



Annual Report 2019



Dear Members, Partners and Friends,

BOARD OF DIRECTORS

*Fred Vogel, President,
Lodges at Cresthaven*

*Dennis Lafontaine
1st Vice-President
Martha's Dandee Crème*

*Janice Bartkowski-Fox
2nd Vice-President
Adirondack Cotton Co.*

*Matthew Taormino
Secretary
Dunham's Bay Resort*

*Gary Thornquist
Treasurer
Lake George RV Park*

*Jeff Bartone
Six Flags Great Escape Lodge
& Indoor Waterpark*

*John Carr
Adirondack Pub & Brewery*

*Frank Dittrich
Inn At Erlowest*

*Tyler Herrick
The Queensbury Hotel*

*Sasha Pardy
Adirondack Winery*

*Greg Teresi
Bartlett, Pontiff
Stewart & Rhodes, P.C.*

*Scott Wood
The Lobster Pot Restaurant*

*Tom Wysocki
Fort William Henry Hotel*

The Lake George Regional Chamber of Commerce & CVB is committed to working with you, our members, partners, friends, clients and visitors to enhance our community and our tourism economy. Thanks to you, we are building greater resilience, visibility, and prosperity that our region needs and deserves.

The stories and outcomes we share in this report demonstrate success to date and our goals moving forward within our four major areas of focus. As our mission states: the leading driver of tourism to the Lake George Region; our efforts in these areas continue to transform the way our region progresses together.

- Administration – Finance
- Membership Value & Participation
- Expand Convention & Visitors Bureau (CVB)
- Taste NY at the Adirondacks Welcome Center

Our administrative infrastructure has undergone some technological enhancements this year with the addition of GTM Payroll Services, a formal financial audit and Simpleview CRM. We have also added staff and staff development and training opportunities to better serve you.

To enhance membership value and participation, the entire staff has focused on staying in front of you, personally, and then sharing that connection through various marketing activities to promote your business via member visits, ribbon cuttings, mixers, and other active involvement and attendance.

The CVB has expanded with the addition of staff, customer relationship management technology, international recognition and broader visibility as a destination. Continued outreach to meeting and events planners and sports rights holders through lead generation has led to booking of new and repeat business as our ultimate targeted scope of work.

Taste NY at the Adirondacks Welcome Center has been a beautiful new addition to the Adirondacks “attractions” landscape and as the boots on the ground interacting with many of the visitors we get to tell our story and showcase locally made food and gift items in a unique vending retail operation.

We are proud of the levels of elevation our board and staff support and inspire in our activities and outcomes. We welcome opportunities and challenges that lead to outstanding customer service.

Enjoy the read and please share your thoughts and ideas with us. We look forward to hearing from you!

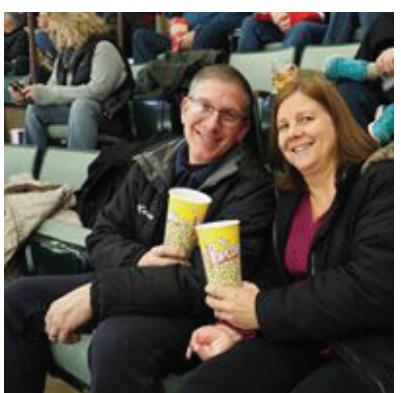
Warm regards,

Fred Vogel, Board President

MISSION STATEMENT:

The Lake George Regional Chamber of Commerce & CVB, Inc. is the Leading Driver of Tourism to the Lake George Region. Our overall objective is to foster a vibrant business community through year-round marketing, promotion, events and educational programming.

Founded in 1952, the LGRCC is a member-driven, not-for-profit 501 C (6) corporation. The Chamber, celebrating its 67th year, comprises more than 440 members in various sectors of the business community. With a regional mindset, membership spans six counties in New York. The Chamber staffs the Village Visitor Center on the corner of Beach Road and Canada Street in the Village of Lake George, the Adirondacks Welcome Center on the Northway between Exits 17 and 18 and our office at 2176 Route 9 in Lake George. In 2018-2019, more than 270,000 people visited our informon areas seeking information and assistance.



HERE TO SERVE YOU!

Gina Mintzer, CMP, MHA, Executive Director

Christine Molella, Office Manager

Sandy DeKleine, Office Assistant

Amanda Metzger, Marketing Director

Kim Saheim, Membership Director

Kristen Hanifin, CVB Convention Sales, Special Events Director

Alex Garry, CVB Convention Sales & Services Administrator

Stefanie Smith, Village Information Center Customer Service

Kathryn Hull, Village Information Center Customer Service

Bonnie Colomb, Village Information Center Customer Service

Joanne Mamrosch, Village Information Center Customer Service

Jennifer Kraft, Adirondacks Welcome Center, Taste NY Market Manager

John Root, Adirondacks Welcome Center, Taste NY Inventory Manager

Tracie Norris, Adirondacks Welcome Center, Customer Service

Jim Toole, Adirondacks Welcome Center, Customer Service

Margaret McIntyre, Adirondacks Welcome Center, Customer Service



S.T.A.R. Award

The hospitality industry is an essential component of the Lake George Region's economic vitality. The Lake George Regional Chamber of Commerce & CVB's Supporting Tourism Around the Region (S.T.A.R.) Award is the only honor developed solely to recognize excellence in travel and tourism and represents the best of the Lake George Region's hospitality culture.

Adirondack Wine & Food Festival - The 5th Annual Adirondack Wine & Food Festival (AW&FF) took place on June 29th & 30th at Charles R. Wood Festival Commons in Lake George with more than 6,000 people in attendance.

The mission of the AW&FF is to showcase New York's best wineries, breweries, distilleries and artisan food vendors while promoting Lake George as the vibrant destination that it is.

The festival is still the first of its kind in the region and the dates were carefully chosen to help build business during the shoulder season of Lake George, maximizing attendance and eliminating competition against other area or industry events in the state.



World's Largest Garage Sale - As Warrensburg's premiere event for more than 40 years, The World's Largest Garage Sale attracts up to 75,000 attendees every year. The event showcases more than 500+ vendors from around the country, including some of the best antiques, collectibles, arts, crafts and food vendors.

The attendees enjoy free admission, free shuttle service and more than five square miles of shopping. The World's Largest Garage Sale is a well-established, multi-generational event that has a strong influential partnership with Warren County Tourism and I Love NY- NYS Tourism and is coordinated by a committee of the Warrensburg Chamber of Commerce.

The Sapphire Award was established in 2017 for the 65th Anniversary of the Lake George Regional Chamber of Commerce & CVB to honor a "gem" within our community whose efforts directly benefit the hospitality industry in a profound way.

John Strong, Executive Director of the Lake George Arts Project, a multi-arts presenting organization is this year's "Gem". For 37 years, John Strong has overseen the major programs of the Lake George Arts Project that include: Summer Concert Series, Lake George Jazz Weekend, Courthouse Gallery Exhibition Series, various art workshops, lectures, special events and more.

He has been passionately involved with the Stony Creek Band as musician and manager since 1973. He has offered opportunities for all types of music to be presented in and around the region.





IMPROVE MEMBERSHIP VALUE & PARTICIPATION

MARKETING - LGRCC @visitlakegeorge

Website: 237,675 pageviews, +25% over LY,

new website live 7/1/19

Facebook: 7,670 followers, +21% over LY

Twitter: 1,499 followers, +13% over LY

Instagram: 2,442 followers, +43% over LY

Total Social Media Impressions: 1,077,586, +8% over LY

ADIRONDACK CRAFT BEVERAGE TRAIL

@adkcraftbev

Website: Newly refreshed

Facebook: 1,934 followers, +10% over LY

Twitter: 335 followers, +18% over LY

Instagram: 963 followers, +124% over LY

Total Social Media Impressions: 83,044, +31% over LY

PUBLIC RELATIONS - Realized over 100 media mentions found online for a total Advertising Value Equivalence (AVE) of \$139,000+ in earned media.

E-BLAST COMMUNICATIONS - 10 Consumer emails sent utilizing full list of 24,000+ average open rate of 35%; average click-thru rate of 15%.

PERSONAL CONNECTIONS AND VISITS including Facebook Live Pop-Ins; monthly radio commercials featuring new members, special events, and membership information.

CONSUMER TRADE SHOWS - Attended 11 (an additional 2 events from the previous year) with the opportunity to personally interact with close to 200,000 people, a 16% increase in our reach. We distributed 12,425 travel guides (+25%) and collected contact information from 4,514 (+20%) attendees as compared to the previous year.

We want you to **GET INVOLVED** -

- Women in Business
- Events Committee
- Social Sidekicks
- Membership Committee
- Christkindlmarkt Committee

Leads (October 2018-Sept 2019)	Attendance	Room nights
72	36,913	24,780
Bookings	Attendance	Room
25	44,137	9,669
Lost	Attendance	Room Nights
43	19,348	13,199
Pending	Attendance	Room Nights
38	20,225	14,379

DESTINATION SPORTS MANAGEMENT- Kristen Hanifin, LGRCVB Convention and Special Event Sales Director selected for “Who’s Who in Sports Leadership 2019”

Attended 9 Trade Shows-Sales Blitzes—638 total appointments, inquiries, and client and prospect contacts

- Connect Faith • NYC Sales Blitz • National Association of Sports Commissions (NASC)
- GovBUY • Empire State Society of Association Executives • ATTA Elevate
- YMRC Military Marketplace • Connect Specialty/Association • S.P.O.R.T.S. Relationship Conference

ADIRONDACK CHRISTKINDLMARKT 2018

- At a glance:
- 4,866 attendees from: VT, NH, MA, CT, RI, NYC, PA, MD, Montreal, Long Island, Capital Region, North Country
- Facebook 271,100 reached, 13,600 responded, 7,446 engagements.
- Public Relations earned media value \$14,710.
- In-kind community support/marketing/services donated: \$33,896.28
- Private, community sponsorship dollars raised (excluding Occupancy Tax funding): \$20,991.00
- Total vendors: 34, Total entertainment acts: 16
- Total pounds of German potato salad sold: 400 lbs., Total liters of Gluhwein sold: 114 liters



ADVENTURE ELEVATE

By the Numbers

June 10-12 at Fort William Henry Resort & Conference Center

- 250+ delegates from around the globe - 20 media attending
- 30 countries represented by ELEVATE delegates
- 225 one-on-one connections made at MediaConnect
- 950+ meetings discussing new products and common challenges at AdventureExchange
- 93,000 additional people reached by reshares of the #attaELEVATE posts
- 177,000 people reached by mentions of the #attaELEVATE hashtag



ADMINISTRATION – FINANCE

- Technology: GTM Payroll Services, Simpleview CRM,
- Financial Audit by Lutz, Selig, Zeronda, LLC
- Information Center Management - Office, Village Information Center, Adirondacks Welcome Center
- Advocacy / education — Support of member issues, Sexual Harassment training for all members
- Hosted a trip to Italy's Amalfi Coast. Please join us in Greece in 2020!



TASTE NY AT THE ADIRONDACKS WELCOME CENTER

- Employs 5 full-time and 2 part-time staff
- Partnership with Cornell Cooperative Extension of Washington County to grow agritourism
- Working with more than 80 vendors / farm producers
- Top 15 products of 2019
 1. Caffe Vero Coffee
 2. Martha's Dandee Creme - Cremewiches
 3. Saratoga Spring Water Company - Water
 4. Saranac Brewery - Soda
 5. Tierra Farm - Grab 'n Go
 6. North Fork Chips - Chips
 7. Lake George Baking Company - Baked Goods
 8. JUST - Water
 9. Cooper's Cave Ale Company - Soda
 10. Bunker Hill Organic Creamery - Milk
 11. Harney & Sons - Iced Tea/Juice
 12. Oscar's Smokehouse - Jerky
 13. Mapleland Farms - Maple Products
 14. Barkeater Chocolates - Chocolate
 15. Chip 'n Dipped - Chocolate



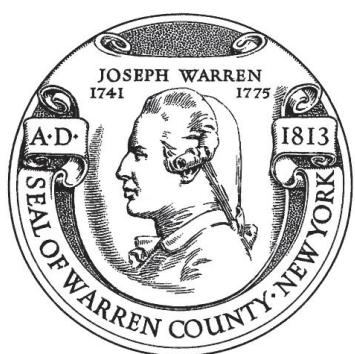
- Staff familiarization trips to learn about areas of Adirondacks to best serve traveling public.
- Vendor tastings, Visitor Information, Lake George Fireworks Sponsor and Pop up marketplace
- 400+ Google Reviews
- Robust social media @adirondackswelcomecenter





P.O. Box 272
Lake George, NY 12845

SPECIAL THANKS



@visitlakegeorge



@lakegeorgechamber



@visitlakegeorge



@visitlakegeorge