



**Occupancy Tax Coordination Committee
AGENDA
July 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 June 22, 2026 Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize funding of the local share of New York State Development grant in the amount of \$50,000.
Rationale: In response to referral from Economic Growth and Development Committee, funds will go toward developing a strategic plan for the Charles R. Wood Park Festival Space.
 - b. **Resolution Request:** To authorize payment on an annual basis in an amount not to exceed \$5,000 to Warren County Workforce Development.
Rationale: To support agency for costs not covered by business contributions and incurred for the end-of-the-year Annual Hospitality Workforce Celebration and Awards event.
 - c. **Resolution Request:** To add as a Signature Event 2028-2030 and approve funding of the New York State Public High School Athletic Association's (NYSPHSAA) Boys Basketball Championships at the Harding Mazzotti Arena in Glens Falls.
Rationale: To support the Greater Glens Falls Amateur Athletic Championship Association (GGFAACA) in securing a three-year commitment from NYSPHSAA to hold the tournament in Glens Falls in the amount of \$100,000 per year for three years.
- V. Discussion Items:
 - a. Jessica Carson, Cash Flow Report
 - b. Christine Norton, Treasurer Report
 - c. Gina Mintzer, Lake George Regional Chamber/CVB Quarterly Report
 - d. Heather Bagshaw, Kevin Hajos, Air Race X Proposal
- VI. Referrals: None
- VII. Privilege of the floor and public comment
- VIII. Motion to adjourn

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- Attachment #1:** Resolution Request 20 Grant funding via Empire State Development (Referral)
- Attachment #2:** Resolution Request 05 from Economic Growth and Development Committee (Reference only)
- Attachment #3:** Resolution Request 20 Workforce Development annual support
- Attachment #4:** Resolution Request 03 New Contract with GGFAACA
- Attachment #5:** Boys Basketball Championship Report
- Attachment #6:** Lake George Regional CVB Quarterly Report
- Attachment #7:** Air Race X Proposal

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Tourism Department (Occupancy Tax)

DATE: July 21, 2026

- (a) Purpose of Request: **To authorize funding of the local share of New York State Development grant in the amount of \$50,000**
- (b) Details: **In response to referral from Economic Growth and Development Committee, funds will go toward developing a strategic plan for the Charles R. Wood Park Festival Space.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002.480.04 Warren County Projects**

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

*** as listed in budget and LOGOS**

RESOLUTION REQUEST FORM NO. 5

Request to Apply for a Grant Application and Grant Agreement

DEPARTMENT NAME: Planning

DATE: 6/11/2026

- (a) Purpose of Grant:
Develop strategic plan for Charles R Wood Park Festival Space
- (b) Name of Grantor:
NYS Empire State Development
- (c) Address of Contractor: **Hedley Park Place, 433 River Street, Suite 1003, Troy, NY 12180**
- (d) Grantor's Contact Person and Telephone Number:
nys-capitaldist@esd.ny.gov
- (e) Has or Will the Grant Application or Grant Agreement be provided, if so, Please Attach? **See link below**
- (f) Effective Date of Grant: **Anticipated early 2027**
- (g) Termination Date of Grant: **Anticipated late 2030**
- (h) Total Dollar Amount Involved (not to exceed): **\$100,000**
- (i) Deadline to Submit Grant Application and/or Grant Agreement:
July 30, 2026
- (j) Is a Budget amendment required? **TBD** If yes, also complete and submit Form No. 7.
- (k) Are the funds to go into a Capital Project or Capital Reserve Project? **TBD** If yes, also complete and submit Form No. 8 or Form No. 9, as applicable.
- (i) Is a Local Share Required? **Yes** If Yes, Where are the Funds? List Budget Code, Object Code, Full Title* and Amount **OR** Capital Project **OR** Capital Reserve Project Number and Title and Amount:

Local share of 50% or \$50,000 to be determined by committee

Sample: A.1010 470 Legislative Board – Contract \$xx.xx

Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS

<https://esd.ny.gov/strategic-planning-and-feasibility-studies-program#objective>

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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

DEPARTMENT NAME: Tourism Department (Occupancy Tax)

DATE: July 21, 2026

- (a) Purpose of Request: **To authorize payment on an annual basis in an amount not to exceed \$5,000 to Warren County Workforce Development.**
- (b) Details: **To compensate agency for costs not covered by business contributions and incurred for the end-of-the-year Annual Hospitality Workforce Celebration and Awards event.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002.480.04 Warren County Projects**

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

* as listed in budget and LOGOS



ANNUAL WARREN COUNTY HOSPITALITY WORKFORCE EVENT 2026

Monday, September 14, 2026

Boarding Time: 05:00 PM

Start Time: 05:30 PM

Dockside End: 07:30 PM

End Time: 07:30 PM

Boat: Lac du Saint Sacrement

Boarding:

Disembarking: Steel Pier

57 Beach Rd, Lake George, NY 12845,
USA

Order Number: 80663392

Guest Count: 400

Boat

Package Boat Allocation

LGSC Adjusted Fare Price

DDJ Camp Over 80

Adult Charter Ticket

Menu

Dinner Choices for DDJ

Choice of Chicken Picnic, Pasta Party, Taco Display, or Pizza Party Please make your menu choice 45 days prior to your event.

Guest:

Liza Ochsendorf

333 Glen Street Glens Falls NY 12801 US

+15188248865

ochsendorfl@WarrenCountyNY.gov

Lake George Representative:

07/14/2026

Toni Huntington

PO Box 551 Lake George NY 12845-0551 US

(518) 668-5777

Ext: 209

toni@lakegeorgesteamboat.com

Order Details

Terms

Deposit: In order to hold pricing a **\$1,000.00** deposit must be received by **07/30/2026**.

Second Deposit of \$5,000.00 due on **06/16/2026**

Final Balance due, 09/07/2026

Item/Type	Quantity	Unit Price	Total
DDJ Camp Over 80	400	\$46.57	\$18,628.00
Adult Charter Ticket	400	\$0.00	\$0.00
LGSB per person donation	1	-\$1,800.00	-\$1,800.00
Subtotal			\$16,828.00
Fees			\$896.00
Taxes			\$0.00
Total			\$17,724.00
Deposit Amount			\$1,000.00
Deposit Due on			07/30/2026
Payment			\$0.00
Final Balance Due			\$17,724.00

Passenger Agreement

1. This Contract and Agreement is made by and between Lake George Steamboat Company, hereinafter referred to as "Steamboat" and hereinafter referred to as "Charterer".

2. Charterer agrees to designate an individual to serve as Charterer's Cruise Representative, for optimum communication during the Charter. Steamboat's Charter Manager and Captain shall only rely upon directives from the Cruise Representative with respect to any matter which may arise during the course of the cruise.

The Charterer's Representative may request that the sailing be delayed on the day of the Charter, provided however, that any delay in sailing will not alter the Return Time.

3. In consideration of the Charter provided by Steamboat, Charterer agrees to pay Steamboat for the cost of the services chosen by the Charterer, which will include the estimated fees indicated below as well as other services as agreed upon in the future.

The Charter Fee shall be based upon a projected passenger guaranteed count, which may be adjusted up to ten (10) calendar days prior to the Charter Date. Thereafter, the passenger count may not be reduced and may only be increased at the discretion of Steamboat.

4. Charterer to pay a minimum non-refundable deposit of \$1,000.00 with return of signed contract in order to confirm Charter date. One half of the balance of the total estimated bill (Charter Fees, Food and Beverage, Entertainment and all other services) shall be paid no later than 2 months prior to Charter Date, with remaining balance paid in full by fourteen (14) days prior to the Charter Date, unless otherwise arranged with Steamboat. A 20% service charge is added for all food and beverage service. Charterer will be billed for final guarantee or actual number of guests whichever number is greater.

Failure to make timely payments shall vest in Steamboat the right to either cancel the Charter and retain the non-refundable deposit, or in its sole and absolute discretion, to extend the payment deadline. Steamboat shall not be liable for any direct or indirect damages arising from or relating to its cancellation of the Charter by reason of untimely Charter Fee payments.

5. Should cancellation be necessary, Steamboat requires a minimum notice of one hundred and twenty (120) days for full release of any monies paid over and above the non-refundable deposit. Penalty for cancellation with less notice is forfeiture of entire monies paid.

6. Entertainment may not damage the vessel or constitute a hindrance to safety. Charterer shall not stage any "exotic" dancing, entertainment or singing without Steamboat's prior written approval. Charterer may hire its own entertainment or music, pending Steamboat's approval herein, unless Steamboat is asked to do so at Charterer's expense.

7. No food is to be brought aboard by Charterer. Steamboat reserves all catering rights. Guaranteed number of guests must be given to Steamboat no later than ten (10) working days prior to cruise. All Food and Beverage items must be selected no less than one (1) month prior to sailing.

8. Charterer is not to bring aboard alcoholic beverages of any kind. Steamboat reserves the right to provide all refreshments and alcoholic beverages. Passengers under 21 years of age will not be served alcoholic beverages. Charterer's guests shall not bring alcoholic beverages aboard the vessel, nor shall they bring such to minors during the Charter.

9. Steamboat allows reasonable and safe decoration of the vessel, subject to prior approval by Steamboat. Decorations may not damage the vessel or hinder safety, and must be removed by Charterer at end of cruise. Candles, sparklers, fireworks or other inflammables are prohibited. The amount of set up time required on the day of the Charter will be agreed upon two weeks prior by Charterer and Steamboat.

10. Any deviation from the agreed upon services herein, such as extra time of schedule, special services, etc., will be paid for in addition to the above charges and as agreed below.

11. Charterer agrees to use all reasonable effort to preserve order among its excursion passengers and prevent damage to the vessel or its equipment. Charterer shall reimburse Steamboat for any and all damage to vessel or its equipment or furnishings caused by charterer's guests. Any security officers deemed necessary by Steamboat will be provided by Steamboat at the expense of the Charterer.

12. It is understood and agreed that Charterer shall not participate in any ticket sales other than to members of its own organization, unless consent to do so is granted herein. There shall be no ticket sales by the Charterer in excess of the number of passengers contracted for herein in Paragraph One unless agreed to in writing by both parties at least fourteen (14) days prior to sailing. Steamboat reserves the right to refuse to board any ticket holders in excess of the number agreed upon as above. Charterer is responsible for extra costs incurred from misprints of tickets/web sites done by Charterer that offer free drinks and/or food or extra time on the vessel that was not paid for or agreed upon in advance.

13. Steamboat will have control over rights to all food and beverages, gifts and souvenirs, check room and concessions, whether sold or given away. Charterer shall not give away prizes or premiums without Steamboat's consent.

14. Steamboat requires a proof copy for approval of any invitations, tickets or such prior to final printing.

15. Steamboat is not responsible for items lost or stolen on the Vessel or on the Pier.

16. The Charterer agrees and understands that any unlawful conduct (including unlawful substance abuse, fighting or underage

alcohol consumption), as well as unruly, unsafe or dangerous behavior by any passenger, as determined in the sole and absolute discretion of the Captain of the vessel, may be cause for cruise termination, without refund.

17. The Captain of the Vessel reserves the right to disallow boarding to anyone who, in the Captain's judgment, is intoxicated. Bartenders reserve the right to refuse beverage service to anyone who, in their best judgment, is intoxicated.

18. The Captain reserves the right to inspect all bags brought on board. This inspection right is for both security and control of alcohol consumption purposes.

19. Photography Release: By signing this document, you are giving the Lake George Steamboat Company permission to take photographs and video during your event and use your guests' likenesses and images, without compensation, for commercial, advertising, publicity or any other purpose in the promotion of functions on the Lake George Steamboat Company's Cruises.

20. Upon receipt of signed contract and deposit of \$1,000.00 (due within 15 days to confirm the vessel), an executed copy of this document will be returned to Charterer. This agreement cannot be altered or amended, except in writing, signed by an authorized representative of each party. All remaining costs are due as stated above.

Thank You For Choosing Lake George Steamboat Company!

Date

Authorized Representative - Signature

Warren County Workforce Development

Liza Ochsendorf

Name of Organization

Authorized Representative - Print Name

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism Department

DATE: July 21, 2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To support the Greater Glens Falls Amateur Athletic Championship Association (GGFAACA) in securing a three-year commitment from the New York State Public High School Athletic Association (NYSPHSAA) to bring the Boys Basketball Championship Tournament to Glens Falls as a Signature Event.**
- (c) Name of Contractor: **Greater Glens Falls Amateur Athletic Championship Association (GGFAACA)**
- (d) Address of Contractor: **P.O. Box 4680, Queensbury, NY 12804**
- (e) Contractor's Contact Person and Telephone Number: **Arthur (Chip) Corlew, Executive Director, 518-744-0043**
- (f) Has or will the Contract be provided, if so, please attach:
- (g) Commencement Date of Contract: **March 1, 2028**
- (h) Termination Date of Contract: **March 30, 2030**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$100,000 per year for three years**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Funds only paid if the contractor bid is successful and paid upon conclusion of the tournament each year.**
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **A6417.0002.480.09 Signature Events****

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

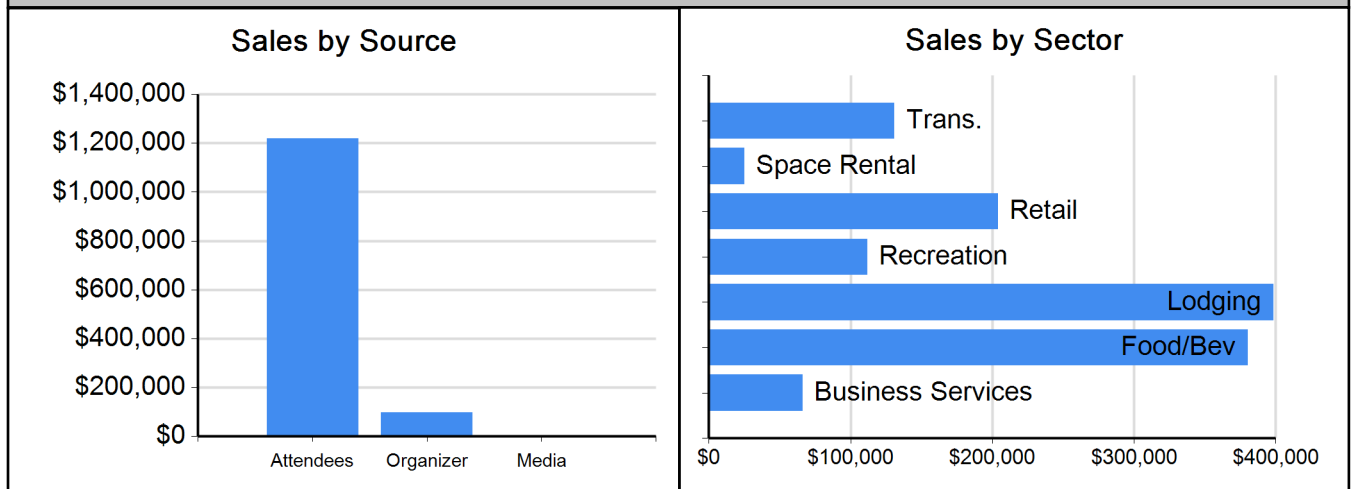
*as listed in budget and LOGOS

Event Impact Summary

Destination: Lake George CVB

Event Parameters		Key Results	
Event Name:	NYSPHSAA Boys Basketball	Business Sales (Direct):	\$1,317,415
Organization:	GGFAACA	Business Sales (Total):	\$1,995,616
Event Type:	Youth Amateur	Jobs Supported (Direct):	620
Start Date:	3/22/2024	Jobs Supported (Total):	713
End Date:	3/24/2024	Local Taxes (Total):	\$486,591
Overnight Attendees:	1823	Net Direct Tax ROI:	\$425,728
Day Attendees:	13367	Estimated Room Demand:	2,506

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$398,425	\$0	\$0	\$398,425
Transportation	\$123,389	\$7,331	\$411	\$131,132
Food & Beverage	\$380,367	\$0	\$0	\$380,367
Retail	\$204,283	\$0	\$0	\$204,283
Recreation	\$111,993	\$0	\$0	\$111,993
Space Rental	\$0	\$25,000	\$0	\$25,000
Business Services	\$0	\$65,983	\$232	\$66,215
TOTAL	\$1,218,457	\$98,314	\$643	\$1,317,415

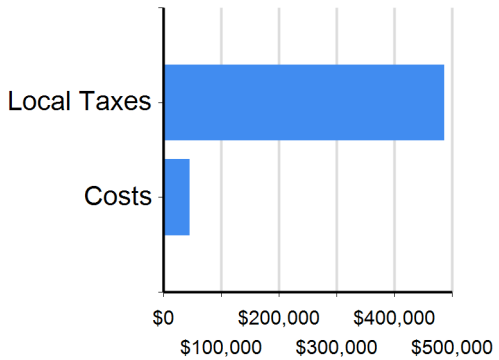
Event Impact Details

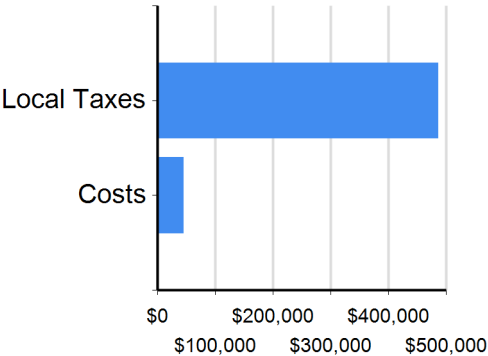
Destination: Lake George CVB

Event Name: NYSPHSAA Boys Basketball 2024

Organization: GGFAACA

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,317,415	\$678,201	\$1,995,616
Personal Income	\$391,403	\$186,059	\$577,462
Jobs Supported			
Persons	620	92	713
Annual FTEs	13	2	15
Taxes and Assessments			
Federal Total	\$113,521	\$56,681	\$170,201
State Total	\$93,762	\$29,884	\$123,646
sales	\$46,842	\$6,782	\$53,624
income	\$26,683	\$12,684	\$39,367
bed	\$0	-	\$0
other	\$20,237	\$10,418	\$30,655
Local Total (excl. property)	\$470,728	\$15,863	\$486,591
sales	\$35,131	\$5,087	\$40,218
income	\$3,934	\$1,870	\$5,803
bed	\$15,937	-	\$15,937
per room charge	\$398,425	-	\$398,425
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$17,301	\$8,906	\$26,207
property tax	\$43,600	\$15,107	\$58,707

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$470,728	
DMO Hosting Costs	\$45,000	
Direct ROI	\$425,728	
Net Present Value	\$443,323	
Direct ROI (%)	946%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$486,591	
Total ROI	\$441,591	
Net Present Value	\$459,841	
Total ROI (%)	981%	



Estimated Room Demand Metrics	
Room Nights (total)	2,506
Room Pickup (block only)	300
Peak Rooms	912
Total Visitor Days	6,014

2024 NYSPHSAA Boys Basketball

<u>State</u>	<u>City</u>	<u>Zip Code</u>	<u>Count</u>
MA	Waltham	02452	16
VT	Castleton	05732	11
VT	Fair Haven	05743	21
NY	Cold Spring	10516	146
NY	Hartsdale	10530	28
NY	Mount Vernon	10553	12
NY	White Plains	10603	93
NY	Middletown	10940	8
NY	Elmont	11003	26
NY	Port Washington	11050	17
NY	Glen Cove	11452	23
NY	Bay Shore	11706	143
NY	Brightwaters	11718	18
NY	Medford	11763	31
NY	Wyandach	11798	29
NY	Ballston Spa	12020	423
NY	Cohoes	12047	272
NY	Clifton Park	12065	489
NY	Fonda	12068	13
NY	Mechanicville	12118	315
NY	Rensselaer	12144	16
NY	Stillwater	12170	214
NY	Troy	12180	356
NY	Valley Falls	12185	9
NY	Albany	12203	1457
NY	Scotia	12302	31
NY	Schenectady	12304	197
NY	Kingston	12401	401
NY	Hurley	12443	92
NY	Lake Katrine	12449	18
NY	Mount Temper	12457	17
NY	Port Ewen	12466	33
NY	Saugerties	12477	21
NY	Tilson	12486	13
NY	Ulster Park	12487	26
NY	Woodstock	12498	16
NY	Beacon	12508	34

NY	Fishkill	12524	30
NY	Germantown	12526	25
NY	Highland	12528	41
NY	Hopewell	12533	63
NY	Freedom Plains	12540	21
NY	Newburgh	12550	29
NY	New Windsor	12553	18
NY	New Paltz	12561	29
NY	Pleasant Valley	12569	24
NY	Poughquag	12570	18
NY	Rhinebeck	12572	16
NY	Staatsburg	12580	12
NY	Tivoli	12583	8
NY	Wappingers Falls	12590	74
NY	Poughkeepsie	12603	168
NY	Fallsburg	12733	14
NY	Glens Falls	12801	2871
NY	South Glens Falls	12803	1702
NY	Queensbury	12804	2587
NY	Adirondack	12808	31
NY	Argyle	12809	187
NY	Bolton Landing	12814	93
NY	Brant Lake	12815	63
NY	Chestertown	12817	128
NY	Corinth	12822	38
NY	Fort Ann	12827	79
NY	Fort Edward	12828	337
NY	Gansevoort	12831	257
NY	Granville	12832	59
NY	Greenwich	12834	31
NY	Hudson Falls	12839	298
NY	Lake George	12845	329
NY	Lake Luzerne	12846	72
NY	North Creek	12853	45
NY	Salem	12865	25
NY	Saratoga Springs	12866	1564
NY	Ticonderoga	12883	62
NY	Warrensburg	12885	46
NY	Plattsburgh	12901	76

NY	Crown Point	12928	44
NY	Lake Placid	12946	38
NY	Malone	12953	27
NY	Mineville	12956	85
NY	Moriah	12960	124
NY	Port Henry	12974	47
NY	Wilisboro	12996	26
NY	Witherbee	12998	23
NY	Baldwinsville	13027	15
NY	Camillus	13031	78
NY	Fulton	13069	13
NY	Locke	13092	46
NY	Marcellus	13108	113
NY	Moravia	13118	216
NY	Skaneateles	13152	48
NY	Solvay	13209	17
NY	Syracuse	13215	79
NY	Hamilton	13346	23
NY	Sherburne	13460	48
NY	Watertown	13601	54
NY	Adams Center	13606	18
NY	Chaumont	13622	36
NY	Sackets Harbor	13685	83
NY	Davenport	13750	44
NY	Endicott	13760	88
NY	Whitney Point	13862	16
NY	Basom	14013	9
NY	Canandaigua	14424	18
NY	Churchville	14428	21
NY	Lyons	14489	62
NY	Macedon	14502	21
NY	Union Hill	14519	146
NY	Walworth	14568	35
NY	Webster	14580	46
NY	Williamson	14589	28
NY	Jamestown	14701	26
NY	Cuba	17427	24
NY	Kill Buck	14748	16
NY	Salamanca	14779	98

NY	Avoca	14809	36
NY	Bath	14810	12
NY	Prattsburgh	14873	18
CA	San Francisco	94108	35
Grand Total:			18755

***Zip Codes from where customers bought tickets from



What is the balance of visitors vs. residents in your destination and how are visitors contributing to your economy?

Note that geolocation data less than 30 days old is subject to small changes through Zartico's normalization process.
The insights below are based on a date range of 03-20-2025 to 03-23-2025

How do visitors impact your economy?

Source: Zartico Spend Data, Zartico Geolocation Data



% of all People in your Destination that are
Visitors

25%

32% Same time previous year
-8% Difference



% of all Spending in your Destination from
Visitors

13%

21% Same time previous year
-8% Difference

Share of spending from visitors by category and avg. daily spending

Source: Zartico Spend Data

% of Restaurant Spend from Visitors

23%

28% Same time previous year
-6% Difference

% of Retail Spend from Visitors

14%

8% Same time previous year
6% Difference

% of Arts, Entertainment & Attractions Spend
from Visitors

32%

38% Same time previous year
-6% Difference

Restaurant Avg. Daily Visitor Spend

\$69

\$67 Same time previous year
\$2 Difference

Retail Avg. Daily Visitor Spend

\$95

\$59 Same time previous year
\$35 Difference

Arts, Entertainment & Attractions Avg. Daily
Visitor Spend

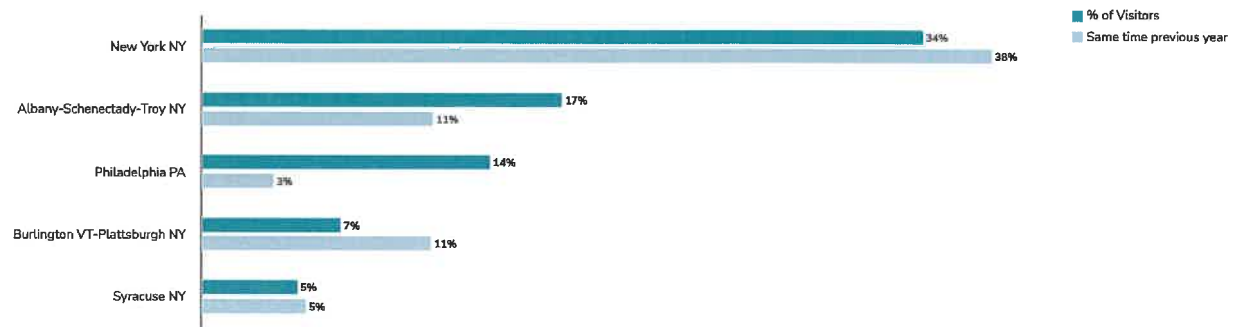
\$54

\$86 Same time previous year
\$-32 Difference

Who are your visitors?

Source: Zartico Geolocation Data

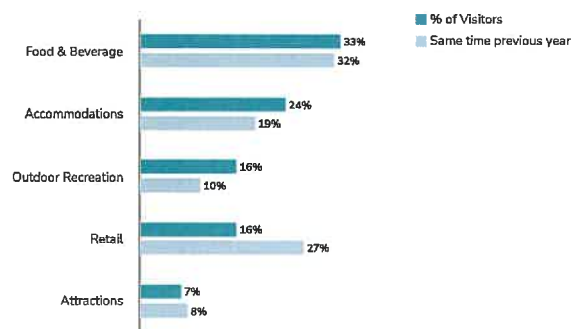
Top Visitor Markets ▾



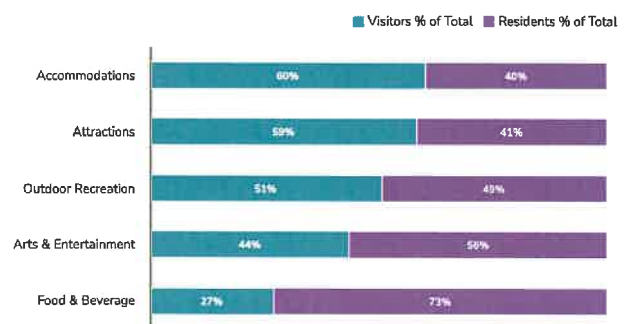
Which places are they visiting in your destination? Where do they make the greatest impact?

Source: Zartico Geolocation Data

Top Places Visited ▾



Places with Highest Share of Visitors ▾



% of Visitor by Region ▾



Data Reference

The following sample sizes drive the insights in this dashboard and are controlled by the filters selected at the top. If these show yellow or red values the insights should be treated as directional. In these cases, try expanding your filter criteria at the top.

Geolocation Data Loaded Through:	Spend Data Loaded Through:	Geolocation Sample Size	Spend Sample Size
05-30-2026	05-29-2026	831	764



What is the balance of visitors vs. residents in your destination and how are visitors contributing to your economy?

Note that geolocation data less than 30 days old is subject to small changes through Zartico's normalization process.
The insights below are based on a date range of 03-21-2024 to 03-24-2024

How do visitors impact your economy?

Source: Zartico Spend Data, Zartico Geolocation Data



% of all People in your Destination that are
Visitors

36%

24% Same time previous year
12% Difference



% of all Spending in your Destination from
Visitors

21%

10% Same time previous year
11% Difference

Share of spending from visitors by category and avg. daily spending

Source: Zartico Spend Data

% of Restaurant Spend from Visitors

32%

13% Same time previous year
19% Difference

% of Retail Spend from Visitors

9%

10% Same time previous year
-1% Difference

% of Arts, Entertainment & Attractions Spend
from Visitors

38%

16% Same time previous year
21% Difference

Restaurant Avg. Daily Visitor Spend

\$70

\$55 Same time previous year
\$15 Difference

Retail Avg. Daily Visitor Spend

\$89

\$67 Same time previous year
\$21 Difference

Arts, Entertainment & Attractions Avg. Daily
Visitor Spend

\$83

\$33 Same time previous year
\$49 Difference

Who are your visitors?

Source: Zartico Geolocation Data

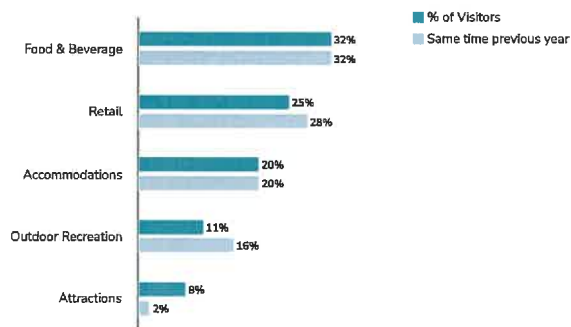
Top Visitor Markets ▾



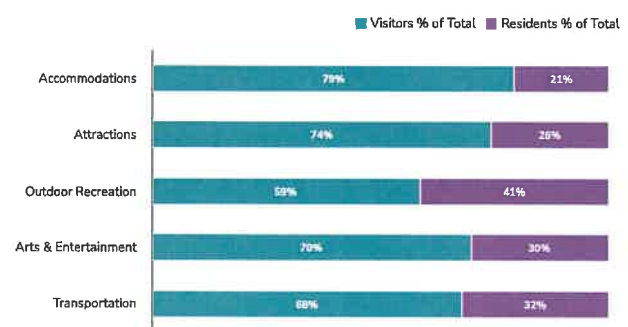
Which places are they visiting in your destination? Where do they make the greatest impact?

Source: Zartico Geolocation Data

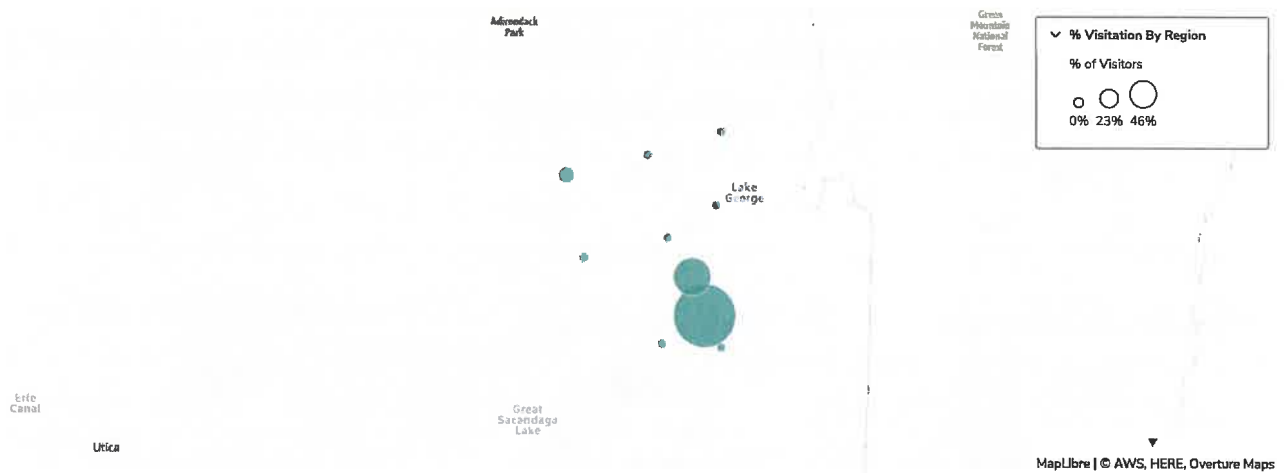
Top Places Visited ▾



Places with Highest Share of Visitors ▾



% of Visitor by Region ▾



Data Reference

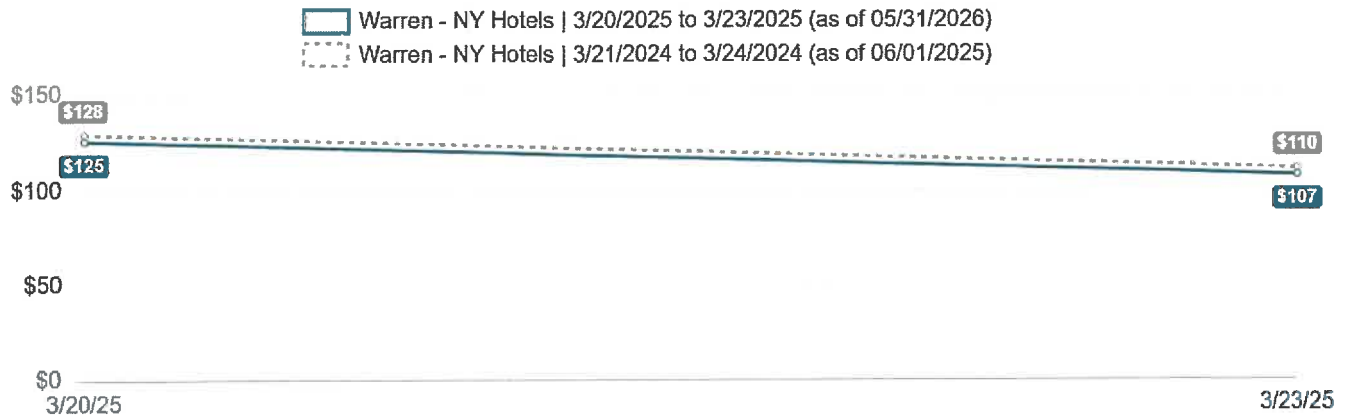
The following sample sizes drive the insights in this dashboard and are controlled by the filters selected at the top. If these show yellow or red values the insights should be treated as directional. In these cases, try expanding your filter criteria at the top.

Geolocation Data Loaded Through:	Spend Data Loaded Through:	Geolocation Sample Size	Spend Sample Size
05-30-2026	05-29-2026	7,749	478

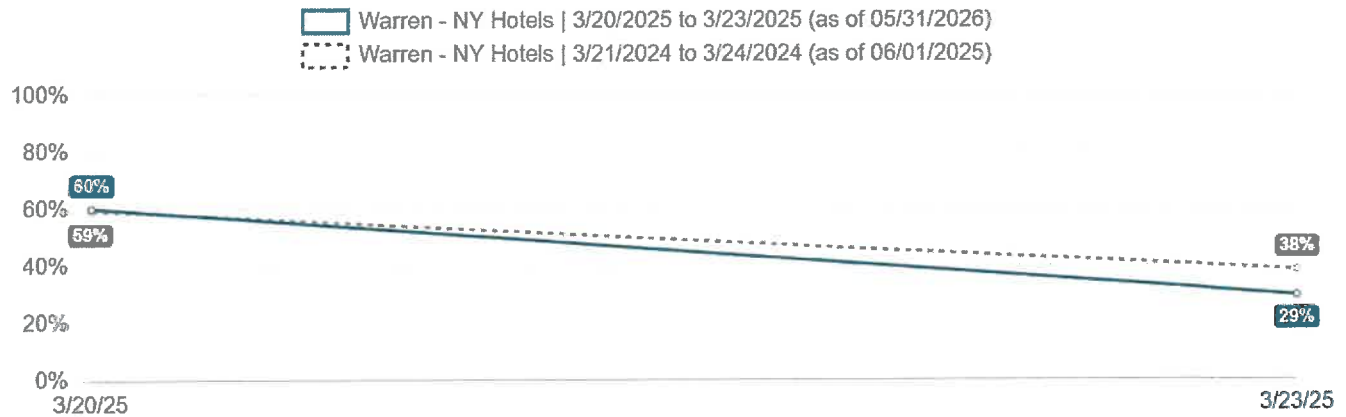
Data Source: Hotel (Direct)

KPI	Value	Compared	Difference
ADR (Hotels)	\$123	\$126	-2%
Occupancy (Hotels)	52.4%	54.0%	-3%
RevPAR (Hotels)	\$64	\$68	-5%
Revenue (Hotels)	\$219,289	\$231,477	-5%

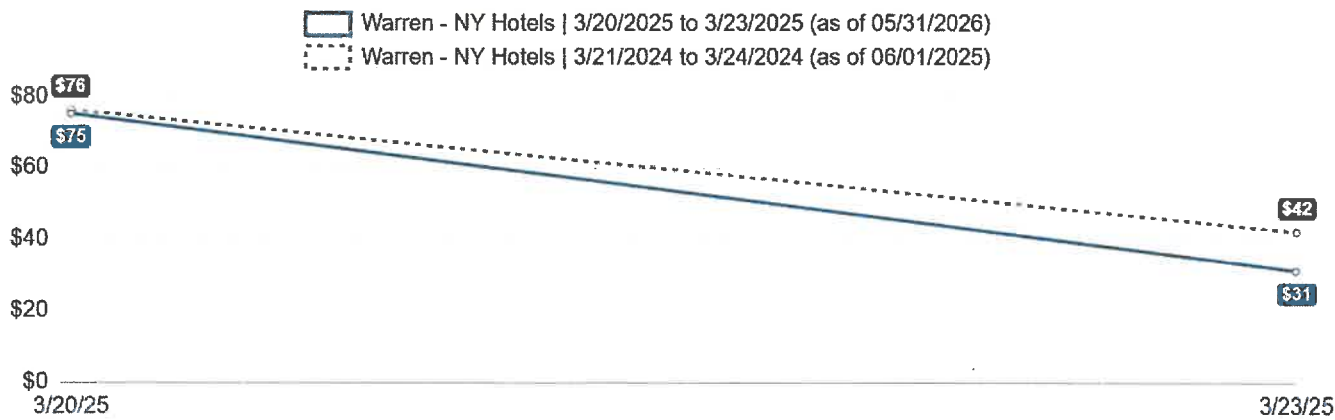
ADR



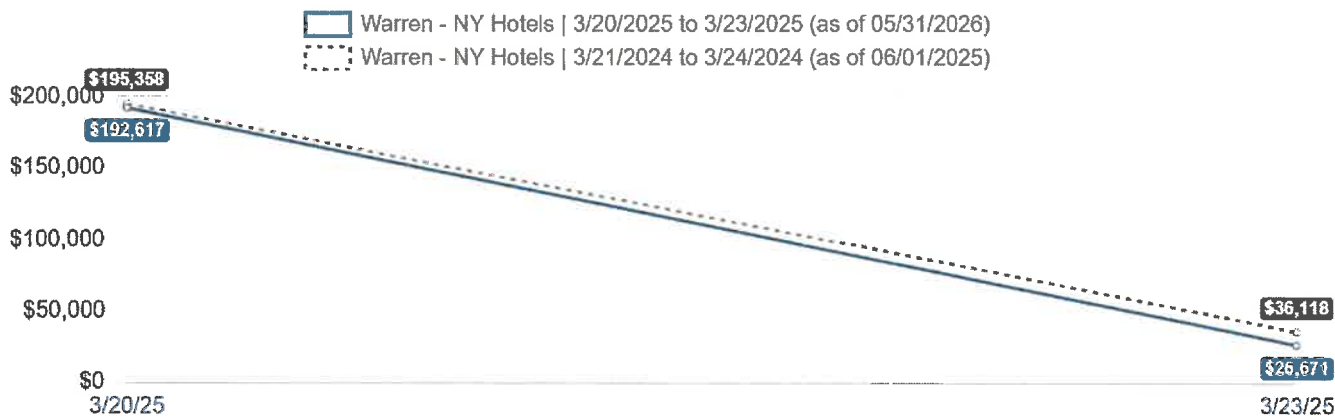
Occupancy



RevPAR



Revenue

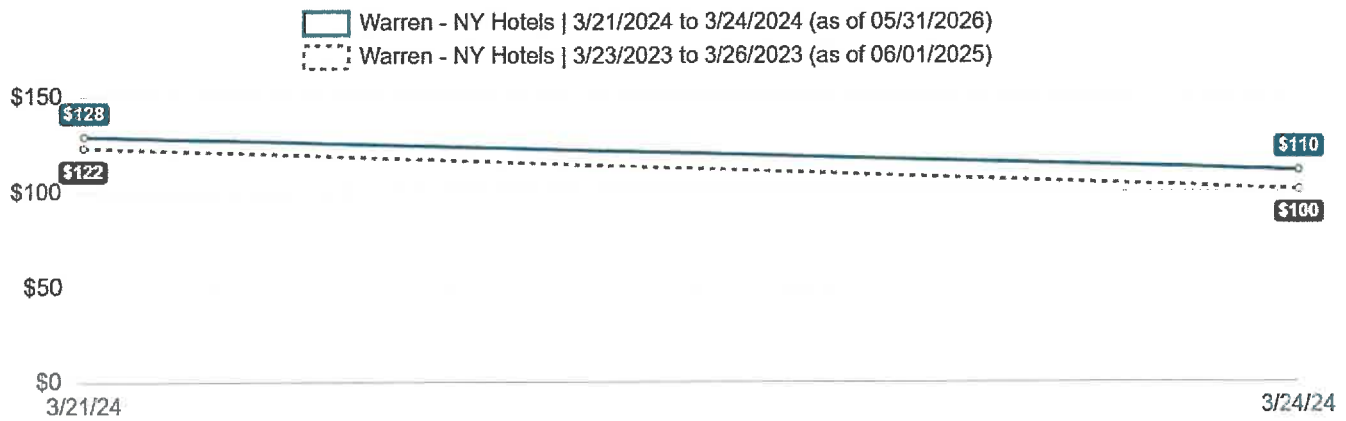


Copyright Key Data, LLC 2026
Created: 6/8/26 17:06 PM
Market(s): Warren - NY
Filter(s): none

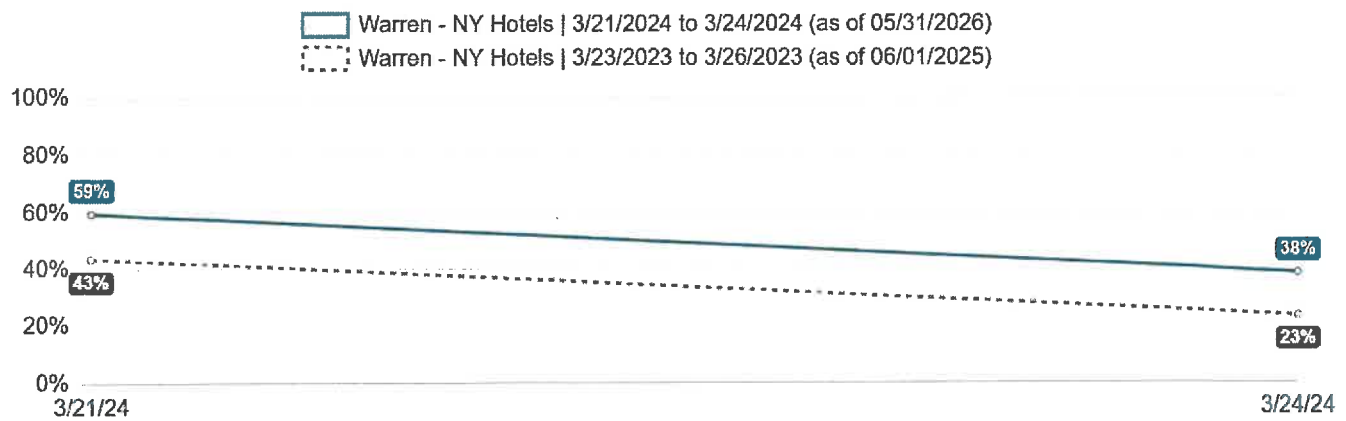
Data Source: Hotel (Direct)

KPI	Value	Compared	Difference
ADR (Hotels)	\$126	\$120	5%
Occupancy (Hotels)	54.0%	38.4%	41%
RevPAR (Hotels)	\$68	\$46	48%
Revenue (Hotels)	\$231,477	\$156,802	48%

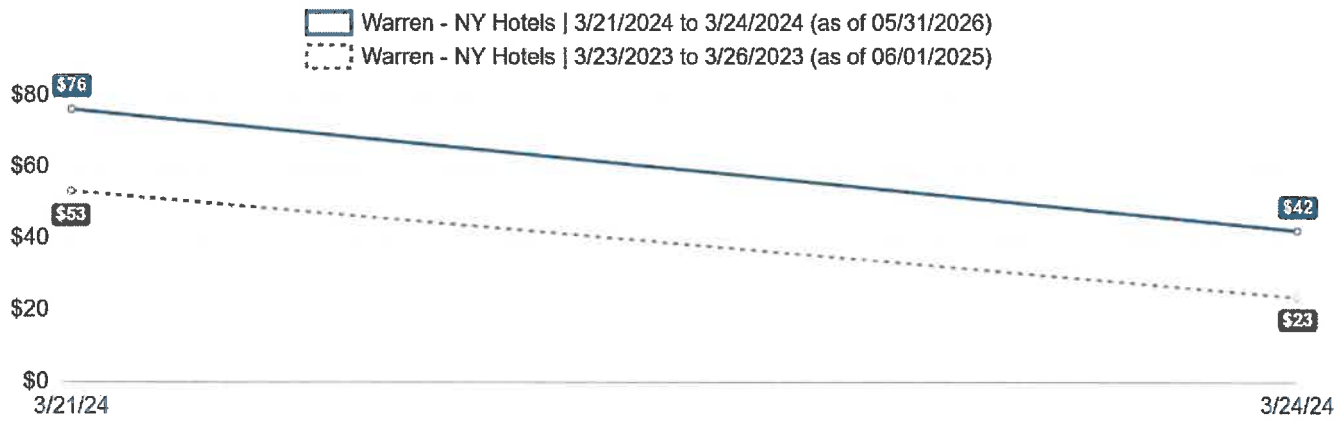
ADR



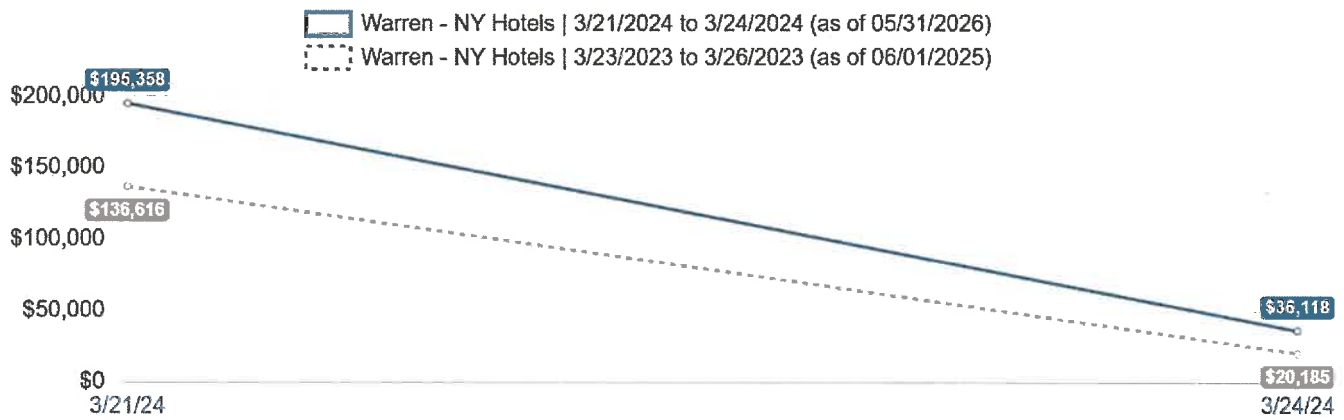
Occupancy



RevPAR



Revenue

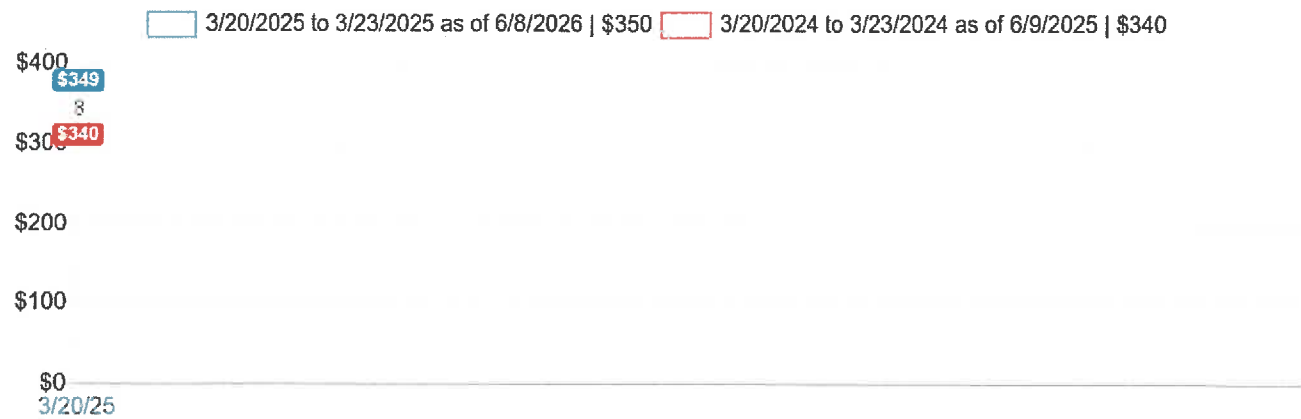


Copyright Key Data, LLC 2026
Created: 6/8/26 17:06 PM
Market(s): Warren - NY
Filter(s): none

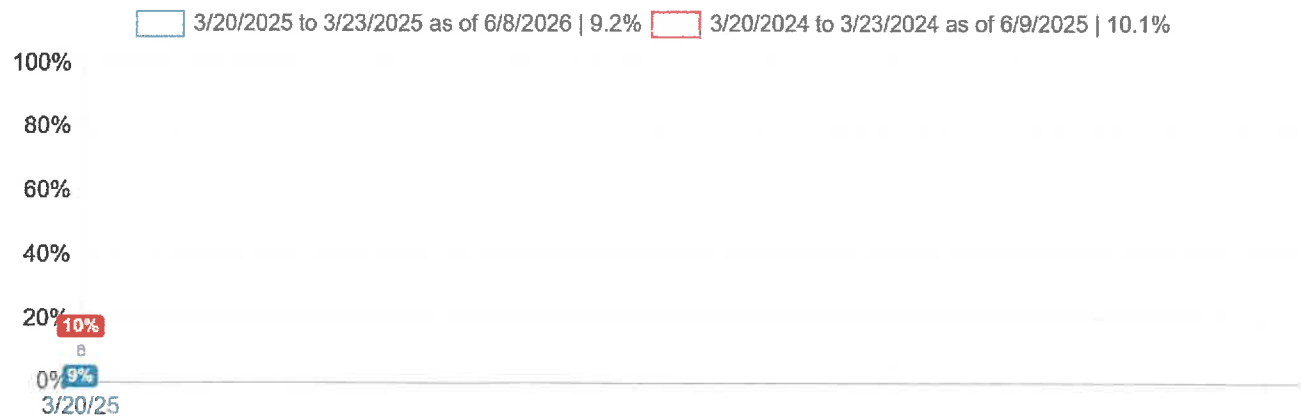
Data Source: Airbnb/Vrbo combined

KPI	Value	Compared	Difference
ADR	\$350	\$340	3%
Occupancy	9.2%	10.1%	-9%
RevPAR	\$32	\$35	-7%
Revenue	\$329,445	\$336,951	-2%

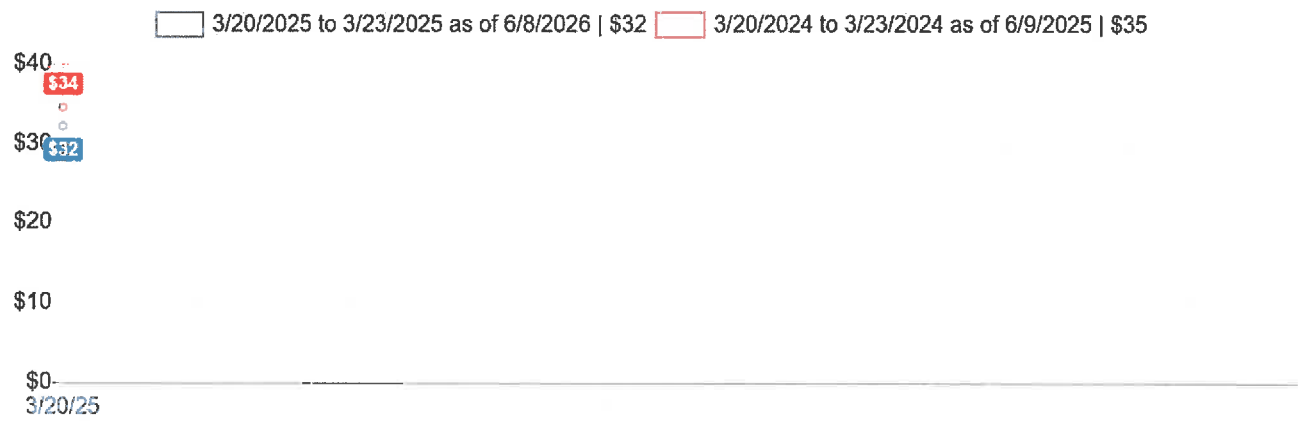
ADR



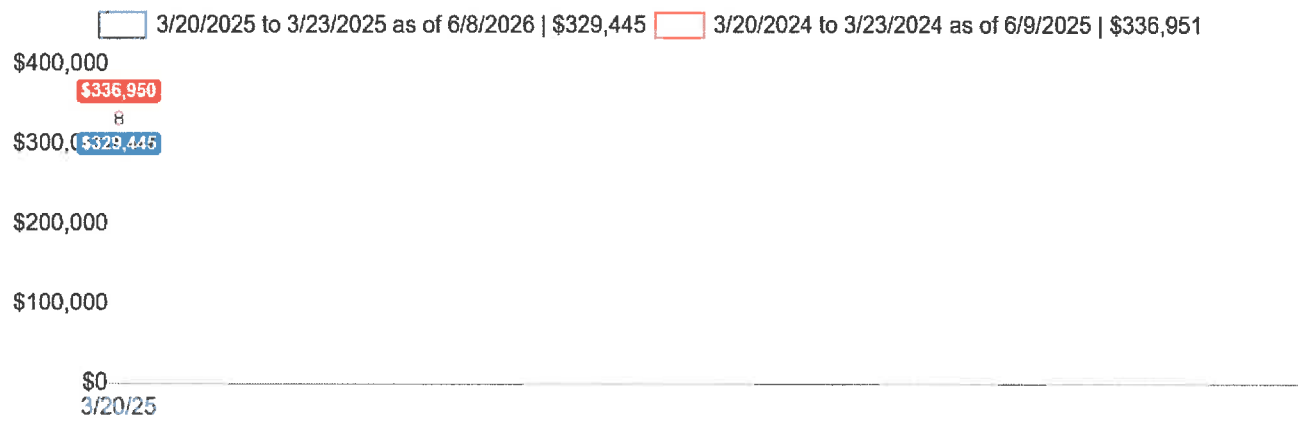
Occupancy



RevPAR



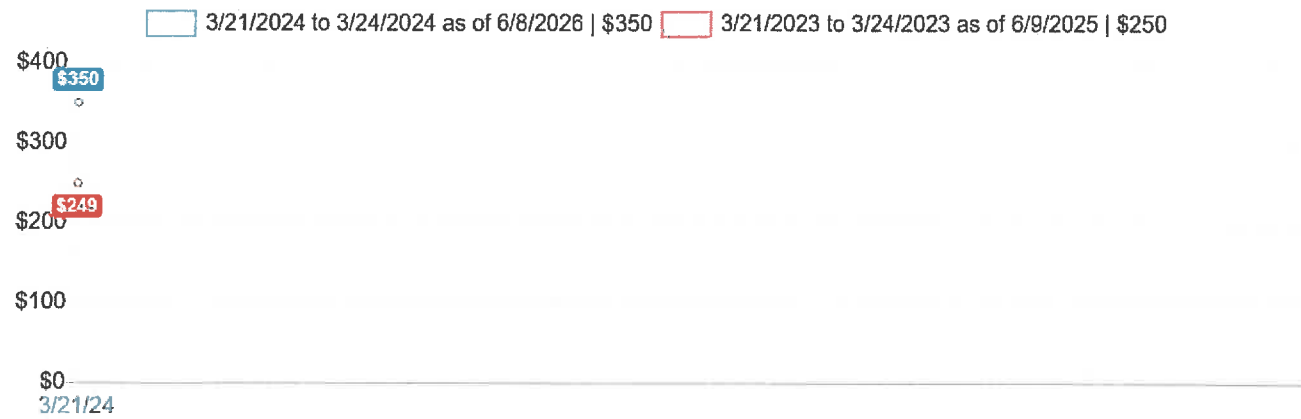
Revenue



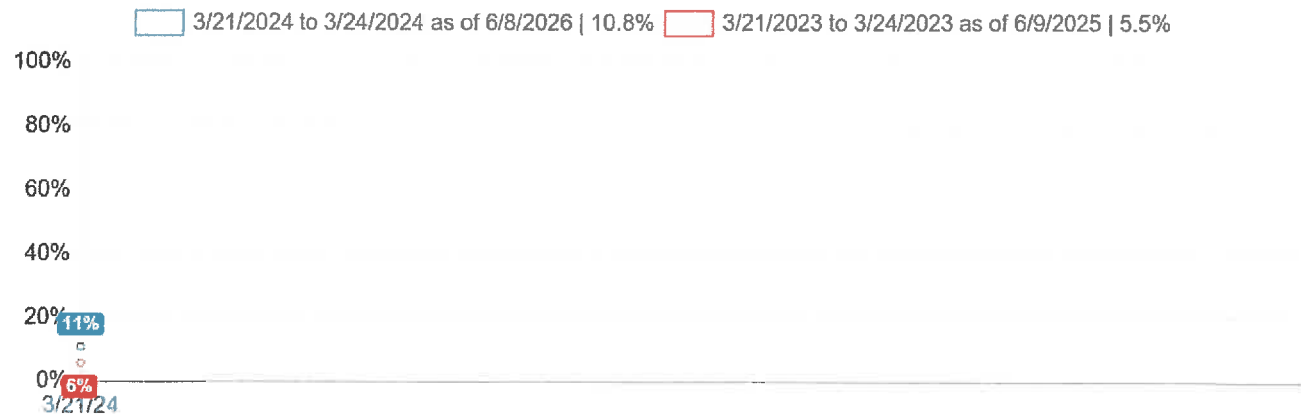
Data Source: Airbnb/Vrbo combined

KPI	Value	Compared	Difference
ADR	\$350	\$250	40%
Occupancy	10.8%	5.5%	94%
RevPAR	\$38	\$14	173%
Revenue	\$368,084	\$126,579	191%

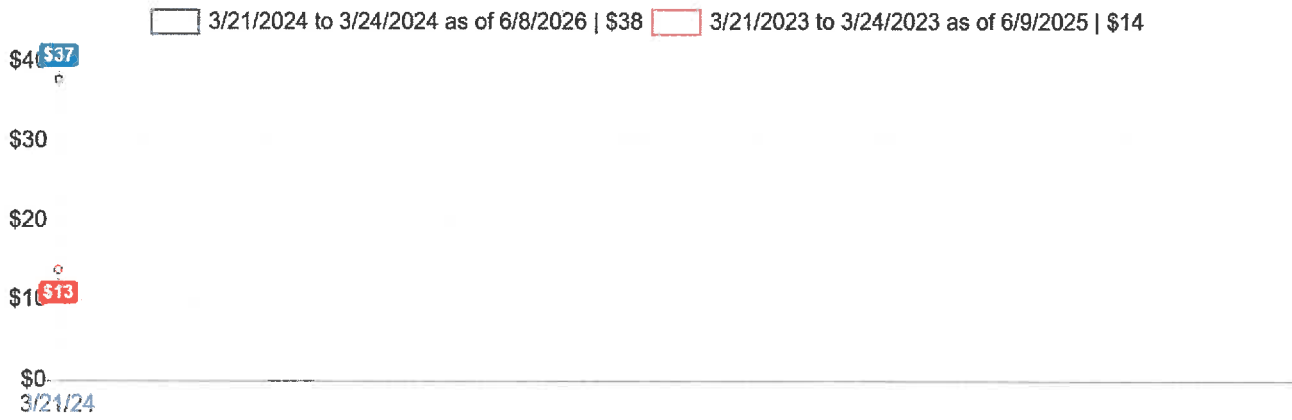
ADR



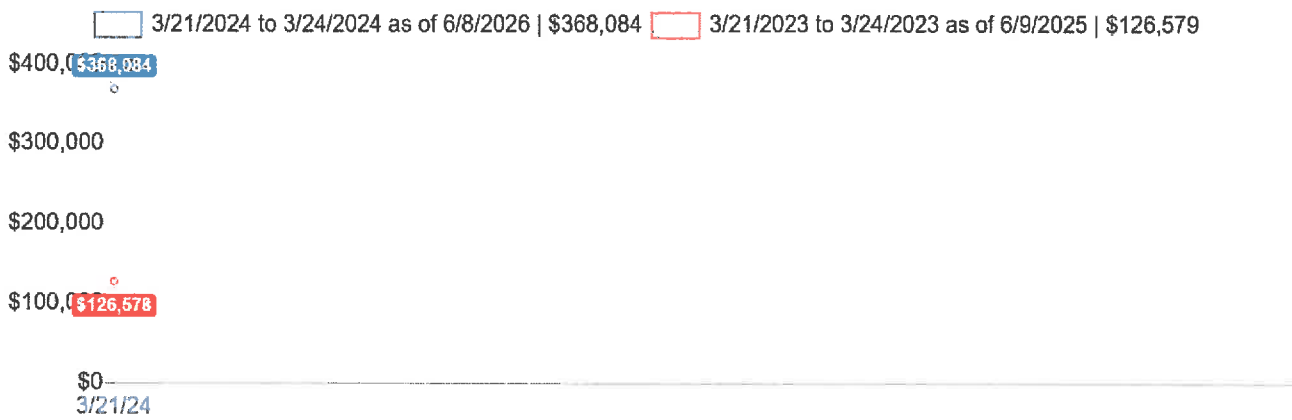
Occupancy



RevPAR



Revenue



Copyright Key Data, LLC 2026
Created: 6/8/26 17:06 PM
Market(s): Warren - NY
Filter(s): none

Warren County Cash Flow - Tourism 3 Month Projection June 2026				
<u>Actual</u>				
	Actual April 2026	Actual May 2026	Actual June 2026	
Beginning Cash Flow				
Balance	\$ 2,661,119	\$ 2,659,635	\$ 824,417	
Receipts				
State/Federal Aid			\$ -	
All Other Revenue	\$ 241,227	\$ 129,830	\$ 496,407	
Total Receipts	\$ 241,227	\$ 129,830	\$ 496,407	
Disbursements				
Payroll	\$ 42,276	\$ 63,549	\$ 42,756	
Employee Benefits	\$ 14,597	\$ 20,385	\$ 13,615	
All Other Disbursements	\$ 185,838	\$ 1,881,114	\$ 440,970	
Total Disbursements	\$ 242,711	\$ 1,965,048	\$ 497,341	
Ending Cash Flow Balance	\$ 2,659,635	\$ 824,417	\$ 823,483	

<u>Projected</u>				
	Projected July 2026	Projected August 2026	Projected September 2026	
Balance	\$ 823,483	\$ 916,588	\$ 1,054,239	
	\$ -	\$ -	\$ -	
	\$ 575,000	\$ 950,000	\$ 2,500,000	
	\$ 575,000	\$ 950,000	\$ 2,500,000	
	\$ 43,575	\$ 65,362	\$ 43,575	
	\$ 13,320	\$ 14,987	\$ 13,320	
	\$ 425,000	\$ 732,000	\$ 674,000	
	\$ 481,895	\$ 812,349	\$ 730,895	
	\$ 916,588	\$ 1,054,239	\$ 2,823,344	

ACTUAL Tourism Cash on HAND vs. INVESTED:				
Tourism CASH ON HAND	\$ 1,159,635	\$ 141,219	\$ 485,704	
Tourism CASH INVESTED (ICS Reserve)	\$ 1,500,000	\$ 683,198	\$ 337,779	
Total Tourism Cash Balance	\$ 2,659,635	\$ 824,417	\$ 823,483	

<u>Projected</u>				
	\$ 300,000	\$ 300,000	\$ 1,323,344	
	\$ 616,588	\$ 754,239	\$ 1,500,000	
	\$ 916,588	\$ 1,054,239	\$ 2,823,344	

WARREN COUNTY TREASURER
Christine V. Norton
County Treasurer

Occupancy Tax Committee Meeting
YoY As of 7/9/2026

TOTAL RECEIPTS

2026 Revenue Collected Through 7/9/2026	\$	1,206,674.91
<i>Unallocated VRBO - Q1</i>	\$	28,770.73
Adjusted 2026 Revenue through 7/9/2026	\$	1,235,445.64
2025 Revenue Collected Through 7/9/2025	\$	1,380,431.65
Increase/Decrease from 2025	\$	(144,986.01)
Percent Change:		-10.5%

HOTEL MOTEL & RESORT

2026 Revenue Collected Through 7/9/2026	\$	995,448.88
<i>Estimated Unallocated Platform HMR Revenue</i>	\$	470.37
Adjusted HMR 2026 Revenue through 7/9/2026	\$	995,919.25
2025 Revenue Collected Through 7/9/2025	\$	1,199,245.66
Increase/Decrease from 2025	\$	(203,326.41)
Percent Change:		-17.0%

SHORT TERM RENTAL COLLECTIONS

2026 Revenue Collected Through 7/9/2026	\$	211,226.03
<i>Estimated Unallocated Platform STR Revenue</i>	\$	28,300.36
Adjusted STR 2026 Revenue through 7/9/2026	\$	239,526.39
2025 Revenue Collected Through 7/9/2025	\$	181,185.99
Increase/Decrease from 2025	\$	58,340.40
Percent Change:		32.2%

Note: This document reports dollars received during the specified time period, which may not coincide with actual stay dates.

QUARTERLY REPORT

APRIL - JUNE 2026

42 LEADS

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



41

BOOKINGS

A future event, contracted with a hotel/venue.



18k

ATTENDEES



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



7K

ROOM NIGHTS

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

\$16.8M

ECONOMIC & EMPLOYMENT IMPACT

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



17K



WEBSITE VISITS

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



175

NEW SOCIAL FOLLOWERS

A Note from the LGRCVB

The LGRCVB is pleased to present the **Quarterly Report for April 1 - June 30, 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	Q2 2026	2026 Year to Date	2026 Year End Target	2026 % of Target	2025 Total
Leads	42	87	211	41%	196
Bookings	41	72	137	53%	127
Booked Attendees	18,038	22,639	44,803	51%	41,485
Booked Room Nights	7,039	12,307	36,397	34%	33,701
Economic Impact	16,819,476	21,527,373	\$57,619,300	37%	\$52,967,598
Meetlakegeorge.com Visits	16,698	36,667	65,000	56%	53,998
Social Media Followers	175	5,325	6,000	89%	4,984

LGRCVB | Q2 2026

Q2 Highlights

Numbers below based on Convention Calendar events that occurred
from April 1 - June 30, 2026



Group Tour & Special Events

- The Lake George Area welcomed the **Model T Ford Club of America** to the Fort William Henry Hotel & Conference Center, bringing visitors to the region and supporting local businesses through overnight stays and tourism spending.
- The **Greater Northeast Motorcoach Association** announced that its 2027 Spring Meeting would be held at Fort William Henry Hotel & Conference Center, securing future group business for the Lake George Area.
- The **American Volkssport Association** hosted its Northeast Annual Regional at the Georgian Lakeside Resort, bringing participants to the region and supporting local tourism businesses.



Meetings & Conventions

- The **Costello, Valente & Gentry, PC Law Office** brought its annual conference to Silver Bay YMCA.
- **ESSAE** announced its 2026 Fall Harvest Highlight at The Sagamore Resort.
- **Hudson Valley Volunteer Firefighters Association** announced that it would return to the Lake George Area for their 2027 Annual Convention & Parade.
- **Erbessed Instruments Spring Training** was held at The Fort William Henry Resort and Conference Center.



Sports

- **Alpha Win** brought their first triathlon to Bolton Landing this June, reinforcing the Lake George Area's reputation as a premier destination for athletes and sporting events.
- **Fury Basketball** added 10 additional tournament dates to its 2027 calendar, bringing more weekend events and overnight visitors to the Lake George Area.
- **Diamond Kings Baseball** rebooked the Lake George Area using East Field for the first time to host their annual tournament.

Sales Events Attendance



Meetings Market

ESSAE Trade Show

The ESSAE Trade Show provided valuable opportunities to connect with state association executives and meeting planners while showcasing the Lake George Area. Several hospitality partners were in attendance, including the Courtyard by Marriott Lake George, Fort William Henry Hotel & Conference Center, The Queensbury Hotel, and The Sagamore Resort, highlighting the region's strong collaboration and diverse meeting accommodations.

Meetings Market
50 Connections



Group Tour Market

Great Northeast Motorcoach Association IPW

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

Group Tour
100 Connections



Sports Market

Sports ETA

Attending Sports ETA provided an opportunity to connect with sports planners and highlight the region's diverse recreational offerings and its appeal as a premier destination for sports and active travel.

Sports Market
50 Connections



Wedding Market

518 Expos

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

Wedding Market
50 Connections



Sales Networking

ESSAE Trade Show
Dutch Apple Cruise
GNEMA Spring Meeting

250 Total Connections



Convention Services



Welcome Bags

More than **2,730 welcome bags** were distributed to groups visiting the area, including **Association Meetings, Youth Sports Groups, Lake George Area family reunions, 518 Wedding Expos, and Lake George Area weddings.** Each event planner also received a special thank-you gift in appreciation of their dedication to hosting a successful event.



LGRCVB Welcome Table for New York State Bar Association at The Sagamore Resort

Zonta District 2 Spring Workshop at Holiday Inn Resort Lake George



Microsites

A total of **9 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.

Referrals

Over **241 partner referrals** were made on behalf of **16 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.

Registration Tables

The LGRCVB supported groups such as the **Hudson Valley Volunteer Firefighters 137th Annual Convention & Parade**, as well as associations, weddings, family reunions, and group tours, by providing registration assistance, welcome services, and destination information. These efforts created a seamless visitor experience while showcasing the Lake George Area and supporting the success of group events throughout the region.

Community & Development

NYSDMO DOS/DOM Meeting

The NYSDMO Meeting provided an opportunity to engage with tourism leaders from across New York State to discuss industry trends, priorities, and collaborative opportunities. The Lake George Area was selected to represent NYSDMO at Small Boutique Meetings in Annapolis. The meeting offered valuable insights into statewide initiatives and strengthened partnerships that supported the continued growth and promotion of the Lake George Area.



NYSDMO Meeting in Niagara Falls

NYSDMO Destination Discovery Dutch Apple Cruise

The Lake George Regional CVB attended the Dutch Apple Cruise event in Albany, providing an opportunity to strengthen relationships and connect with meeting 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 Dutch Apple Cruise Albany NY



NYSTIA State Conference

The LGRCVB marketing team attended the NYSTIA State Conference in Utica, connecting with tourism professionals from across New York State and gaining valuable insights into current industry trends and best practices. The conference provided opportunities for professional development, collaboration, and the exchange of ideas that strengthened destination marketing efforts and better supported our partners.



Photo From New York State Tourism Industry Association State Conference

MPI Annual Gala

The Lake George Regional CVB attended the MPI Gala at the Hilton Garden Inn in Troy, providing an opportunity to connect with meeting and event professionals while strengthening industry relationships. The event supported networking, collaboration, and the promotion of the Lake George Area as a premier destination for meetings, conferences, and group events.

Community & Partners

Monthly LGRCVB Meetings

The LGRCVB Monthly Meetings brought local tourism partners together to share updates, collaborate on initiatives, and support group travel. This quarter's meetings were held at Aviation Mall, The Barn at French Mountain, and Home2 Suites by Hilton, with a total of 55 partners in attendance throughout the quarter.



LGRCVB Monthly Meeting hosted with Home2 Suites by Hilton in new renovated meeting space

AI Workshop with Rooted Rock

The Lake George Regional Chamber of Commerce & CVB hosted an AI Workshop for tourism partners, providing an introduction to how artificial intelligence was transforming online search and trip planning. The session highlighted practical strategies for optimizing websites and digital content to improve online visibility, helping local businesses better position themselves to be discovered by AI-powered search tools and travelers.



Photo from AI Workshop with Rooted Rock Marketing at the Hurricane Grill

Additional Events Attended

April 12 - GNEMA Spring Meeting

April 16 - ARCC Mixer Glens Falls Country Club

April 20- Sports ETA Las Vegas

April 22- NYSHTA Hospitality Knowledge Exchange

April 22 - NYSTIA State Conference Utica

April 29 - Warren County Tourism Seminar

April 30 - LGRCC Mixer Bolton Landing Brewery

May 5 - MPI Gala Hilton Garden Inn Troy

May 17-22 - IPW Fort Lauderdale

May 20 - LGRCC Mixer Jamos Pub

May 21 - ARCC Mixer Adirondack Winery

June 1 - 518 Wedding Show

June 4 - Triple Chamber Mixer Sagamore

June 11 - Triple WIB Wiawaka

June 11 - NYSDMO DOS/DOM Meeting Niagara Falls

June 16 - Economic Outlook Breakfast

June 18 - ESSAE Trade Show

June 19 - Skal 40th Anniversary Event Hilton Garden Inn Troy

LGRCVB | Q2 2026 Marketing

17K

website
visits

53K

website
pageviews



AI in Action: What It Means for Tourism & Your Business with Rooted Rock Marketing



Why Sports Planners Choose the Lake George Area
 Convenient Northeast drive market location
 Flexible lodging options for teams and families
 Walkable downtowns and waterfront attractions
 Restaurants, shopping, and group-friendly activities
 Year-round event opportunities
 Dedicated destination support from the CVB
 Whether you're planning a tournament, championship, camp
 week, or endurance event, the Lake George Area provides
 facilities, scenery, and hospitality to help your event stand out

[Start Planning Your Event](#)

PARTNERS
 of the Lake George Regional Convention & Visitors Bureau




Upcoming Events and Bookings
 The LGRCVB is excited to collaborate with partners and clients, ensuring the success of group business and events in the Lake George Area. Our partners can conveniently access the online [Convention Calendar](#) to view all booked business with just a click!



Adirondack General Store Seeks New Ownership
A Rare Opportunity to Carry on a 165+ Year Legacy

A longtime Adirondack landmark is entering its next chapter. The Adirondack General Store and adjoining Liquor Store in the Schroon Lake region is seeking new ownership to continue its role as a community staple. Established in 1855, the property blends historic charm with a fully operational business, including a general store, deli and café, retail featuring local goods, and a successful liquor store next door.

Advertising Partners

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

44%
open rate

6%
click rate



New Visitor Itinerary: North to South Grub & Pub Tour

Looking for a resource to share with guests? Our newest Itinerary, the North to South Grub & Pub Tour of the Lake George Area, highlights a variety of local restaurants, pubs, breweries, and

Social Media & Promotion

43K
Social Reach

5,325
Social
Followers
YTD

175
New
Followers



LinkedIn reposts increased by over **80%** in Q2 2026 compared to Q1, expanding the reach of Lake George Area content.



Instagram continued to grow in Q2 2026 compared to Q1, with followers increasing by over **13%**.



Facebook engagement strengthened in Q2 2026 compared to Q1. **Content interactions increased by 231%**, **link clicks grew nearly 70%**, **total views rose 9% to 24.1K**, and **unique viewers increased 107% to 12.4K**.



LGRCVB | Q2 2026

Advertising



Publication: Warren County Tourism
Market: Meetings / Weddings
Product: Eblast
Analytics: Pending



Same Agenda. Better Meetings in the Lake George Area.

Your agenda stays the same — the setting changes everything. Less than an hour from the Capital Region, the Lake George Area offers Adirondack mountain views, open water, and space to think beyond the meeting room. From lakeside resorts and flexible conference spaces to classic ballrooms and intimate retreats, the region is designed to fit your agenda. Between sessions, teams can gather lakeside, connect in nature, explore walkable downtowns, or share dining experiences that showcase the area's local flavor. It's a setting that brings people together—and makes time spent here more meaningful.

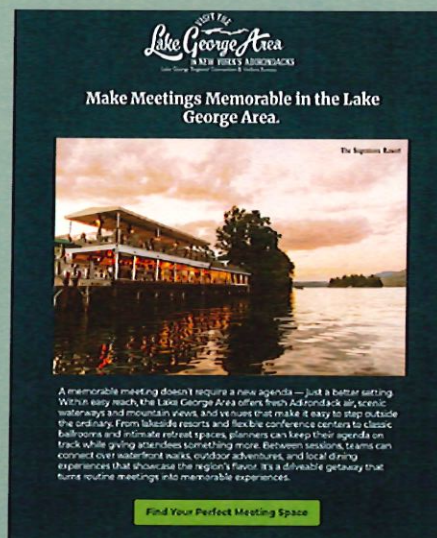
[Explore Meeting Spaces](#)

[View Our Meeting Guide!](#)

Publication: Albany Business Review
Market: Corp./Assn.
Product: Eblast
Analytics: 29K Delivered, 16K Opens, 87 Clicks, 0.30% CTD



Publication: Albany Business Review
Market: Corp./Assn.
Product: Print
Analytics: 9 insertions in campaigns, 9,017 reach



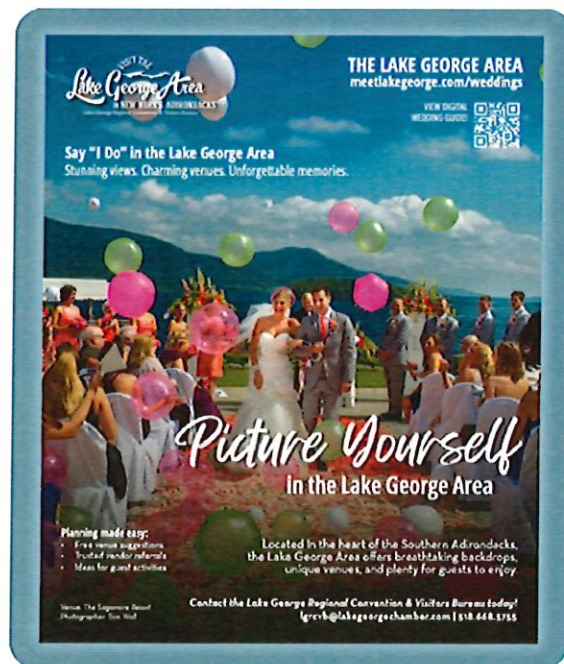
Publication: Springfield Republican
Market: Corp./Assn.
Product: Eblast
Analytics: Pending

LGRCVB | Q2 2026

Advertising



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



Publication: New Jersey Lifestyle Magazine
Market: Wedding
Product: Page Print Ad
Analytics: 30K+ Readership

2026 Q2 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# ATTN	Room Nights	EEL Value	New Business
Long Island State Veterans H	2026 SUNY PA Spring Confe	5/6/2026	5/8/2026	SMERF/Reunion	125	250	\$97,125	Yes
Land Trust Alliance	2026 New York Land Conser	5/12/2026	5/13/2026	Conference	100	32	\$179,000	Yes
Montrose Area School Distric	2026 Student Group Trip	6/1/2026	6/3/2026	SMERF/Reunion	50	50	\$38,850	Yes
NYS Disability Services Cour	2026 NYS Disability Services	6/8/2026	6/10/2026	Conference	120	165	\$196,200	No
New York State Telecommuni	2026 NYSTA Annual Confere	6/9/2026	6/11/2026	Conference	200	300	\$274,500	Yes
Eastern Division International	2026 Annual Conference	6/18/2026	6/21/2026	Conference	100	60	\$218,000	No
St. George Orthodox Church	2026 Lake George Reunion	6/26/2026	6/27/2026	SMERF/Reunion	100	50	\$51,800	Yes
Lake George Area Reunions	2026 Bello Family Reunion	6/27/2026	6/29/2026	SMERF/Reunion	25	26	\$12,801	Yes
Firecracker Sports	2026 7th Annual Showcase E	7/16/2026	7/19/2026	Tournament	600	400	\$1,020,000	No
New York State United Teach	2026 NYSUT LAP Conferenc	7/20/2026	7/24/2026	Conference	200	500	\$370,000	No
Wolf's Motorcoach	History Horses and Scenic B	8/2/2026	8/7/2026	Group Tour	55	125	\$60,720	Yes
Friendship Tours	2026 Lake George Summer T	8/19/2026	8/20/2026	Group Tour	55	50	\$20,240	Yes
Perkiomen Tours & Travel	2026 ADK Balloon Festival Tr	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
World of Travel	2026 Balloon festival Lake Ge	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
Park & Trails New York	2026 Statewide Friends Conf	9/18/2026	9/19/2026	Conference	200	200	\$218,000	Yes
Faith Facts Formation	2026 Faith and Reason Conf	9/18/2026	9/20/2026	SMERF/Reunion	100	150	\$77,700	Yes
New York State Association c	2026 Annual Meeting	9/20/2026	9/23/2026	Conference	60	150	\$116,800	No
Campground Owners of New	2026 CONY Annual Meeting	9/27/2026	9/30/2026	Conference	100	300	\$218,000	Yes
Northeast Campground Asso	2026 NCA Great Escape Ann	9/28/2026	9/29/2026	Conference	80	60	\$87,200	Yes
USA Retirement	2026 Leadership Council Str	10/2/2026	10/3/2026	Conference	30	60	\$32,700	Yes
Northeast Unlimited Tours Inc	2026 October Northeast Unilr	10/6/2026	10/7/2026	Group Tour	50	25	\$18,400	No
New York State Department c	2026 Labor Standards Invest	10/20/2026	10/23/2026	Conference	400	465	\$872,000	Yes
Southern Adirondack Child C	2026 Early Childhood Confer	11/13/2026	11/14/2026	Conference	20	40	\$21,800	No
NYSPHSAA (NYS Public Hig	2026 Girls Volleyball Champi	11/20/2026	11/22/2026	Tournament	4500	600	\$2,745,000	No
Perkiomen Tours & Travel	2026 Thanksgiving Tour	11/24/2026	11/27/2026	Group Tour	55	75	\$40,480	Yes
Adirondack Youth Hockey (A)	Annual Northstars Winter Cla	1/15/2027	1/18/2027	Tournament	860	300	\$1,462,000	No
HiFi Travel & Event Planning	2027 Spring Delta Chi	4/9/2027	4/11/2027	SMERF/Reunion	90	75	\$69,930	Yes

2026 Q2 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# ATTN	Room Nights	EEL Value	New Business
University Learning Systems	2027 University of Learning S	4/14/2027	4/16/2027	Conference	60	60	\$56,100	Yes
New York Chapter of the Am	2027 New York Chapter of th	5/7/2027	5/9/2027	Convention	200	163	\$230,400	No
Northern United Soccer Club	2027 Mountain Mayhem Soc	5/8/2027	5/8/2027	SMERF/Reunion	1000	200	\$111,800	Yes
Hudson Valley Volunteer Fire	2027 HVVFA Convention	6/15/2027	6/20/2027	Convention	5000	4620	\$9,000,000	No
Lake George Area Reunions	2027 Retreat for Gifted Child	6/27/2027	7/1/2027	SMERF/Reunion	300	468	\$388,500	Yes
U.S. Travel Association	2027 Summer Summit	7/28/2027	7/30/2027	Conference	200	565	\$388,250	Yes
EPIC Insurance Brokers & Co	2027 EPIC Summit Club	9/19/2027	9/22/2027	Conference	140	420	\$305,200	Yes
Celebration of The Nations	2027 Festival of Tribes	9/28/2027	10/11/2027	Special Event	1500	2800	\$7,770,000	Yes
Travel Masters	2027 NY Fall Tour	10/5/2027	10/6/2027	Group Tour	55	60	\$20,240	Yes
MARS TOURS AND TRAVEL	2027 ADK Fall Tour	10/11/2027	10/12/2027	Group Tour	55	50	\$20,240	Yes
New York State College Heal	2027 NECHA Annual Meeting	10/13/2027	10/15/2027	Convention	150	225	\$245,250	Yes
NYSPHSAA (NYS Public Hig	2027 Girls Volleyball Champi	11/19/2027	11/21/2027	Tournament	4500	600	\$2,745,000	No
Travel and Tourism Research	2028 Marketing Outlook Foru	1/30/2028	2/2/2028	Conference	325	500	\$484,500	Yes
Lake George Area Weddings	2028 Wayman / Czekowski W	5/1/2028	5/2/2028	Wedding	150	200	\$163,500	Yes
World of Step Alliance	2028 National Finale Champi	5/26/2028	5/29/2028	Tournament	1000	755	\$1,985,000	Yes
Total = 42					23020	16344	\$32,514,186	

2026 Q2 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Long Island State Vete	2026 SUNY PA Spring Conf	5/6/2026	5/8/2026	SMERF/Reur	125	250	\$97,125	Yes
Land Trust Alliance	2026 New York Land Conse	5/12/2026	5/13/2026	Conference	100	32	\$179,000	Yes
Fury Basketball Club	2026 Fury Basketball Tourn.	5/15/2026	5/17/2026	Tournament	300	200	\$382,500	Yes
Lake George DJ Takec	2026 Lake George DJ Take-	5/21/2026	5/22/2026	Special Even	1000	200	\$565,000	No
Montrose Area School	2026 Student Group Trip	6/1/2026	6/3/2026	SMERF/Reur	50	50	\$38,850	Yes
AAA Travel Northeast	2026 Legends & Landscape	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Fury Basketball Club	2026 Fury Basketball Tourn.	6/6/2026	6/7/2026	Tournament	300	200	\$255,000	Yes
NYS Disability Service	2026 NYS Disability Service	6/8/2026	6/10/2026	Conference	120	165	\$196,200	No
New York State Teleco	2026 NYSTA Annual Confer	6/9/2026	6/11/2026	Conference	200	300	\$274,500	Yes
Fury Basketball Club	2026 Fury Basketball Tourn.	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
Eastern Division Intern	2026 Annual Conference	6/18/2026	6/21/2026	Conference	100	60	\$218,000	No
Lake George Area Reu	2026 Zablonski Reunion	6/20/2026	6/23/2026	SMERF/Reur	75	225	\$77,700	Yes
Fury Basketball Club	2026 Fury Basketball Tourn.	6/20/2026	6/20/2026	Tournament	150	50	\$35,250	Yes
Church of Jesus Christ	2026 Father Son Canoe Ad	6/22/2026	6/26/2026	SMERF/Reur	80	60	\$103,600	Yes
Lake George Area Reu	2026 Bello Family Reunion	6/27/2026	6/29/2026	SMERF/Reur	25	26	\$12,801	Yes
Fury Basketball Club	2026 Fury Basketball Tourn.	7/11/2026	7/11/2026	Tournament	150	50	\$35,250	Yes
Firecracker Sports	2026 7th Annual Showcase	7/16/2026	7/19/2026	Tournament	600	400	\$1,020,000	No
Fury Basketball Club	2026 Fury Basketball Tourn.	7/18/2026	7/18/2026	Tournament	150	50	\$35,250	Yes
Prime Time Lacrosse	2026 Nationals Invitational	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
New York State United	2026 NYSUT LAP Confer	7/20/2026	7/24/2026	Conference	200	500	\$370,000	No
Fury Basketball Club	2026 Fury Basketball Tourn.	7/25/2026	7/25/2026	Tournament	150	50	\$35,250	Yes
Diamond Kings	2026 Summer Baseball Tou	7/31/2026	8/2/2026	Tournament	288	200	\$367,200	No
Wolf's Motorcoach	History Horses and Scenic I	8/2/2026	8/7/2026	Group Tour	55	125	\$60,720	Yes
Wolfgang	2026 Wolfgang Festival	8/5/2026	8/9/2026	Special Even	6000	700	\$7,600,000	Yes
Friendship Tours	2026 Lake George Summer	8/19/2026	8/20/2026	Group Tour	55	50	\$20,240	Yes

2026 Q2 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Alpha Win Lake Georg	2026 Lake George Triathlon	9/5/2026	9/6/2026	Tournament	1000	500	\$565,000	No
Elite Coach	2026 ADK Balloon Festival	9/17/2026	9/20/2026	Group Tour	55	90	\$40,480	Yes
Perkiomen Tours & Tra	2026 ADK Balloon Festival	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
World of Travel	2026 Balloon festival Lake	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
Park & Trails New York	2026 Statewide Friends Cor	9/18/2026	9/19/2026	Conference	200	200	\$218,000	Yes
Faith Facts Formation	2026 Faith and Reason Cor	9/18/2026	9/20/2026	SMERF/Reur	100	150	\$77,700	Yes
New York State Associ	2026 Annual Meeting	9/20/2026	9/23/2026	Conference	60	150	\$116,800	No
Campground Owners c	2026 CONY Annual Meeting	9/27/2026	9/30/2026	Conference	100	300	\$218,000	Yes
USA Retirement	2026 Leadership Council St	10/2/2026	10/3/2026	Conference	30	60	\$32,700	Yes
Friendly Tours and Tra	2026 Fall ADK Tour	10/4/2026	10/5/2026	Group Tour	55	56	\$20,240	Yes
Northeast Unlimited To	2026 October Northeast Un	10/6/2026	10/7/2026	Group Tour	50	25	\$18,400	No
Southern Adirondack C	2026 Early Childhood Confe	11/13/2026	11/14/2026	Conference	20	40	\$21,800	No
NYSPHSAA (NYS Pub	2026 Girls Volleyball Cham	11/20/2026	11/22/2026	Tournament	4500	600	\$2,745,000	No
Perkiomen Tours & Tra	2026 Thanksgiving Tour	11/24/2026	11/27/2026	Group Tour	55	75	\$40,480	Yes
Northeast Story Telling	2027 Sharing The Fire Stor	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes
Greater Northeast Mot	2027 GNEMA SPRING MEI	4/12/2027	4/13/2027	Conference	125	100	\$83,750	Yes
Total = 41						18038	\$16,819,475	

2026 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Empire State Safety Ass	2026 ESSA Safety Educ	4/8/2026	4/9/2026	Convention	60	30	\$44,400	No
New York State Bar Ass	2026 Commercial & Fed	5/1/2026	5/3/2026	Conference	100	200	\$163,500	Yes
Council of Family and C	2026 COFCCA Annual I	5/6/2026	5/8/2026	Conference	150	225	\$245,250	Yes
New York State City Cou	2026 Annual Conference	5/6/2026	5/8/2026	Conference	100	100	\$163,500	Yes
Long Island State Veteri	2026 SUNY PA Spring C	5/6/2026	5/8/2026	SMERF/Reur	125	250	\$97,125	Yes
Land Trust Alliance	2026 New York Land Cc	5/12/2026	5/13/2026	Conference	100	32	\$179,000	Yes
Erbesd Instruments	2026 Erbesd Instrumer	5/18/2026	5/20/2026	Conference	75	100	\$85,875	Yes
Lake George DJ Takeov	2026 Lake George DJ T	5/21/2026	5/22/2026	Special Eveni	1000	200	\$565,000	No
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
Montrose Area School C	2026 Student Group Tri	6/1/2026	6/3/2026	SMERF/Reur	50	50	\$38,850	Yes
D&F Travel Inc.	2026 A Lake George Es	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
2026 Investment Manag	2026 Investment Manag	6/8/2026	6/10/2026	Conference	220	440	\$359,700	Yes
NYS Disability Services	2026 NYS Disability Ser	6/8/2026	6/10/2026	Conference	120	165	\$196,200	No
New York State Telecor	2026 NYSTA Annual Co	6/9/2026	6/11/2026	Conference	200	300	\$274,500	Yes
New York Self-Insurers	2026 Spring Work Shop	6/10/2026	6/12/2026	Conference	180	300	\$294,300	No
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	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
Eastern Division Interna	2026 Annual Conference	6/18/2026	6/21/2026	Conference	100	60	\$218,000	No
Fury Basketball Club	2026 Fury Basketball To	6/20/2026	6/20/2026	Tournament	150	50	\$35,250	Yes
St. George Orthodox Ch	2026 Lake George Reur	6/26/2026	6/27/2026	SMERF/Reur	100	50	\$51,800	Yes
Lake George Area Reur	2026 Bello Family Reun	6/27/2026	6/29/2026	SMERF/Reur	25	26	\$12,801	Yes
Lake George Area Reur	2026 Bowen Family Rel	7/9/2026	7/12/2026	SMERF/Reur	100	60	\$103,600	Yes
Lake George Area Reur	2026 Making Memories	7/9/2026	7/13/2026	SMERF/Reur	200	255	\$259,000	Yes

2026 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Fury Basketball Club	2026 Fury Basketball To	7/11/2026	7/11/2026	Tournament	150	50	\$35,250	Yes
Rein Teen Tours	2026 July LG Teen Tour	7/15/2026	7/17/2026	Group Tour	45	50	\$24,840	No
Firecracker Sports	2026 7th Annual Showca	7/16/2026	7/19/2026	Tournament	600	400	\$1,020,000	No
Fury Basketball Club	2026 Fury Basketball To	7/18/2026	7/18/2026	Tournament	150	50	\$35,250	Yes
PrimeTime Lacrosse	2026 Nationals Invitator	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
New York State United T	2026 NYSUT LAP Confi	7/20/2026	7/24/2026	Conference	200	500	\$370,000	No
Fury Basketball Club	2026 Fury Basketball To	7/25/2026	7/25/2026	Tournament	150	50	\$35,250	Yes
Starr Bus Charter & Tou	Quebec City & Montreal	8/1/2026	8/2/2026	Group Tour	55	25	\$20,240	Yes
Dirty Diamonds at The L	2026 Dirty Diamonds at	8/1/2026	8/3/2026	Tournament	200	450	\$255,000	No
Wolf's Motorcoach	History Horses and Scei	8/2/2026	8/7/2026	Group Tour	55	125	\$60,720	Yes
Wolfsgart	2026 Wolfsgart Festival	8/5/2026	8/9/2026	Special Event	6000	700	\$7,600,000	Yes
Friendship Tours	2026 Lake George Sum	8/19/2026	8/20/2026	Group Tour	55	50	\$20,240	Yes
Perkiomen Tours & Trav	2026 ADK Balloon Festi	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
World of Travel	2026 Balloon festival La	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
Northeast Unlimited Tou	2026 September Balloor	9/18/2026	9/20/2026	Group Tour	56	168	\$30,912	No
TLC Tours	2026 Beauty and Adiron	9/18/2026	9/20/2026	Group Tour	55	90	\$30,360	Yes
Park & Trails New York	2026 Statewide Friends	9/18/2026	9/19/2026	Conference	200	200	\$218,000	Yes
Faith Facts Formation	2026 Faith and Reason	9/18/2026	9/20/2026	SMERF/Reur	100	150	\$77,700	Yes
Tours By Design, Inc.	2026 ADK Balloon Festi	9/19/2026	9/19/2026	Group Tour	55	25	\$10,120	No
New York State Associa	2026 Annual Meeting	9/20/2026	9/23/2026	Conference	60	150	\$116,800	No
Campground Owners of	2026 CONY Annual Mex	9/27/2026	9/30/2026	Conference	100	300	\$218,000	Yes
Northeast Campground	2026 NCA Great Escap	9/28/2026	9/29/2026	Conference	80	60	\$87,200	Yes
CMT Meetings & Events	2026 MID CF October E	10/2/2026	10/3/2026	Conference	85	49	\$67,450	Yes
USA Retirement	2026 Leadership Counc	10/2/2026	10/3/2026	Conference	30	60	\$32,700	Yes

2026 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Friendly Tours and Travel	2026 Fall ADK Tour	10/4/2026	10/5/2026	Group Tour	55	56	\$20,240	Yes
Northeast Unlimited Tours	2026 October Northeast	10/6/2026	10/7/2026	Group Tour	50	25	\$18,400	No
Starr Bus Charter & Tours	2026 Fall Splendor Tour	10/11/2026	10/13/2026	Group Tour	55	50	\$30,360	No
Lake George Area Reur	2026 St. Mary's Class 8	10/17/2026	10/17/2026	SMERF/Reur	120	150	\$45,800	Yes
New York State Department of Labor	2026 Labor Standards Institute	10/20/2026	10/23/2026	Conference	400	465	\$872,000	Yes
Bnei Baruch America	2026 Annual Retreat	10/28/2026	10/31/2026	SMERF/Reur	300	400	\$310,800	No
Southern Adirondack Chapter	2026 Early Childhood Conference	11/13/2026	11/14/2026	Conference	20	40	\$21,800	No
Northeast Instrumental Festival	2026 Northeast Instrumental Festival	11/19/2026	11/22/2026	Special Event	200	400	\$436,000	No
NYSPHSAA (NYS Public Schools Athletic League)	2026 Girls Volleyball Championships	11/20/2026	11/22/2026	Tournament	4500	600	\$2,745,000	No
Perkiomen Tours & Travel	2026 Thanksgiving Tour	11/24/2026	11/27/2026	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
Adirondack Youth Hockey	Annual Northstars Winter Tournament	1/15/2027	1/18/2027	Tournament	860	300	\$1,462,000	No
New England Interstate	2027 NORTHEAST AQUA	2/9/2027	2/12/2027	Conference	175	220	\$302,750	Yes
HiFi Travel & Event Planning	2027 Spring Delta Chi	4/9/2027	4/11/2027	SMERF/Reur	90	75	\$69,930	Yes
University Learning Systems	2027 University of Learning	4/14/2027	4/16/2027	Conference	60	60	\$56,100	Yes
New York State Organization	NYSO DKG 2027 Spring	4/23/2027	4/25/2027	Board Meeting	50	100	\$134,250	No
New York Chapter of the	2027 New York Chapter	5/7/2027	5/9/2027	Convention	200	163	\$230,400	No
Northern United Soccer	2027 Mountain Mayhem	5/8/2027	5/8/2027	SMERF/Reur	1000	200	\$111,800	Yes
Ragnar Events LLC	2027 Ragnar Relay	5/21/2027	5/23/2027	Tournament	1800	300	\$1,012,500	Yes
Hudson Valley Volunteer	2027 HWVFA Convention	6/15/2027	6/20/2027	Convention	5000	4620	\$9,000,000	No
New York State Athletic	2027 Annual Conference	6/27/2027	6/30/2027	Conference	125	85	\$132,500	Yes
Lake George Area Reur	2027 Retreat for Gifted	6/27/2027	7/1/2027	SMERF/Reur	300	468	\$388,500	Yes
U.S. Travel Association	2027 Summer Summit	7/28/2027	7/30/2027	Conference	200	565	\$388,250	Yes
Soil & Water Conservation	2027 Annual Conference	8/1/2027	8/4/2027	Convention	425	636	\$1,066,500	Yes

2026 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
National Association of I	2027 Annual Conference	8/15/2027	8/18/2027	Conference	75	90	\$146,000	Yes
State of New York Polic	2027 State of New York	8/30/2027	9/3/2027	Conference	275	240	\$394,125	Yes
Road scholar	2027 ADK Retreat	9/19/2027	9/24/2027	SMERF/Reur	100	375	\$155,400	Yes
EPIC Insurance Brokers	EPIC Summit Club	9/19/2027	9/22/2027	Conference	140	420	\$305,200	Yes
Celebration of The Natic	2027 Festival of Tribes	9/28/2027	10/11/2027	Special Event	1500	2800	\$7,770,000	Yes
Travel Masters	2027 NY Fall Tour	10/5/2027	10/6/2027	Group Tour	55	60	\$20,240	Yes
MARS TOURS AND TR	2027 ADK Fall Tour	10/11/2027	10/12/2027	Group Tour	55	50	\$20,240	Yes
New York State College	2027 NECHA Annual M	10/13/2027	10/15/2027	Convention	150	225	\$245,250	Yes
New York State Society	2027 NYSSPA CME Co	10/15/2027	10/17/2027	Conference	500	408	\$553,250	Yes
United States Collegiate	2027 USCAA Volleyball	11/9/2027	11/13/2027	Tournament	400	705	\$1,078,000	Yes
NYSPHSAA (NYS Publi	2027 Girls Volleyball Ch	11/19/2027	11/21/2027	Tournament	4500	600	\$2,745,000	No
Travel and Tourism Res	2028 Marketing Outlook	1/30/2028	2/2/2028	Conference	325	500	\$484,500	Yes
Lake George Area Wed	2028 Wayman / Czekow	5/1/2028	5/2/2028	Wedding	150	200	\$163,500	Yes
World of Step Alliance	2028 National Finale Ch	5/26/2028	5/29/2028	Tournament	1000	755	\$1,985,000	Yes
New York State Amateu	2028 Annual Meeting	6/1/2028	6/4/2028	Conference	150	100	\$327,000	Yes
Total = 87					38812	25081	\$49,707,780	

2026 Q2 EVENTS SERVICED

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# # Attn	# # Rooms	EEI Value	New Business
Fury Basketball Club	2026 Fury Basketball Tournament: LG Sprin	4/11/2026	4/12/2026	Tournament	300	200	\$255,000	Yes
New York Alliance for Inclusion &	2026 Pre & Annual Conference	4/14/2026	4/17/2026	Conference	375	1000	\$948,750	No
Fury Basketball Club	2026 Fury Basketball Tournament: ADK Pir	4/18/2026	4/19/2026	Tournament	300	200	\$255,000	Yes
New York State Bar Association	2026 Commercial & Federal Litigation Sect	5/1/2026	5/3/2026	Conference	100	200	\$163,500	Yes
Council of Family and Child Care	2026 COFCCA Annual Meeting & Conferer	5/6/2026	5/8/2026	Conference	150	225	\$245,250	Yes
New York State City County Man	2026 Annual Conference and Training Prog	5/6/2026	5/8/2026	Conference	100	100	\$163,500	Yes
Long Island State Veterans Hom	2026 SUNY PA Spring Conference	5/6/2026	5/8/2026	SMERF/Reur	125	250	\$97,125	Yes
Land Trust Alliance	2026 New York Land Conservation Confere	5/12/2026	5/13/2026	Conference	100	32	\$179,000	Yes
NYS Conference of Mayors	2026 NYS Conference of Mayors and Muni	5/13/2026	5/15/2026	Conference	350	300	\$391,650	Yes
American Volkssport Association	2026 Northeast Regional Annual Event	5/15/2026	5/20/2026	SMERF/Reur	100	80	\$81,800	Yes
Fury Basketball Club	2026 Fury Basketball Tournament: LG ADK	5/15/2026	5/17/2026	Tournament	300	200	\$382,500	Yes
Firefighters Association of the St	2026 2nd Annual Lake George Training Sy	5/15/2026	5/17/2026	Convention	195	585	\$318,825	No
Erbesd Instruments	2026 Erbesd Instruments Spring Training	5/18/2026	5/20/2026	Conference	75	100	\$85,875	Yes
Lake George DJ Takeover Music	2026 Lake George DJ Takeover Music & A	5/21/2026	5/22/2026	Special Even	1000	200	\$565,000	No
Fury Basketball Club	2026 Fury Basketball Tournament: ADK Qu	5/23/2026	5/23/2026	Tournament	150	50	\$35,250	Yes
Bonide	2026 Bonide Group	5/25/2026	6/1/2026	Conference	150	276	\$654,000	Yes
Fury Basketball Club	2026 Fury Basketball Tournament: ADK Kir	5/30/2026	5/30/2026	Tournament	150	50	\$35,250	Yes
AAA Travel Northeast	2026 Legends & Landscapes: A Lake Geor	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
D&F Travel Inc.	2026 A Lake George Escape	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Fury Basketball Club	2026 Fury Basketball Tournament: LG Battl	6/6/2026	6/7/2026	Tournament	300	200	\$255,000	Yes
Ben Porat Yosef	2026 Student Youth Trip	6/8/2026	6/10/2026	SMERF/Reur	50	50	\$38,850	Yes
2026 Investment Management S	2026 Investment Management Summit	6/8/2026	6/10/2026	Conference	220	440	\$359,700	Yes
Hudson Valley Volunteer Firefigh	2026 HVVFA Convention	6/9/2026	6/14/2026	Convention	5000	4620	\$9,000,000	No
New York State Telecommunicati	2026 NYSTA Annual Conference	6/9/2026	6/11/2026	Conference	200	300	\$274,500	Yes
Hudson Valley Volunteer Firefigh	2026 Hudson Valley Ladies Auxiliary	6/10/2026	6/12/2026	Convention	75	30	\$54,375	No
New York Self-Insurers Associati	2026 Spring Work Shop	6/10/2026	6/12/2026	Conference	180	300	\$294,300	No
Alpha Win Lake George Triathlor	2026 Bolton Landing Triathlon	6/12/2026	6/13/2026	Tournament	500	500	\$254,000	Yes
Fury Basketball Club	2026 Fury Basketball Tournament: ADK Gir	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes

2026 Q2 EVENTS SERVICED

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# # Attn	# # Rooms	EEI Value	New Business
Eastern Division International As	2026 Annual Conference	6/18/2026	6/21/2026	Conference	100	60	\$218,000	No
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 Tournament: ADK Bo	6/20/2026	6/20/2026	Tournament	150	50	\$35,250	Yes
Lake George Area Reunions	2026 Bello Family Reunion	6/27/2026	6/29/2026	SMERF/Reur	25	26	\$12,801	Yes
Total = 32					11130	10884	15852011	

2026 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
Dirty Diamonds at The	2026 Dirty Diamonds a	8/1/2026	8/3/2026	Tournament	200	450	\$255,000	No
Association of School E	2026 Women's Leader	8/26/2026	8/28/2026	Other	150	150	\$245,250	Yes
Lowee's Group Tours, I	2026 ADK Balloon Fes	9/18/2026	9/20/2026	Group Tour	55	60	\$30,360	Yes
Northeast Unlimited To	2026 September Ballo	9/18/2026	9/20/2026	Group Tour	56	168	\$30,912	No
TLC Tours	2026 Beauty and Adiro	9/18/2026	9/20/2026	Group Tour	55	90	\$30,360	Yes
Tours By Design, Inc.	2026 ADK Balloon Fes	9/19/2026	9/19/2026	Group Tour	55	25	\$10,120	No
Liberty Receptive Tours	2026 New York State o	9/19/2026	9/21/2026	Group Tour	55	60	\$30,360	Yes
Queensbury Union Fre	2026 Cross Country Im	9/26/2026	9/26/2026	Tournament	800	200	\$539,500	No
Northeast Campgrounc	2026 NCA Great Escap	9/28/2026	9/29/2026	Conference	80	60	\$87,200	Yes
North Stars Soccer Clu	2026 5th Annual Cauld	10/16/2026	10/18/2026	Tournament	1000	60	\$676,500	No
New York State Depart	2026 Labor Standards	10/20/2026	10/23/2026	Conference	400	465	\$872,000	Yes
Southern Adirondack R	2026 Inaugural Show	11/13/2026	11/15/2026	Tournament	200	200	\$255,000	Yes
Adirondack Youth Hock	Annual Northstars Wint	1/15/2027	1/18/2027	Tournament	860	300	\$1,462,000	No
HiFi Travel & Event Pla	2027 Spring Delta Chi	4/9/2027	4/11/2027	SMERF/Reunic	90	75	\$69,930	Yes
University Learning Sys	2027 University of Lear	4/14/2027	4/16/2027	Conference	60	60	\$56,100	Yes
New York Chapter of th	2027 New York Chapte	5/7/2027	5/9/2027	Convention	200	163	\$230,400	No
Northern United Socce	2027 Mountain Mayher	5/8/2027	5/8/2027	SMERF/Reunic	1000	200	\$111,800	Yes
Ragnar Events LLC	2027 Ragnar Relay	5/21/2027	5/23/2027	Tournament	1800	300	\$1,012,500	Yes
Hudson Valley Volunte	2027 HVVFA Conventi	6/15/2027	6/20/2027	Convention	5000	4620	\$9,000,000	No
New York State Athletic	2027 Annual Conferen	6/27/2027	6/30/2027	Conference	125	85	\$132,500	Yes
Lake George Area Reu	2027 Retreat for Gifted	6/27/2027	7/1/2027	SMERF/Reunic	300	468	\$388,500	Yes
Association of School E	2027 Board of Director	7/14/2027	7/16/2027	Board Meeting	20	24	\$24,300	Yes
National Association of	2027 Annual Conferen	8/15/2027	8/18/2027	Conference	75	90	\$146,000	Yes
Road scholar	2027 ADK Retreat	9/19/2027	9/24/2027	SMERF/Reunic	100	375	\$155,400	Yes
Association of School E	2027 Fall Leadership C	9/22/2027	9/24/2027	Conference	50	70	\$81,750	No
New York State Outdoc	2027 60th Annual Conf	9/23/2027	9/26/2027	Conference	30	80	\$51,400	Yes

2026 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
New York State Outdoc	2027 Annual Safari Me	9/23/2027	9/26/2027	Conference	30	90	\$65,400	Yes
Celebration of The Nati	2027 Festival of Tribes	9/28/2027	10/11/2027	Special Event	1500	2800	\$7,770,000	Yes
Travel Masters	2027 NY Fall Tour	10/5/2027	10/6/2027	Group Tour	55	60	\$20,240	Yes
MARS TOURS AND TI	2027 ADK Fall Tour	10/11/2027	10/12/2027	Group Tour	55	50	\$20,240	Yes
New York State Colleg	2027 NECHA Annual M	10/13/2027	10/15/2027	Convention	150	225	\$245,250	Yes
United States Collegiat	2027 USCAA Volleybal	11/9/2027	11/13/2027	Tournament	400	705	\$1,078,000	Yes
NYSPHSAA (NYS Pub	2027 State Cross Cour	11/13/2027	11/13/2027	Tournament	3000	2000	\$990,000	No
NYSPHSAA (NYS Pub	2027 Girls Volleyball Cl	11/19/2027	11/21/2027	Tournament	4500	600	\$2,745,000	No
Travel and Tourism Re	2028 Marketing Outloo	1/30/2028	2/2/2028	Conference	325	500	\$484,500	Yes
Lake George Area Wex	2028 Wayman / Czeko	5/1/2028	5/2/2028	Wedding	150	200	\$163,500	Yes
World of Step Alliance	2028 National Finale C	5/26/2028	5/29/2028	Tournament	1000	755	\$1,985,000	Yes
New York State Amatei	2028 Annual Meeting	6/1/2028	6/4/2028	Conference	150	100	\$327,000	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	2028 Fall Leadership C	9/20/2028	9/22/2028	Conference	50	70	\$81,750	No
New York School Nutrit	2028 Northeast Leader	11/16/2028	11/18/2028	Conference	40	60	\$23,400	Yes
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	2029 Fall Leadership C	9/19/2029	9/21/2029	Conference	50	70	\$81,750	No
YTD Pending = 43					24311	17231	\$32,114,772	

2026 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Atten	# Rooms	EEl Value	New Business
Center Lane Attractions LTD	International Champi	1/10/2026	1/10/2026	Special Event	200	100	\$74,000	Yes
Alpha Epsilon Phi Binghamt	2026 Alpha Epsilon F	3/27/2026	3/29/2026	SMERF/Reun	125	210	\$97,125	Yes
Soroptimist International	2026 North Atlantic C	5/1/2026	5/4/2026	Conference	150	240	\$327,000	No
World Downhill Skateboardin	2026 World Downhill	6/4/2026	6/7/2026	Tournament	3500	3250	\$3,100,000	Yes
Lake George Area Reunions	2026 Mandell Family	6/11/2026	6/13/2026	SMERF/Reun	90	80	\$69,930	Yes
Four Winds Tours and Travel	2026 Student ADK T	6/19/2026	6/21/2026	Group Tour	45	90	\$24,840	Yes
St. George Orthodox Church	2026 Lake George R	6/26/2026	6/27/2026	SMERF/Reun	100	50	\$51,800	Yes
Lake George Area Weddings	2026 Moccia Weddir	7/17/2026	7/19/2026	Wedding	250	200	\$408,750	Yes
National Multiple Sclerosis S	2026 South Central T	8/24/2026	8/30/2026	Special Event	150	297	\$572,250	Yes
Alpha Win Lake George Trial	USA Triathlon Multip	9/11/2026	9/13/2026	Tournament	1000	500	\$591,000	Yes
Laughter Saves Lives	2026 Comedy Tour a	9/11/2026	9/13/2026	Special Event	150	100	\$140,250	Yes
Celebration of The Nations	2026 Festival of Tribi	9/28/2026	10/11/2026	Special Event	1500	3300	\$7,770,000	Yes
CMT Meetings & Events Tra	2026 MID CF Octobe	10/2/2026	10/3/2026	Conference	85	49	\$67,450	Yes
Bus Association of New York	2026 Fall Marketplac	10/18/2026	10/20/2026	Convention	60	125	\$119,100	Yes
New England Interstate Wate	2027 NORTHEAST /	2/9/2027	2/12/2027	Conference	175	220	\$302,750	Yes
U.S. Travel Association	2027 Summer Summ	7/28/2027	7/30/2027	Conference	200	565	\$388,250	Yes
Soil & Water Conservation S	2027 Annual Confer	8/1/2027	8/4/2027	Convention	425	636	\$1,066,500	Yes
State of New York Police Juv	2027 State of New Y	8/30/2027	9/3/2027	Conference	275	240	\$394,125	Yes
Greater Northeast Motorcoac	2027 GNEMA Fall M	9/14/2027	9/16/2027	Conference	250	300	\$277,500	Yes
EPIC Insurance Brokers & C	EPIC Summit Club	9/19/2027	9/22/2027	Conference	140	420	\$305,200	Yes
New York State Society of Pl	2027 NYSSPA CME	10/15/2027	10/17/2027	Conference	500	408	\$553,250	Yes
YTD Total Lost = 21					9370	11380	\$16,701,070	

2026 EVENT TRACKING

Name	Attendee	Date	Location	# Connections	# Appointments	Leads	Bookings	EEI Value
ABA	Brian Mulligan Kayla Hunsinger	January 10-13	Reno NV	100	28	17	11	\$275,632
MPI Meets NJ	Brian Mulligan / Kayla Hunsinger	March 8	Atlantic City	30				
Upstate Sports Expo	Molly Fitscher, Kayla Hunsinger, Adk Winery	March 14	Saratoga Springs	50				
518 Wedding Expo	Brian Mulligan / Kayla Hunsinger	January 4, February 15, June 1	Albany	150		1		
NYSHA Tourism Showcase	Brian Mulligan / Kayla Hunsinger	March 5	Albany	15		2		
Smart Meetings Elevate	Brian Mulligan / Kayla Hunsinger	February 27	Foxwoods CT	45	25	0	0	
Sports ETA	Brian Mulligan	April 20-23	Las Vegas	50	31	3	0	
IPW	Brian Mulligan	May 17-21	Fort Lauderdale	75	41	1		
ESSAE	Brian Mulligan / Kayla Hunsinger	June 18	Saratoga Springs	50		2		
GNEMA	Kayla Hunsinger	April 13-14	Resorts World	25		3	1	\$277,500
Dutch Apple Cruise	Kayla Hunsinger	May 27	Albany	10		0	0	
Total Events = 12				210	125	29	12	\$553,132

2026 BOOKINGS EVENT DATES

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rms	EEl Value	New Business
Long Island State Veterans Honor	2026 SUNY PA Spring Conference	5/6/2026	5/8/2026	SMERF/Reunion	125	250	\$97,125	Yes
Land Trust Alliance	2026 New York Land Conservat	5/12/2026	5/13/2026	Conference	100	32	\$179,000	Yes
Fury Basketball Club	2026 Fury Basketball Tourname	5/15/2026	5/17/2026	Tournament	300	200	\$382,500	Yes
Lake George DJ Takeover Musi	2026 Lake George DJ Takeover	5/21/2026	5/22/2026	Special Event	1000	200	\$565,000	No
Montrose Area School District	2026 Student Group Trip	6/1/2026	6/3/2026	SMERF/Reunion	50	50	\$38,850	Yes
AAA Travel Northeast	2026 Legends & Landscapes: A	6/2/2026	6/5/2026	Group Tour	55	75	\$40,480	Yes
Fury Basketball Club	2026 Fury Basketball Tourname	6/6/2026	6/7/2026	Tournament	300	200	\$255,000	Yes
NYS Disability Services Council	2026 NYS Disability Services Co	6/8/2026	6/10/2026	Conference	120	165	\$196,200	No
New York State Telecommunica	2026 NYSTA Annual Conference	6/9/2026	6/11/2026	Conference	200	300	\$274,500	Yes
Fury Basketball Club	2026 Fury Basketball Tourname	6/14/2026	6/14/2026	Tournament	150	50	\$35,250	Yes
Eastern Division International A	2026 Annual Conference	6/18/2026	6/21/2026	Conference	100	60	\$218,000	No
Lake George Area Reunions	2026 Zablonksi Reunion	6/20/2026	6/23/2026	SMERF/Reunion	75	225	\$77,700	Yes
Fury Basketball Club	2026 Fury Basketball Tourname	6/20/2026	6/20/2026	Tournament	150	50	\$35,250	Yes
Church of Jesus Christs Latter I	2026 Father Son Canoe Advent	6/22/2026	6/26/2026	SMERF/Reunion	80	60	\$103,600	Yes
Lake George Area Reunions	2026 Bello Family Reunion	6/27/2026	6/29/2026	SMERF/Reunion	25	26	\$12,801	Yes
Fury Basketball Club	2026 Fury Basketball Tourname	7/11/2026	7/11/2026	Tournament	150	50	\$35,250	Yes
Firecracker Sports	2026 7th Annual Showcase Bati	7/16/2026	7/19/2026	Tournament	600	400	\$1,020,000	No
Fury Basketball Club	2026 Fury Basketball Tourname	7/18/2026	7/18/2026	Tournament	150	50	\$35,250	Yes
PrimeTime Lacrosse	2026 Nationals Invitational	7/18/2026	7/19/2026	Tournament	1000	400	\$337,000	No
New York State United Teachers	2026 NYSUT LAP Conference	7/20/2026	7/24/2026	Conference	200	500	\$370,000	No
Fury Basketball Club	2026 Fury Basketball Tourname	7/25/2026	7/25/2026	Tournament	150	50	\$35,250	Yes
Diamond Kings	2026 Summer Baseball Tourman	7/31/2026	8/2/2026	Tournament	288	200	\$367,200	No
Wolf's Motorcoach	History Horses and Scenic Beat	8/2/2026	8/7/2026	Group Tour	55	125	\$60,720	Yes
Wolfsgart	2026 Wolfsgart Festival	8/5/2026	8/9/2026	Special Event	6000	700	\$7,600,000	Yes
Friendship Tours	2026 Lake George Summer Tou	8/19/2026	8/20/2026	Group Tour	55	50	\$20,240	Yes
Alpha Win Lake George Triathlo	2026 Lake George Triathlon	9/5/2026	9/6/2026	Tournament	1000	500	\$565,000	No

2026 BOOKINGS EVENT DATES

Elite Coach	2026 ADK Balloon Festival	9/17/2026	9/20/2026	Group Tour	55	90	\$40,480	Yes
Perkiomen Tours & Travel	2026 ADK Balloon Festival Tour	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
World of Travel	2026 Balloon festival Lake Geor	9/17/2026	9/20/2026	Group Tour	55	75	\$40,480	Yes
Park & Trails New York	2026 Statewide Friends Confere	9/18/2026	9/19/2026	Conference	200	200	\$218,000	Yes
Faith Facts Formation	2026 Faith and Reason Confere	9/18/2026	9/20/2026	SMERF/Reunion	100	150	\$77,700	Yes
New York State Association of C	2026 Annual Meeting	9/20/2026	9/23/2026	Conference	60	150	\$116,800	No
Campground Owners of New Yc	2026 CONY Annual Meeting	9/27/2026	9/30/2026	Conference	100	300	\$218,000	Yes
USA Retirement	2026 Leadership Council Strat	10/2/2026	10/3/2026	Conference	30	60	\$32,700	Yes
Friendly Tours and Travel	2026 Fall ADK Tour	10/4/2026	10/5/2026	Group Tour	55	56	\$20,240	Yes
Northeast Unlimited Tours Inc.	2026 October Northeast Unlimit	10/6/2026	10/7/2026	Group Tour	50	25	\$18,400	No
Southern Adirondack Child Care	2026 Early Childhood Conferen	11/13/2026	11/14/2026	Conference	20	40	\$21,800	No
NYSPHSAA (NYS Public High S	2026 Girls Volleyball Champions	11/20/2026	11/22/2026	Tournament	4500	600	\$2,745,000	No
Perkiomen Tours & Travel	2026 Thanksgiving Tour	11/24/2026	11/27/2026	Group Tour	55	75	\$40,480	Yes
Total 2026 Events = 39					17813	6864	\$16,587,726	
Northeast Story Telling	2027 Sharing The Fire Storytelli	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes
Greater Northeast Motorcoach /	2027 GNEMA SPRING MEETIN	4/12/2027	4/13/2027	Conference	125	100	\$83,750	Yes
Total 2027 Events = 2					225	175	\$231,750	

Proposed AIR RACE X Financial Structure

Overview

The proposed agreement is structured as a cost recovery model, not a revenue-sharing model. Warren County provides funding in stages to support the planning and delivery of the event.

As advance ticket sales increase, those sales reduce the County's required contribution at each scheduled payment milestone. The County's maximum financial commitment is \$1.2 million, although the actual contribution may be significantly less depending on cumulative advance ticket sales. Following the event, ARX would reimburse the County in accordance with the terms of the Host Agreement.

Scheduled County Contributions

Payment	Scheduled County Contribution	Timing	Description
#1	\$45,000	Upon execution of the Letter of Intent	Non-refundable deposit to secure the event date and start venue FAA approvals
#2	\$200,000	30 days after Letter of Intent	Initial refundable contribution toward event planning, race team logistics, and event marketing.
#3	Up to \$477,500	30 days after advance ticket sales begin	Reduced by cumulative advance ticket sales.
#4	Up to \$477,500	45 days prior to the race	Reduced by cumulative advance ticket sales.
Maximum County Commitment: \$1,200,000			

Reducing the County's Required Contribution

Only advance ticket sales are applied to reduce the County's scheduled contributions.

'Cumulative' means all advance ticket sales received up to each payment milestone, not just those sold since the previous payment. As cumulative advance ticket sales increase, the County's required contribution decreases. Here are some scenarios based on payment #.

Payment	Scheduled County Contribution	Cumulative Advance Ticket Sales	County Contribution Required
#3	\$477,500	\$300,000	\$177,500
#3	\$477,500	\$328,000	\$149,500
#3	\$477,500	\$500,000	\$0

#4	\$477,500	\$750,000	\$0
#4	\$477,500	\$1,018,000	\$0

Post-Event Reimbursement

Within 14 days following the event, ARX would reconcile the event and reimburse Warren County in accordance with the Host Agreement. ARX will grant access to the ticket vendor software for transparency.

Description	Amount
Maximum County Contribution	\$1,200,000
Less Non-Refundable Letter of Intent	(\$45,000)
Maximum Potential Reimbursement	\$1,155,000

Important Considerations

- The County's maximum financial commitment is \$1.2 million.
- Only advance ticket sales reduce the County's required contribution.
- Advance ticket sales are measured on a cumulative basis at each payment milestone.
- Sponsorships, hospitality, VIP experiences, vendor fees, concessions, merchandise sales, and other event revenues do not reduce the County's required contribution.
- This is not a revenue-sharing model. The County's financial benefit is limited to reducing its required contribution through advance ticket sales.
- Any ticket revenue exceeding the County's required contribution remains with ARX.
- Following the event, ARX would reimburse the County in accordance with the Host Agreement.



Floyd Bennett Memorial Airport, NY
Race Snapshot

Race Dates:	April – September 2027 (exact date TBD) Includes 2.5 days of ARX racing and 2-days of Test & Tune
Estimated attendance:	50,000+ (does not include Test & Tune V-VIP days)
Estimated attendance sales (30,000):	\$3,629,570 (basic rev streams, no sponsors, no Test & Tune *, no VIP days).
Estimated advanced ticket sales (20,000):	\$1,636,000 (prepared by Eventsprout / Global Air Race Group, LLC) 6 months - \$328,000 3 months - \$690,000 1 month - \$400,000 Last Minute - \$218,000
Anticipated Economic Impact:	\$12 - \$14 million
Hotel nights	2.2 – 3.0
Average Attendance party:	3.2
Hotel No-Vacancy rate:	90%
Alternative Accommodations:	70-80%
Earned Media Value (organic)	
SSM 2026 race season:	\$1,710,000 (2027 increase to \$3,100,000)
News, TV, Broadcast:	\$8 - \$10million (excluding national broadcast if acquired)
International Touchpoints:	Australia Canada Czechoslovakia Great Britain Japan / Indonesia New Zealand Spain South Africa United States
ARX Partnerships:	Lexus Toyota Breitling SA Falcon Tires
Logistical:	DP World Logistics (United Arab Emirates) DB Schenker (Germany)

Warren County, New York

Revenue Sharing and Payments

Revenue sharing shall apply exclusively to gross revenue recognized during the entire Term, as defined in Sections 3(c) and 3(d). HOST shall maintain accurate and current transaction records for all revenue generated and shall provide ARX with access to such records for review in accordance with Section 4(h).

Position	Event Revenue	Payment Recipient	Distribution
1	100% revenue up to and including \$1,500,000	Host	
2	Revenue in the range of \$1,500,001 - \$3,325,000	ARX	
3	Revenue exceeding \$3,325,001	Host and ARX	50% to each PARTY

Revenue Retention and Allocation

Position 1 - Initial Retention

HOST shall retain one hundred percent (100%) of all revenue until cumulative gross revenue reaches one million five hundred thousand dollars (\$1,500,000).

Position 2 - Subsequent Retention

ARX shall retain one hundred percent (100%) of all revenue generated within the range of one million five hundred thousand and one dollar (\$1,500,001) to three million three hundred twenty five thousand dollars (\$3,325,000).

Position 3 – Post Threshold Allocation

Any revenue beyond three million three hundred twenty five thousand and one dollar (\$3,325,001) shall be allocated fifty percent (50%) to each PARTY

Payments

1. Twenty Thousand dollars (\$45,000) – Due upon Letter of Intent (non-refundable)
2. One Hundred Eighty Thousand dollars (\$200,000) - due at contract execution
3. Five Hundred thousand dollars (\$477,500) – 30 days after start of advanced ticket sales.
Exact date TBD.
4. Five Hundred thousand dollars (\$477,500) – Due 45-days prior to event date
5. **Total Initial Payment = \$1,200,000**

COUNTY FACILITIES COMMITTEE MEETING
AIRPORT AGENDA
May 20 2026

Committee Members: BRUNO, Conover, Patchett, Diamond, Strough, Beaty and Niles

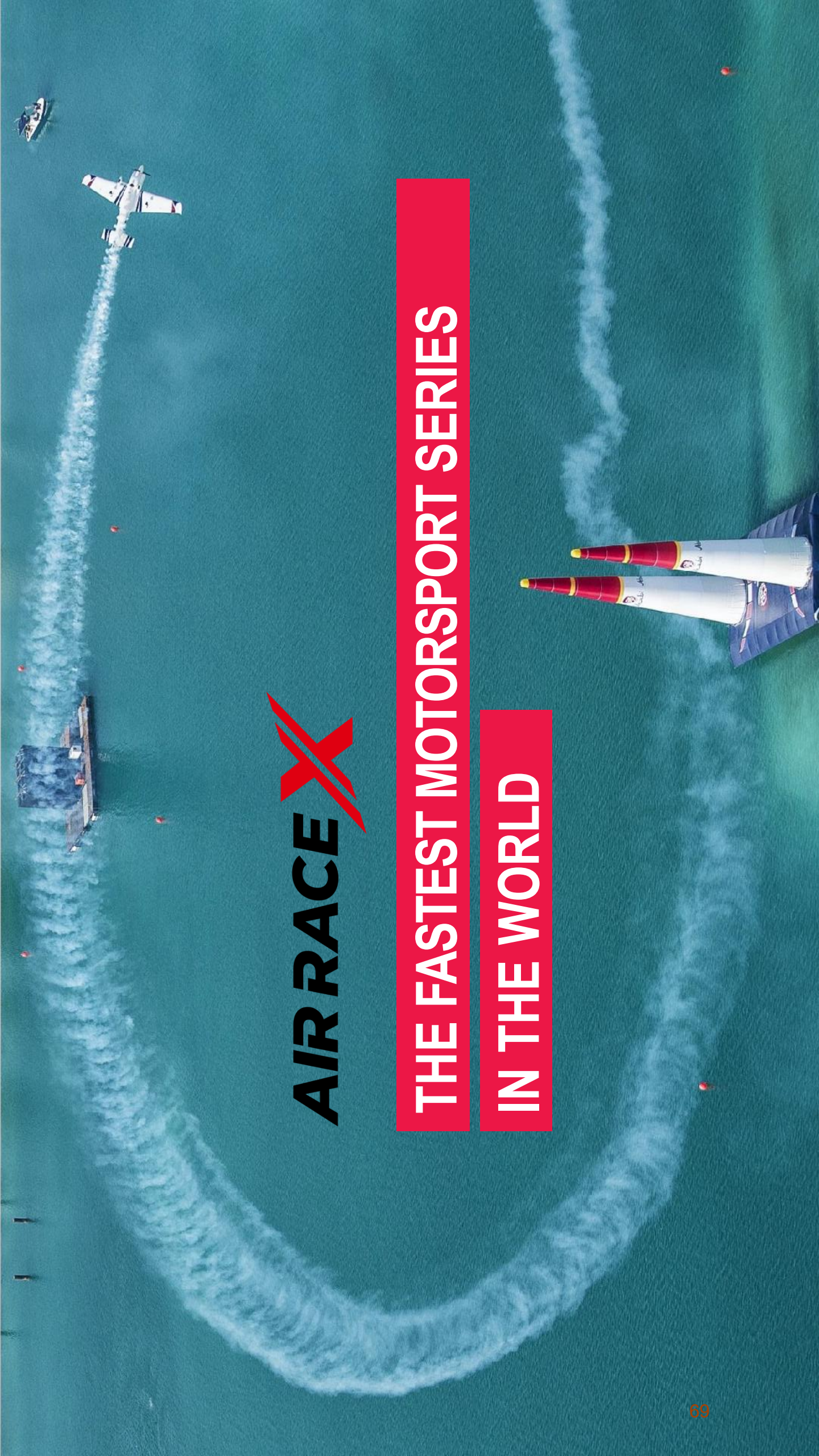
- I. Committee Meeting Call to Order by Chair**
- II. Approval of Minutes of Prior Committee Meeting**
- III. Privilege of the floor and public comment**
- IV. Action Agenda/New Business Items:**
- V. Discussion Items**
 - 1. Solar Farm Update
 - 2. Airport Master Plan Update
 - 3. Air Race X
- VI. Referrals/Pending Items**
- VII. Privilege of the floor and public comment**
- VIII. Motion to Adjourn**

Attachments:



P R E S E N T S





AIR RACE **X**

THE FASTEST MOTORSPORT SERIES

IN THE WORLD

WHO WE ARE

AIR RACE X is the successor to the thrilling Red Bull Air Racing World Championship. Our team, comprised of engineers, tacticians, industry professionals & former Red Bull air race officials have created the next generation in air racing.



WHAT WE DO

Deliver an Action Packed, High Speed, Low Altitude, Aerial Motorsport
Unlocking Global Visibility.

- Capture World-Wide Attention
- Attract International Business
- Boost Local Economy / Tax Revenue
- Expand Aviation & Aerospace in STEM Education
- Build a Prestigious Reputation
- Inspire Investment
- Ignite Community Pride



A BRIEF HISTORY



- 2005** First seven races in the UK, USA and Europe
- 2007** Expansion to South America – first race in Rio de Janeiro
- 2009** The 2009 season with 15 pilots and up to 1.2 million spectators in Barcelona
- 2014** 12 pilots competing for the title of World Champion
- 2019** Red Bull Air Race series concludes



- 2023** Air Race X series begins with first remote race in Shibuya, Japan
- 2024** Four remote races in Japan
- 2026** Expanded to North America
- 2027** 4 live races planned in North America

The Race

Pilots maneuvering highly agile aircraft, race through a series of pylons configured such that each pilot must navigate at various degrees of aircraft attitude.



=



=



Pilots race against the clock based on fastest times, with penalties for errors like flying too high/low or hitting pylons, aiming for the most points to become the AIR RACE X champion.

The Track

TURNING MANOEUVRE
HIGHEST G – MAX. 12G

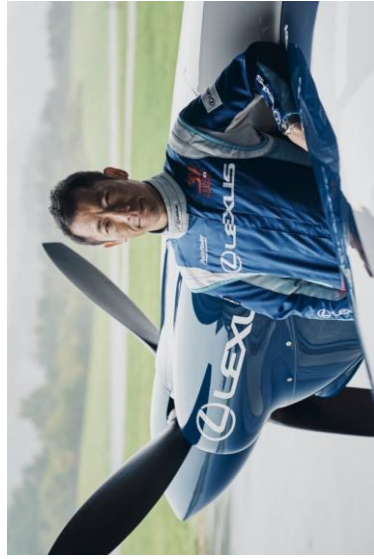
SINGLE PYLON

CHICANE

START/FINISH AIR GATE

Meticulously designed for optimal
spectator engagement & safety

The Athletes



Highly skilled professional race pilots
Representing 8 countries
Former military & commercial pilots
Extraordinary abilities in precision flying
Highly specialized knowledge of aircraft parameters
Exceptional special awareness & reaction times



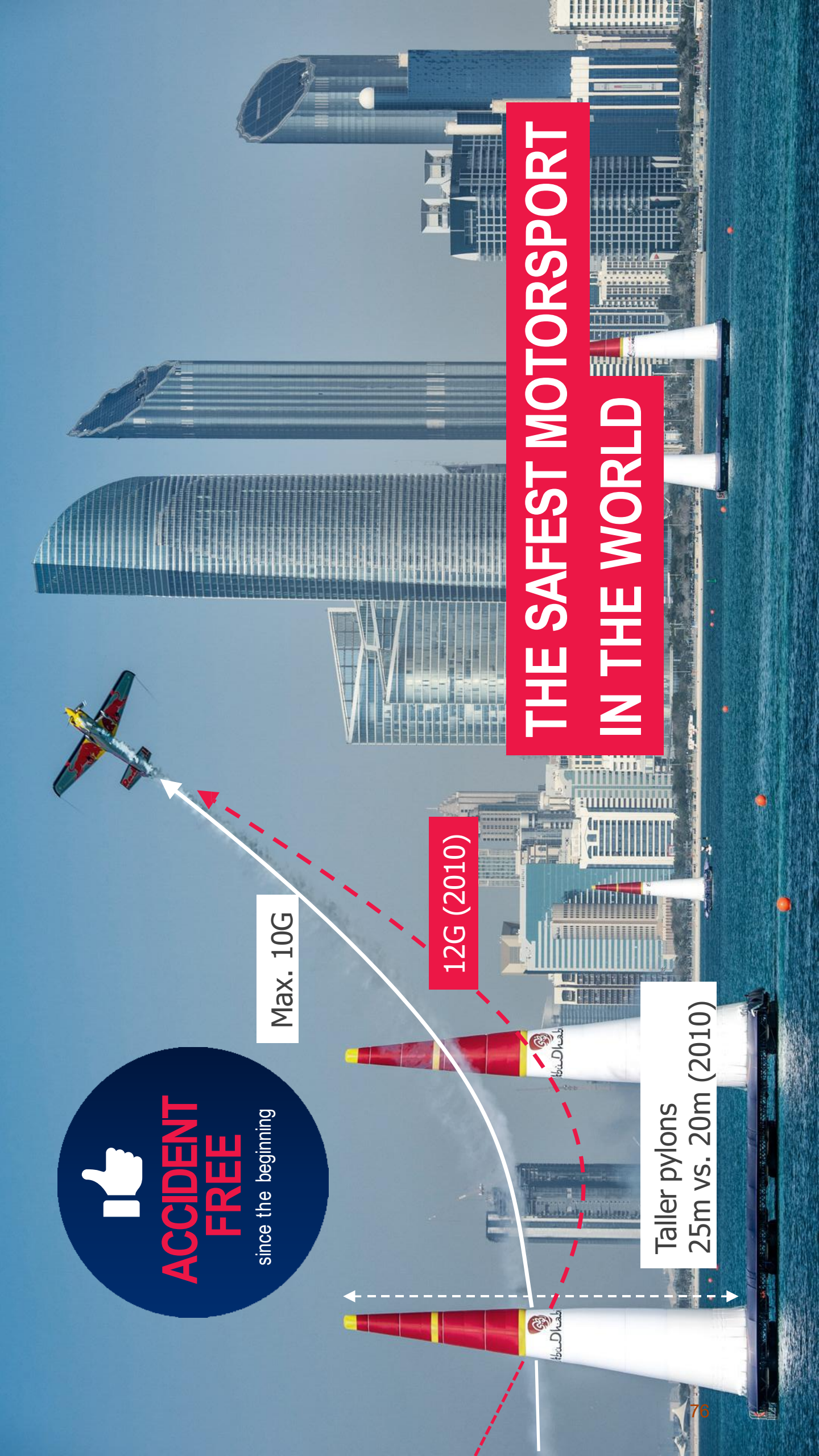

**ACCIDENT
FREE**
since the beginning

Max. 10G

12G (2010)

Taller pylons
25m vs. 20m (2010)

THE SAFEST MOTORSPORT IN THE WORLD





What else makes the race

AS SAFE AS POSSIBLE?

- ❖ On-site Certified Safety Professional (CSP)
- ❖ Rigid Standard Operating Procedures (SOPs)
- ❖ Mandatory Pilot Training and Certification Regardless of Hours or FAA Endorsements

The Global Reach



Countries currently
in discussions

55% OF POPULATION ARE INTERESTED IN
MOTORSPORT



ATTENDANCE

UP TO 115,000 SPECTATORS / RACE

750,000 Detroit (USA) 2008

850,000 Portugal 2017



up to **280** media on site

3,000

downloads from Red Bull
Content Pool per race



37,000



visits/race



446,000 fans



76,000 followers



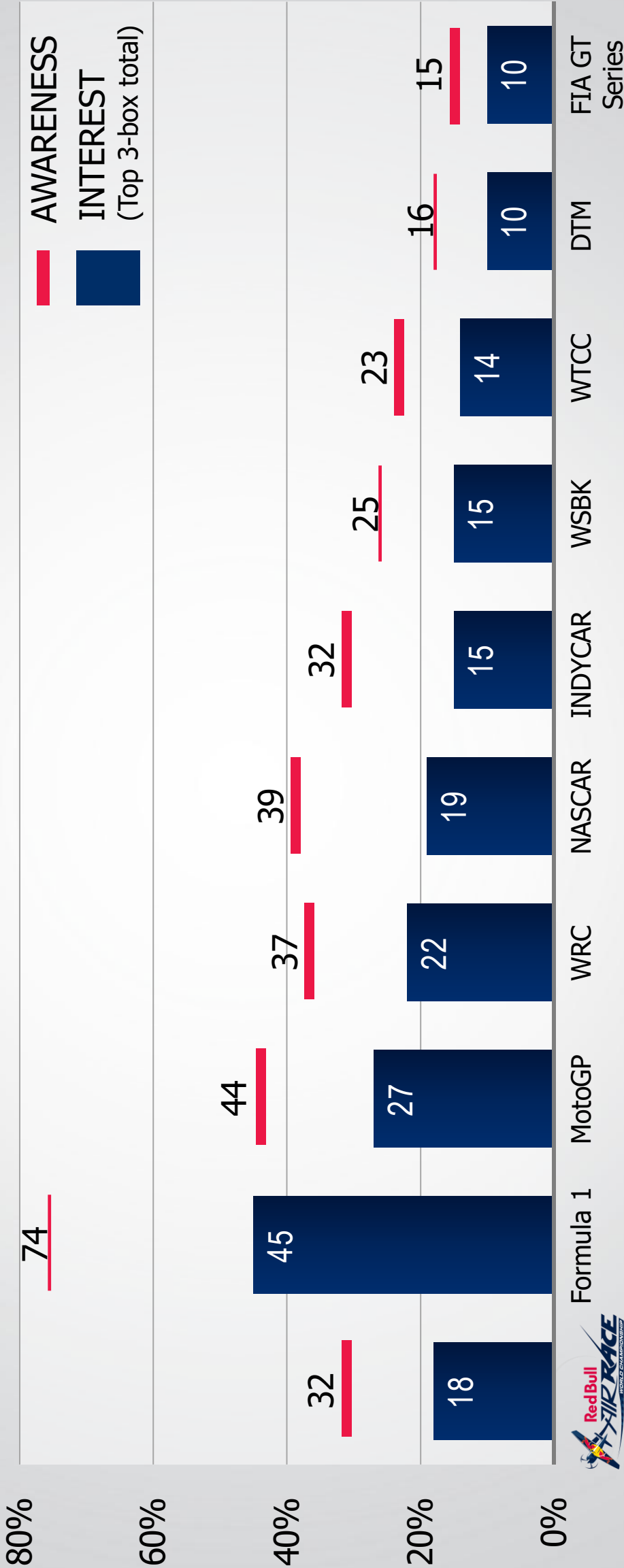
1,700 fans



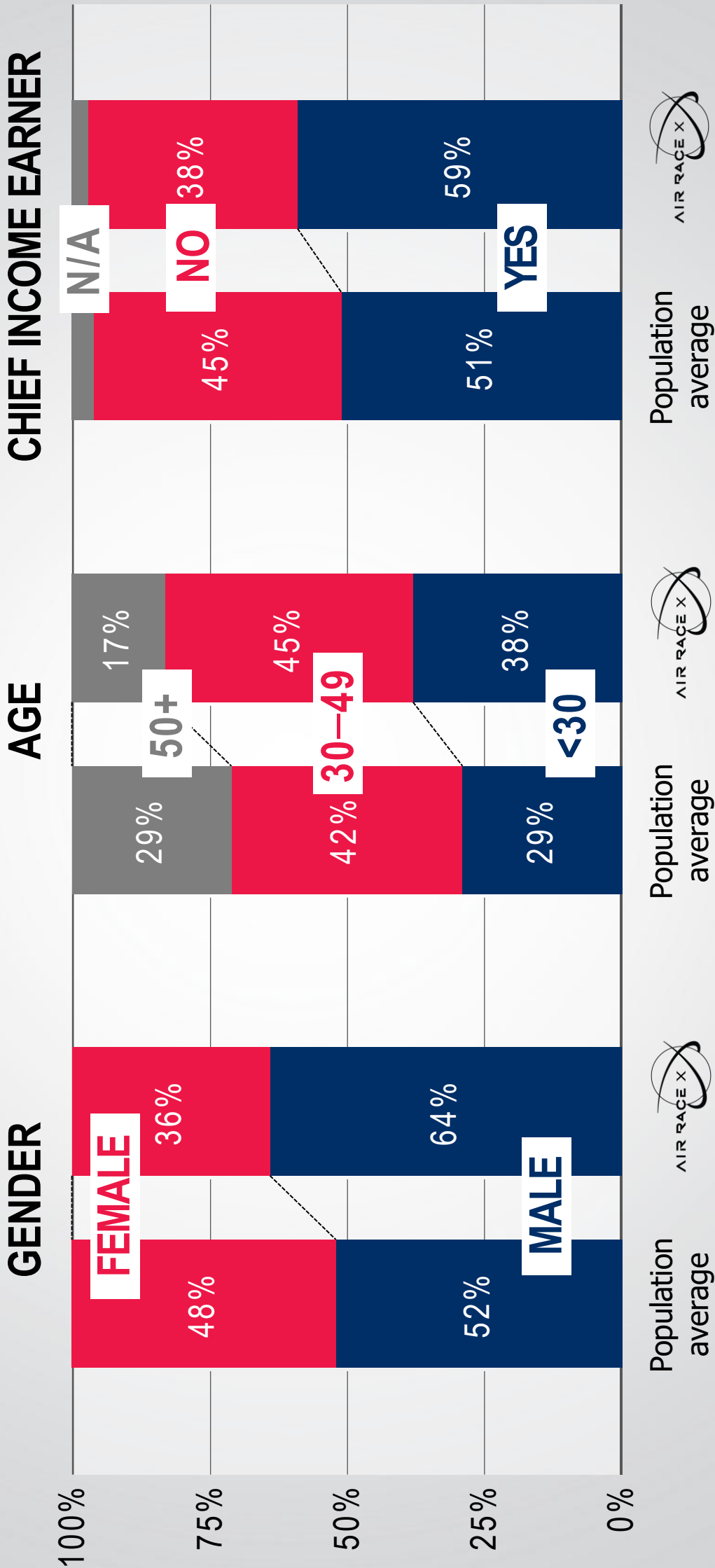
* Figures shown are from previous Red Bull
Air Races and Air Race X races.

MOST POPULAR MOTORSPORTS SERIES

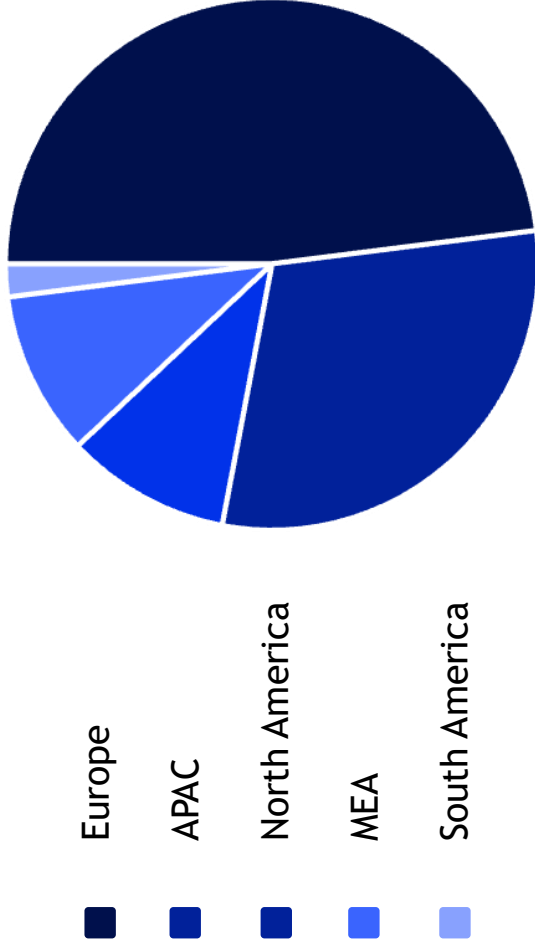
WORLDWIDE



YOUNG MALE ADULTS WITH HIGHER INCOME



Branding Reach



Previous Air Racing Data Spans 187 Countries, Reaching 244.4 million Viewers and Generating 2.1+ billion digital interactions.

Broadcast Partnerships

Major Networks across 100+ Countries

Landmark Recognition

Major Networks across 100+ Countries

Long-Term Promotion

Digital Assets Continue Post Event



FOR FURTHER INFORMATION CONTACT:

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