



Occupancy Tax Coordination Committee
AGENDA
April 21, 2026

Committee Members: CROCITTO, Wild, Strough, Turner, Runyon, Butler, Patchett

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 23, 2026 Occupancy Tax Coordination Committee meeting.
 - III. Privilege of the floor and public comment
 - IV. Action Agenda/New Business Items: None
 - V. Discussion Items:
 - a. Tourism Director, Lake George TV
 - b. Jessica Carson, Cash Flow Report
 - c. Christine Norton, Treasurer Report
 - d. Lake George Regional CVB Quarterly Report
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
-

Attachment #1: Cash Flow Report

Attachment #2: Lake George Regional CVB Quarterly Report

Warren County Cash Flow - Tourism 3 Month Projection March 2026				
<u>Actual</u>				
Actual Jan 2026		Actual Feb 2026	Actual March 2026	
Beginning Cash Flow				
Balance	\$ 3,047,400	\$ 3,211,824	\$ 3,014,641	
Receipts				
State/Federal Aid	\$ -		\$ -	
All Other Revenue	\$ 597,562	\$ 348,696	\$ 431,595	
Total Receipts	\$ 597,562	\$ 348,696	\$ 431,595	
Disbursements				
Payroll	\$ 35,953	\$ 42,316	\$ 42,257	
Employee Benefits	\$ 15,087	\$ 14,093	\$ 13,293	
All Other Disbursements	\$ 382,098	\$ 489,470	\$ 702,276	
Total Disbursements	\$ 433,138	\$ 545,879	\$ 757,826	
Ending Cash Flow Balance	\$ 3,211,824	\$ 3,014,641	\$ 2,688,410	

<u>Projected</u>				
Projected April 2026		Projected May 2026	Projected June 2026	
	\$ 2,688,410	\$ 2,186,515	\$ 179,620	
	\$ -	\$ -	\$ -	
	\$ 200,000	\$ 150,000	\$ 625,000	
	\$ 200,000	\$ 150,000	\$ 625,000	
	\$ 43,575	\$ 43,575	\$ 43,575	
	\$ 13,320	\$ 13,320	\$ 13,320	
	\$ 645,000	\$ 2,100,000	\$ 250,000	
	\$ 701,895	\$ 2,156,895	\$ 306,895	
	\$ 2,186,515	\$ 179,620	\$ 497,725	

ACTUAL Tourism Cash on HAND vs. INVESTED:				
Tourism CASH ON HAND	\$ 1,711,824	\$ 1,514,641	\$ 1,188,410	
Tourism CASH INVESTED (ICS Reserve)	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000	
Total Tourism Cash Balance	\$ 3,211,824	\$ 3,014,641	\$ 2,688,410	

<u>Projected</u>				
	\$ 686,515	\$ -	\$ -	
	\$ 1,500,000	\$ 179,620	\$ 497,725	
	\$ 2,186,515	\$ 179,620	\$ 497,725	

QUARTERLY REPORT

JANUARY - MARCH 2026

46 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.



34

BOOKINGS

A future event, contracted with a hotel/venue.



6.7k

ATTENDEES



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



5.9K

ROOM NIGHTS

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

\$5.6M

ECONOMIC & EMPLOYMENT IMPACT

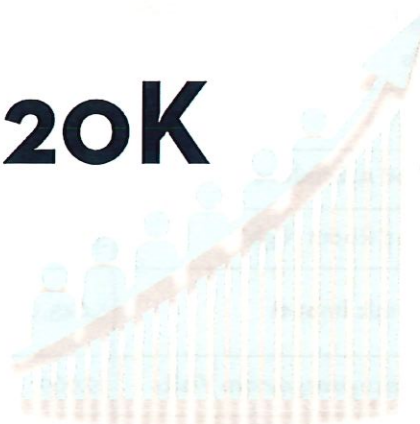
The net spending into a community, resulting from a meeting or event.



262

NEW SOCIAL FOLLOWERS

20K



WEBSITE VISITS

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

A Note from the LGRCVB

The LGRCVB is pleased to present the **Quarterly Report for January 1 - March 31, 2026.**

All programs and services tie back to **LGRCVB's 2026-2027 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.

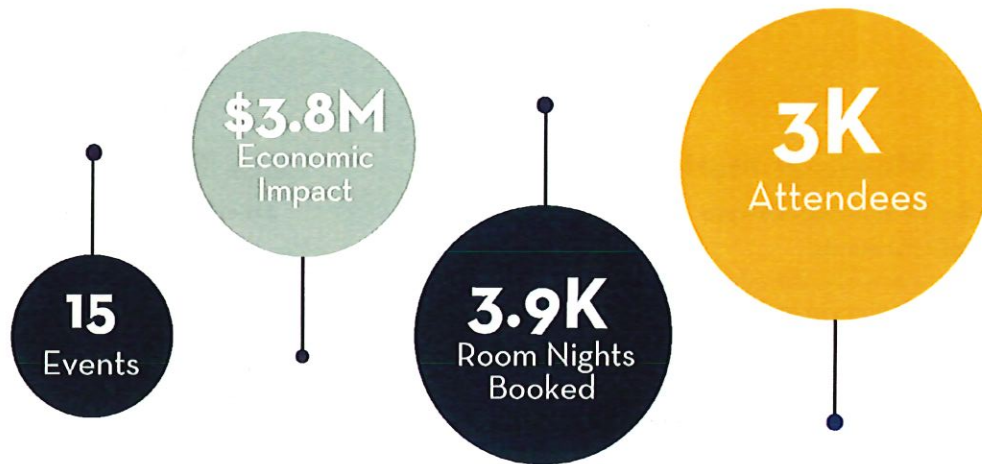
Key Performance Indicators

KPI	Q1 2026	2026 Year to Date	2026 Year End Target	2026 % of Target	2025 Total
Leads	46	46	211	22%	196
Bookings	34	34	137	25%	127
Booked Attendees	6,751	6,751	44,803	15%	41,485
Booked Room Nights	5,918	5,918	36,397	16%	33,701
Economic Impact	5,645,147	5,645,147	\$57,619,300	10%	\$56,482,814
Meetlakegeorge.com Visits	19,969	19,969	65,000	31%	53,998
Social Media Followers	262	5,189	6,000	86%	4,984

LGRCVB | Q1 2026

Q1 Highlights

Numbers below based on Convention Calendar events that occurred
from January 1 - March 31, 2026



Group Tour & Special Events

- **American Bus Association** allowed us to connect with motorcoach operators and tour planners, reinforcing the destination as a premier stop for group itineraries. Groups coming to the Lake George Area include **Gunther Tours, Friendship Tours, Wade Tours, Liberty Receptive Tours, Rein Teen Tours, Starr Bus Charters & Tours.**
- The **Northeast District Barbershop Harmony Society** selected the Lake George Area for their 2026 Regional Convention and Contests. They'll be using several lodging partners in the area including The Queensbury Hotel and Surfside Resort.



Meetings & Conventions

- **Booked 34 events** for upcoming business.
- Sent out **46 leads** to partners for business through 2028.
- The **Demolay Winterfest** was hosted at The Queensbury Hotel
- The **Northeast Story Telling 2026 Sharing the Fire Story Telling Conference** was held at The Queensbury hotel and returning for 2027.



Sports

- **Fury Basketball** added additional tournament dates to their 2026 calendar bringing 11 weekend events to The Lake George Area.
- **Primetime Lacrosse** rebooked the Lake George Area using Ridge Jenkinsville to host their Nationals Invitational.
- The Lake George Area hosted the **New England Nordic Ski Association Championships** at Gore Mountain. It brought top high school athletes, coaches, and families, boosting winter sports tourism and reinforcing the region's visibility as a premier competition destination.

Sales Events Attendance



Meetings Market

Smart Meetings Elevate MPI NJ Meets

These events provided valuable opportunities to connect with meeting planners, positioning the Lake George Area as a versatile and accessible destination for corporate gatherings, retreats, and conferences. This allowed us to highlight the region's unique settings, customizable experiences, and strong support services that make planning seamless for groups of all sizes.

Meetings Market
75 Connections



Sports Market

Upstate Sports Expo

The Lake George Area booth provided the opportunity to highlight the region's diverse recreational offerings and its appeal as a premier destination for sports and active travel.

Sports Market
50 Connections



Bus Tour Market

American Bus Association

Attending ABA with a dedicated booth provided a strong presence for the Lake George Area among motorcoach operators, creating valuable opportunities to position the destination for future group itineraries. The event allowed for direct engagement with key decision-makers and reinforced the region's appeal as a premier group travel destination.

Group Tour
100 Connections



Wedding Market

518 Expos

Showcasing the Lake George Area at the 518 Expos provided an opportunity to connect with couples and event planners, highlighting the region as a premier destination for weddings and special celebrations.

Wedding Market
100 Connections

Sales Networking

ESSAE Triple M
MPI Axes & Allies
NYSHTA Tourism Showcase

325 Total Connections

Convention Services



Welcome Bags

Over **1,000 welcome bags** were distributed to groups visiting the area, including **Demolay Winterfest, WSWHE Boces Youth Summit, the Upstate Sports Expo, 518 Wedding Expos and Lake George Area weddings**. Each event planner also received a special thank-you gift for their dedication to hosting a successful event.



LGRCVB sales team at Upstate Sports Expo



Microsites

A total of **7 custom microsites** were 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.

Registration Tables

The LGRCVB supported events such as the **Demolay Winterfest**, where staff provided a welcome bag at registration. The registration table is to ensure a smooth, informative check-in experience highlighting the Lake George Area.

Referrals

Over **150 partner referrals** were made on behalf of **13 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

NYSDMO Presidents Meeting

The NYSDMO President's Meeting provided an opportunity to engage with tourism leaders from across New York State to discuss industry trends, priorities, and collaborative opportunities. The session offered valuable insights into statewide initiatives and strengthened partnerships that support the continued growth and promotion of the Lake George Area.



Monthly LGRCVB Meetings

The LGRCVB Monthly Meetings bring local tourism partners together to share updates, collaborate on initiatives, and support group travel. This quarter's meetings were held at The Holiday Inn Lake George, Courtyard by Marriott, and the Lake George Chamber of Commerce & CVB Office with a guest speaker from Wheel the World, with an average of 18 partners in attendance.



LGRCVB Monthly Meeting with presentation from Wheel the world

NYSHTA Tourism Showcase & Lobby Day

The Lake George Regional CVB attended the New York State Hospitality and Tourism Association's Tourism Showcase at the Legislative Office Building in Albany, joining industry partners from across the state to highlight the impact of tourism on New York's economy. The event provided an opportunity to engage directly with state officials and explain the vital role tourism plays in supporting local businesses, driving economic growth, and sustaining jobs throughout the region. Through conversations and outreach, the LGRCVB emphasized the Lake George Area's continued importance as a key tourism destination and its contribution to the broader statewide economy.



Left to right: NYSHTA President Mark Dorr, Assemblyman Matt Simpson, Kayla Hunsinger, Brian Mulligan



Community & Development

Destinations International Marketing & Communications Summit

The Lake George Regional CVB marketing team attended the Destinations International Marketing Summit, gaining valuable insights into the evolving role of AI in business listings and search engine optimization. The event provided a deeper understanding of emerging digital trends and equipped our team with actionable strategies to better support our partners as the industry adapts to the growing impact of AI on tourism marketing and online visibility.



NY Destination partners at the DI Marketing-Communications Summit in Cleveland, OH

ESSAE Triple M

The LGRCVB team attended the ESSAE Triple M Awards Luncheon at Rivers Casino in Schenectady, engaging with industry professionals and celebrating excellence within the association community. Throughout the day, the team participated in educational sessions and connected with partners and clients, strengthening relationships and gaining valuable insights to support future initiatives.



CVB Staff at ESSAE Triple M at Rivers Casino Schenectady

MPI Axes and Allies

The Lake George Regional CVB attended the MPI Axes & Allies event, providing an opportunity to strengthen relationships and connect with corporate planners and industry partners. The event fostered meaningful engagement with meeting professionals and reinforced the Lake George Area's presence within the meetings and events community.



Group Photo from MPI Axes and Allies at Generation Axe

Lunch & Learn with Warren County Tourism

Warren County Tourism partnered with the Lake George Regional Chamber of Commerce & CVB to host a Lunch & Learn, providing an overview of each organization's role and how we collaborate to support the region's tourism economy. The session highlighted how we work together to drive room nights and economic impact, support group/leisure business, and promote the Lake George Area to travelers through coordinated marketing and outreach efforts.

Community & Partners

Governor's Round Table

The Lake George Regional Chamber of Commerce & CVB participated in a meeting with the Governor's office in Albany on March 9 to discuss the impact of tariffs and rising supply costs on tourism-related businesses. Representing the organization, Gina Mintzer shared feedback from local members and partners, highlighting challenges across the hospitality and tourism sector.



Executive Director of LGRC & CVB at Governor's Round Table Tariff Discussion

ABR Mentoring Monday

The Lake George Regional Chamber of Commerce & CVB participated in Bizwomen Mentoring Monday on February 23, 2026 at the Hilton Garden Inn Troy. The annual event brought together professionals from across the Capital Region for an afternoon of speed mentoring, networking, and career development, featuring industry leaders, professional resources, and an inspiring panel of Women on the Rise.



LGRC & CVB staff at Bizwomen Mentoring Monday at the Hilton Garden Inn Troy

Additional Events Attended

Jan 10 - American Bus Association

Jan 20 - OT Tourism Committee Meeting

Jan 26 - NYSDMO Sales Meeting

Jan 27 - 2027 Run Ragnar Meeting

Jan 30 - AAA Travel Marketplace

Jan 30 - NYSTIA DEAL Committee Meeting

Feb 1 - Smart Meetings Elevate

Feb 3-4 - NYSDMO Meeting

Feb 4 - WPO Event

Feb 6 - LGRCC Mixer Lagoon

Feb 22 - LGRCC Mixer ADK Thunder

Feb 23 - Occ Tax and Tourism Meeting

Feb 23 - Bizwomen Mentoring Monday

Feb 24 - Destinations International Marketing and Communications Summit

Mar 4 - LGRCC Women in Business Program

Mar 5 - NYSHTA Tourism Showcase

Mar 8 - MPI Meets Conference

Mar 9 - Governor's Round Table

Mar 14 - ARCC State of Washington County Discussion

Mar 18 - ESSAE Triple M

LGRCVB | Q1 2026
Marketing

20K
website
visits

47%
open rate

34K
website
pageviews



Lake George Winter Carnival

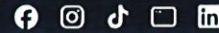
Weekends | February 7 – March 8, 2026

The 64th Annual Lake George Winter Carnival runs every Saturday and Sunday from February 7 – March 8, 2026, filling the Village with walkable, group-friendly events. Food cook-offs, outdoor races, polar plunges, fireworks, and novelty competitions create a reliable winter experience – on land or ice, weather permitting.

[Explore Lake George Winter Carnival](#)



VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS
Lake George Regional Convention & Visitors Bureau



Plan Your Next Sporting Event in the Lake George Area

Just a short drive from New York's Capital Region, the Lake George Area is the ideal destination for tournaments, training camps, and team travel.

The region features premier indoor competition spaces like [Harding Mazzotti Arena](#) and [Afrim's Sports Adirondack Dome](#), along with outdoor mountain venues including [Cape Mountain](#) and [West Mountain](#) —

**Advertising
Partners**

Albany Business Review
New Jersey Lifestyle Magazine
Saratoga / Capital Region -
Living Magazine
Springfield Republican
USAE
Warren County Tourism

★ Tap Into Spring in the Lake George Area

When winter begins to loosen its grip in the Adirondacks, something sweet starts to flow. Just minutes from Lake George, Thurman Maple Days transforms this rural community into an interactive maple touring experience blending agriculture, history, local flavor, and authentic Adirondack charm. For motorcoach tours, senior groups, student travel, and specialty itineraries, it's a ready-made spring program that's educational, immersive, and delicious.

2026 Dates:

March 14–15 | March 21–22 | March 28–29

[Read the Blog → Tap Into Spring](#)

[Explore Spring Events →](#)



Social Media & Promotion

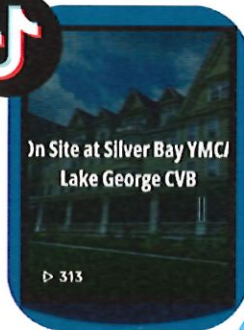
48.3K
Social Reach

5,189
Social
Followers
YTD

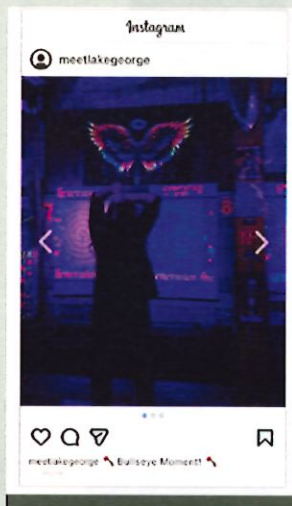
262
New
Followers



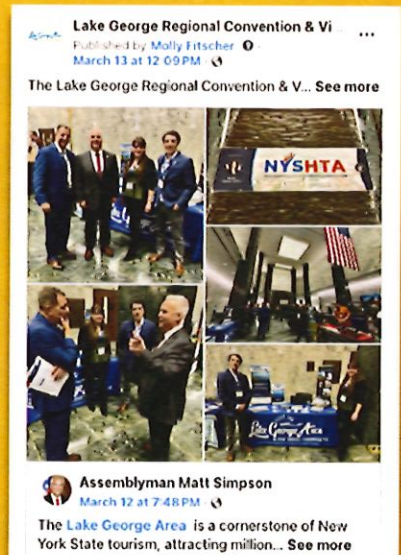
LinkedIn performance increased in Q1 2026, with views rising from 8.2K in Q4 to 12.9K—**an increase of nearly 60%.**



Instagram experienced notable growth in Q1 2026, with **views doubling** and **reach increasing nearly tenfold** compared to Q4.



Facebook performance saw significant growth in Q1 2026, with total views **increasing over 400%** compared to Q4 2025.



LGRCVB | Q1 2026

Advertising



Explore Group Retreats in the Lake George Area

The Lake George Area sets the stage for corporate retreats that blend fresh ideas, natural beauty, team connection, and experiences.

BY THE LAKE GEORGE REGIONAL CVB

Explore Group Retreats in the Lake George Area

Discover fresh spring inspiration for your Lake George Area corporate retreat — seasonal scenery, activities, and local charm to energize your group's agenda.

BY THE LAKE GEORGE REGIONAL CVB



Publication: Albany Business Review

Market: Corp./Assn.

Product: Boston - Run of Site

Analytics: 104,293 Impressions, 67 Clicks, 0.06% CTR

Matching colors correspond to the same campaign,
resulting in identical analytics across those sections.



Host Your Next Meeting at a Historic Venue in the Lake George Area

Our historic buildings and landmarks preserve the character and culture of the community, offering a powerful sense of place and connection. [Read more.](#)

BY THE LAKE GEORGE REGIONAL CVB



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Our historic buildings and landmarks preserve the character and culture of the community, offering a powerful sense of place and connection. [Read more.](#)

BY THE LAKE GEORGE REGIONAL CVB



Host Your Next Meeting at a Historic Venue in the Lake George Area

Old buildings and landmarks are storytellers to the aesthetic and cultural history of a city, helping to give people a sense of place and connection to the past. [Read more.](#)

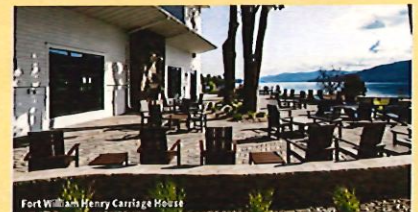
BY THE LAKE GEORGE REGIONAL CVB



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Old buildings and landmarks are storytellers to the aesthetic and cultural history of a city, helping to give people a sense of place and connection to the past. [Read more.](#)

BY THE LAKE GEORGE REGIONAL CVB



Same Agenda. Better Meetings in the Lake George Area.

Your agenda stays the same — the experience doesn't have to. In the Lake George Area, less than an hour from the Capital Region, meetings come with fresh air, natural scenery, and moments that feel less scheduled and more meaningful.

Publication: Albany Business Review

Market: Corp./Assn.

Product: Eblast

Analytics: 28K Delivered, 17K Opens, 118 Clicks, 0.42% CTD

Explore Group Retreats in the Lake George Area

Discover fresh spring inspiration for your Lake George Area corporate retreat — seasonal scenery, activities, and local charm to energize your group's agenda.

BY THE LAKE GEORGE REGIONAL CVB



Explore Group Retreats in the Lake George Area

The Lake George Area sets the stage for corporate retreats that blend fresh ideas, natural beauty, team connection, and experiences.

BY THE LAKE GEORGE REGIONAL CVB

Publication: Albany Business Review

Market: Corp./Assn.

Product: Boston - Run of Site

Analytics: 39,091 Impressions, 17 Clicks, 0.07% CTR (Still in Progress)

LGRCVB | Q1 2026 Advertising

ROUTINE AGENDA.



ELEVATED EXPERIENCE. Lake George Area.



Start Planning

Publication: Albany Business Review

Market: Corp./Assn.

Product: Boston Homepage Takeover

Analytics: 32K Impressions, 46 Clicks, 0.14% CTR



Make Meetings Memorable in the Lake George Area

A memorable meeting doesn't require a new agenda — just a better setting. A few hours from Boston, the Lake George Area offers fresh perspectives.

Publication: Albany Business Review

Market: Boston Corp./Assn.

Product: Eblast

Analytics: 17K Delivered, 9K Opens, 19 Clicks, 0.11% CTD



Publication: Saratoga/Capital Region Living Magazine

Market: Meeting

Product: Half Page Ad

Analytics: 21K Regional Circulation



Same Agenda. Better Meetings. IN THE LAKE GEORGE AREA

Your agenda stays the same — the experience doesn't have to. In the Lake George Area, less than an hour from the Capital Region, meetings come with fresh air, natural scenery, and moments that feel less scheduled and more meaningful.

The region offers a range of meeting venues — from lakeside resorts and flexible conference spaces to classic ballrooms and intimate retreat settings — paired with easy opportunities to step outside the agenda.

Publication: Smart Meetings

Market: Meetings

Product: Eblast

Analytics: Pending



THE LAKE GEORGE AREA
meetlakegeorge.com/weddings

VIEW DIGITAL WEDDING GUIDE

Say "I Do" in the Lake George Area
Stunning views. Charming venues. Unforgettable memories.

Picture Yourself in the Lake George Area

Planning made easy:
✓ Free venue suggestions
✓ Trusted vendor referrals
✓ Ideas for guest activities

Located in the heart of the Southern Tier, the Lake George Area offers breathtaking backdrops, unique venues, and plenty for guests to enjoy.

Contact the Lake George Regional Convention & Visitors Bureau today!
lgcvb@lakegeorgechamber.com | 518.468.5155

Publication: New Jersey Lifestyle Magazine

Market: Wedding

Product: Page Print Ad

Analytics: Readership

2026 Q1 LEADS

Account Name	Lead Name	Meeting	Meeting	EEL Type	# ATTN	Room Nights	EEL Value	New
Lake George Area Reunions	2026 Bowen Family Reunion	7/9/2026	7/12/2026	SMERF/Reunion	100	60	\$103,600	Yes
Rein Teen Tours	2026 July LG Teen Tour	7/15/2026	7/17/2026	Group Tour	45	50	\$24,840	No
Soil & Water Conservation Soc	2027 Annual Conference	8/1/2027	8/4/2027	Convention	425	636	\$1,066,500	Yes
Lake George Area Reunions	2026 Mandell Family Reunion	6/11/2026	6/13/2026	SMERF/Reunion	90	80	\$69,930	Yes
Fury Basketball Club	2026 Fury Basketball Tournament	5/23/2026	5/23/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tournament	5/30/2026	5/30/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tournament	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
Twin Travel Concepts	2026 ADK Balloon Festival G	9/18/2026	9/20/2026	Group Tour	55	50	\$30,360	Yes
Tours By Design, Inc.	2026 ADK Balloon Festival Tr	9/19/2025	9/19/2025	Group Tour	55	25	\$10,120	No
Fury Basketball Club	2026 Fury Basketball Tournament	6/20/2026	6/20/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tournament	7/11/2026	7/11/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tournament	7/18/2026	7/18/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tournament	7/25/2026	7/25/2026	Tournament	150	50	\$35,250	Yes
Friendly Tours and Travel	2026 Fall ADK Tour	10/4/2026	10/5/2026	Group Tour	55	56	\$20,240	Yes
New York State Society of Ph	2027 NYSSPA CME Conference	10/15/2027	10/17/2027	Conference	500	408	\$553,250	Yes
New York State Organization	NYSO DKG 2027 Spring Executive	4/23/2027	4/25/2027	Board Meeting	50	100	\$134,250	No
Run Ragnar	2027 Ragnar Relay	5/21/2027	5/23/2027	Tournament	1800	300	\$1,012,500	Yes
Wolfsgart	2026 Wolfsgart Festival	8/7/2026	8/9/2026	Special Event	6000	700	\$4,910,000	Yes
Lake George Area Reunions	2026 St. Mary's Class 84-86 Reunion	10/17/2026	10/17/2026	SMERF/Reunion	120	150	\$45,800	Yes
Starr Bus Charter & Tours	2026 Fall Splendor Tour	10/11/2026	10/13/2026	Group Tour	55	50	\$30,360	No
D&F Travel Inc.	2026 A Lake George Escape	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Starr Bus Charter & Tours	2026 Holiday Tour	12/4/2026	12/6/2026	Group Tour	56	50	\$30,912	No
New York State Bar Association	2026 Commercial & Federal I	5/1/2026	5/3/2026	Conference	100	200	\$163,500	Yes
Empire State Safety Association	2026 ESSA Safety Education	4/8/2026	4/9/2026	Convention	60	30	\$44,400	No
Starr Bus Charter & Tours	Quebec City & Montreal Tour	8/1/2026	8/2/2026	Group Tour	55	25	\$20,240	Yes
Council of Family and Child C	2026 COFCCA Annual Meeting	5/6/2026	5/8/2026	Conference	150	225	\$245,250	Yes
United States Collegiate Athletic	2027 USCAA Volleyball & Cricket	11/9/2027	11/13/2027	Tournament	400	705	\$1,078,000	Yes
New York Self-Insurers Association	2026 Spring Work Shop	6/10/2026	6/12/2026	Conference	180	300	\$294,300	No

2026 Q1 LEADS

Account Name	Lead Name	Meeting	Meeting	EEI Type	# ATTN	Room Nights	EEI Value	New
Road scholar	2027 ADK Retreat	9/19/2027	9/24/2027	SMERF/Reunion	100	375	\$155,400	Yes
Northeast Unlimited Tours Inc	2026 September Balloon Fes	9/18/2026	9/20/2026	Group Tour	56	168	\$30,912	No
PrimeTime Lacrosse	2026 Nationals Invitational	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
Dirty Diamonds at The Lake	2026 Dirty Diamonds at The I	8/1/2026	8/3/2026	Tournament	200	450	\$255,000	No
2026 Investment Manager	2026 Investment Manager	6/8/2026	6/10/2026	Conference	220	440	\$359,700	Yes
Lake George Area Reunions	2026 Making Memories Fami	7/9/2026	7/13/2026	SMERF/Reunion	200	255	\$259,000	Yes
National Association of Motor	2027 Annual Conference & N	8/15/2027	8/18/2027	Conference	75	90	\$146,000	Yes
CMT Meetings & Events Trav	2026 MID CF October Event	10/2/2026	10/3/2026	Conference	85	49	\$67,450	Yes
New York State Amateur Hoc	2026 Annual Meeting	6/1/2028	6/4/2028	Conference	150	100	\$327,000	Yes
State of New York Police Juv	2027 State of New York Polic	8/30/2027	9/3/2027	Conference	275	240	\$394,125	Yes
TLC Tours	2026 Beauty and Adirondack	9/18/2026	9/20/2026	Group Tour	55	90	\$30,360	Yes
New York State City County I	2026 Annual Conference and	5/6/2026	5/8/2026	Conference	100	100	\$163,500	Yes
New England Interstate Wate	2027 NORTHEAST AQUATIC	2/9/2027	2/12/2027	Conference	175	220	\$302,750	Yes
New York State Athletic Train	2027 Annual Conference and	6/27/2027	6/30/2027	Conference	125	85	\$132,500	Yes
Northeast Instrumental Music	2026 Northeast Instrumental	11/19/2026	11/22/2026	Special Event	200	400	\$436,000	No
Lake George DJ Takeover Mi	2026 Lake George DJ Takeo	5/9/2025	5/11/2025	Special Event	1000	400	\$935,000	No
Bnei Baruch America	2026 Annual Retreat	10/28/2026	10/31/2026	SMERF/Reunion	300	400	\$310,800	No
Erbessd Instruments	2026 Erbessd Instruments St	5/18/2026	5/20/2026	Conference	75	100	\$85,875	Yes
Total Leads = 46						15847	8987	\$14,903,954

2026 Q1 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Alpha Win Lake George Triathl	2026 Bolton Landing Tria	6/12/2026	6/13/2026	Tournament	500	500	\$254,000	Yes
New England Nordic Ski Assoc	NENSA Eastern U16 Char	3/8/2026	3/10/2026	Tournament	250	600	\$318,750	Yes
Demolay New York	2026 Winterfest	2/27/2026	3/1/2026	Group Tour	100	88	\$55,200	Yes
Lake George Area Reunions	2026 Jimenez Family Gat	7/18/2026	7/19/2026	SMERF/Reunic	30	10	\$15,540	Yes
NE District Barbershop Harmo	2026 NED WESTERN Regi	5/1/2026	5/2/2026	Special Event	400	300	\$243,500	No
Lake George Area Weddings	2026 Richardson Weddin	9/11/2026	9/13/2026	Wedding	150	80	\$245,250	Yes
Association of School Business	2026 Fall Leadership Con	9/23/2026	9/25/2026	Conference	50	70	\$81,750	Yes
Costello, Valente & Gentry, PC	2026 Law Office Confere	6/19/2026	6/21/2026	Conference	50	60	\$81,750	Yes
Fury Basketball Club	2026 Fury Basketball Tou	4/11/2026	4/12/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball Tou	4/18/2026	4/19/2026	Tournament	300	200	\$255,000	Yes
Ben Porat Yosef	2026 Student Youth Trip	6/8/2026	6/10/2026	SMERF/Reunic	50	50	\$38,850	Yes
Lake George Area Reunions	2026 Bowen Family Reun	7/9/2026	7/12/2026	SMERF/Reunic	100	60	\$103,600	Yes
Rein Teen Tours	2026 July LG Teen Tour	7/15/2026	7/17/2026	Group Tour	45	50	\$24,840	No
Fury Basketball Club	2026 Fury Basketball Tou	5/23/2026	5/23/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tou	5/30/2026	5/30/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tou	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
New York State Organization D	NYSO DKG 2027 Spring E	4/23/2027	4/25/2027	Board Meeting	50	100	\$134,250	No
Lake George Area Reunions	2026 St. Mary's Class 84-	10/17/2026	10/17/2026	SMERF/Reunic	120	150	\$45,800	Yes
Starr Bus Charter & Tours	2026 Fall Splendor Tour	10/11/2026	10/13/2026	Group Tour	55	50	\$30,360	No
D&F Travel Inc.	2026 A Lake George Esca	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Starr Bus Charter & Tours	2026 Holiday Tour	12/4/2026	12/6/2026	Group Tour	56	50	\$30,912	No
New York State Bar Associatio	2026 Commercial & Fede	5/1/2026	5/3/2026	Conference	100	200	\$163,500	Yes
Empire State Safety Associatio	2026 ESSA Safety Educati	4/8/2026	4/9/2026	Convention	60	30	\$44,400	No
Starr Bus Charter & Tours	Quebec City & Montreal	8/1/2026	8/2/2026	Group Tour	55	25	\$20,240	Yes
Council of Family and Child Ca	2026 COFCCA Annual Me	5/6/2026	5/8/2026	Conference	150	225	\$245,250	Yes

2026 Q1 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business
New York Self-Insurers Associa	2026 Spring Work Shop	6/10/2026	6/12/2026	Conference	180	300	\$294,300	No
PrimeTime Lacrosse	2026 Nationals Invitation	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
2026 Investment Management	2026 Investment Management	6/8/2026	6/10/2026	Conference	220	440	\$359,700	Yes
Lake George Area Reunions	2026 Making Memories I	7/9/2026	7/13/2026	SMERF/Reunio	200	255	\$259,000	Yes
New York State City County Mi	2026 Annual Conference	5/6/2026	5/8/2026	Conference	100	100	\$163,500	Yes
Northeast Instrumental Music	2026 Northeast Instrume	11/19/2026	11/22/2026	Special Event	200	400	\$436,000	No
Lake George DJ Takeover Musi	2026 Lake George DJ Tak	5/9/2025	5/11/2025	Special Event	1000	400	935000	No
Bnei Baruch America	2026 Annual Retreat	10/28/2026	10/31/2026	SMERF/Reunio	300	400	310800	No
Erbesd Instruments	2026 Erbesd Instruments	5/18/2026	5/20/2026	Conference	75	100	85875	Yes
Total Booked = 34					6751	6118	\$6,015,147	

2026 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Lake George Area Reur	2026 Bowen Family Reu	7/9/2026	7/12/2026	SMERF/Reur	100	60	\$103,600	Yes
Rein Teen Tours	2026 July LG Teen Tour	7/15/2026	7/17/2026	Group Tour	45	50	\$24,840	No
Soil & Water Conservati	2027 Annual Conferenc	8/1/2027	8/4/2027	Convention	425	636	\$1,066,500	Yes
Lake George Area Reur	2026 Mandell Family Re	6/11/2026	6/13/2026	SMERF/Reur	90	80	\$69,930	Yes
Fury Basketball Club	2026 Fury Basketball To	5/23/2026	5/23/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball To	5/30/2026	5/30/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball To	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
Twin Travel Concepts	2026 ADK Balloon Festi	9/18/2026	9/20/2026	Group Tour	55	50	\$30,360	Yes
Tours By Design, Inc.	2026 ADK Balloon Festi	9/19/2025	9/19/2025	Group Tour	55	25	\$10,120	No
Fury Basketball Club	2026 Fury Basketball To	6/20/2026	6/20/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball To	7/11/2026	7/11/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball To	7/18/2026	7/18/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball To	7/25/2026	7/25/2026	Tournament	150	50	\$35,250	Yes
Friendly Tours and Travi	2026 Fall ADK Tour	10/4/2026	10/5/2026	Group Tour	55	56	\$20,240	Yes
New York State Society	2027 NYSSPA CME Con	10/15/2027	10/17/2027	Conference	500	408	\$553,250	Yes
New York State Organiz	NYSO DKG 2027 Spring	4/23/2027	4/25/2027	Board Meetin	50	100	\$134,250	No
Run Ragnar	2027 Ragnar Relay	5/21/2027	5/23/2027	Tournament	1800	300	\$1,012,500	Yes
Wolfsgart	2026 Wolfsgart Festival	8/7/2026	8/9/2026	Special Eveni	6000	700	\$4,910,000	Yes
Lake George Area Reur	2026 St. Mary's Class 8	10/17/2026	10/17/2026	SMERF/Reur	120	150	\$45,800	Yes
Starr Bus Charter & Tou	2026 Fall Splendor Tour	10/11/2026	10/13/2026	Group Tour	55	50	\$30,360	No
D&F Travel Inc.	2026 A Lake George Es	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Starr Bus Charter & Tou	2026 Holiday Tour	12/4/2026	12/6/2026	Group Tour	56	50	\$30,912	No
New York State Bar Ass	2026 Commercial & Fed	5/1/2026	5/3/2026	Conference	100	200	\$163,500	Yes
Empire State Safety Ass	2026 ESSA Safety Educ	4/8/2026	4/9/2026	Convention	60	30	\$44,400	No

2026 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Starr Bus Charter & Tou	Quebec City & Montreal	8/1/2026	8/2/2026	Group Tour	55	25	\$20,240	Yes
Council of Family and C	2026 COFCCA Annual I	5/6/2026	5/8/2026	Conference	150	225	\$245,250	Yes
United States Collegiate	2027 USCAA Volleyball	11/9/2027	11/13/2027	Tournament	400	705	\$1,078,000	Yes
New York Self-Insurers /	2026 Spring Work Shop	6/10/2026	6/12/2026	Conference	180	300	\$294,300	No
Road scholar	2027 ADK Retreat	9/19/2027	9/24/2027	SMERF/Reur	100	375	\$155,400	Yes
Northeast Unlimited Tou	2026 September Balloor	9/18/2026	9/20/2026	Group Tour	56	168	\$30,912	No
Prime Time Lacrosse	2026 Nationals Invitator	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
Dirty Diamonds at The L	2026 Dirty Diamonds at	8/1/2026	8/3/2026	Tournament	200	450	\$255,000	No
2026 Investment Manag	2026 Investment Manag	6/8/2026	6/10/2026	Conference	220	440	\$359,700	Yes
Lake George Area Reur	2026 Making Memories	7/9/2026	7/13/2026	SMERF/Reur	200	255	\$259,000	Yes
National Association of I	2027 Annual Conferenc	8/15/2027	8/18/2027	Conference	75	90	\$146,000	Yes
CMT Meetings & Events	2026 MID CF October E	10/2/2026	10/3/2026	Conference	85	49	\$67,450	Yes
New York State Amateu	2026 Annual Meeting	6/1/2028	6/4/2028	Conference	150	100	\$327,000	Yes
State of New York Polic	2027 State of New York	8/30/2027	9/3/2027	Conference	275	240	\$394,125	Yes
TLC Tours	2026 Beauty and Adiron	9/18/2026	9/20/2026	Group Tour	55	90	\$30,360	Yes
New York State City Co	2026 Annual Conferenc	5/6/2026	5/8/2026	Conference	100	100	\$163,500	Yes
New England Interstate	2027 NORTHEAST AQL	2/9/2027	2/12/2027	Conference	175	220	\$302,750	Yes
New York State Athletic	2027 Annual Conferenc	6/27/2027	6/30/2027	Conference	125	85	\$132,500	Yes
Northeast Instrumental I	2026 Northeast Instrum	11/19/2026	11/22/2026	Special Eveni	200	400	\$436,000	No
Lake George DJ Takeov	2026 Lake George DJ T	5/9/2025	5/11/2025	Special Eveni	1000	400	\$935,000	No
Bnei Baruch America	2026 Annual Retreat	10/28/2026	10/31/2026	SMERF/Reur	300	400	\$310,800	No
Erbessd Instruments	2026 Erbessd Instrumer	5/18/2026	5/20/2026	Conference	75	100	\$85,875	Yes
Total Leads = 46					15847	8987	\$14,903,954	

2026 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Alpha Win Lake George Triathlon	2026 Bolton Landing Triathlon	6/12/2026	6/13/2026	Tournament	500	500	\$254,000	Yes
New England Nordic Ski Associati	NENSA Eastern U16 Champi	3/8/2026	3/10/2026	Tournament	250	600	\$318,750	Yes
Demolay New York	2026 Winterfest	2/27/2026	3/1/2026	Group Tour	100	88	\$55,200	Yes
Lake George Area Reunions	2026 Jimenez Family Gather	7/18/2026	7/19/2026	SMERF/Reunion	30	10	\$15,540	Yes
NE District Barbershop Harmony S	2026 NED WESTERN Region	5/1/2026	5/2/2026	Special Event	400	300	\$243,500	No
Lake George Area Weddings	2026 Richardson Wedding	9/11/2026	9/13/2026	Wedding	150	80	\$245,250	Yes
Association of School Business Off	2026 Fall Leadership Confer	9/23/2026	9/25/2026	Conference	50	70	\$81,750	Yes
Costello, Valente & Gentry, PC	2026 Law Office Conference	6/19/2026	6/21/2026	Conference	50	60	\$81,750	Yes
Fury Basketball Club	2026 Fury Basketball Tourna	4/11/2026	4/12/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball Tourna	4/18/2026	4/19/2026	Tournament	300	200	\$255,000	Yes
Ben Porat Yosef	2026 Student Youth Trip	6/8/2026	6/10/2026	SMERF/Reunion	50	50	\$38,850	Yes
Lake George Area Reunions	2026 Bowen Family Reunion	7/9/2026	7/12/2026	SMERF/Reunion	100	60	\$103,600	Yes
Rein Teen Tours	2026 July LG Teen Tour	7/15/2026	7/17/2026	Group Tour	45	50	\$24,840	No
Fury Basketball Club	2026 Fury Basketball Tourna	5/23/2026	5/23/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tourna	5/30/2026	5/30/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tourna	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
New York State Organization Delta	NYSO DKG 2027 Spring Execi	4/23/2027	4/25/2027	Board Meeting	50	100	\$134,250	No
Lake George Area Reunions	2026 St. Mary's Class 84-86	10/17/2026	10/17/2026	SMERF/Reunion	120	150	\$45,800	Yes
Starr Bus Charter & Tours	2026 Fall Splendor Tour	10/11/2026	10/13/2026	Group Tour	55	50	\$30,360	No
D&F Travel Inc.	2026 A Lake George Escape	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Starr Bus Charter & Tours	2026 Holiday Tour	12/4/2026	12/6/2026	Group Tour	56	50	\$30,912	No
New York State Bar Association (N	2026 Commercial & Federal	5/1/2026	5/3/2026	Conference	100	200	\$163,500	Yes
Empire State Safety Association (E	2026 ESSA Safety Education	4/8/2026	4/9/2026	Convention	60	30	\$44,400	No
Starr Bus Charter & Tours	Quebec City & Montreal Tou	8/1/2026	8/2/2026	Group Tour	55	25	\$20,240	Yes
Council of Family and Child Caring	2026 COFCCA Annual Meeti	5/6/2026	5/8/2026	Conference	150	225	\$245,250	Yes
New York Self-Insurers Associatio	2026 Spring Work Shop	6/10/2026	6/12/2026	Conference	180	300	\$294,300	No

2026 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
PrimeTime Lacrosse	2026 Nationals Invitational	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
2026 Investment Management Su	2026 Investment Management	6/8/2026	6/10/2026	Conference	220	440	\$359,700	Yes
Lake George Area Reunions	2026 Making Memories Fair	7/9/2026	7/13/2026	SMERF/Reunion	200	255	\$259,000	Yes
New York State City County Manaj	2026 Annual Conference and	5/6/2026	5/8/2026	Conference	100	100	\$163,500	Yes
Northeast Instrumental Music Fes	2026 Northeast Instrumenta	11/19/2026	11/22/2026	Special Event	200	400	\$436,000	No
Lake George DJ Takeover Music &	2026 Lake George DJ Takeov	5/9/2025	5/11/2025	Special Event	1000	400	935000	No
Bnei Baruch America	2026 Annual Retreat	10/28/2026	10/31/2026	SMERF/Reunion	300	400	310800	No
Erbessd Instruments	2026 Erbessd Instruments Sp	5/18/2026	5/20/2026	Conference	75	100	85875	Yes
Total Booked = 34					6751	6118	\$6,015,147	

2026 Q1 EVENTS SERVICED

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# # Attn	# # Rooms	EEL Value	New Business
Adirondack Youth Hockey (AYHP)	2026 Girls Northstar Winter Classic	1/16/2026	1/19/2026	Tournament	700	1400	\$1,190,000	No
Adirondack Youth Hockey (AYHP)	2026 Adirondack Extreme Freeze Tourname	1/23/2026	1/25/2026	Tournament	170	300	\$216,750	No
Adirondack Youth Hockey (AYHP)	2026 Adirondack Thunder and Lightning To	2/20/2026	2/22/2026	Tournament	350	375	\$446,250	No
A Winding Thread Quilting	2026 Winter Quilt Retreat	1/16/2026	1/18/2026	Tournament	100	100	\$127,500	No
A Winding Thread Quilting	2026 Winter Quilt Retreat	2/20/2026	2/22/2026	SMERF/Reur	30	60	\$23,310	No
A Winding Thread Quilting	2026 Spring Quilt Retreat	3/25/2026	3/27/2026	SMERF/Reur	30	60	\$23,310	No
Northeast Story Telling	2026 Sharing The Fire Storytelling Confere	3/26/2026	3/28/2026	Conference	100	75	\$111,000	Yes
New England Nordic Ski Associa	NENSA Eastern U16 Championships	3/8/2026	3/10/2026	Tournament	250	600	\$318,750	Yes
Demolay New York	2026 Winterfest	2/27/2026	3/1/2026	SMERF/Reur	100	88	\$55,200	Yes
Afrim's ADK - The Dome	2026 Boys Soccer Winter College Show Ca	2/14/2026	2/15/2026	Tournament	130	120	\$110,500	Yes
Afrim's ADK - The Dome	2026 Boys U16 Full Field 11v11 Showcase	2/7/2026	2/8/2026	Tournament	200	150	\$170,000	Yes
Afrim's ADK - The Dome	2026 Great Upstate Boat Show	3/26/2026	3/29/2026	Convention	300	300	\$654,000	No
Afrim's ADK - The Dome	2026 U16 Girls Full Field 11v11 Showcase	1/10/2026	1/11/2026	Tournament	150	100	\$127,500	Yes
WSWHE BOCES	2026 WSWHE BOCES Youth Summit	3/5/2026	3/5/2026	SMERF/Reur	200	75	\$51,800	No
Adirondack Youth Hockey (AYHP)	2026 Drop the Gloves Tournament	3/27/2026	3/29/2026	Tournament	200	150	\$255,000	No
Total Events Serviced = 15					3010	3953	\$3,880,870	

2026 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
Bus Association of New	2026 Fall Marketplace	10/18/2026	10/20/2026	Convention	60	125	\$119,100	Yes
Greater Northeast Mot	2027 GNEMA SPRING	3/29/2027	3/30/2027	Conference	125	100	\$83,750	Yes
New York State Outdoc	2027 60th Annual Conf	5/13/2027	5/16/2027	Conference	40	80	\$87,200	Yes
New York State Outdoc	2027 Annual Safari Me	9/23/2027	9/26/2027	Conference	30	90	\$65,400	Yes
Northeast Story Telling	2027 Sharing The Fire	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes
Liberty Receptive Tours	2026 New York State o	9/19/2026	9/21/2026	Group Tour	300	60	\$165,600	Yes
Lowee's Group Tours, I	2026 ADK Balloon Fes	9/18/2026	9/20/2026	Group Tour	55	60	\$30,360	Yes
Elite Coach	2026 ADK Balloon Fes	9/17/2026	9/20/2026	Group Tour	55	90	\$40,480	Yes
Alpha Win Lake Georgi	2026 Lake George Tria	8/29/2026	8/30/2026	Tournament	1000	500	\$565,000	No
Lake George Area Reu	2026 Zablonski Reunio	6/20/2026	6/23/2026	SMERF/Reunio	75	225	\$77,700	Yes
NYSPPHSA (NYS Pub	2027 State Cross Cour	11/13/2027	11/13/2027	Tournament	3000	2000	\$990,000	No
North Stars Soccer Clu	2026 5th Annual Cauld	10/17/2026	10/19/2026	Tournament	1000	120	\$676,500	No
Queensbury Union Fre	2026 Cross Country Im	9/12/2026	9/12/2026	Tournament	800	200	\$539,500	No
Southern Adirondack R	2026 Inaugural Show	11/13/2026	11/15/2026	Tournament	200	200	\$255,000	Yes
Diamond Kings	2026 Summer Basebal	7/31/2026	8/2/2026	Tournament	288	200	\$367,200	No
Twin Travel Concepts	2026 ADK Balloon Fes	9/18/2026	9/20/2026	Group Tour	55	50	\$30,360	Yes
Association of School E	2027 Fall Leadership C	9/22/2027	9/24/2027	Conference	50	70	\$81,750	No
Association of School E	2028 Fall Leadership C	9/20/2028	9/22/2028	Conference	50	70	\$81,750	No
Association of School E	2029 Fall Leadership C	9/19/2029	9/21/2029	Conference	50	70	\$81,750	No
Association of School E	2027 Board of Director	7/14/2027	7/16/2027	Board Meeting	20	24	\$24,300	Yes
Association of School E	2028 Board of Director	7/12/2028	7/14/2028	Board Meeting	20	24	\$24,300	No
Association of School E	2029 Board of Director	7/11/2029	7/13/2029	Board Meeting	20	24	\$24,300	No
Association of School E	2026 Women's Leader	8/26/2026	8/28/2026	Other	150	150	\$245,250	Yes
Church of Jesus Christ	Father Son Canoe Adv	6/22/2026	6/26/2026	SMERF/Reunio	80	320	\$103,600	Yes
Fury Basketball Club	2026 Fury Basketball T	6/6/2026	6/7/2026	Tournament	300	200	\$255,000	Yes
National Multiple Scler	South Central Tour of C	8/24/2026	8/30/2026	Special Event	150	297	\$572,250	Yes

2026 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
Fury Basketball Club	2026 Fury Basketball T	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
Twin Travel Concepts	2026 ADK Balloon Fes	9/18/2026	9/20/2026	Group Tour	55	50	\$30,360	Yes
Tours By Design, Inc.	2026 ADK Balloon Fes	9/19/2025	9/19/2025	Group Tour	55	25	\$10,120	No
Fury Basketball Club	2026 Fury Basketball T	6/20/2026	6/20/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball T	7/11/2026	7/11/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball T	7/18/2026	7/18/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball T	7/25/2026	7/25/2026	Tournament	150	50	\$35,250	Yes
Friendly Tours and Tra	2026 Fall ADK Tour	10/4/2026	10/5/2026	Group Tour	55	56	\$20,240	Yes
Run Ragnar	2027 Ragnar Relay	5/21/2027	5/23/2027	Tournament	1800	300	\$1,012,500	Yes
Wolfsgart	2026 Wolfsgart Festiva	8/7/2026	8/9/2026	Special Event	6000	700	\$4,910,000	Yes
United States Collegiat	2027 USCAA Volleybal	11/9/2027	11/13/2027	Tournament	400	705	\$1,078,000	Yes
Road scholar	2027 ADK Retreat	9/19/2027	9/24/2027	SMERF/Reunio	100	375	\$155,400	Yes
Northeast Unlimited To	2026 September Ballo	9/18/2026	9/20/2026	Group Tour	56	168	\$30,912	No
PrimeTime Lacrosse	2026 Nationals Invitatio	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
Dirty Diamonds at The	2026 Dirty Diamonds a	8/1/2026	8/3/2026	Tournament	200	450	\$255,000	No
National Association of	2027 Annual Conferen	8/15/2027	8/18/2027	Conference	75	90	\$146,000	Yes
CMT Meetings & Event	2026 MID CF October	10/2/2026	10/3/2026	Conference	85	49	\$67,450	Yes
New York State Amate	2026 Annual Meeting	6/1/2028	6/4/2028	Conference	150	100	\$327,000	Yes
State of New York Polic	2027 State of New Yorl	8/30/2027	9/3/2027	Conference	275	300	\$394,125	Yes
TLC Tours	2026 Beauty and Adiro	9/18/2026	9/20/2026	Group Tour	55	90	\$30,360	Yes
New England Interstate	2027 NORTHEAST AC	2/9/2027	2/12/2027	Conference	175	220	\$302,750	Yes
New York State Athletic	2027 Annual Conferen	6/27/2027	6/30/2027	Conference	125	85	\$132,500	Yes
Buick Club of America	2026 Buick Club of Am	8/15/2026	8/25/2026	SMERF/Reunio	400	30	\$380,600	Yes
Total Pending = 49					19884	9867	\$15,531,967	

2026 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Atten	# Rooms	EEL Value	New Business	Lost Reason
Greater Northeast Motorcoach Association Lake George Area Weddings	2027 GNEMA Fall Meeting	9/14/2027	9/16/2027	Conference	250	300	\$277,500	Yes	Decided between 2 other locations for Fall 2027 meeting, RFP send for 2027 Spring Meeting
	2026 Moccia Wedding	7/17/2026	7/19/2026	Wedding	250	200	\$408,750	Yes	Wedding was Cancelled
	Alpha Win Lake George Triathlon	9/11/2026	9/13/2026	Tournament	1000	500	\$591,000	Yes	Did not win Bid for this race chose different location
Center Lane Attractions LTD	International Championship Events (ICE) World Championship Ice Racing	1/10/2026	1/10/2026	Special Event	200	100	\$74,000	Yes	Was looking to bring his event to Harding & Mazotti, unfortunately they did not have availability, we will follow up for 2027
	2026 Alpha Epsilon Phi ADK Trip	3/27/2026	3/29/2026	SMERF/Reun	125	210	\$97,125	Yes	Group cancelled trip, will follow up in August to see if group has any upcoming plans
Laughter Saves Lives	2026 Comedy Tour and Foundation	9/11/2026	9/13/2026	Special Event	150	100	\$140,250	Yes	Met with John for site visit, connected him with local businesses. Followed up with him to see if he connected with partners he had done no outreach
Soroptimist International	2026 North Atlantic Conference	5/1/2025	5/4/2025	Conference	150	240	\$327,000	No	2026 conference to be held at Doubletree Hilton Washington Meadow Lands, Washington Pennsylvania 15301
Four Winds Tours and Travel	2026 Student ADK Trip	6/19/2026	6/21/2026	Group Tour	45	90	\$24,840	Yes	Decided to go with a different location Follow up for future travel dates for 2027
World Downhill Skateboarding Championship WDSC	2026 World Downhill Skateboarding Championship	6/4/2026	6/7/2026	Tournament	3500	3250	\$3,100,000	Yes	Follow up for 2027. Didn't have enough time to execute planning for 2026.

2026 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Atten	# Rooms	EEL Value	New Business	Lost Reason
Soil & Water Conservation Society	2027 Annual Conference	8/1/2027	8/4/2027	Convention	425	636	\$1,066,500	Yes	Selecting location in Southeast decided to host their reunion in Connecticut this year. The organizer mentioned that they are focusing on a different geographic area to better accommodate the distance for some of their family members.
Lake George Area Reunions	2026 Mandell Family Reunion	6/11/2026	6/13/2026	SMERF/Reun	90	80	\$69,930	Yes	Received lead after decision date, connected with contact will submit RFP's directly to KH
New York State Society of Physician Associates (NYSSPA)	2027 NYSSPA CME Conference	10/15/2027	10/17/2027	Conference	500	408	\$553,250	Yes	
YTD Lost = 12					6685	6114	\$6,730,145		

2026 EVENT TRACKING

Name	Attendee	Date	Location	# Connections	# Appointments	Leads	Bookings	EEL Value
ABA	Brian Mulligan	January 13	Reno NV	100	28	7	7	\$155,480
MPI Meets NJ	Kayla Hunsinger	March 8	Atlantic City	30				
Upstate Sports Expo	Brian Mulligan / Kayla Hunsinger	March 14	Saratoga Springs	50				
518 Wedding Expo	Molly Fitcher, Kayla Hunsinger, Adk Winery	January 4, February 15	Albany	100				
NYSHTA Tourism Showcase	Brian Mulligan / Kayla Hunsinger	March 5	Albany	15				
Smart Meetings Elevate	Brian Mulligan / Kayla Hunsinger	February 27	Foxwoods CT	45	25	0	0	
Total Events 6				340	53	7	7	\$155,480

2026 BOOKINGS EVENT DATES

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rms	EEI Value	New Business
Demolay New York	2026 Winterfest	2/27/2026	3/1/2026	Group Tour	100	88	\$55,200	Yes
New England Nordic Ski Association	NENSA Eastern U16 Championships	3/8/2026	3/10/2026	Tournament	250	600	\$318,750	Yes
Empire State Safety Association (ESSA)	2026 ESSA Safety Education Meeting	4/8/2026	4/9/2026	Convention	60	30	\$44,400	No
Fury Basketball Club	2026 Fury Basketball Tournament: LG Spring Shootout	4/11/2026	4/12/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball Tournament: ADK Pink Shootout	4/18/2026	4/19/2026	Tournament	300	200	\$255,000	Yes
New York State Bar Association (NYSBA)	2026 Commercial & Federal Litigation Section Spring Meeting	5/1/2026	5/3/2026	Conference	100	200	\$163,500	Yes
NE District Barbershop Harmony Society	2026 NED WESTERN Regional Convention & Contests	5/1/2026	5/2/2026	Special Event	400	300	\$243,500	No
New York State City County Management Association NYSCMA	2026 Annual Conference and Training Program	5/6/2026	5/8/2026	Conference	100	100	\$163,500	Yes
Council of Family and Child Caring Agencies (COFCCA)	2026 COFCCA Annual Meeting & Conference	5/6/2026	5/8/2026	Conference	150	225	\$245,250	Yes
Lake George DJ Takeover Music & Arts Festival	2026 Lake George DJ Takeover	5/21/2026	5/22/2026	Special Event	1000	200	\$565,000	No
Erbessd Instruments	2026 Erbessd Instruments Spring Training	5/18/2026	5/20/2026	Conference	75	100	\$85,875	Yes
Fury Basketball Club	2026 Fury Basketball Tournament: ADK Queen of the Court	5/23/2026	5/23/2026	Tournament	150	50	\$35,250	Yes
Fury Basketball Club	2026 Fury Basketball Tournament: ADK King of the Court	5/30/2026	5/30/2026	Tournament	150	50	\$35,250	Yes
D&F Travel Inc.	2026 A Lake George Escape	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Ben Porat Yosef	2026 Student Youth Trip	6/8/2026	6/10/2026	SMERF/Reunion	50	50	\$38,850	Yes
2026 Investment Management Summit	2026 Investment Management Summit	6/8/2026	6/10/2026	Conference	220	440	\$359,700	Yes
New York Self-Insurers Association (NYSIA)	2026 Spring Work Shop	6/10/2026	6/12/2026	Conference	180	300	\$294,300	No

2026 BOOKINGS EVENT DATES

Alpha Win Lake George Triathlon	2026 Bolton Landing Triathlon	6/12/2026	6/13/2026	Tournament	500	500	\$254,000	Yes
Fury Basketball Club	2026 Fury Basketball Tournament	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
Costello, Valente & Gentry, PC	2026 Law Office Conference	6/19/2026	6/21/2026	Conference	50	60	\$81,750	Yes
Lake George Area Reunions	2026 Making Memories Family Reunion	7/9/2026	7/13/2026	SMERF/Reunion	200	255	\$259,000	Yes
Lake George Area Reunions	2026 Bowen Family Reunion	7/9/2026	7/12/2026	SMERF/Reunion	100	60	\$103,600	Yes
Rein Teen Tours	2026 July LG Teen Tour	7/15/2026	7/17/2026	Group Tour	45	50	\$24,840	No
PrimeTime Lacrosse	2026 Nationals Invitational	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
Lake George Area Reunions	2026 Jimenez Family Gathering	7/18/2026	7/19/2026	SMERF/Reunion	30	10	\$15,540	Yes
Starr Bus Charter & Tours	Quebec City & Montreal Tour	8/1/2026	8/2/2026	Group Tour	55	25	\$20,240	Yes
Lake George Area Weddings	2026 Richardson Wedding	9/11/2026	9/13/2026	Wedding	150	80	\$245,250	Yes
Association of School Business Officials of New York (ASBO)	2026 Fall Leadership Conference	9/23/2026	9/25/2026	Conference	50	70	\$81,750	Yes
Starr Bus Charter & Tours	2026 Fall Splendor Tour	10/11/2026	10/13/2026	Group Tour	55	50	\$30,360	No
Lake George Area Reunions	2026 St. Mary's Class 84-86 School Reunion	10/17/2026	10/17/2026	SMERF/Reunion	120	150	\$45,800	Yes
Bnei Baruch America	2026 Annual Retreat	10/28/2026	10/31/2026	SMERF/Reunion	300	400	\$310,800	No
Northeast Instrumental Music Festival	2026 Northeast Instrumental Music Festival	11/19/2026	11/22/2026	Special Event	200	400	\$436,000	No
Starr Bus Charter & Tours	2026 Holiday Tour	12/4/2026	12/6/2026	Group Tour	56	50	\$30,912	No
Total 2026 Events = 33					6701	5818	\$5,510,897	
NYSO DKG 2027 Spring Executive Board Meeting/Seminar	New York State Organization Delta Kappa Gamma Society International	4/23/2027	4/25/2027		50	100	\$134,250	No
Total 2027 Events = 1					50	100	\$134,250	