondack Thunder Hockey Game

[ENTER TO WIN!](#)

Stream LakeGeorge.TV Everywhere

Roku Apple TV amazon fire tv

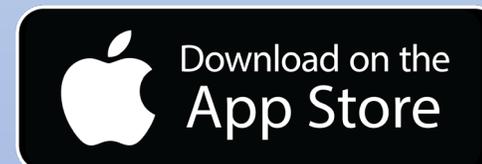
Google Play App Store

**LAKEGEORGE.TV**  
LakeGeorge.TV Operates in Collaboration with Warren County Tourism

Lake George Area

## *LGTV 2.0 Platform Upgrades*

- **Launched Amazon Fire TV App**
  - adds 250 million potential visitors to the platform
- **Created LGTV Video Loops**
  - hit play and videos play on a loop (critical for Member Channels & non-category videos)
- **Enabled LGTV Platform Embeds**
  - individual videos or platform can be embedded into third party websites, delivering an interactive experience & boosting visitor engagement without straining website resources
- **LGTV is Available Everywhere**
  - 24/7, 365, physical presence, any smart device, mobile apps, web



# Growing Partnerships

**LAKEGEORGE.TV**  
*What will you Discover?*

The screenshot displays the LAKEGEORGE.TV website interface. At the top left, the logo reads "LAKEGEORGE.TV" with the tagline "What will you Discover?". A "HOME" link is visible next to it. A search bar at the top right contains the text "Search by Title".

The main content area is organized into four horizontal rows, each representing a different channel or category:

- Row 1: "You Never Know (Warren County Resources)"** - This row features five video thumbnails. The second thumbnail is titled "Cook Mountain" and includes the text "Town of Ticonderoga • 192 Acres". The fifth thumbnail is titled "The Friends of Up Yonda Farm". A "View all >>" link is located at the top right of this row.
- Row 2: "Lake George Regional Chamber Member Channel"** - This row features five video thumbnails. The second thumbnail is titled "ADIRONDACK WINE & FOOD FESTIVAL". The third thumbnail is titled "Craft BEVERAGE". The fourth thumbnail is titled "ADVENTURE TOGETHER". A "View all >>" link is located at the top right of this row.
- Row 3: "Bolton Landing Chamber of Commerce Member Channel"** - This row features five video thumbnails. The second thumbnail shows a church building. The third thumbnail has the text "COURSE #1 NO LIMIT". The fourth thumbnail shows two men standing in front of a bar. A "View all >>" link is located at the top right of this row.
- Row 4: "Lake George Village Visitor's Information Center Channel"** - This row features five video thumbnails. The first thumbnail is titled "Original Wine Tasting". The second thumbnail is titled "VISIT THE OUTDOOR TASTING BOOM". The third thumbnail is titled "WINE FESTIVAL". The fifth thumbnail is titled "WELCOME" and includes the text "BOATHOUSE". A "View all >>" link is located at the top right of this row.

Each row includes a "View all >>" link on the right side. The website also features a dark navigation bar at the bottom with several icons for user navigation.

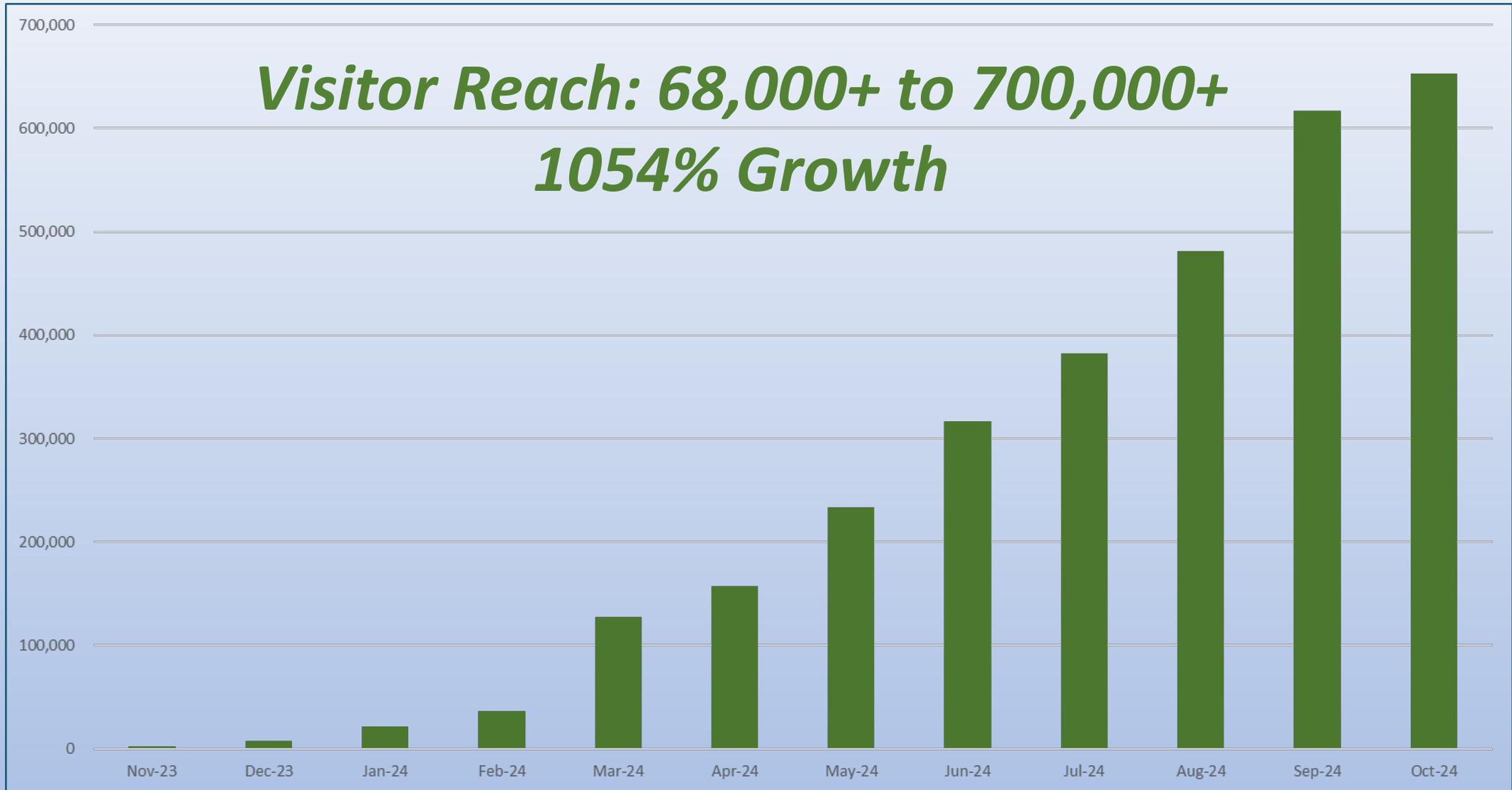
## ***Community Partnerships***

- **Warren County Resources Channel**
- **Lake George Regional Chamber Member Channel**
- **Bolton Landing Chamber of Commerce Member Channel**
- **Lake George Village Visitor's Information Center Channel**
- **Pending: Warrensburg Chamber of Commerce Member Channel**
- **Pending: North Warren Chamber of Commerce Member Channel**
- **Potential: Lake Luzerne Chamber of Commerce Member Channel**
- **Potential: NCBA Member Channel**
- **Potential: Johnsburg Town Member Channel**
- **Potential: Glens Falls Collaborative Member Channel**
- **Potential: Glens Falls Business Improvement District**

***Turn-Key FREE Video Marketing Ecosystem for the Organization to Promote Members.  
Each channel houses only the videos of the members of the respective organizations.***

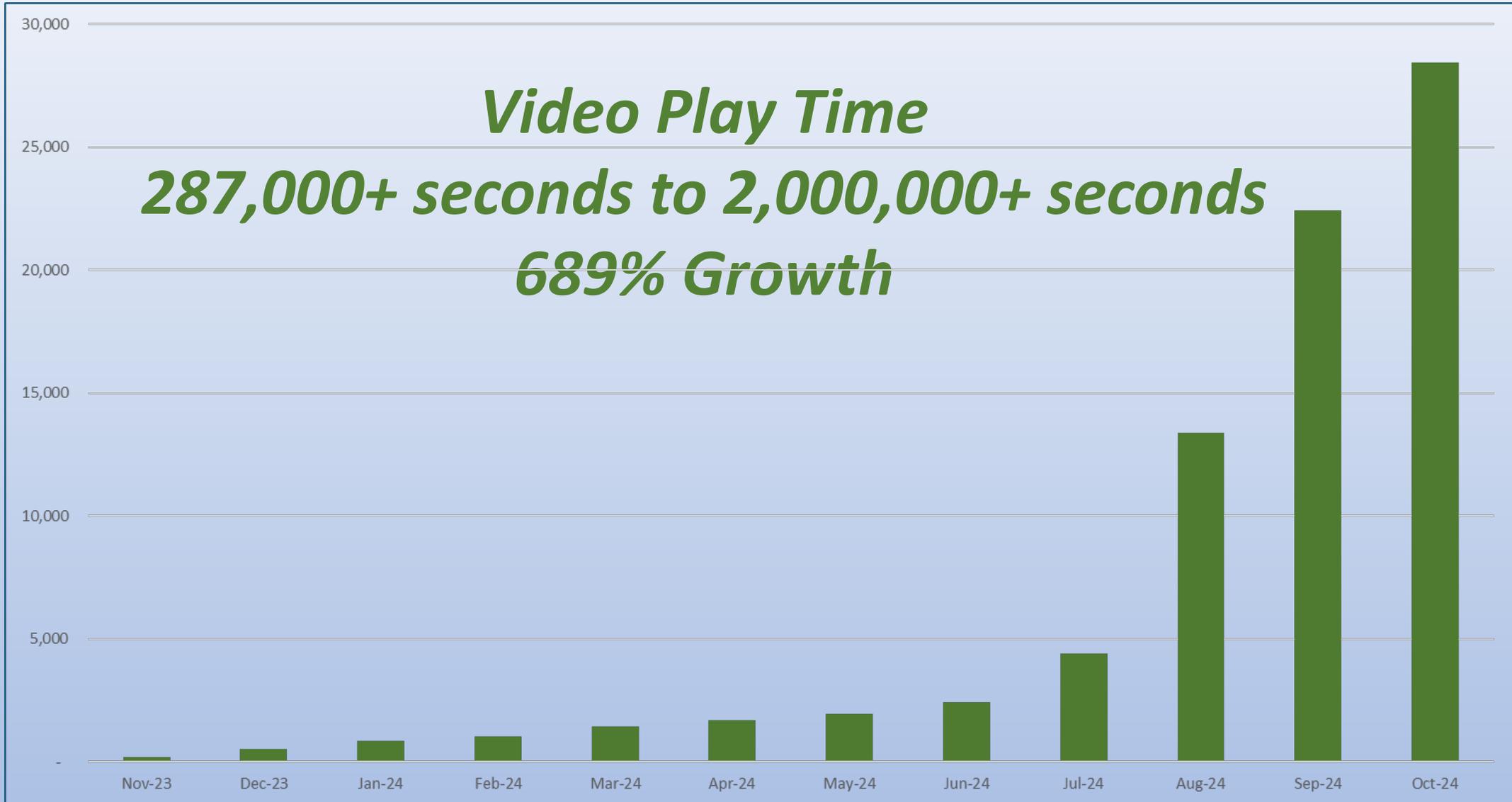
# Where the Rubber Meets the Road





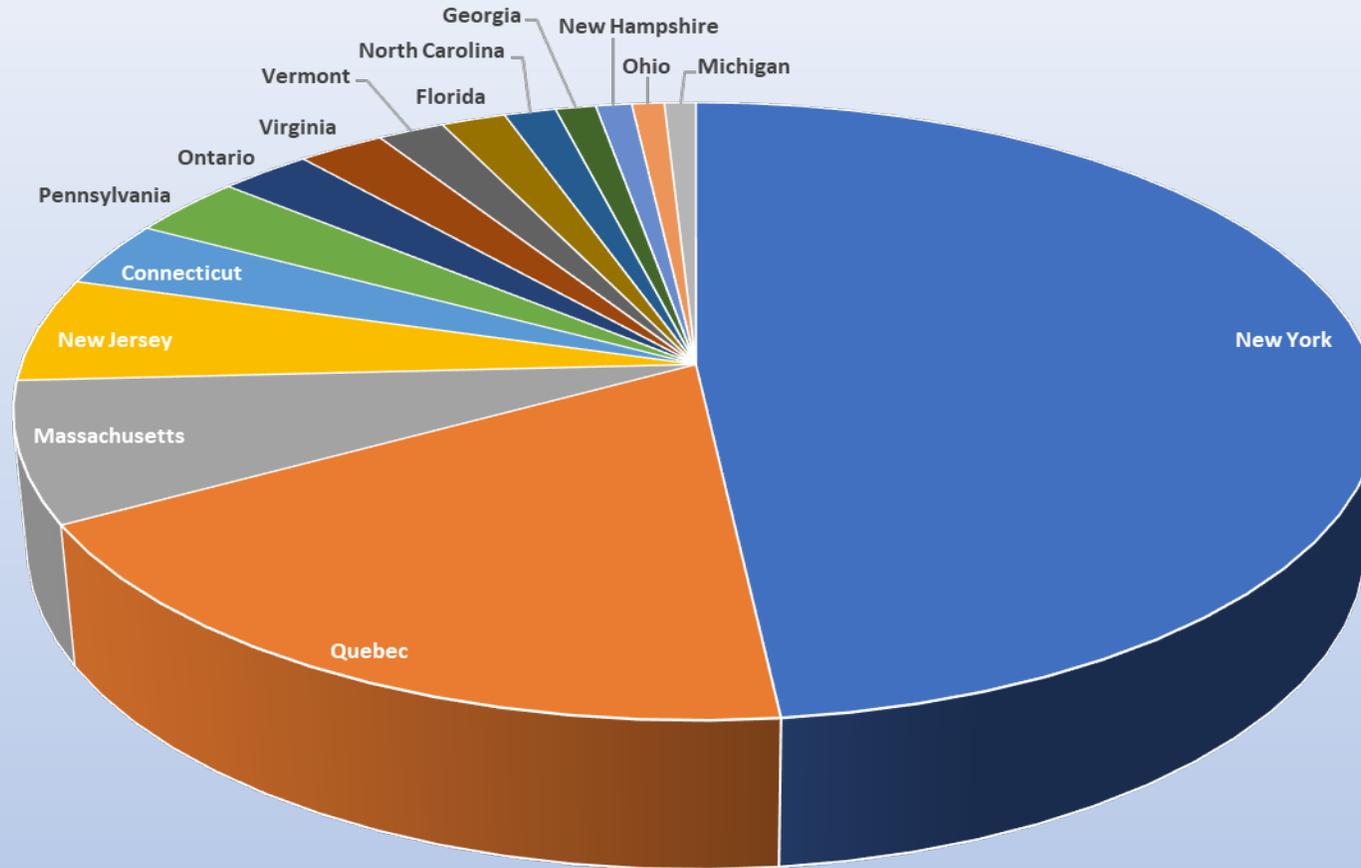






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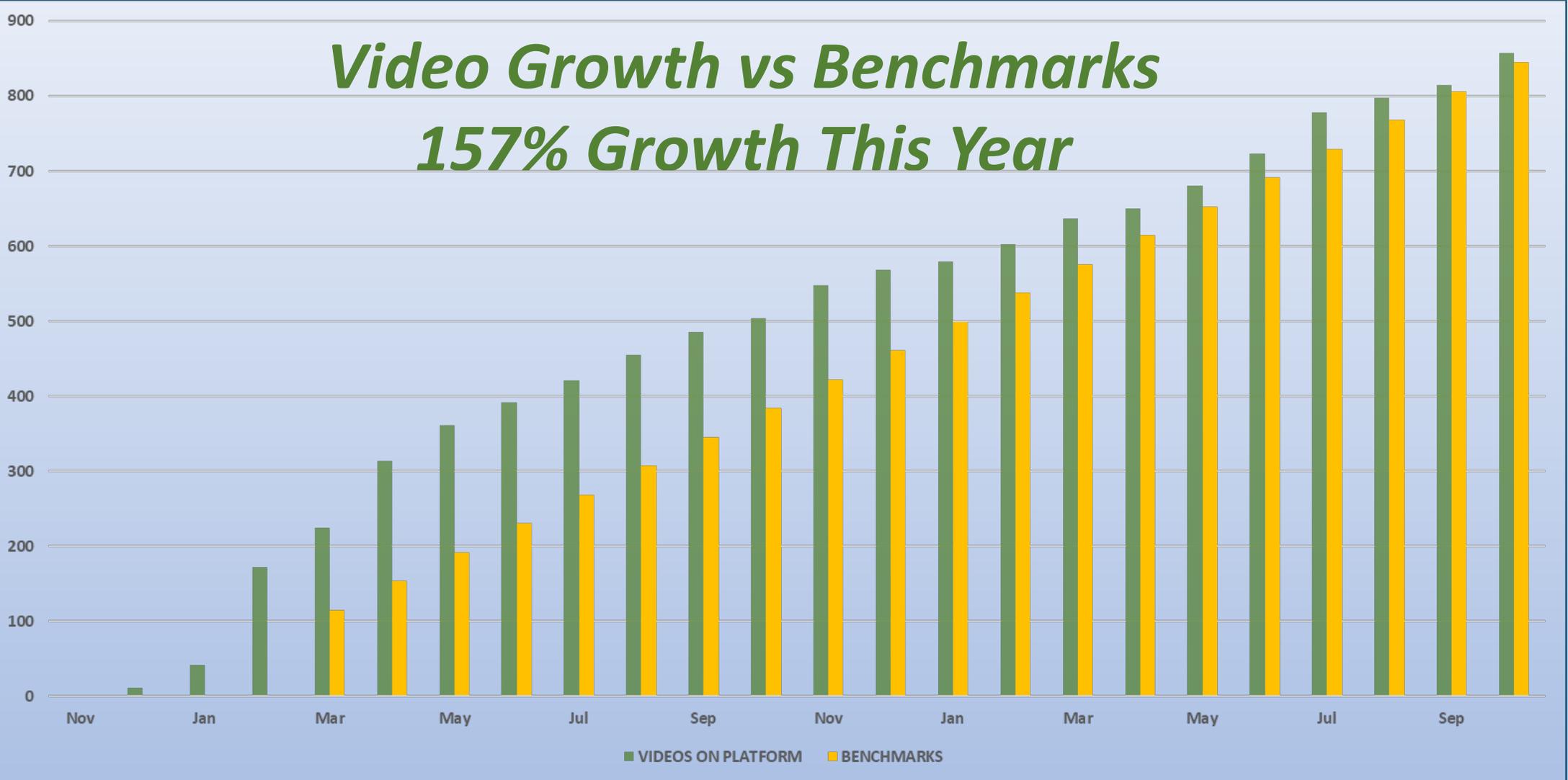
*What will you Discover?*



*Majority in Warren County 3 Hour Target*

## Video Growth vs Benchmarks

### 157% Growth This Year



## Visitor Clicks to Businesses: 5,800 to 40,000 (682% Growth)



## *Year 2 Metrics Summary*

- *1054% Growth in Visitor Reach*
- *827% Growth in Platform Visitors*
- *490% Growth in Visitor Views*
- *689% Growth in Visitor Video Play Time*
- *90% of Platform Visitors in 3-4 Hour Tourism Radius*
- *157% Growth & Exceeded Goals for Partner Participation*
- *682% Growth in Visitors Driven to Businesses*

# LAKEGEORGE.TV

What will you Discover?

## Driving Visitors to Warren County

### Spring Take Flight Sweepstakes



### Summer Grape Escape Giveaway



### Fall Kaleidoscope Getaway



### Winter Chill Out Sweepstakes



#### Partners

Leaf Air  
Trekker  
Orvis

Adirondack Pub

High Peaks Distilling  
ADK Aromatherapy

#### Partners

Caffe Vero  
Fort William Henry  
ADK Wine & Food Festival

#### Partners

Becks Tavern  
Revolution Rail  
The Alpine Lodge

#### Partners

Garnet Hill  
Bobcat Bar &  
Restaurant  
Basil & Wick's  
Adirondack Thunder  
The Queensbury Hotel



## *Driving Visitors – Driving Results*

**4 Giveaways**

**400,000+ Views**

**250,000+ Video Plays**

**5,000+ Target Visitors Shared with Partners**

## *Visitor & Business Feedback*

- ❖ “Fantastic- thank you for helping us!” *Julia Johnson, Gore Mountain*
- ❖ “Thanks LakeGeorgeTV, this is awesome!!! Appreciate the additional advertising!” *Candice Murray, Tannery Pond*
- ❖ “Thank you so much for doing this for us! WE love it!” *Denise Geiger, Emerson House*
- ❖ “On behalf of ARK and The Nationals Committee I'd like to thank Lake George TV, Supervisor Crocitto, and Warren County Board of Supervisors for being so supportive of our show, local community and business. Great way to promote the show.” *Bill Antalek, Adirondack Nationals*
- ❖ “Awesome! Thank you!!” *Rob Lippolis, Adirondack Thunder*
- ❖ Phenomenal! Look forward to collaborating with you more in the future! *Billy Trudsoe, Basil & Wick's & Lizzie Keays*
- ❖ “thank you so much for adding my content to LGTV!!” *Vito Caselnova, True North Boat Tours*
- ❖ “Fantastic, thanks so much! We appreciate your help getting word out.” *Kyle Massa, Special Olympics*
- ❖ "I'd like to thank Warren County for seeing the value in the LGTV platform. What a great way to help promote our events, attractions and local businesses.” *Theresa Whalen, Warrensburg Beautification*
- ❖ “I appreciate everything you did - getting a lot of compliments” *Peter Ruggiero, Ruggiero Stables & Cabin Rentals*
- ❖ “Sweet!” *Matt Parobeck, becks TAVERN & Gore Mountain Lodge*
- ❖ “Our recent stay at Fort William Henry Hotel in Lake George was nothing short of spectacular. One of the highlights was winning tickets to the Adirondack Wine & Food Festival. We were thrilled to receive a gift card to Café Verro. It was a trip we will cherish for a long time. We thank Lake George.TV and their partners for this opportunity!” *Andy, Winner of Grape Escape Giveaway*



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*QUESTIONS?*