



**Occupancy Tax Coordination Committee
AGENDA
July 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 June 23, 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. Christine Norton – Treasurer Report
 - b. Gina Mintzer – Lake George Regional Convention & Visitor Bureau Quarterly Report
 - c. Ethan Gaddy – Planning Department
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
-

Attachment #1: Treasurer Report

Attachment #2: Lake George Regional Convention & Visitor Bureau Quarterly Report

Attachment #3: Planning Department Presentation

WARREN COUNTY TREASURER

Christine V. Norton

Warren County Treasurer

Occupancy Tax Committee Report

Monday, July 21, 2025

Total Receipts

<u>2025 Revenues</u>	Total Receipts			Q2 YTD
	30-Apr	31-May	30-Jun	
Total Revenue Collected through 2025	\$ 175,662	\$ 125,816	\$ 619,637	\$ 921,115
Total Revenue Collected through 2024	\$ 173,565	\$ 176,644	\$ 516,305	\$ 866,514
Increase/(Decrease) from 2024	\$ 2,097	\$ (50,828)	\$ 103,332	\$ 54,601
Increase/(Decrease) from 2024	1%	-29%	20%	6%

Analysis: YoY the the 2nd quarter is up 6% . Primarily due to the Hotel, Motel, Resort (HMR) segment. One HMR property that was overdue for several periods made outstanding payments which boosted the June receipts by over 11%.

<u>2025 Revenues</u>	Hotel Motel Resort Receipts			Q2 YTD
	30-Apr	31-May	30-Jun	
Revenue Collected through 2025	\$ 81,697	\$ 82,880	\$ 471,154	\$ 635,731
Revenue Collected through 2024	\$ 97,219	\$ 109,731	\$ 376,873	\$ 583,824
Increase/(Decrease) from 2024	\$ (15,523)	\$ (26,851)	\$ 94,281	\$ 51,907
Increase/(Decrease) from 2024	-16%	-24%	25%	9%

Analysis: Hotels, Motels and Resorts (HMR) are up 9% YoY. This is a great sign for the upcoming peak season. However, a large portion of the uptick is payments of outstanding periods from a property. Without these o/s receipts the HMR would be down 4 % in June YTD and down 7% for the quarter YoY.

<u>2025 Revenues</u>	Short Term Rental Unit (STRU) Receipts			Q2 YTD
	30-Apr	31-May	30-Jun	
STR Revenue Collected through 2025	\$ 93,965	\$ 42,937	\$ 148,483	\$ 285,385
STR Revenue Collected through 2024	\$ 76,346	\$ 66,913	\$ 139,432	\$ 282,690
Increase/(Decrease) from 2024	\$ 17,620	\$ (23,977)	\$ 9,051	\$ 2,694
Increase/(Decrease) from 2024	23%	-36%	6%	1%

Analysis: Short term rentals continue to increase their market share of rental properties. However, this month we are onlyseeing a slight increase of 1%.

Occupancy Tax Committee Report
Monday, July 21, 2025
Total Receipts

2025 Revenues

Total Receipts

	31-Jan	28-Feb	31-Mar	30-Apr	30-May	30-Jun	YTD
Total Revenue Collected through 2025	\$ -	\$ 111,152	\$ 277,222	\$ 175,662	\$ 125,816	\$ 1,309,489	\$ 1,999,341
Total Revenue Collected through 2024	\$ -	\$ 78,165	\$ 305,487	\$ 173,565	\$ 176,644	\$ 1,250,166	\$ 1,984,028
Increase/(Decrease) from 2024	\$ -	\$ 32,987	\$ (28,265)	\$ 2,097	\$ (50,828)	\$ 59,323	\$ 15,313
YOY Increase/(Decrease)		42%	-9%	1%	-29%	5%	1%

Analysis:

Year to date we are trending up by 1% YoY as of June 30th 2025. This is a positive sign for this years peak season.

2025 Revenues

Hotel Motel Resort Receipts

	31-Jan	28-Feb	31-Mar	30-Apr	30-May	30-Jun	YTD
Revenue Collected through 2025	\$ -	\$ 83,918	\$ 209,581	\$ 81,697	\$ 82,880	\$ 928,248	\$ 1,386,324
Revenue Collected through 2024	\$ -	\$ 54,104	\$ 243,253	\$ 97,219	\$ 109,731	\$ 880,029	\$ 1,384,337
Increase/(Decrease) from 2024	\$ -	\$ 29,814	\$ (33,672)	\$ (15,523)	\$ (26,851)	\$ 48,219	\$ 1,988
YOY Increase/(Decrease)		55%	-14%	-16%	-24%	5%	0.14%

Analysis:

Hotel, Motels and Resorts are showing minimal growth YoY as of 6/30/2025. We are up less than 1% YoY. This increase is primarily due to an outstanding account that made several large payments. Without these payments the YoY analysis would be down 4% for June YTD and down 6% YoY.

2025 Revenues

Short Term Rental Unit (STRU) Receipts

	31-Jan	28-Feb	31-Mar	30-Apr	30-May	30-Jun	YTD
STR Revenue Collected through 2025	\$ -	\$ 27,234	\$ 67,641	\$ 93,965	\$ 42,937	\$ 381,241	\$ 613,017
STR Revenue Collected through 2024	\$ -	\$ 24,061	\$ 62,234	\$ 76,346	\$ 66,913	\$ 370,138	\$ 599,691
Increase/(Decrease) from 2024	\$ -	\$ 3,173	\$ 5,407	\$ 17,620	\$ (23,977)	\$ 11,103	\$ 13,325
YOY Increase/(Decrease)		13%	9%	23%	-36%	3%	2%

Analysis:

Short term rentals continue to trend upward YOY. As of today 6/30/2025 we are up over \$13,325 or 2% YoY

QUARTERLY REPORT

APRIL-JUNE 2025

54 LEADS

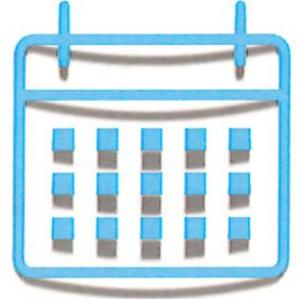
An event inquiry from an organization or meeting planner, for a future date that meets the event criteria, that is distributed to destination partners.



37

BOOKINGS

A future event, contracted with a hotel/venue.



15.5k

ATTENDEES



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



10.4K

ROOM NIGHTS

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

\$19.1M

ECONOMIC & EMPLOYMENT IMPACT

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

37K+



WEBSITE VISITS

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



423

NEW SOCIAL FOLLOWERS

A Note from the LGRCVB

The LGRCVB is pleased to present the **Quarterly Report for April 1 - June 30, 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.

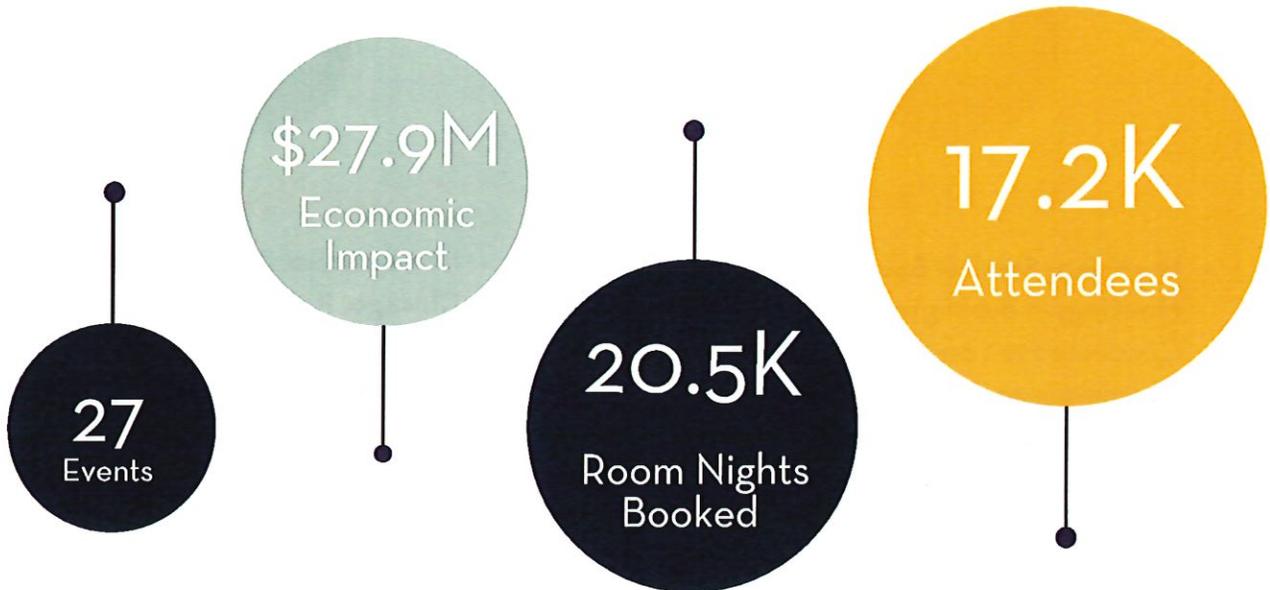
Key Performance Indicators

KPI	Q2 2025	2025 Year to Date	2025 Year End Target	2025 % of Target	2024 Total
Leads	54	96	177	54%	109
Bookings	37	64	115	55%	84
Booked Attendees*	15,443	18,952	44,644	43%	30,982
Booked Room Nights	10,386	13,707	23,500	58%	32,017
Economic Impact	\$19,097,654	\$23,687,966	\$34,216,800	69%	44,144,671
Meetlakegeorge.com Visits	37,140	71,521	120,000	60%	111,340
Social Media Followers	423	4,428	5,000	89%	3,751

LGRCVB | Q2 2025

Q2 Highlights

Numbers below based on Convention Calendar events that occurred from April 1 - June 30, 2025



Group Tour

- Attended **International Pow Wow (IPW)** in Chicago, IL from June 14-19, engaging in **40 individual appointments** with international tour operators interested in adding Lake George to their future tour schedule. Also assisted in the I♥NY booth.



Meetings & Events

- Booked **37 meetings and conventions** for upcoming business.
- 54 **leads** sent out to partners for business through 2027.
- **NYS County Highway Superintendents Association (NYSCHSA)** chose the Lake George Area for their **2025 NYSCHSA Summer Conference**.
- **NYS Rural Housing Coalition (NYSRHC)** chose the Lake George area for their October **2025 Annual Conference**.



Sports

- **New York State Bowling Conference (USBC)** hosted their **2025 100th NYS Open Championships**.
- **Firecracker Sports** is expanding its **2025 Annual Battle at the Borders Baseball Tournament** in Warren County, with additional matchups scheduled at East Field and SUNY Adirondack

Sales Events Attendance



Meetings Market

- **NorthStar Small & Boutique Meetings in Burlington, VT.**
Conducted **17 1 on-1 appointments**, and making an additional **66 new connections** with meeting planners.
- **Empire State Society of Association Executives (ESSAE) Annual conference & trade show**, and making over **75 total connections** with meeting planners.



Group Tour Market

- **International Pow Wow (IPW) in Chicago, IL.** Conducted **40 appointments** and making an **additional 50 connections** with international tour operators.

Meetings Market
141 Connections



Group Tour Market
90 Connections

231 Connections

generated from trade show attendance in Q2.

Convention Services



Welcome Bags

Over 2,000 welcome bags were distributed to Eleven groups, including: **Firefighters Association of the State of NY (FASNY), Soroptimist International, Vermont Elks Association, NY Chapter of the American College of Surgeons, NY Rural Letter Carriers Association, NYS Association of Tax Receivers & Collectors, NYS Organization Delta Kappa Gamma, and the NYS Association of Counties (NYSAC).** Each event planner received a special welcome bag as a thank-you for their dedication in coordinating a successful conference.

Registration Tables

In May, the CVB supported two major conferences: the **New York Chapter of the American College of Surgeons** at The Sagamore, where we hosted a welcome table featuring regional attractions, and the **NYS Association of Counties** at The Queensbury Hotel, where we provided welcome bags and signage. These efforts helped create a smooth, informative check-in experience and highlighted the Lake George Area to attendees.



Microsites

A total of **6 custom microsites** we created for booked events. Each microsite highlighted local attractions across the region, encouraging guests to explore and experience all that the Lake George Area has to offer.

Referrals

Over **339 partner referrals** were made on behalf of 11 clients, connecting them with trusted local businesses for accommodations, dining, activities, wedding services, and transportation—helping showcase the region’s offerings and support local partners.

Community & Development

Ginsberg's Food 2025 Annual Tradeshow

Gina Mintzer and Steve Wojcik attended the invite-only Ginsberg's Food 2025 Annual Tradeshow on April 14 at the Albany Capital Center. The event showcased top foodservice vendors and trends, supporting efforts to bring fresh, group-friendly culinary ideas to local lodging, venues, and tour businesses.



NYSDMO Q2 Executives, Sales and Marketing Meeting

The Lake George Regional CVB hosted the New York State DMO Quarterly Sales Meeting at Surfside on the Lake, followed by an evening cruise on Lake George. Executives, marketers, and sales professionals from 19 New York State destinations came together to discuss tourism trends, emerging markets, new technologies, and NYS grant funding—strengthening statewide collaboration.



NYSTIA Conference

Gina Mintzer, Executive Director of the Lake George Regional Chamber & CVB, and Megan Seeley, Marketing Director, represented the region at the 2025 New York State Tourism Conference held April 23-25 in Canandaigua, NY. The event featured immersive "FAM tours," keynote sessions on destination stewardship, networking receptions, and focused discussions on accessible travel and market trends



NYSHTA Legislative Breakfast

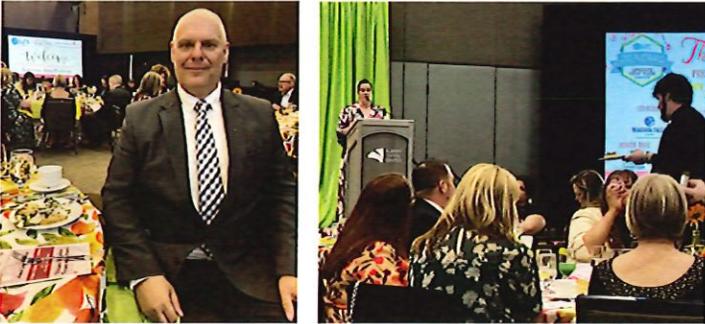
Gina Mintzer attended the NYSHTA Legislative Breakfast in Albany this May. The event connected hospitality leaders with state lawmakers to discuss key issues impacting tourism, workforce development, and the hospitality industry statewide.



Community & Partners

MPI Annual Gala

Steve Wojcik attended the 2025 MPI Upstate New York Gala in May, celebrating excellence in the meetings and events industry. The event brought together top planners and hospitality professionals for an evening of networking, recognition, and industry updates..



Triple Chamber Mixer at The Sagamore

All staff from the Lake George Regional Chamber of Commerce & CVB attended the Triple Chamber Mixer at The Sagamore in Bolton Landing. This collaborative networking event brought together members from multiple regional chambers, offering a stunning lakeside setting to connect, share ideas, and strengthen business relationships across Warren County.



Monthly LGRCVB Meetings

The LGRCVB Monthly Meeting brings local tourism partners together to share updates, collaborate on initiatives, and support group travel. This quarter's meetings were held at the Comfort Inn, Motel Luzerne, and virtually, featuring guest speaker Dylan Forsyth from Zartico, who discussed using analytics to drive business.

Additional Events Attended

Apr 10- ARCC Mixer at Glens Falls Country Club

Apr 27- HVVFA Quarterly Meeting

May 2- NY Chapter, College of Surgeons Welcome Reception

May 10- Forum for Executive Women networking event

May 16 - Glens Falls Market & Event Center Grand Opening

May 17- SUNY Adk Night Under the Stars

May 19- LGRCC Golf Tournament

May 22- NY Small Business Development Center Annual Meeting

Jun 4- Warren County Tourism Roundtable

Jun 10- Destination Sherpa Tourism Strategic Meeting

Jun 11- Nationals Car Show Lunch & Learn

Jun 23- NY Rural Letter Carriers Welcome Remarks

Jun 24- Capital Region Living Magazine Website Launch Party

37K
website
visitors
+ 57% YOY

187K
website
pageviews
+ 35% YOY

Top Performing Eblasts

“Experience Meetings in the Lake George Area”

“Expert Q&A: What Makes Lake George the Perfect Conference or Retreat Setting”



**25% avg Click Through
by Open Rate**

Native Content



“5 Historic Hotels in the Lake George Area”

“Host your Next Event with a View”

“Plan the Perfect Retreat with these Lake George Area Itineraries”

“Strengthen Your Team Bond with these Creative Group Activities”

“Why the Lake George Area is your Year-round Meeting Destination”

On the Blog

Must-See Spring and Summer Events for your Group in the Lake George Area

1,400+ views

**434K Headline Impressions
2,200+ Clicks to Website**

Advertising Partners

Albany Business Review, Capital Region Living Magazine, Hudson Valley Volunteer Fireman’s Association, New York Business Council, Springfield Republican, Warren County Tourism



LGRCVB | Q2 2025
Social Media

21K
 Social Reach

4,428
 Social Followers

423
 New Followers



As of the end of Q2, **89% of our annual follower growth goal** across **all social platforms** has been reached.

A **62% increase** in follows on **Instagram** and **68% increase** in followers from Q1 to Q2



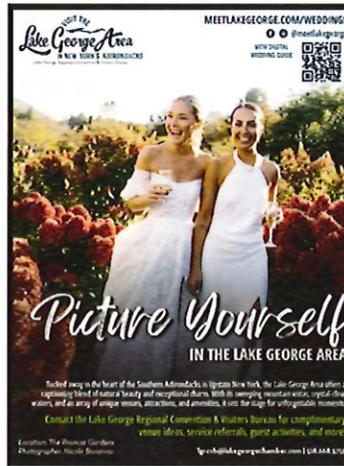
Partner wedding promotion campaign generated over **290 leads** for April & May for two properties.



LGRCVB | Q2 2025
Advertising



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



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



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

ALBANY BUSINESS REVIEW
Elevate your meeting.
Lake George Area | Your Summer Meeting Spot
Start Planning →
Visit Lake George Area Meeting Guide

Publication: Albany Business Review
Market: Corp./Assn.
Product: Dedicated Eblast
Analytics: 28K Sent, 16K Opens, 73 Clicks, 0.25% CTR

Publication: Albany Business Review
Market: Corp./Assn.
Product: 5 published Articles
Analytics: 356K Headline Impressions, 2,226 Page Views

5 Reasons TO BRING YOUR CORPORATE MEETING OR RETREAT TO THE LAKE GEORGE AREA

- 1. Professional & Scenic Meeting Spaces**
The Lake George Area features a range of venues, from **modern conference centers and scenic waterfront boardrooms** to charming historic inns. For everything from executive retreats to large association conferences, these flexible spaces are designed to meet the needs of any group. Most are equipped with advanced technology, professional services and meeting support, all in a beautiful setting. At any time, please contact us to create a professional, memorable experience in the heart of Adirondack living.
- 2. Convenient & Accessible Location**
Situated in the scenic foothills of the Adirondacks, the Lake George Area is a truly accessible destination. With major thoroughfares, including New York State Route 91 and I-19, it's just an hour from the Capital Region and 45 minutes from Albany International Airport. The region is also the Business Traveler's dream, with airports, highways and historic routes for local transportation, all just a few minutes' drive from the scenic Lake George Area. Both summer and winter fun.
- 3. Team-Building & Educational Experiences**
Enhance your corporate retreat with engaging team-building activities and professional development opportunities. From sea kayaking to historical tours, workshops, guided hikes, and scenic cruises, there's something for everyone. Choose the kind of fun, and learning, you want, with our variety of options. From scenic cruises to team-building exercises, we have it all.
- 4. Mid-Week & Shoulder Season Advantages**
Bring your meeting or conference and work on during the shoulder season. Enjoy the scenic views and outdoor activities, and the advantage of increased room availability, lower rates, and a more relaxed atmosphere. These off-peak times offer a more focused and productive experience for attendees. Many local hotels and venues offer tailored corporate packages during these periods, providing added value and flexibility, making it easier to plan a successful high-quality event while staying within your budget.
- 5. A Balanced Approach to Business & Productivity**
The Lake George Area is perfectly suited for corporate gatherings, executive retreats, and professional development. Offering a refreshing blend of natural beauty and professional support, surrounded by the Adirondack wilderness, a change of pace that **boosts creativity and focus**. From keynote speakers and team-building workshops to catered networking opportunities, events held here are designed to be both impactful and efficient, ensuring participants leave with valuable connections, insights, and a renewed sense of purpose.

meetlakegeorge.com | 518-668-5755

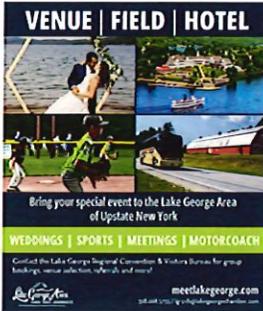


Publication: Albany Business Review
Market: Corp./Assn.
Product: Full Page Print
Analytics: Circulation: 11,000

Meet and Retreat
In the Lake George Area
Plan your next meeting or event today!
meetlakegeorge.com
518-668-5755

Publication: Albany Business Review.
Market: Corp./Assn.
Product: Quarter Page Ad
Analytics: Circulation: 11,000

LGRCVB | Q2 2025
Advertising



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



Publication: Hudson Valley Volunteer Firefighters Association
Market: Festivals/City-wide
Product: Full Page Program Ad



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



Publication: New York Business Council Newsletter
Market: Corp./Assn.
Product: 1/16 Page Print
Analytics: Circulation: 3,000



Publication: Springfield Republican
Market: Meetings
Product: Eblast
Analytics: (1) 4,437 Opens, 403 Clicks, 6.72%, 0.11% CTR (2) 4,731 Opens, 411 Clicks, 7.38% Open Rate, 0.64% CTR



Publication: Warren County Tourism
Market: Meetings
Product: Box Ad
Analytics: Analytics Pending

2025 Q2 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# ATTN	Room # Nights	EEl Value	New Business
2025 New York Land Conservation Conference	Land Trust Alliance	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
2025 Independent Insurance Adjusters Annual Conference	National Association of Independent Insurance Adjusters	5/13/2025	5/16/2025	Conference	150	150	\$327,000	Yes
2025 NYSACC Annual Conference	New York State Association of County Clerks	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
2025 Spring Work Shop	New York Self-Insurers Association (NYSIA)	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
ESTRA's 41th Tow Show	Empire State Towing & Recovery Association Tow Truck Event (ESTRA)	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
2025 NYSATRC Training Seminar	New York State Association of Tax Receivers & Collectors	6/8/2025	6/11/2025	Conference	70	240	\$124,600	No
2025 Summer Visit	Ivy League Day Camp	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
2025 Annual Battle at the Borders	Firecracker Sports	7/17/2025	7/20/2025	Tournament	600	150	\$1,932,000	No
2025 Backcountry Hunters & Anglers Lead Ammo Awareness	New York State Outdoor Writers Association	7/19/2025	7/21/2025	Conference	50	60	\$81,750	Yes
The Churney Gurney Trail Race and Ride	Gurney Lane Mountain Bike Park	8/2/2025	8/3/2025	Tournament	500	100	\$197,000	Yes
Summer In The Adirondacks	Jefferson Tours & Charters	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	No
2025 NY ALL STATE - UPSTATE	USSSA Fastpitch	8/16/2025	8/17/2025	Tournament	200	200	\$170,000	Yes

2025 Q2 LEADS

Account Name	Lead Name	Meeting Dates -		EEI Type	# ATTN	Room # Nights	EEI Value	New Business
		Start	End					
2025 Queen of The American Lakes Tour	Gunther Charters & Tours	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes
2025 Annual Rheumatology Conference (NSCR)	National Society Clinical Rheumatology	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes
2025 King George Fishing Derby	Fish 307.com	9/14/2025	9/15/2025	Tournament	50	50	\$25,400	No
Bench Bar Conference	MONTGOMERY BAR ASSOCIATION	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Adventures of the Adirondacks & Balloon Festival	Wolf's Motorcoach	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
2025 Adirondack Balloon Festival Adventure	Anderson Coach & Travel	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
2025 September Balloon Festival	Northeast Unlimited Tours Inc.	9/18/2025	9/21/2025	Group Tour	56	177	\$41,216	Yes
2025 Lake George Balloon Festival	Best of Times Travel	9/19/2025	9/21/2025	Group Tour	55	110	\$30,360	Yes
Countryside Travelers ADK Balloon Festival Lake George	Bus America Group Tours Inc	9/19/2025	9/20/2025	Group Tour	55	60	\$20,240	Yes
Salamanca Travelers ADK Fall Foliage	Bus America Group Tours Inc	9/19/2025	9/21/2025	Group Tour	55	60	\$30,360	No
2025 Adirondack Balloon Festival	Friendship Tours	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
2025 National Gaurd Conference	New York National Guard	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
2025 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/24/2025	9/25/2025	Conference	100	65	\$109,000	No

2025 Q2 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# ATTN	Room # Nights	EEl Value	New Business
2025 Annual Conference	NYS Rural Housing Coalition (NYSRHC)	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
MPI UNY Fall Focus 2025	MPI Upstate NY	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
2025 Annual Board Of Directors Planning Session	Merrimack Valley Credit Union	10/3/2025	10/5/2025	Conference	60	100	\$98,100	Yes
NSBA Eastern Region Annual Conference	New York State School Boards Association (NYSSBA)	10/3/2025	10/5/2025	Conference	45	90	\$73,575	Yes
2025 Fall Getaway Week 1	Country Travel Discoveries	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
O'keefe Wedding 2026	Lake George Area Weddings	10/3/2025	10/5/2025	Wedding	200	25	\$180,000	No
2025 Adirondack Fall Tour	Vangalder Bus Country Travel Discoveries	10/5/2025	10/6/2025	Group Tour	55	60	\$20,240	Yes
2025 Fall Getaway	Discoveries	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
2025 Fall Splendor Tour	Starr Bus Charter & Tours	10/12/2025	10/14/2025	Group Tour	55	80	\$30,360	Yes
2026 Sharing The Fire Storytelling Conference	Northeast Story Telling Capital Area Fire Districts Association	3/26/2026	3/29/2026	Conference	100	75	\$148,000	Yes
CAFDA Conference 2025 NED WESTERN Regional Convention & Contests	NE District Barbershop Harmony Society	4/23/2026	4/25/2026	Conference	83	166	\$135,705	No
2026 NYSACOP Summer Convention	New York State Association of Chiefs of Police (NYSACOP)	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No
		5/3/2026	5/7/2026	Convention	175	555	\$476,875	No

2025 Q2 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# ATTN	Room # Nights	EEl Value	New Business
NEIWPCC MAY EXECUTIVE COMMITTEE & COMMISSION MEETINGS	New England Interstate Water Pollution Control Commission (NEIWPCC)	5/6/2026	5/8/2026	Conference	50	70	\$81,750	Yes
2026 Spring Meetings	New York State Recreation & Parks Society	5/12/2026	5/15/2026	Conference	40	60	\$59,200	No
2026 DOCCS CONFERENCE	CSEA State Operations	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes
2026 New York State Association of School Attorneys 25th Annual Conference (NYSASA)	New York State School Boards Association (NYSABA)	5/29/2026	5/31/2026	Conference	200	400	\$327,000	No
2026 HVVFA Convention	Hudson Valley Volunteer Firefighters Association (HVVFA)	6/9/2026	6/14/2026	Convention	5,000	4,620	\$9,000,000	No
Moccia Wedding NEIWPCC	Lake George Area Weddings	7/17/2026	7/19/2026	Wedding	250	200	\$408,750	Yes
SEPTEMBER EXECUTIVE COMMITTEE & COMMISSION MEETINGS	New England Interstate Water Pollution Control Commission (NEIWPCC)	9/9/2026	9/11/2026	Conference	50	70	\$81,750	Yes
2026 New York State of Mind	Liberty Receptive Tours	9/19/2026	9/21/2026	Group Tour	300	60	\$165,600	Yes
2026 HLAA - NYS Conference	Hearing Loss Association of America - New York State Association	10/2/2026	10/4/2026	Conference	100	300	\$163,500	No

2025 Q2 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# ATTN	Room # Nights	EEL Value	New Business
2027 Sharing The Fire Storytelling Conference	Northeast Story Telling Greater Northeast Motorcoach Association	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes
2027 GNEMA SPRING MEETING	CSEA State Operations	3/29/2027	3/31/2027	Conference	250	300	\$251,250	Yes
CSEA STATEWIDE WOMEN'S CONFERENCE	New York State Outdoor Writers Association	4/22/2027	4/25/2027	Convention	400	1,200	\$732,000	Yes
2027 60th Annual Conference	New York State Association of Chiefs of Police (NYSACOP)	5/13/2027	5/16/2027	Conference	40	80	\$87,200	Yes
2027 NYSACOP Summer Convention	Greater Northeast Motorcoach Association	5/23/2027	5/27/2027	Convention	175	475	\$476,875	Yes
2027 GNEMA Fall Meeting	New York State Outdoor Writers Association	9/14/2027	9/16/2027	Conference	250	300	\$277,500	Yes
2027 Annual Safari Meeting		9/23/2027	9/26/2027	Conference	30	90	\$65,400	Yes
Total Q2 Leads 54					11,956	14,013	\$19,336,36	

2025 Q2 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Land Trust Alliance	2025 New York Land Conservation Conference	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Independent Insurance Adjusters	2025 Independent Insurance Adjusters Annual Conference	5/13/2025	5/16/2025	Conference	150	150	\$327,000	Yes
New York State Association of County Clerks	2025 NYSACC Annual Conference	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
NYS Disability Services Council	2025 NYS Disability Services Council	6/3/2025	6/5/2025	Conference	120	141	\$238,200	Yes
New York Self-Insurers Association (NYSIA)	2025 Spring Work Shop	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
Empire State Towing & Recovery Association	ESTRA's 41th Tow Show	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
New York State Association of Tax Receivers & Collectors	2025 NYSATRC Training Seminar	6/8/2025	6/11/2025	Conference	70	240	\$124,600	No
Adirondack Winery	2025 Adirondack Wine & Food Festival - Vendor Rooms	6/27/2025	6/28/2025	Special Event	6,000	40	\$2,375,000	No
Ivy League Day Camp	2025 Summer Visit at the Borders Baseball Tournament	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
Firecracker Sports	2025 Backcountry Hunters & Anglers Lead Ammo Awareness	7/17/2025	7/20/2025	Tournament	600	150	\$1,932,000	No
New York State Outdoor Writers Association		7/19/2025	7/21/2025	Conference	50	60	\$81,750	Yes

2025 Q2 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	200	60	\$255,000	No
LM Media Worldwide. LLC	2025 Camp Lenox	8/5/2025	8/7/2025	Group Tour	40	40	\$11,040	No
Jefferson Tours & Charters	Summer In The Adirondacks	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	No
Gunther Charters & Tours	2025 Queen of The American Lakes Tour	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes
National Society Clinical Rheumatology	2025 Annual Rheumatology Conference (NSCR)	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes
NYS County Highway Superintendents Association (NYSCHSA)	2025 NYSCHSA Summer Conference	9/12/2025	9/17/2025	Conference	125	391	\$461,250	Yes
MONTGOMERY BAR ASSOCIATION	Bench Bar Conference	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Wolf's Motorcoach	Adventures of the Adirondacks & Balloon Festival	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
Anderson Coach & Travel	2025 Adirondack Balloon Festival Adventure	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
Friendship Tours	2025 Adirondack Balloon Festival	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
New York National Guard	2025 National Gaurd Conference	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes

2025 Q2 BOOKINGS

Account Name	Lead Name	Meeting Dates -		EEI Type	# Attn	# Rooms	EEI Value	New Business
		Start	End					
Association of School Business Officials of New York (ASBO)	2025 Fall Leadership Conference	9/24/2025	9/25/2025	Conference	100	65	\$109,000	No
NYS Rural Housing Coalition (NYSRHC)	2025 Annual Conference	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
MPI Upstate NY	MPI UNY Fall Focus 2025	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
Merrimack Valley Credit Union	2025 Annual Board Of Directors Planning Session	10/3/2025	10/5/2025	Conference	60	100	\$98,100	Yes
Country Travel Discoveries	2025 Fall Getaway Week 1	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
Lake George Area Weddings	O'keefe Wedding 2026	10/3/2025	10/5/2025	Wedding	200	25	\$180,000	No
Vangalder Bus	2025 Adirondack Fall Tour	10/5/2025	10/6/2025	Group Tour	55	60	\$20,240	Yes
Country Travel Discoveries	2025 Fall Getaway	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
Starr Bus Charter & Tours	2025 Fall Splendor Tour	10/12/2025	10/14/2025	Group Tour	55	80	\$30,360	Yes
Special Olympics New York	2025 Special Olympics Fall Games	10/17/2025	10/19/2025	Tournament	600	432	\$936,000	No
Capital Area Fire Districts Association	CAFDA Conference	4/23/2026	4/25/2026	Conference	83	166	\$135,705	No
NYS Association of Professional Land Surveyors, Inc.	2026 Strategic Planning Retreat	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes
CSEA State Operations	2026 DOCCS CONFERENCE	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes
Hudson Valley Volunteer Firefighters Association (HVVFA)	2026 HWVFA Convention	6/9/2026	6/14/2026	Convention	5,000	4,620	\$9,000,000	No

2025 Q2 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Total Q2 Bookings 37								
					15,443	10,386	\$19,097,654	

2025 YTD LEADS

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/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
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	1,000	500	\$847,500	Yes
Land Trust Alliance	2025 New York Land Conservation Conference	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Independent Insurance Adjusters	2025 Independent Insurance Adjusters Annual Conference	5/13/2025	5/16/2025	Conference	150	150	\$327,000	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 Association of County Clerks	2025 NYSACC Annual Conference	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
New York State School Boards Association (NYSSBA)	2025 New York State Association of School Attorneys 24th Annual Conference (NYSASA)	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
Polish Language School	2025 Polish Language School Trip	5/31/2025	6/1/2025	Group Tour	90	45	\$33,120	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
University Student Retreat	2025 University Retreat	6/1/2025	6/5/2025	SMERF/Re union	70	200	\$412,650	Yes
New York Self-Insurers Association (NYSIA)	2025 Spring Work Shop	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
New York State USBC	2025 NYS Open Championships week 3	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
Empire State Towing & Recovery Association	ESTRA's 41th Tow Show	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
New York State Association of Tax Receivers & Collectors	2025 NYSATRC Training Seminar	6/8/2025	6/11/2025	Conference	70	240	\$124,600	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
Adirondack Winery	2025 Adirondack Wine & Food Festival - Vendor Rooms	6/27/2025	6/28/2025	Special Event	6,000	40	\$2,375,000	No
Ivy League Day Camp	2025 Summer Visit	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
Amazing Destinations ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Lake George Area Family Reunions	2025 Merville Family Reunion	7/10/2025	7/13/2025	Group Tour	50	75	\$36,800	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Firecracker Sports	2025 Annual Battle at the Borders Baseball Tournament	7/17/2025	7/20/2025	Tournament	600	150	\$1,932,000	No
Mass Dynamites	Mass Dynamites Softball Tournament	7/18/2025	7/20/2025	Tournament	40	28	\$32,760	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
New York State Outdoor Writers Association	2025 Backcountry Hunters & Anglers Lead Ammo Awareness	7/19/2025	7/21/2025	Conference	50	60	\$81,750	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
Edutavel	Edutavel July Group Tour	7/25/2025	7/28/2025	Group Tour	50	90	\$36,800	Yes
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	200	60	\$255,000	No
Gurney Lane Mountain Bike Park	The Churney Gurney Trail Race and Ride	8/2/2025	8/3/2025	Tournament	500	100	\$197,000	Yes
Breezy Tours & Travel	2025 Breezy Tours to Lake George	8/12/2025	8/15/2025	Group Tour	50	60	\$36,800	Yes
Jefferson Tours & Charters	Summer In The Adirondacks	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	No
USSSA Fastpitch	2025 NY ALL STATE – UPSTATE	8/16/2025	8/17/2025	Tournament	200	200	\$170,000	Yes
Lake George Area Bus Tours	2025 Portsmouth NH Group Trip	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
Gunther Charters & Tours	2025 Queen of The American Lakes Tour	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes
Touriffic Travel & Tours	2025 LG Touriffic September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
National Society Clinical Rheumatology	2025 Annual Rheumatology Conference (NSCR)	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# Attn	# Rooms	EEI Value	New Business
ConferenceDirect	2025 Kamp Kustomer	9/8/2025	9/11/2025	Conference	230	530	\$485,650	Yes
Fish 307.com	2025 King George Fishing Derby	9/14/2025	9/15/2025	Tournament	50	50	\$25,400	No
New York State Coalition Against Domestic Violence	2025 Program Directors Summit	9/15/2025	9/18/2025	Conference	150	115	\$257,000	Yes
MONTGOMERY BAR ASSOCIATION	Bench Bar Conference	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Wolf's Motorcoach	Adventures of the Adirondacks & Balloon Festival	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
Anderson Coach & Travel	2025 Adirondack Balloon Festival Adventure	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
Northeast Unlimited Tours Inc.	2025 September Balloon Festival	9/18/2025	9/21/2025	Group Tour	56	177	\$41,216	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
Best of Times Travel	2025 Lake George Balloon Festival	9/19/2025	9/21/2025	Group Tour	55	110	\$30,360	Yes
Bus America Group Tours Inc	Countryside Travelers ADK Balloon Festival	9/19/2025	9/20/2025	Group Tour	55	60	\$20,240	Yes
Bus America Group Tours Inc	Lake George Salamanca Travelers ADK Fall Foliage	9/19/2025	9/21/2025	Group Tour	55	60	\$30,360	No
Friendship Tours	2025 Adirondack Balloon Festival	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
New York National Guard Association of School Business Officials of New York (ASBO)	2025 National Gaurd Conference 2025 Fall Leadership Conference	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
		9/24/2025	9/25/2025	Conference	100	65	\$109,000	No

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
NYS Rural Housing Coalition (NYSRHC)	2025 Annual Conference	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
United Church of God	2026 Feast of Tabernacles	9/25/2025	10/7/2025	SMERF/Re union	500	600	\$616,300	No
MPI Upstate NY	MPI UNY Fall Focus 2025	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
Merrimack Valley Credit Union	2025 Annual Board Of Directors Planning Session	10/3/2025	10/5/2025	Conference	60	100	\$98,100	Yes
New York State School Boards Association (NYSSBA)	NSBA Eastern Region Annual Conference	10/3/2025	10/5/2025	Conference	45	90	\$73,575	Yes
Country Travel Discoveries	2025 Fall Getaway Week 1	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
Lake George Area Weddings	O'keefe Wedding 2026	10/3/2025	10/5/2025	Wedding	200	25	\$180,000	No
Northeast Unlimited Tours Inc.	2025 October Northeast Unlimited Group	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	Yes
Vangalder Bus	2025 Adirondack Fall Tour	10/5/2025	10/6/2025	Group Tour	55	60	\$20,240	Yes
LIVING CHURCH OF GOD	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Re union	150	360	\$186,100	Yes
Country Travel Discoveries	2025 Fall Getaway	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
Starr Bus Charter & Tours	2025 Fall Splendor Tour	10/12/2025	10/14/2025	Group Tour	55	80	\$30,360	Yes
National Utilities Revenue Protection Association, Inc. (NURPA)	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
Adirondack Youth Hockey (AYHA)	2025 AA Level Tournament	11/8/2025	11/10/2025	Tournament	300	375	\$382,500	No
New York State Coalition Against Domestic Violence	2025 NSYCADV Primary Prevention Summit	11/17/2025	11/19/2025	Conference	200	95	\$250,000	Yes

2025 YTD LEADS

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
Adirondack Youth Hockey (AYHA)	2026 Girls Northstar Winter Classic	1/16/2026	1/19/2026	Tournament	700	1,400	\$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
Northeast Story Telling	2026 Sharing The Fire Storytelling Conference	3/26/2026	3/29/2026	Conference	100	75	\$148,000	Yes
Capital Area Fire Districts Association	CAFDA Conference	4/23/2026	4/25/2026	Conference	83	166	\$135,705	No
NYS Association of Professional Land Surveyors, Inc.	2026 Strategic Planning Retreat	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes
NE District Barbershop Harmony Society	2025 NED WESTERN Regional Convention & Contests	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No
New York State Association of Chiefs of Police (NYSACOP)	2026 NYSACOP Summer Convention	5/3/2026	5/7/2026	Convention	175	555	\$476,875	No
New England Interstate Water Pollution Control Commission (NEIWPCC)	NEIWPCC MAY EXECUTIVE COMMITTEE & COMMISSION MEETINGS	5/6/2026	5/8/2026	Conference	50	70	\$81,750	Yes
New York State Recreation & Parks Society	2026 Spring Meetings	5/12/2026	5/15/2026	Conference	40	60	\$59,200	No
CSEA State Operations	2026 DOCCS CONFERENCE	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
New York State School Boards Association (NYSSBA)	2026 New York State Association of School Attorneys 25th Annual Conference (NYSSASA)	5/29/2026	5/31/2026	Conference	200	400	\$327,000	No
Hudson Valley Volunteer Firefighters Association (HVVFA)	2026 HVVFA Convention	6/9/2026	6/14/2026	Convention	5,000	4,620	\$9,000,000	No
Lake George Area Weddings	Moccia Wedding NEIWPC SEPTEMBER EXECUTIVE COMMITTEE & COMMISSION MEETINGS	7/17/2026	7/19/2026	Wedding	250	200	\$408,750	Yes
New England Interstate Water Pollution Control Commission (NEIWPC)	2026 New York State of Mind	9/9/2026	9/11/2026	Conference	50	70	\$81,750	Yes
Liberty Receptive Tours	2026 New York State of Mind	9/19/2026	9/21/2026	Group Tour	300	60	\$165,600	Yes
Hearing Loss Association of America - New York State Association	2026 HLAA - NYS Conference	10/2/2026	10/4/2026	Conference	100	300	\$163,500	No
Strategic Events Solutions	7th Annual I Am Woman Retreat	10/28/2026	11/1/2026	Conference	75	300	\$204,375	No
Northeast Story Telling Greater Northeast Motorcoach Association	2027 Sharing The Fire Storytelling Conference 2027 GNEMA SPRING MEETING	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes
CSEA State Operations	CSEA STATEWIDE WOMEN'S CONFERENCE	3/29/2027	3/31/2027	Conference	250	300	\$251,250	Yes
New York State Outdoor Writers Association	2027 60th Annual Conference	4/22/2027	4/25/2027	Convention	400	1,200	\$732,000	Yes
New York State Association of Chiefs of Police (NYSACOP)	2027 NYSACOP Summer Convention	5/13/2027	5/16/2027	Conference	40	80	\$87,200	Yes
		5/23/2027	5/27/2027	Convention	175	475	\$476,875	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Greater Northeast Motorcoach Association	2027 GNEMA Fall Meeting	9/14/2027	9/16/2027	Conference	250	300	\$277,500	Yes
New York State Outdoor Writers Association	2027 Annual Safari Meeting	9/23/2027	9/26/2027	Conference	30	90	\$65,400	Yes
HelmsBriscoe	NYS AHPERD Annual Conference	11/16/2027	11/21/2027	Conference	1,400	1,430	\$4,578,000	Yes
YTD Leads 96					25,937	23,003	\$34,982,472	

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Reunion	8	3	2672	Yes
New York State Association of County Coroners and Medical Examiners (NYSACCOME)	2025 NYSACCOME CONFERENCES	3/21/2025	3/23/2025	Conference	71	142	116085	Yes
John Tomczak	2025 Bowling Team April	4/25/2025	4/27/2025	Tournament	40	62	51000	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	1,000	500	847500	Yes
Land Trust Alliance	2025 New York Land Conservation Conference	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Independent Insurance Adjusters	2025 Independent Insurance Adjusters Annual Conference	5/13/2025	5/16/2025	Conference	150	150	\$327,000	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 Association of County Clerks	2025 NYSACC Annual Conference	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
New York State Destination Marketing Organizations (NYSDDMO)	2025 June Quarterly Meeting	5/29/2025	5/30/2025	Conference	35	30	34650	Yes
New York State School Boards Association (NYSBSA)	2025 New York State Association of School Attorneys 24th Annual Conference (NYSASA)	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
University Student Retreat NYS Disability Services Council	2025 University Retreat 2025 NYS Disability Services Council	6/1/2025	6/5/2025	SMERF/Reunion	70	200	\$412,650	Yes
New York Self-Insurers Association (NYSIA)	2025 Spring Work Shop	6/3/2025	6/5/2025	Conference	120	141	238200	Yes
New York State USBC	2025 NYS Open Championships week 3	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
		6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Empire State Towing & Recovery Association Tow Truck Event (ESTRA)	ESTRA's 41th Tow Show	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
New York State Association of Tax Receivers & Collectors	2025 NYSATRC Training Seminar	6/8/2025	6/11/2025	Conference	70	240	\$124,600	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
Adirondack Winery	2025 Adirondack Wine & Food Festival - Vendor Rooms	6/27/2025	6/28/2025	Special Event	6,000	40	\$2,375,000	No
Ivy League Day Camp	2025 Summer Visit	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
Amazing Destinations ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	14720	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	24840	Yes
Firecracker Sports	2025 Annual Battle at the Borders Baseball Tournament	7/17/2025	7/20/2025	Tournament	600	150	\$1,932,000	No
New York State Outdoor Writers Association	2025 Backcountry Hunters & Anglers Lead Ammo Awareness	7/19/2025	7/21/2025	Conference	50	60	\$81,750	Yes
Northeast Unlimited Tours Inc.	2025 July Group Tour Northeast Unlimited	7/22/2025	7/25/2025	Group Tour	50	75	36800	Yes
Christian Tours/Burke International Tours	2025 July Burke Christian Tour	7/24/2025	7/25/2025	Group Tour	50	20	18400	No
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	367200	No
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	200	60	255000	No
LM Media Worldwide, LLC	2025 Camp Lenox Summer In The Adirondacks	8/5/2025	8/7/2025	Group Tour	40	40	11040	No
Jefferson Tours & Charters	2025 Portsmouth NH Group Trip	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	No
Lake George Area Bus Tours	2025 Queen of The American Lakes Tour	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
Gunther Charters & Tours	American Lakes Tour	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Touriffic Travel & Tours	2025 LG Touriffic September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	14720	Yes
National Society Clinical Rheumatology	2025 Annual Rheumatology Conference (NSCR)	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes
NYS County Highway Superintendents Association (NYSCHSA)	2025 NYSCHSA Summer Conference	9/12/2025	9/17/2025	Conference	125	391	461250	Yes
MONTGOMERY BAR ASSOCIATION	Bench Bar Conference	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Wolff's Motorcoach	Adventures of the Adirondacks & Balloon Festival	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
Anderson Coach & Travel	2025 Adirondack Balloon Festival Adventure	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
First Choice Tours	2025 A Lake George Adventure ADK Balloon Festival	9/19/2025	9/21/2025	Group Tour	50	50	27600	Yes
Friendship Tours	2025 Adirondack Balloon Festival	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
New York National Guard Association of School Business Officials of New York (ASBO)	2025 National Gaurd Conference	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
NYS Rural Housing Coalition (NYSRHC)	2025 Fall Leadership Conference	9/24/2025	9/25/2025	Conference	100	65	\$109,000	No
MPI Upstate NY	2025 Annual Conference	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
Merrimack Valley Credit Union	MPI UNY Fall Focus 2025	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
Country Travel Discoveries	2025 Annual Board Of Directors Planning Session	10/3/2025	10/5/2025	Conference	60	100	\$98,100	Yes
Lake George Area Weddings Northeast Unlimited Tours Inc.	2025 Fall Getaway Week 1	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
	O'keefe Wedding 2026	10/3/2025	10/5/2025	Wedding	200	25	\$180,000	No
	2025 October Northeast Unlimited Group	10/5/2025	10/6/2025	Group Tour	50	25	18400	Yes

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Vangalder Bus	2025 Adirondack Fall Tour	10/5/2025	10/6/2025	Group Tour	55	60	\$20,240	Yes
LIVING CHURCH OF GOD New York State Assessors Association	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Reunion	150	360	186100	Yes
Country Travel Discoveries	2025 Fall Conference	10/7/2025	10/9/2025	Conference	250	525	496250	No
Starr Bus Charter & Tours	2025 Fall Getaway	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
Special Olympics New York	2025 Fall Splendor Tour	10/12/2025	10/14/2025	Group Tour	55	80	\$30,360	Yes
New York State Association of County Directors of Real Property Tax Services	2025 Special Olympics Fall Games	10/17/2025	10/19/2025	Tournament	600	432	936000	No
National Utilities Revenue Protection Association, Inc. (NURPA)	2025 Real Property Directors Conference	10/19/2025	10/23/2025	Convention	75	190	195625	No
Northeast Instrumental Music Festival	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	163500	No
Capital Area Fire Districts Association	2025 Northeast Instrumental Music Festival	11/20/2025	11/23/2025	Special Event	200	240	436000	No
NYS Association of Professional Land Surveyors, Inc.	CAFDA Conference	4/23/2026	4/25/2026	Conference	83	166	\$135,705	No
CSEA State Operations	2026 Strategic Planning Retreat	4/30/2026	5/2/2026	Conference	40	50	65400	Yes
Hudson Valley Volunteer Firefighters Association (HVVFA)	2026 DOCCS CONFERENCE	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes
YTD Bookings 64	2026 HVVFA Convention	6/9/2026	6/14/2026	Convention	5,000	4,620	\$9,000,000	No
					18,952	13,707	\$23,687,966	

2025 Q2 EVENTS SERVICED

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Athn	# Rooms	EEl Value	New Business
New York State Organization Delta								
Kappa Gamma Society International	NYSO DKG 2025 Spring Executive Board Meeting/Seminar	4/25/2025	4/27/2025	Board Meeting	100	100	\$163,500	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
Vermont State Elks Association	2025 Vermont Elks Association Conference	5/1/2025	5/5/2025	Conference	200	600	\$545,000	Yes
Soroptimist International	2025 North Atlantic Conference	5/1/2025	5/4/2025	Conference	150	375	\$327,000	Yes
New York Chapter of the American College of Surgeons	2025 NYC American College of Surgeons Conference	5/2/2025	5/4/2025	Conference	200	200	\$222,000	Yes
NYSAMPO	NYSAMPO CONFERENCE	5/6/2025	5/9/2025	Conference	200	480	\$380,000	No
New York State Association of Counties	59th Annual County Finance School	5/6/2025	5/8/2025	Conference	300	286	\$490,500	Yes
NYS Health Facilities Association, Inc. (NYSHFA)	2025 Annual Conference NYSHFA	5/6/2025	5/8/2025	Conference	230	525	\$376,050	No
Eastern Division International Association of Fire Chiefs (EDIAFC)	2025 Annual Conference	5/8/2025	5/9/2025	Conference	100	120	\$109,000	Yes
Lake George DJ Takeover Music & Arts Festival	Lake George DJ Takeover Music & Arts Festival	5/9/2025	5/11/2025	Special Event	1,000	500	\$847,500	Yes
Land Trust Alliance	2025 New York Land Conservation Conference	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Independent Insurance Adjusters	2025 Independent Insurance Adjusters Annual Conference	5/13/2025	5/16/2025	Conference	150	150	\$327,000	Yes
Firefighters Association of the State of New York (FASNYS)	2025 Firefighters Training in Lake George	5/14/2025	5/18/2025	Convention	150	600	\$408,750	Yes
New York State USBC	2025 100th NYS Open Championships Week 2	5/16/2025	5/18/2025	Tournament	200	75	\$255,000	No

2025 Q2 EVENTS SERVICED

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EET Type	# Attn	# Rooms	EET Value	New Business
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 Association of County Clerks	2025 NYSACC Annual Conference	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
AAU Baseball	2025 Battle by Saratoga	5/23/2025	5/26/2025	Tournament	200	262	\$283,000	No
New York State Destination Marketing Organizations (NYSDMO)	2025 June Quarterly Meeting	5/29/2025	5/30/2025	Conference	35	30	\$34,650	Yes
New York State School Boards Association (NYSSBA)	2025 New York State Association of School Attorneys 24th Annual Conference (NYSASA)	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
NYS Disability Services Council	2025 NYS Disability Services Council	6/3/2025	6/5/2025	Conference	120	141	\$238,200	Yes
Metro Atlantic Athletic Conference (MAAC)	2025 AD's, SWA's, Head Coaches & MAAC Staff Meeting	6/3/2025	6/5/2025	Conference	50	80	\$81,750	Yes
New York Self-Insurers Association (NYSIA)	2025 Spring Work Shop	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
New York State USBC	2025 NYS Open Championships week 3	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
Empire State Towing & Recovery Association								
Tow Truck Event (ESTRA)	ESTRA's 41th Tow Show	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
Adirondack Axe	June Jubilee	6/6/2025	6/7/2025	Special Event	100	100	\$74,000	No
Lake George Music Festival	2025 Lake George Music Festival Housing	6/7/2025	6/20/2025	Special Event	650	325	\$2,019,500	No
New York State Association of Tax Receivers & Collectors	2025 NYSATRC Training Seminar	6/8/2025	6/11/2025	Conference	70	240	\$124,600	No
Hudson Valley Volunteer Firefighters Association (HVVFA)	2025 HVVFA Convention	6/10/2025	6/15/2025	Convention	7,000	15,120	\$18,690,000	Yes
New York Rural Letter Carriers Association	2025 WASAWA Convention	6/17/2025	6/26/2025	Convention	130	488	\$708,500	Yes

2025 Q2 EVENTS SERVICED

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Union College	2025 Union College Small College Careers Alliance Conference	6/23/2025	6/26/2025	Conference	100	111	\$218,000	No
Anderson Coach & Travel	2025 New England Summer Tour	6/24/2025	6/25/2025	Group Tour	50	25	\$18,400	No
Affirm's ADK - The Dome	2025 ADK Softball 18U	6/27/2025	6/29/2025	Tournament	200	300	\$255,000	No
Total Events 34					13,185	22,928	\$29,612,900	

2025 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Atten	# Rooms	EEl Value	New Business
Gurney Lane	The Churney Gurney Trail Race and Ride	8/2/2025	8/3/2025	Tournament	500	100	\$197,000	Yes
Mountain Bike Park	2025 Breezy Tours to Lake George	8/12/2025	8/15/2025	Group Tour	50	60	\$36,800	Yes
Breezy Tours & Travel	2025 NY ALL STATE - UPSSTATE	8/16/2025	8/17/2025	Tournament	200	200	\$170,000	Yes
USSSA Fastpitch	2025 King George Fishing Derby	9/14/2025	9/15/2025	Tournament	50	50	\$25,400	No
Fish 307.com	2025 Program Directors Summit	9/15/2025	9/18/2025	Conference	150	115	\$257,000	Yes
New York State Coalition Against Domestic Violence	2025 Adirondack Balloon Festival Adventure	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
Anderson Coach & Travel	2025 September Balloon Festival	9/18/2025	9/21/2025	Group Tour	56	177	\$41,216	Yes
Northeast Unlimited Tours Inc.	2025 Lake George Balloon Festival	9/19/2025	9/21/2025	Group Tour	55	110	\$30,360	Yes
Best of Times Travel	Countryside Travelers ADK Balloon Festival Lake George	9/19/2025	9/20/2025	Group Tour	55	60	\$20,240	Yes
Bus America Group Tours Inc	Salamanca Travelers ADK Fall Foliage	9/19/2025	9/21/2025	Group Tour	55	60	\$30,360	No
Bus America Group Tours Inc	2025 AA Level Tournament	11/8/2025	11/10/2025	Tournament	300	375	\$382,500	No
Adirondack Youth Hockey (AYHA)	2025 NSYCADV Primary Prevention Summit	11/17/2025	11/19/2025	Conference	200	95	\$250,000	Yes
New York State Coalition Against Domestic Violence	2026 Girls Northstar Winter Classic	1/16/2026	1/19/2026	Tournament	700	1,400	\$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

2025 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
Northeast Story Telling	2026 Sharing The Fire Storytelling Conference	3/26/2026	3/29/2026	Conference	100	75	\$148,000	Yes
NE District Barbershop Harmony Society	2025 NED WESTERN Regional Convention & Contests	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No
New York State Recreation & Parks Society	2026 Spring Meetings	5/12/2026	5/15/2026	Conference	40	60	\$59,200	No
New York State School Boards Association (NYSBBA)	2026 New York State Association of School Attorneys 25th Annual Conference (NYSASA)	5/29/2026	5/31/2026	Conference	200	400	\$327,000	No
Lake George Area Weddings	Moccia Wedding	7/17/2026	7/19/2026	Wedding	250	500	\$408,750	Yes
Liberty Receptive Tours	2026 New York State of Mind	9/19/2026	9/21/2026	Group Tour	300	60	\$165,600	Yes
Hearing Loss Association of America - New York State Association	2026 HLAA - NYS Conference	10/2/2026	10/4/2026	Conference	100	300	\$163,500	No
Northeast Story Telling	2027 Sharing The Fire Storytelling Conference	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes
Greater Northeast Motorcoach Association	2027 GNEMA SPRING MEETING	3/29/2027	3/31/2027	Conference	250	300	\$251,250	Yes
New York State Outdoor Writers Association	2027 60th Annual Conference	5/13/2027	5/16/2027	Conference	40	80	\$87,200	Yes
New York State Association of Chiefs of Police (NYSACOP)	2027 NYSACOP Summer Convention	5/23/2027	5/27/2027	Convention	175	475	\$476,875	Yes

2025 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
Greater Northeast Motorcoach Association	2027 GNEMA Fall Meeting	9/14/2027	9/16/2027	Conference	250	300	\$277,500	Yes
New York State Outdoor Writers Association	2027 Annual Safari Meeting	9/23/2027	9/26/2027	Conference	30	90	\$65,400	Yes
Pending 28					5,181	6,482	\$6,321,631	

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Atten	# Rooms	EEL Value	New Business	Lost Reason
Revolution Rail Company	Rev Rail Corporate Retreat	2/26/2025	2/28/2025	Conference	20	12	\$32,700	Yes	Postponed
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
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 Will revisit next year couldn't find space in time possibly future dates at Queensbury High School
Adrenaline Sports Management Inc.	American Pickleball Tour	5/16/2025	5/18/2025	Special Event	500	350	\$660,000	Yes	No Response after multiple attempts
Polish Language School	2025 Polish Language School Trip	5/31/2025	6/1/2025	Group Tour	90	45	\$33,120	Yes	Cancelled: Due to planner illness
Blinker Fluid Productions/Seve n Slots Sales, LLC	2025 Jeep Invasion	6/20/2025	6/22/2025	Special Event	1,500	500	\$3,502,500	No	Rates are to high couldn't find anything in there budget
Lake George Area Family Reunions	2025 Merville Family Reunion	7/10/2025	7/13/2025	Group Tour	50	75	\$36,800	Yes	Choose different location for this year went to catskills windham eastwind property
NYS Association of County Health Officials (NYSACHO)	2025 Annual summer Board Meeting	7/16/2025	7/18/2025	Board Meeting	25	42	\$36,675	No	Did not respond to follow up efforts
Mass Dynamites American Nystagnus Network (ANN)	Mass Dynamites Softball Tournament	7/18/2025	7/20/2025	Tournament	40	28	\$32,760	Yes	Lost to Philadelphia Canadian group cancelled plans
Edutravel	2025 Annual ANN Conference	7/24/2025	7/27/2025	Conference	250	161	\$475,000	Yes	Availability issues with venues not able to host space Needed.
CROSSFIT INC	Edutravel July Group Tour	7/25/2025	7/28/2025	Group Tour	50	90	\$36,800	Yes	
	CrossFit Affiliate Caucus	7/30/2025	7/31/2025	Convention	500	500	\$545,000	Yes	

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Atten	# Rooms	EEl Value	New Business	Lost Reason
ConferenceDirect	2025 Kamp Kustomer	9/8/2025	9/11/2025	Conference	230	530	\$485,650	Yes	Choose different location
NYS Association of County Health Officials (NYSACHO)	2025 Annual Public Health Leaders Summit	9/9/2025	9/12/2025	Board Meeting	75	142	\$166,300	Yes	Chose different location going to Hotel Canandaigua for Summit
Lake George Area Weddings	Fischer Wedding	9/12/2025	9/14/2025	Wedding	150	160	\$245,250	Yes	No response
New York State School Boards Association (NYSSBA)	NSBA Eastern Region Annual Conference	10/3/2025	10/5/2025	Conference	45	90	\$73,575	Yes	Client only wanted Fort William Henry and they are booked
United Church of God	2026 Feast of Tabernacles	9/25/2025	10/7/2025	SMERF/Re union	500	600	\$616,300	No	No response to bid after multiple 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 for
Queensbury Vex Robotics Team	2025 Robotics Tournament	12/12/2025	12/14/2025	Tournament	1,500	270	\$860,850	Yes	Cancelled event due to lack of interest
I Love New York	2025 Japanese Group Tour	7/1/2025	12/31/2025	Group Tour	30	0	\$1,015,680	Yes	Not enough information on this lead
Greater Northeast Motorcoach Association	2026 GNEMA Spring Meeting	3/15/2026	4/14/2026	Board Meeting	125	100	\$1,840,625	Yes	Going to Resorts World in Catskills Casino for spring meeting
New York State Association of Chiefs of Police (NYSACOP)	2026 NYSACOP Summer Convention	5/3/2026	5/7/2026	Convention	175	555	\$476,875	No	Chose Lake Placid We are bidding on 2027
New England Interstate Water Pollution Control Commission (NEIWPCC)	NEIWPCC MAY EXECUTIVE COMMITTEE & COMMISSION MEETINGS 2026	5/6/2026	5/8/2026	Conference	50	70	\$81,750	Yes	Chose saratoga
The Business Council of NYS, Inc.	NASC/ASCP Annual Meetings	8/14/2026	8/18/2026	Conference	150	530	\$461,250	No	Lost to Cooperstown

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business	Lost Reason
New England Interstate Water Pollution Control Commission (NEIWPCC)	NEIWPCC	9/9/2026	9/11/2026	Conference	50	70	\$81,750	Yes	Chose Saratoga
Greater Northeast Motorcoach Association	2026 GNEMA Fall Meeting	9/13/2026	10/10/2026	Conference	125	150	\$1,172,500	Yes	Went to Resorts World in NJ
Strategic Events Solutions	7th Annual I Am Woman Retreat	10/28/2026	11/1/2026	Conference	75	300	\$204,375	No	No response
CSEA State Operations	CSEA STATEWIDE WOMEN'S CONFERENCE	4/22/2027	4/25/2027	Convention	400	1,200	\$732,000	Yes	Out Grown Area capabilities
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	1,000	950	\$2,115,000	Yes	Asking for to many concessions.
American Nurses Association - New York Chapter (ANA-NY)	2027 Annual Conference	10/14/2027	10/16/2027	Conference	200	198	\$257,000	No	Chose NYC
HelmsBriscoe	NYS AHPERD Annual Conference	11/16/2027	11/21/2027	Conference	1,400	1,430	\$4,578,000	Yes	Narrowed down to Buffalo or NYC
Total YTD Lost					9,503	9,475	\$21,227,225		

2025 EVENT TRACKING

Name	Attendee	Date	Location	Connections	# Appointments	Leads	Bookings	EEI Value
ABA	Steve Wojcik/Brian Mullian	February 1-4	Philadelphia PA	120	28	7	7	\$155,480
MeetNY NYSAE Event	Steve Wojcik	February 27	NYC	80	0	2	0	
Northstar Small & Boutique Meetings	Alison Strous	June 1-3	Bennington VT	66	17	3	0	\$0
Empire State Society of Association Executives (ESSAE) Annual Conference and Tradeshow	Steve Wojcik/Brian Mullian	June 12	Albany Convention Center	75	0	1	0	\$0
International Pow Wow (IPW)	Brian Mulligan	June 14-19	Chicago IL	50	40	0	0	\$0
Total Events 5				391	85	9	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
Land Trust Alliance	2025 New York Land Conservation Conference	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Independent Insurance Adjusters	2025 Independent Insurance Adjusters Annual Conference	5/13/2025	5/16/2025	Conference	150	150	\$327,000	Yes
New York State Association of County Clerks	2025 NYSACC Annual Conference	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
NYS Disability Services Council	2025 NYS Disability Services Council	6/3/2025	6/5/2025	Conference	120	141	\$238,200	Yes
New York Self-Insurers Association (NYSIA)	2025 Spring Work Shop	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
Empire State Towing & Recovery Association	Truck Event (ESTRA)	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
New York State Association of Tax Receivers & Collectors	2025 NYSATRC Training Seminar	6/8/2025	6/11/2025	Conference	70	240	\$124,600	No

2025 BOOKINGS EVENT DATES

2025	Adirondack Wine & Food Festival - Vendor Rooms	6/27/2025	6/28/2025	Special Event	6,000	40	\$2,375,000	No
Ivy League Day Camp	2025 Summer Visit	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
Firecracker Sports	2025 Annual Battle at the Borders Baseball Tournament	7/17/2025	7/20/2025	Tournament	600	150	\$1,932,000	No
New York State Outdoor Writers Association	2025 Backcountry Hunters & Anglers Lead Ammo Awareness	7/19/2025	7/21/2025	Conference	50	60	\$81,750	Yes
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	200	60	\$255,000	No
LM Media Worldwide. LLC	2025 Camp Lenox	8/5/2025	8/7/2025	Group Tour	40	40	\$11,040	No
Jefferson Tours & Charters	Summer In The Adirondacks	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	No
Gunther Charters & Tours	2025 Queen of The American Lakes Tour	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes
National Society Clinical Rheumatology	2025 Annual Rheumatology Conference (NSCR)	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes

2025 BOOKINGS EVENT DATES

NYS County Highway Superintendents Association (NYSCHSA)	2025 NYSCHSA Summer Conference	9/12/2025	9/17/2025	Conference	125	391	\$461,250	Yes
MONTGOMERY BAR ASSOCIATION	Bench Bar Conference	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Wolf's Motorcoach	Adventures of the Adirondacks & Balloon Festival	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
Anderson Coach & Travel	Adirondack Balloon Festival Adventure	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
Friendship Tours	Adirondack Balloon Festival	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
New York National Guard	2025 National Gaurd Conference	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
Association of School Business Officials of New York (ASBO)	2025 Fall Leadership Conference	9/24/2025	9/25/2025	Conference	100	65	\$109,000	No
NYS Rural Housing Coalition (NYSRHC)	2025 Annual Conference	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
MPI Upstate NY	MPI UNY Fall Focus 2025	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
Merrimack Valley Credit Union	2025 Annual Board Of Directors Planning Session	10/3/2025	10/5/2025	Conference	60	100	\$98,100	Yes

2025 BOOKINGS EVENT DATES

Country Travel Discoveries	2025 Fall Getaway Week 1	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
Lake George Area Weddings	O'keefe Wedding 2026	10/3/2025	10/5/2025	Wedding	200	25	\$180,000	No
Vangalder Bus	Adirondack Fall Tour	10/5/2025	10/6/2025	Group Tour	55	60	\$20,240	Yes
Country Travel Discoveries	2025 Fall Getaway	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
Starr Bus Charter & Tours	2025 Fall Splendor Tour	10/12/2025	10/14/2025	Group Tour	55	80	\$30,360	Yes
Special Olympics New York	2025 Special Olympics Fall Games	10/17/2025	10/19/2025	Tournament	600	432	\$936,000	No
2025 Events Booked: 33					10,276	5,418	\$9,800,629	
Capital Area Fire Districts Association	CAFDA Conference	4/23/2026	4/25/2026	Conference	83	166	\$135,705	No
NYS Association of Professional Land Surveyors, Inc.	2026 Strategic Planning Retreat	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes
CSEA State Operations	2026 DOCCS CONFERENCE	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes
Hudson Valley Volunteer Firefighters Association (HVVFA)	2026 HVVFA Convention	6/9/2026	6/14/2026	Convention	5,000	4,620	\$9,000,000	No
2026 Total Events: 4					5,167	4,968	\$9,297,025	

Date: July 14, 2025
To: Warren County Occupancy Tax Committee
CC: Warren County Supervisors
From: Ethan Gaddy AICP (County Planner)
Subject: Discussion Item for 7/21/2025 – Potential Occupancy Tax Support for Economic Development and Tourism Grant Program Matching Funds

Warren County Planning and Community Development would like to present for discussion potential future use of Occupancy Tax support to provide local match funding for four major tourism-focused projects that together leverage over \$1 million in outside investment to strengthen the County's outdoor recreation and visitor economy. These projects align with strategic priorities identified in the Warren County Outdoor Recreation Economy Strategic Plan, the First Wilderness Initiative, Warren County 2040, the Multi-Use Trail Modernization and Connectivity Study, and various local plans.

These projects are under consideration for grant applications with a deadline of July 31, 2025. The purpose of this discussion is to gather feedback and indicate to granting agencies that Warren County is prepared to support these projects in 2026 should the grants be awarded.

1) Hudson River Rail Corridor Feasibility Study

Request: \$50,000 (local match)

Total project cost: \$100,000 (Empire State Development — Strategic Planning and Feasibility Study Program)

Description: Comprehensive feasibility study of the county-owned Hudson River rail corridor to evaluate long-term recreational, economic, and operational options, including rail biking, potential multi-use trails, and hybrid uses.

Tourism impact: Supports a key tourism corridor, strengthens recreational offerings, and ensures the corridor remains an economic asset.

2) Mountain to River Downtown Connection – Phase 2 (North Creek)

Request: \$75,000 (local match)

Total project cost: \$300,000 (NYS Department of State — Local Waterfront Revitalization Program)

Description: Design and engineering for a cohesive network connecting Gore Mountain, Ski Bowl Park, and downtown North Creek. Enhances multi-modal access, sidewalks, trails, and wayfinding.

Tourism impact: Encourages visitors to explore downtown as part of their mountain visit, boosting local business revenue and reinforcing North Creek as a vibrant year-round hub.

Continued on Page 2



3) Warren County Bikeway Wayfinding and Amenities

Request: \$75,000 (local match)

Total project cost: \$375,000 (NYS Recreational Trail Program)

Description: Signage and amenity upgrades at key Bikeway nodes (Country Club Road, Mullen Property, Leonard Street), including directional and interpretive signs, bike racks, seating, e-bike charging, ADA improvements, and a new trailhead at the Mullen Property.

Tourism impact: Enhances the visitor experience on a major recreation asset, improves safety, supports diverse users, and connects visitors to local businesses, encouraging use, increasing local spending, and generating occupancy tax revenue.

4) Mill Creek Recreation Area Trail Development

Request: \$38,000 (cash match portion)

Total project cost: \$350,000 (NYS Department of State — Local Waterfront Revitalization Program)

Description: Development of approximately four miles of multi-use trails on Johnsburg- and County-owned land, with select scenic river-viewing points along the Hudson River. Builds on the 2025 Recreational Assessment supported by prior occupancy tax funding.

Tourism impact: Establishes a signature outdoor recreation destination in northern Warren County, supports mountain biking and hiking tourism, encourages longer, higher-spending visitor stays, establishes three direct access points on the state-designated wild Upper Hudson and advances local economic vitality in Johnsburg.

Tourism Impacts

- Directly supports Warren County's tourism and outdoor recreation priorities.
- Collectively leverages over \$1 million in total non-local project investment.
- Strengthens year-round tourism, extends visitor stays, and increases occupancy tax revenue.



WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: JULY 21, 2025

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: CROCITTO
RUNYON
PATCHETT
ETU
THOMAS
MERLINO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
PAUL TACKETT, TOURISM COORDINATOR
JESSICA CARSON, FISCAL COORDINATOR
CHRISTINE NORTON, COUNTY TREASURER
ETHAN GADDY, COUNTY PLANNER
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR
LARRY ELMEN, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
SUPERVISORS BEAN
BRUNO
STRAINER
STROUGH
WILD
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
ROBERT FLACKE, FORT WILLIAM HENRY CORPORATION
GINA MINTZER, EXECUTIVE DIRECTOR, LAKE GEORGE REGIONAL CHAMBER
OF COMMERCE & CVB
LESLIE LOVELACE, LEGISLATIVE OFFICE SPECIALIST

COMMITTEE MEMBER ABSENT:

SUPERVISOR: GILLIGAN

Please note, the following contains a summarization of the July 21, 2025 meeting of the Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following links:

Warren County website - <https://warrencountyny.gov/mma>

Warren County's YouTube Channel - <https://www.youtube.com/watch?v=bANI7dss5Ek>

Mr. Crocitto called the meeting of the Occupancy Tax Coordination Committee to order at 10:20 a.m.

Motion was made by Ms. Runyon, seconded by Mr. Etu and carried by a unanimous vote of those present (*Ms. Gilligan absent*) to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agenda were distributed; a copy of the agenda is on file with the meeting minutes.

Privilege of the floor and public comments were called for, but there was no one wishing to speak.

The Committee commenced with a review of the Discussion Items portion of the agenda, which included the following items:

- a. Treasurer's Report was reviewed by Christine Norton, *County Treasurer*.
- b. Lake George Regional CVB Second Quarterly Report was reviewed by Gina Mintzer, *Executive Director*.
- c. Four major tourism-focused projects that could benefit from collaboration of the Occupancy Tax Committee and Planning Department were reviewed by Ethan Gaddy, *County Planner*.

Privilege of the floor was extended to the following:

Ms. Norton apprised there had been a decrease in Canadian tourism; however, she did not think it was as big of a decrease as everyone thought. She noted another key factor in less Canadian tourism was the exchange rate. She provided additional short-term rental information, as well as an update on the Occupancy Tax law.

Mr. Patchett suggested lowering the occupancy tax distribution from \$8,000,000 to \$6,000,000 and use the funds saved to create a fund for the purpose of providing more water access in Warren County or to increase the sales tax rate to fund land acquisition with water access which was so critical to the County.

John Taflan, *County Administrator*, informed the Warren County Department of Public Works had water access to rivers and smaller lakes in the County.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Etu, seconded by Ms. Runyon and carried by a unanimous vote of those present (*Ms. Gilligan absent*), Mr. Crocitto adjourned the meeting at 11:12 a.m.

Respectfully submitted,
Leslie Lovelace, Legislative Office Specialist