



**Occupancy Tax Coordination Committee
AGENDA
April 21, 2025**

Committee Members: CROCITTO, Runyon, Patchett, Gilligan, Etu, Thomas, Merlino

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 Crocitto.
 - II. Motion to approve minutes of the March 24, 2025 Occupancy Tax Coordination Committee meeting.
 - III. Privilege of the floor and public comment
 - IV. Action Agenda/New Business Items: None
 - V. Discussion Items:
 - a. 2026 Occupancy Tax Special Events Application revision recommendations based on Supervisor input from 2025 application period
 - b. Christine Norton, Treasurer Report
 - c. Gina Mintzer, Lake George Regional CVB, First Quarter Report
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
-

Attachment #1: Sample Reporting

Attachment #2: Occupancy Tax Application Portal Recommendations for 2026

Attachment #3: Treasurer Report

Attachment #4: Lake George Regional CVB Q1 Report

Attachment #5: Lake George Regional CVB Q1 PowerPoint Presentation

Occupancy Tax Application for: 2026

Organization

Organization Name **Type:** For Profit

Event

Event **Occ. Tax Requested:** \$XX,XXX

Municipal Ask: \$XXX

New Event? No **Annual?** Yes **Multi Day?** Yes **Multi Week/Month?** No

Year Started: 2015

Event Date(s): 06/27/2025 - 06/29/2025 **Season:** Shoulder **Disbursement Date:** 08/28/2025

Money Used For: Brief description of event

Locations

Municipality

Venue

Lake George

Charles R Wood Park

Attendance

Anticipated # of Attendees: 6,198

% Day Visitors: 47 / **% Overnight Visitors:** 53

Event Days: 3 **Room Nights:** 6,570

Additional Info:

Room Nights Calculation Method: **Zip Code:** Yes **Survey:** Yes **Other:** Yes

Describe briefly here your means of calculating Room Nights

Working with anyone

Do you anticipate working with another party? No

Target Geographic Area

Examples: New York State, NYC Metropolitan area, New Jersey, Massachusetts, Connecticut, Pennsylvania, New Hampshire, VT

Target Audience

Describe your Target Audience Here

Historical Data

Year	Occupancy	% Diff	Revenue	% Diff	ADR	% Diff	Spending	% Diff	Awarded
2025		0.00		0.00		0.00		0.00	31,550
2024									45,000
2023									45,000
2022									40,000
2021									0
2020									35,000
2019									40,000
2018									10,000
2017									10,000
2016									8,500
2015									8,500

Cumulative Award Amount: **273,550**

Average Award Amount: **24,868**

Budget Summary

Revenue: \$xxxxxx

Expense: \$xxxxxx

Net Profit/Loss:

Supervisor Scoring

Circle a score from 1 to 5 for each of the 4 Categories below

Lowest

Highest

Ideal Location

1

2

3

4

5

Ideal Type of Event

1

2

3

4

5

Ability to Increase Overnight Stays

1

2

3

4

5

Overall Event Score

1

2

3

4

5

Occupancy Tax Application Portal
Recommendations

2026

Occupancy Tax Application

Occupancy Tax Request

- Requesting <49,999, click here
 - Direct them to Online Application login Page
 - NOTE: will forward lower amount requests to municipalities for possible funding
- Requesting >50K, click here (Signature Events attracting more than 50,000 attendees)
 - Direct them to call the office

Application Login Page

- Existing User
- New User - must be approved before entering into application

Application Dashboard

- Historical Data
 - Organizations
 - Events
 - Applications
 - Awards
 - Analytics (applicant results and research data supplied by Warren County, Rove Marketing Research)

Application Managing Organization & Event Details

1. Managing Organization Name
2. Primary Contact
3. Mailing Address
4. City, State, Zip
5. Email
6. Primary contact phone
7. Type of organization
 - a. Non-profit (501-c-3)
 - b. Not-for-profit (501-c-6)
 - c. For profit (New Event or in First 5 Years)
 - d. For profit (Hosting 6 or More Years)
8. Event Name
9. Amount of Occupancy Tax Funding Requested
10. Location of event (municipality)
11. Category of proposed event (select all that apply)
 - a. New event
 - b. Annual event
 - c. Multi-day event
 - d. Multi-week/month
12. Event Dates (Not including set-up and tear-down, ONLY dates of event open to the public)

13. Automatically Generated Season
 - a. Off-Peak (Jan, Feb, Mar, Apr, Nov, Dec)/ Annual
 - b. Shoulder: May, June, September, October
 - c. Summer: July August
14. Total Number of Attendees
 - a. Applicant Enters Whole Number
 - b. Applicant Enters% of Day Visitors
 - c. Applicant Enters% of Overnight Visitors
 - d. Computer Calculates Total Room Nights
15. How do you determine the numbers entered in #14?
 - a. Surveys
 - b. Zip Code
 - c. Other
16. Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.
 - a. No
 - b. Yes
 - i. Organization:
 - ii. Contact:
 - iii. Contact Phone:
17. What geographic areas do you anticipate your marketing reaching?
18. Who is your target audience and/or demographic?

Application Event Budget

- Enter ESTIMATED BUDGET in the Application Process. Be mindful of the numbers you estimate, as this form will be used to evaluate your Occupancy Tax request, and will be compared with the FINAL BUDGET you will submit in the POST EVENT REPORTING.

Occupancy Tax Application Timing

Application Period

- August 1 – September 15

Applicant Presentation (Only NEW applicants will be required to present at Committee Meeting)

- October Committee Meeting (Committee members to score applications)

Applicant Award Approval

- November Committee Meeting
- December Board of Supervisors Meeting (should there not be a December meeting, approval will take place in January)

Occupancy Tax Application Scoring

		Value	Point Breakdown	
1	Event Season	15	Off-Peak, Annual (15 pts)	Off-Peak (Jan, Feb, Mar, Apr, Nov, Dec)/ Annual Shoulder: May, June, September, October Summer: July August
			Shoulder (10 pts)	
			Summer (5 pts)	
2	Total Attendees	20	50,000+ (20 pts)	
			10,000-49,999 (15 pts)	
			5,000-9,999 (10 pts)	
			Below 5,000 (5 pts)	
3	Total Room Nights	45	25,000+ (45 pts)	
			10,000-24,999 (35 pts)	
			2,000- 9,999 (25 pts)	
			Below 2,000 (15 pts)	
4	Committee	20	Ability to Increase overnight (5 pts)	Tourism & Occupancy Tax Committee members will rate each question based on a scale of 1--5, 5 being the best and 1 being the worse; for a total of 20 points.
			Ideal type of event (5 pts)	
			Ideal location of event (5 pts)	
			Overall Community Impact (5 pts)	
		100		

WARREN COUNTY TREASURER

WARREN COUNTY MUNICIPAL CENTER
1340 STATE ROUTE 9
LAKE GEORGE, NEW YORK 12845

TELEPHONE: (518) 761.6375

CHRISTINE V. NORTON
County Treasurer

ROBERT V. LYNCH II, CPA
Deputy Treasurer

Finance Committee Report *Monday, April 21, 2025*

Total Collections

<u>Revenues</u>			Total Collections		
<i>Adjusted for Six Flags</i>			2/28/2025	3/31/2025	4/15/2025
Total 2025 Revenue Collected			\$ 111,152	\$ 388,374	\$ 444,295
Total 2024 Revenue Collected			\$ 78,165	\$ 383,652	\$ 417,134
<i>Adjusted for Six Flags</i>	***	\$ 20,168.00	\$ 98,333	\$ 363,484	
2025 \$\$\$ Increase/(Decrease)			\$ 32,987	\$ 4,722	\$ 27,161
<i>Adjusted for Six Flags</i>			\$ 12,819	\$ 24,890	
2025 % Increase/(Decrease)			42%	1%	7%
<i>Adjusted for Six Flags</i>			12%	6%	

***** - The February 2025 Occ Tax increase of 42% & 49% in Total and H/M/R Occ Tax Receipts is attributed to Six Flags Great Escape Lodge's \$20K February 2024 Occ Tax Payment not received until March of 2024, creating an understatement/overstatement in the respective months/years comparatively.**

Hotel & Motel Collections

<u>Revenues</u>			Hotel & Motel Collections		
<i>Adjusted for Six Flags</i>			2/28/2025	3/31/2025	4/15/2025
Total 2025 Revenue Collected			\$ 103,217	\$ 347,192	\$ 354,088
Total 2024 Revenue Collected			\$ 69,481	\$ 340,364	\$ 346,492
<i>Adjusted for Six Flags</i>	***	\$ 20,168.00	\$ 89,649	\$ 320,196	
2025 \$\$\$ Increase/(Decrease)			\$ 33,736	\$ 6,828	\$ 7,596
<i>Adjusted for Six Flags</i>			\$ 13,568	\$ 26,996	
2025 % Increase/(Decrease)			49%	2%	2%
<i>Adjusted for Six Flags</i>			13%	8%	

Short Term Rental Collections

Revenues	Short Term Rental (STR) Collections		
	2/28/2025	3/31/2025	4/15/2025
Total 2025 Revenue Collected	\$ 7,935	\$ 41,182	\$ 90,207
Total 2024 Revenue Collected	\$ 8,684	\$ 43,288	\$ 70,642
2025 \$\$\$ Increase/(Decrease)	\$ (749)	\$ (2,106)	\$ 19,565
2025 % Increase/(Decrease)	-9%	-5%	28%

QUARTERLY REPORT

JANUARY-MARCH 2025

42 LEADS

An event inquiry from an organization or meeting planner, for a future date that meets the event criteria, that is distributed to destination partners.



25
BOOKINGS

A future event, contracted with a hotel/venue.



3.4k
ATTENDEES



Delegates, exhibitors, media, speakers, and guests/companions who attend an event.



3.2K

ROOM NIGHTS

Number of sleeping rooms occupied x's the number of nights occupied.

\$4.4M

ECONOMIC & EMPLOYMENT IMPACT

The net spending into a community, resulting from a meeting or event.



24K



WEBSITE VISITS

Each visit represents a single user interaction with the website, during which the visitor may view multiple pages.



340
NEW SOCIAL FOLLOWERS

A Note from the LGRCVB

The LGRCVB is pleased to present the **Quarterly Report for January 1 - March 31, 2025**.

All programs and services tie back to **LGRCVB's 2025-2027 Sales and Marketing Plan** and drive toward the imperative to **increase visitor-related economic impact** through five core markets:

Meetings, Sports, Weddings, SMERF (Social, Military, Educational, Religious, and Fraternal Organizations), and Group Tours.

The **Economic and Employment Impact (EEI)** serves as the global benchmark for destinations assessing the net influx of new funds into a community resulting from meetings and events. Updated annually, the calculation utilizes data from ten different sources to establish an industry-wide standard specific to our destination, Warren County, NY.

Key Performance Indicators

KPI	Q1 2025	2025 Year to Date	2025 Year End Target	2025 % of Target	2024 Total
Leads	42	42	177	24%	109
Bookings	25	25	115	22%	84
Booked Attendees*	3,438	3,438	44,644	8%	30,982
Booked Room Nights	3,179	3,179	23,500	14%	32,017
Economic Impact	\$4,474,227	\$4,474,227	\$34,216,800	13%	44,144,671
Meetlakegeorge.com Visits	23,942	23,942	120,000	20%	91,020
Social Media Followers	340	4,030	5,000	81%	3,751

LGRCVB | Q1 2025

Q1 Highlights

Numbers below based on Convention Calendar events that occurred from January 1 - March 31, 2025

10
Events

\$3M
Economic
Impact

3.7K
Room Nights
Booked

2.3K
Attendees



Group Tour

- Attended **American Bus Association Marketplace** in Philadelphia, PA, from February 1-4, engaging in **28 individual appointments** with tour operators interested in adding Lake George to their future tour schedule.

This Sales Event has generated **7 leads/bookings** to date.



Meetings & Events

- Booked **25 meetings and conventions** for upcoming business.
- **42 leads** sent out to partners for business through 2027.
- **New York State School Boards Association (NYSSBA)** chose the Lake George Area for their May 2025 **New York State Association of School Attorneys**.
- **New York State Assessors Association** chose the Lake George area for their October 2025 **Fall Conference**.



Sports

- **NYSPHSAA (NYS Public High School Athletic Association):**
 - **Boys & Girls Nordic Alpine Skiing Championships**
- **AYHA (Adirondack Youth Hockey Association):**
 - **NorthStar's Winter Classic**
 - **Extreme Freeze Tournament**
 - **Thunder & Lightning Tournament**

Sales Events Attendance



Meetings

- **New York Society of Association Executives (NYSAE) Meet NY 2025** in NYC. Met with meeting planners from around the New York, New Jersey, and Connecticut corridor, making over **80 connections**.
- **Attended Empire State Society of Association Executives (ESSAE) annual Triple M** in Troy, NY, to collaborate with industry professionals, making over **127 connections**.

Meetings Market

207 Connections



Group Tour

- **American Bus Association (ABA)** in Philadelphia, PA:
- **28 one-on-one appointments** and **92 additional connections** with tour operators.



Group Tour Market

120 Connections

327 Connections | 7 Leads
generated from trade show attendance in Q1.

Convention Services



Coaches Gifts

Gore Mountain hosted the NYSPHSAA Boys & Girls Nordic Alpine Skiing Championships, where coaches received NYS DMO/ I ♥ New York gift bags. These thoughtful gestures of appreciation highlighted the region’s hospitality. For the NYSACCME conference, a special gift bag was created as a token of appreciation for their event planner and all of their efforts in organizing the conference for their group.

Registration Tables

The AYHA hosted hockey tournaments in January and February at Cool Insuring Arena, where we provided a registration and welcome table featuring some of the area’s top attractions. At Fort William Henry, The CVB supported the NYSACCME event by providing welcome bags and signage at the registration table. This contribution helped streamline the guest check-in process and facilitated the distribution of informational materials featuring Bolton Landing, Lake George, and the Queensbury area. This support helped ensure a smooth and efficient registration experience.



Microsites & Welcome Bags

Three microsites developed for booked events, with 1,788 views from visiting attendees. Over 325 welcome bags were provided between the NYSACCME, AYHA, and NYSPHSAA events that were serviced during the quarter, helping to enhance the overall guest experience.

Referrals

Provided **232 partner referrals for 21 clients**. Partner referrals include accommodations, dining, activities, wedding vendors, and transportation partners.

Community & Development

ESSAE Triple M

The Lake George Regional Convention and Visitors Bureau attended the Empire State Society of Association Executives (ESSAE) Annual Triple M Meeting, which took place on March 20, 2025, at the Hilton Garden Inn in Troy, NY. Members gathered for roundtable discussions, educational sessions, and networking opportunities with meeting planners and industry professionals.

New & Emerging Supervisors & Managers Course Series

Attended SUNY Adirondack's "New & Emerging Supervisors & Managers Series: Strategic Planning - Leading with Intention" course. This live session provided valuable insights on how to plan effectively and think strategically to address complex workplace challenges.

Monthly LGRCVB Meetings

The Lake George Regional Convention and Visitors Bureau held both virtual and in-person meetings at various partner venues: a CVB 101 virtual event in January, the virtual monthly LGRCVB meeting in February, and an in-person monthly meeting at Madeline 1982 in March, with a total of 43 attendees.

Destinations International CEO & Marketing Communication Summits

Our team had the privilege of attending two premier Destinations International events that brought together industry leaders from across the country and around the world. The CEO Summit in Savannah, Georgia convened destination executives for strategic dialogue on the future of tourism, offering a dynamic forum for seasoned and emerging leaders to collaborate, share insights, and explore innovative solutions for community growth and industry advancement. We also attended the Marketing & Communications Summit in Austin, Texas, which delivered fresh perspectives on marketing trends, cutting-edge strategies, and industry best practices, while fostering invaluable peer-to-peer connections. Together, these events underscored our ongoing commitment to professional development, thought leadership, and staying at the forefront of destination marketing and management.



Left-right Gina Mintzer, LGRCC-CVB; Don Welsh, CEO, Destinations International; Kristen Reynolds, CEO, Discover Long Island

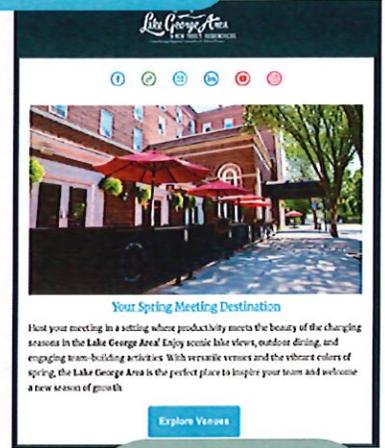
LGRCVB | Q1 2025
Marketing

24K
website
visitors
+ 146% YOY

34K
website
pageviews
+ 54% YOY

Top Performing Eblasts

- “Winter Adventure for Everyone in the Lake George Area”
- “Exciting Sports Events in the Lake George Area, New York”
- “Spring Adventures for Everyone in the Lake George Area”
- “Spring Sports in the Lake George Area, New York”
- “Experience the Lake George Area: Your Ideal Spring Event Destination”



34% avg Click Through Rate

On the Blog



- “Waterfront Wedding Venues in Warren County, NY: Your Guide to Dreamy Lakeside Locations”
- “1-3 Day Itinerary of the Lake George Area”
- “Welcome Spring: Bring Inspiration to Your Corporate Retreat in the Lake George Area”
- “Meet Brian Mulligan: A Lifelong Lake George Enthusiast Turned Event Sales & Services Specialist”

1,000+ Views



Media Publication Presence

Albany Business Review, Saratoga/Capital Region Living Magazine, Springfield Republican

LGRCVB | Q1 2025 Social Media

17K
Social Reach

4K
Social Followers

340
New Followers

Top Performing Posts

SOCIAL RECAP...



As of the end of Q1, **81% of our annual follower growth goal across all social platforms** has been reached.

Facebook outperformed **Instagram** in views this quarter, generating **90% more impressions.**

LinkedIn saw a **10% increase** in impressions this quarter over Q4 2024.



Lake George Regional Chamber of Commerce & CVB
1,220 Followers
2710 • 0

Join Us for CVB101: How May We Assist?
Are you interested in learning more about working with the Lake George Regional Convention & Visitors Bureau (CVB)? ...more

JOIN US!
CVB101: How May We Assist?
Working with the Lake George Regional CVB



WHEN:
Thursday, January 16
12:50-1PM

WHERE:




MeetNY Partner Post



LGRCVB Monthly Meeting



Brian Mulligan Welcome

LGRCVB | Q1 2025

Advertising



Publication:
Saratoga/Capital
Region Living
Magazine,
Market:
Product: Full Page Ad
Analytics: 21K
Regional Circulation



Publication:
Springfield Republican
Market: Wedding
Product: Full Page
Print Ad
Analytics: Circulation:
65,000



Publication: Albany Business
Review
Market: Corp./Assn.
Product: Run of Site
Analytics: Pending

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Elevate Meetings in the Idyllic Lake George Area

Take your corporate meeting or retreat to the next level this spring in the stunning Lake George Area. Just 90 minutes from the City of Albany. Surrounded by stunning landscapes and scenic lake-side views, the destination offers the perfect blend of productivity and seasonal charm. Enjoy fresh air, scenic, beautiful ballrooms, dynamic team-building activities like hiking and boating, and dining experiences that celebrate the flavors of spring. Book now to experience the ideal springtime backdrop for business success.

[Learn More](#)

Publication: Albany Business
Review
Market: Corp./Assn.
Product: Sponsored Eblast
Analytics: 28K Delivered, 17K
Opens, 98 Clicks, 0.34% CTR



SPONSORED CONTENT BY LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU
MAR 20, 2025

5 historic hotels in the Lake George Area: Timeless elegance for your next meeting or event



SPONSORED CONTENT BY LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU
MAR 20, 2025

Host your next event with a view: Premier waterfront and lakeview venues in the Lake George Area



SPONSORED CONTENT BY LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU
MAR 20, 2025

Strengthen your team bond with these creative group activities in the Lake George Area



SPONSORED CONTENT BY LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU
MAR 20, 2025

Why the Lake George Area is a year-round meeting destination



SPONSORED CONTENT BY LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU
MAR 20, 2025

Plan the perfect retreat with these Lake George Area itineraries



Publication: Albany Business
Review.
Market: Corp./Assn.
Product: Quarter Page Ad
Analytics: 9K Reach, 30K
Readership.

Publication: Albany Business Review
Market: Corp./Assn.
Product: 5 published Articles
Analytics: 109K Headline Impressions, 756
Page Views

2025 Q1 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# ATTN	Room Nights	EEI Value	New Business
New York State Coalition Against Domestic Violence	NSYCADV Primary Prevention Summit 2025	11/17/2025	11/19/2025	Conference	200	95	\$250,000	Yes
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Reunion	8	3	\$2,672	Yes
Revolution Rail Company	Rev Rail Corporate Retreat	2/26/2025	2/28/2025	Conference	20	12	\$32,700	Yes
Amazing Destinations Ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Edutravel	Edutravel July Group Tour	7/25/2025	7/28/2025	Group Tour	50	90	\$36,800	Yes
Strategic Events Solutions	7th Annual I Am Woman Retreat	10/28/2026	11/1/2026	Conference	75	300	\$204,375	Yes
Mass Dynamites	Mass Dynamites Softball Tournament	7/18/2025	7/20/2025	Tournament	40	28	\$32,760	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Performer Rooms	5/9/2025	5/10/2025	Special Event	6	2	\$5,140	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Music & Arts Festival	5/9/2025	5/11/2025	Special Event	1000	500	\$847,500	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Touriffic Travel & Tours	2025 LG Touriffic September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
First Choice Tours	2025 A Lake George Adventure ADK Balloon Festival	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes
Northeast Unlimited Tours Inc.	2025 July Group Tour Northeast Unlimited	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	No
National Utilities Revenue Protection Association, Inc. (NURPA)	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Northeast Unlimited Tours Inc.	2025 October Northeast Unlimited Group	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	No
Polish Language School	2025 Polish Language School Trip	5/31/2025	6/1/2025	Group Tour	90	45	\$33,120	Yes
John Tomczak	2025 Bowling Team April	4/25/2025	4/27/2025	Tournament	40	62	\$51,000	Yes
LIVING CHURCH OF GOD	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Reunion	150	360	\$186,100	yes
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	400	300	\$510,000	No

2025 Q1 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# ATTN	Room Nights	EEl Value	New Business
Northeast Instrumental Music Festival	2025 Northeast Instrumental Music Festival	11/20/2025	11/23/2025	Special Event	200	240	\$436,000	No
HelmsBriscoe	NYS AHPERD Annual Conference	11/16/2027	11/21/2027	Conference	1400	1430	\$4,578,000	Yes
Christian Tours/Burke International Tours	2025 July Burke Christian Tour	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No
Breezy Tours & Travel	2025 Breezy August Group Trip	8/12/2025	8/15/2025	Group Tour	50	60	\$36,800	Yes
NYS Association of Professional Land Surveyors, Inc.	2026 Strategic Planning Retreat	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes
Lake George Area Bus Tours	2025 Portsmouth NH Group Trip	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
New York State USBC	2025 100th NYS Open Championships Week 1	4/25/2025	4/27/2025	Tournament	200	105	\$255,000	No
New York State USBC	2025 100th NYS Open Championships Week 2	5/16/2025	5/18/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Championships week 3	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Championships week 4	6/13/2025	6/15/2025	Tournament	200	75	\$255,000	No
Adirondack Youth Hockey (AYHA)	2025 AA Level Tournament	11/8/2025	11/10/2025	Tournament	300	375	\$382,500	No
Adirondack Youth Hockey (AYHA)	2026 Girls Northstar Winter Classic	1/16/2026	1/19/2026	Tournament	700	1400	\$1,190,000	No
Adirondack Youth Hockey (AYHA)	2026 A Level Tournament	1/23/2026	1/25/2026	Tournament	170	300	\$216,750	No
Adirondack Youth Hockey (AYHA)	2026 B house and 8u Tournament	2/20/2026	2/22/2026	Tournament	350	375	\$446,250	No
University Student Retreat	2025 University Retreat	6/1/2025	6/5/2025	SMERF/Reunion	70	200	\$412,650	Yes
United Church of God	2026 Feast of Tabernacles	9/25/2025	10/7/2025	SMERF/Reunion	500	600	\$616,300	No
Lake George Area Bus Tours	2025 Merville Family Reunion	7/10/2025	7/13/2025	Group Tour	50	75	\$36,800	Yes
Anderson Coach & Travel	2025 New England Summer Tour	6/24/2025	6/25/2025	Group Tour	50	25	\$18,400	No
New York State Coalition Against Domestic Violence	2025 Program Directors Summit	9/15/2025	9/18/2025	Conference	150	115	\$257,000	Yes

2025 Q1 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# ATTN	Room Nights	EEI Value	New Business
New York State School Boards Association (NYSSBA)	2025 New York State Association of School Attorneys	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
ConferenceDirect	2025 Kamp Kustomer	9/8/2025	9/11/2025	Conference	230	530	\$485,650	Yes
New York State Volleyball Coaches Association	2025 NYVCA Coaches Clinic	5/16/2025	5/17/2025	Conference	100	60	\$109,000	No
Total Leads 42					8187	9192	\$13,531,247	

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# Attn	# Rooms	EEI Value	New Business
New York State Coalition Against Domestic Violence	2025 NSYCADV Primary Prevention Summit	11/17/2025	11/19/2025	Conference	200	95	\$250,000	Yes
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Re union	8	3	\$2,672	Yes
Revolution Rail Company	Rev Rail Corporate Retreat	2/26/2025	2/28/2025	Conference	20	12	\$32,700	Yes
Amazing Destinations Ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Edutravel	Edutravel July Group Tour	7/25/2025	7/28/2025	Group Tour	50	90	\$36,800	Yes
Strategic Events Solutions	7th Annual I Am Woman Retreat	10/28/2026	11/1/2026	Conference	75	300	\$204,375	Yes
Mass Dynamites	Mass Dynamites Softball Tournament	7/18/2025	7/20/2025	Tournament	40	28	\$32,760	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Performer Rooms	5/9/2025	5/10/2025	Special Event	6	2	\$5,140	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Music & Arts Festival	5/9/2025	5/11/2025	Special Event	1000	500	\$847,500	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Touriffic Travel & Tours	2025 LG Touriffic September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
First Choice Tours	2025 A Lake George Adventure ADK Balloon Festival	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes
Northeast Unlimited Tours Inc.	2025 July Group Tour Northeast Unlimited	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	No
National Utilities Revenue Protection Association, Inc. (NURPA)	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Northeast Unlimited Tours Inc.	2025 October Northeast Unlimited Group	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	No
Polish Language School	2025 Polish Language School Trip	5/31/2025	6/1/2025	Group Tour	90	45	\$33,120	Yes
John Tomczak	2025 Bowling Team April	4/25/2025	4/27/2025	Tournament	40	62	\$51,000	Yes
LIVING CHURCH OF GOD	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Re union	150	360	\$186,100	yes
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	400	300	\$510,000	No
Northeast Instrumental Music Festival	2025 Northeast Instrumental Music Festival	11/20/2025	11/23/2025	Special Event	200	240	\$436,000	No
HelmsBriscoe	NYS AHPERD Annual Conference	11/16/2027	11/21/2027	Conference	1400	1430	\$4,578,000	Yes
Christian Tours/Burke International Tours	2025 July Burke Christian Tour	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No
Breezy Tours & Travel	2025 Breezy August Group Trip	8/12/2025	8/15/2025	Group Tour	50	60	\$36,800	Yes
NYS Association of Professional Land Surveyors, Inc.	2026 Strategic Planning Retreat	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes
Lake George Area Bus Tours	2025 Portsmouth NH Group Trip	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
New York State USBC	2025 100th NYS Open Championships Week 1	4/25/2025	4/27/2025	Tournament	200	105	\$255,000	No
New York State USBC	2025 100th NYS Open Championships Week 2	5/16/2025	5/18/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Championships week 3	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Championships week 4	6/13/2025	6/15/2025	Tournament	200	75	\$255,000	No

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Adirondack Youth Hockey (AYHA)	2025 AA Level Tournament	11/8/2025	11/10/2025	Tournament	300	375	\$382,500	No
Adirondack Youth Hockey (AYHA)	2026 Girls Northstar Winter Classic	1/16/2026	1/19/2026	Tournament	700	1400	\$1,190,000	No
Adirondack Youth Hockey (AYHA)	2026 A Level Tournament	1/23/2026	1/25/2026	Tournament	170	300	\$216,750	No
Adirondack Youth Hockey (AYHA)	2026 B house and 8u Tournament	2/20/2026	2/22/2026	Tournament	350	375	\$446,250	No
University Student Retreat	2025 University Retreat	6/1/2025	6/5/2025	SMERF/Re union	70	200	\$412,650	Yes
United Church of God	2026 Feast of Tabernacles	9/25/2025	10/7/2025	SMERF/Re union	500	600	\$616,300	No
Lake George Area Bus Tours	2025 Merville Family Reunion	7/10/2025	7/13/2025	Group Tour	50	75	\$36,800	Yes
Anderson Coach & Travel	2025 New England Summer Tour	6/24/2025	6/25/2025	Group Tour	50	25	\$18,400	No
New York State Coalition Against Domestic Violence	2025 Program Directors Summit	9/15/2025	9/18/2025	Conference	150	115	\$257,000	Yes
New York State School Boards Association (NYSSBA)	2025 New York State Association of School Attorneys	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
ConferenceDirect	2025 Kamp Kustomer	9/8/2025	9/11/2025	Conference	230	530	\$485,650	Yes
New York State Volleyball Coaches Association	2025 NYVCA Coaches Clinic	5/16/2025	5/17/2025	Conference	100	60	\$109,000	No
Total Leads 42					8187	9192	\$13,531,247	

2025 Q1 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
New York State Association of County Directors of Real Property Tax Services	2025 Real Property Directors Conference	10/19/2025	10/23/2025	Convention	75	190	\$195,625	No
New York State Destination Marketing Organizations (NYSDMO)	2025 June Quarterly Meeting	5/29/2025	5/30/2025	Conference	35	30	\$34,650	No
New York State Assessors Association	2025 Fall Conference	10/7/2025	10/9/2025	Conference	250	525	\$496,250	No
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Reunion	8	3	\$2,672	Yes
Amazing Destinations ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Music & Arts Festival	5/9/2025	5/11/2025	Special Event	1000	500	\$847,500	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Touriffic Travel & Tours	2025 LG Touriffic September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
First Choice Tours	2025 A Lake George Adventure ADK Balloon Festival	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes
Northeast Unlimited Tours Inc.	2025 July Group Tour Northeast Unlimited	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	Yes
National Utilities Revenue Protection Association, Inc. (NURPA)	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
Northeast Unlimited Tours Inc.	2025 October Northeast Unlimited Group	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	No
John Tomczak	2025 Bowling Team April	4/25/2025	4/27/2025	Tournament	40	62	\$51,000	Yes
LIVING CHURCH OF GOD	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Reunion	150	360	\$186,100	Yes

2025 Q1 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Northeast Instrumental Music Festival	2025 Northeast Instrumental Music Festival	11/20/2025	11/23/2025	Special Event	200	240	\$436,000	No
Christian Tours/Burke International Tours	2025 July Burke Christian Tour	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No
Lake George Area Bus Tours	2025 Portsmouth NH Group Trip	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
New York State USBC	2025 100th NYS Open Championships Week 1	4/25/2025	4/27/2025	Tournament	200	105	\$255,000	No
New York State USBC	2025 100th NYS Open Championships Week 2	5/16/2025	5/18/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Championships week 3	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Championships week 4	6/13/2025	6/15/2025	Tournament	200	75	\$255,000	No
University Student Retreat	2025 University Retreat	6/1/2025	6/5/2025	SMERF/Reunion	70	200	\$412,650	Yes
Anderson Coach & Travel	2025 New England Summer Tour	6/24/2025	6/25/2025	Group Tour	50	25	\$18,400	No
New York State School Boards Association (NYSSBA)	2025 New York State Association of School Attorneys	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
New York State Volleyball Coaches Association	2025 NYVCA Coaches Clinic	5/16/2025	5/17/2025	Conference	100	60	\$109,000	No
Total Bookings 25					3438	3179	\$4,474,227	

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
New York State Association of County Directors of Real Property Tax Services	2025 Real Property Directors Conference	10/19/2025	10/23/2025	Convention	75	190	195625	No
New York State Destination Marketing Organizations (NYSDMO)	2025 June Quarterly Meeting	5/29/2025	5/30/2025	Conference	35	30	34650	No
New York State Assessors Association	2025 Fall Conference	10/7/2025	10/9/2025	Conference	250	525	496250	No
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Reunion	8	3	2672	Yes
Amazing Destinations ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	14720	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Music & Arts Festival	5/9/2025	5/11/2025	Special Event	1000	500	847500	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	24840	Yes
Touriffic Travel & Tours	2025 LG Touriffic September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	14720	Yes
First Choice Tours	2025 A Lake George Adventure ADK Balloon Festival	9/19/2025	9/21/2025	Group Tour	50	50	27600	Yes
Northeast Unlimited Tours Inc.	2025 July Group Tour Northeast Unlimited	7/22/2025	7/25/2025	Group Tour	50	75	36800	Yes
National Utilities Revenue Protection Association, Inc. (NURPA)	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	163500	No
Northeast Unlimited Tours Inc.	2025 October Northeast Unlimited Group	10/5/2025	10/6/2025	Group Tour	50	25	18400	No
John Tomczak	2025 Bowling Team April	4/25/2025	4/27/2025	Tournament	40	62	51000	Yes
LIVING CHURCH OF GOD	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Reunion	150	360	186100	Yes
Northeast Instrumental Music Festival	2025 Northeast Instrumental Music Festival	11/20/2025	11/23/2025	Special Event	200	240	436000	No
Christian Tours/Burke International Tours	2025 July Burke Christian Tour	7/24/2025	7/25/2025	Group Tour	50	20	18400	No
Lake George Area Bus Tours	2025 Portsmouth NH Group Trip	8/22/2025	8/25/2025	Group Tour	25	39	18400	Yes

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
New York State USBC	2025 100th NYS Open Championships Week 1	4/25/2025	4/27/2025	Tournament	200	105	255000	No
New York State USBC	2025 100th NYS Open Championships Week 2	5/16/2025	5/18/2025	Tournament	200	75	255000	No
New York State USBC	2025 NYS Open Championships week 3	6/6/2025	6/8/2025	Tournament	200	75	255000	No
New York State USBC	2025 NYS Open Championships week 4	6/13/2025	6/15/2025	Tournament	200	75	255000	No
University Student Retreat	2025 University Retreat	6/1/2025	6/5/2025	SMERF/Reunion	70	200	412650	Yes
Anderson Coach & Travel	2025 New England Summer Tour	6/24/2025	6/25/2025	Group Tour	50	25	18400	No
New York State School Boards Association (NYSSBA)	2025 New York State Association of School Attorneys	5/30/2025	6/1/2025	Conference	200	252	327000	No
New York State Volleyball Coaches Association	2025 NYVCA Coaches Clinic	5/16/2025	5/17/2025	Conference	100	60	109000	No
Total Bookings 25					3438	3179	\$4,474,227	

2025 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Atten	# Rooms	EEl Value	New Business
NYS Disability Services Council	2025 NYS Disability Services Council	6/3/2025	6/5/2025	Conference	120	141	\$238,200	Yes
Greater Northeast Motorcoach Association	2026 GNEMA Spring Meeting	3/15/2026	4/14/2026	Board Meeting	125	100	\$1,840,625	Yes
Greater Northeast Motorcoach Association	2026 GNEMA Fall Meeting	9/13/2026	10/10/2026	Conference	125	150	\$1,172,500	Yes
American Nystagmus Network (ANN)	2025 Annual ANN Conference	7/24/2025	7/27/2025	Conference	250	161	\$475,000	Yes
American Nurses Association - New York Chapter (ANA-NY)	2027 Annual Conference	10/14/2027	10/16/2027	Conference	200	198	\$257,000	No
Bus Association of New York (BANY)	2026 Fall Marketplace	10/18/2026	10/20/2026	Convention	60	125	\$119,100	Yes
Adrenaline Sports Management Inc.	American Pickleball Tour	5/16/2025	5/18/2025	Special Event	500	350	\$660,000	Yes
LM Media Worldwide. LLC	2025 Camp Lenox	8/5/2025	8/7/2025	Group Tour	40	40	\$11,040	No
New York State Coalition Against Domestic Violence	NSYCADV Primary Prevention Summit 2025	11/17/2025	11/19/2025	Conference	200	95	\$250,000	Yes
Revolution Rail Company	Rev Rail Corporate Retreat	2/26/2025	2/28/2025	Conference	20	12	\$32,700	Yes
Edutravel	Edutravel July Group Tour	7/25/2025	7/28/2025	Group Tour	50	90	\$36,800	Yes
Mass Dynamites	Mass Dynamites Softball Tournament	7/18/2025	7/20/2025	Tournament	40	28	\$32,760	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Performer Rooms	5/9/2025	5/10/2025	Special Event	6	2	\$5,140	Yes
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Polish Language School	2025 Polish Language School Trip	5/31/2025	6/1/2025	Group Tour	90	45	\$33,120	Yes
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	400	300	\$510,000	No

2025 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Atten	# Rooms	EEl Value	New Business
HelmsBriscoe	NYS AHPERD Annual Conference	11/16/2027	11/21/2027	Conference	1400	1430	\$4,578,000	Yes
Breezy Tours & Travel	2025 Breezy August Group Trip	8/12/2025	8/15/2025	Group Tour	50	60	\$36,800	Yes
NYS Association of Professional Land Surveyors, Inc.	2026 Strategic Planning Retreat	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes
Adirondack Youth Hockey (AYHA)	2025 AA Level Tournament	11/8/2025	11/10/2025	Tournament	300	375	\$382,500	No
Adirondack Youth Hockey (AYHA)	2026 Girls Northstar Winter Classic	1/16/2026	1/19/2026	Tournament	700	1400	\$1,190,000	No
Adirondack Youth Hockey (AYHA)	2026 A Level Tournament	1/23/2026	1/25/2026	Tournament	170	300	\$216,750	No
Adirondack Youth Hockey (AYHA)	2026 B house and 8u Tournament	2/20/2026	2/22/2026	Tournament	350	375	\$446,250	No
United Church of God	2026 Feast of Tabernacles	9/25/2025	10/7/2025	SMERF/Reunion	500	600	\$616,300	No
Lake George Area Bus Tours	2025 Merville Family Reunion	7/10/2025	7/13/2025	Group Tour	50	75	\$36,800	Yes
New York State Coalition Against Domestic Violence	2025 Program Directors Summit	9/15/2025	9/18/2025	Conference	150	115	\$257,000	Yes
ConferenceDirect	2025 Kamp Kustomer	9/8/2025	9/11/2025	Conference	230	530	\$485,650	Yes
Total Pending 27					6454	7723	\$14,352,635	

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Atten	# Rooms	EEI Value	New Business	Lost Reason
Rotary Club of New York #6	2025 Rotary New York	4/24/2025	4/27/2025	Conference	120	180	\$233,600	Yes	No Response after multiple contact attempts
Land Trust Accreditation Commission	2025 Board Meeting	11/5/2025	11/8/2025	Board Meeting	28	84	\$61,040	No	Decided to continue stay in Saratoga for their event
Lions Clubs of New York State & Bermuda District 20	2027 Lions Clubs of New York State and Bermuda Annual Convention	5/11/2027	5/16/2027	Convention	1000	950	\$2,115,000	Yes	Asking for to many concessions.
Queensbury Vex Robotics Team	2025 Robotics Tournament	12/12/2025	12/14/2025	Tournament	1500	270	\$860,850	No	Cancelled event due to lack of interest
The Business Council of NYS, Inc.	2026 NASC/ASCP Annual Meetings	8/14/2026	8/18/2026	Conference	150	530	\$461,250	No	Lost to Cooperstown
New York State PTA (NYSPTA)	2025 NYS PTA Board of Directors Orientation	4/25/2025	4/27/2025	Conference	50	63	\$76,500	No	Went to Cooperstown
CROSSFIT INC	CrossFit Affilate Caucus	7/30/2025	7/31/2025	Convention	500	500	\$545,000	Yes	Availability issues with venues able to host space Needed.
Blinker Fluid Productions/Seven Slots Sales, LLC	2025 Jeep Invasion	6/20/2025	6/22/2025	Special Event	1500	500	\$3,502,500	No	Postponed Until 2026
Strategic Events Solutions	7th Annual I Am Woman Retreat	10/28/2026	11/1/2026	Conference	75	300	\$204,375	Yes	No response from client
Total Lost 9					4923	3377	\$8,060,115		

2025 Q1 EVENTS SERVICED

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# # Attn	# # Rooms	EEI Value	New Business
NYSPPHSAA (NYS Public High School Athletic Association)	2025 Alpine and Nordic Skiing	2/23/2025	2/25/2025	Tournament	295	285	\$239,325	No
NYSACCME	2025 NYSACCME CONFERENCES	3/21/2025	3/23/2025	Conference	71	142	\$116,085	Yes
Adirondack Youth Hockey (AYHA)	30th Annual Northstars Winter Classic	1/17/2025	1/20/2025	Tournament	860	2420	\$1,707,100	No
Lake George Regional Chamber of Commerce, Inc.	2025 Chillin and Choppin at the Lake	2/27/2025	3/2/2025	Special Event	200	60	\$240,000	Yes
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Reunion	8	3	\$2,672	Yes
Afrim's ADK - The Dome	2025 ADK Softball 10U	3/8/2025	3/9/2025	Tournament	200	200	\$170,000	No
Afrim's ADK - The Dome	2025 ADK Softball 12U	3/8/2025	3/9/2025	Tournament	200	200	\$170,000	No
Afrim's ADK - The Dome	2025 ADK Softball 14U	3/8/2025	3/9/2025	Tournament	200	200	\$170,000	No
Professional Womens Bowling Association (PWBA)	2025 Albany Regional	3/16/2025	3/16/2025	Tournament	45	45	\$19,125	No
Adirondack Youth Hockey (AYHA)	2024 Adirondack Thunder and Lightning Tournament	2/23/2025	2/25/2025	Tournament	180	180	\$229,500	No
Total Events 10					2259	3735	\$3,063,807	

2025 EVENT TRACKING

Name	Attendee	Date	Location	# Connections	# Appointments	Leads	Bookings	EEI Value
ABA	Steve Wojcik/Brian Mullian	February 1-4	Philadelphia	120	28	7	7	\$155,480
MeetNY NYSAE Event	Steve Wojcik	February 27	NYC	80	0	0	0	
Total Events 2				200	28	7	7	\$155,480

2025 BOOKINGS EVENT DATES

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Reunion	8	3	\$2,672	Yes
John Tomczak	2025 Bowling Team April	4/25/2025	4/27/2025	Tournament	40	62	\$51,000	Yes
New York State USBC	2025 100th NYS Open Championships Week 1	4/25/2025	4/27/2025	Tournament	200	105	\$255,000	No
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Music & Arts Festival	5/9/2025	5/11/2025	Special Event	1000	500	\$847,500	Yes
New York State USBC	2025 100th NYS Open Championships Week 2	5/16/2025	5/18/2025	Tournament	200	75	\$255,000	No
New York State Volleyball Coaches Association	2025 NYVCA Coaches Clinic	5/16/2025	5/17/2025	Conference	100	60	\$109,000	No
New York State Destination Marketing Organizations (NYSDMO)	2025 June Quarterly Meeting	5/29/2025	5/30/2025	Conference	35	30	\$34,650	No
New York State School Boards Association (NYSSBA)	2025 New York State Association of School Attorneys	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
University Student Retreat	2025 University Retreat	6/1/2025	6/5/2025	SMERF/Reunion	70	200	\$412,650	Yes
New York State USBC	2025 NYS Open Championships week 3	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Championships week 4	6/13/2025	6/15/2025	Tournament	200	75	\$255,000	No
Anderson Coach & Travel	2025 New England Summer Tour	6/24/2025	6/25/2025	Group Tour	50	25	\$18,400	No

2025 BOOKINGS EVENT DATES

Amazing Destinations Ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Northeast Unlimited Tours Inc.	2025 July Group Tour Northeast Unlimited	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	Yes
Christian Tours/Burke International Tours	2025 July Burke Christian Tour	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No
Lake George Area Bus Tours	2025 Portsmouth NH Group Trip	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
Tourific Travel & Tours	2025 LG Tourific September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
First Choice Tours	2025 A Lake George Adventure ADK Balloon Festival	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes
Northeast Unlimited Tours Inc.	2025 October Northeast Unlimited Group	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	No
LIVING CHURCH OF GOD	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Reunion	150	360	\$186,100	Yes
New York State Assessors Association	2025 Fall Conference	10/7/2025	10/9/2025	Conference	250	525	\$496,250	No
New York State Association of County Directors of Real Property Tax Services	2025 Real Property Directors Conference	10/19/2025	10/23/2025	Convention	75	190	\$195,625	No
National Utilities Revenue Protection Association, Inc. (NURPA)	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
Northeast Instrumental Music Festival	2025 Northeast Instrumental Music Festival	11/20/2025	11/23/2025	Special Event	200	240	\$436,000	No
2025 Event Total 25					3438	3179	\$4,474,227	



LAKE GEORGE REGIONAL CVB – Q1 2025 REPORT

Presented to the Warren County Occupancy Tax Committee

April 21, 2025

LGRCVB MISSION & STRATEGIC FOCUS



All activities align with the 2025–2027 Sales & Marketing Plan

Core markets: Corporate/Association Meetings, Sports, Weddings, SMERF, Group Tours

Focus: Increase group visitor-related economic impact to Warren County

Performance benchmarked by:

Leads generated

Bookings

Booked attendees

Booked Room nights

Economic & Employment Impact

Meetlakegeorge.com visits

Social media engagement

KEY PERFORMANCE METRICS

Q1 2025

- 42 leads generated (24% of annual goal).
- 25 bookings confirmed (22% of annual goal).
- 3,438 attendees, 3,179 room nights booked, \$4.4M EEI
- 340 new social media followers (81% of goal), 24K website visits

Q1 ECONOMIC & EVENT IMPACT SNAPSHOT

10 convention
calendar events
generated over \$3M.

4 major sporting
events at Gore
Mountain & Cool
Insuring Arena

3.7K booked room
nights;
2.3K attendees.

Over 8,900 current &
future attendees
served through
activities*.

GROUP TOUR & MEETINGS

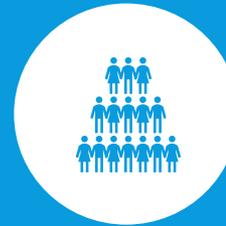


28 APPOINTMENTS + 92
CONNECTIONS AT ABA
MARKETPLACE
(PHILADELPHIA)

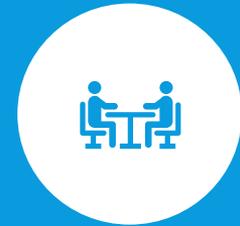
NET: 7 LEADS / BOOKINGS
TO DATE



GROUP TOUR MARKET: 120
TOTAL NEW CONNECTIONS



MEETINGS MARKET: 207
CONNECTIONS FROM
NYSAE AND ESSAE EVENTS



EVENTS BOOKED INCLUDE
NYSSBA, NYS ASSESSORS,
AMONG THE
MEETINGS/EVENTS
BOOKED IN Q1

CONVENTION SERVICES HIGHLIGHTS

5 major events serviced; 3 microsites launched.

1,788 microsite views from visiting attendees.

232 partner referrals for 21 clients (lodging, dining, activities).

325+ welcome bags distributed at NYSPHSAA, NYSACCME, and AYHA events.



MARKETING & MEDIA EXPOSURE

24K website visits (+146% YoY); 34K pageviews (+54% YoY).



Top blog posts drew 1,000+ views each.



Featured in *Albany Business Review*, *Saratoga Living*, *Springfield Republican*.



Top performing e-Blasts had a 34% average click-through rate.

SOCIAL MEDIA PERFORMANCE

@meetlakegeorge.com



17K+ reach across
social platforms in
Q1.



4,030 total
followers; 340 new
in Q1.



Facebook
outperformed
Instagram with
90% more
impressions.



LinkedIn impressions
grew by 10% from
Q4 2024.

Participated in ESSAE Triple M event
Attended SUNY Adirondacks New &
Emerging Supervisors & Managers Course
Series

Attended two Destinations International
Summits (CEO & Marketing).

Monthly CVB meetings held virtually and in
person with 43 attendees.

Ongoing focus on industry leadership and
professional development.

COMMUNITY ENGAGEMENT & DEVELOPMENT