



> WHAT WE DO - OVERVIEW:

LEISURE TRAVEL PROMOTION: LPCVB/ROOST is a 501c6 not-for-profit corporation and the destination marketing organization (DMO) responsible for promoting the Schroon Lake, Lake Champlain, Whiteface, Piercefild, Saranac Lake, Lake Placid, Tupper Lake, Franklin County and Hamilton County regions of the Adirondacks to the traveling public via data-based traditional advertising, PR/communications, and digital marketing.

MEETINGS/GROUPS: CVB is responsible for sales and marketing for the Conference Center at Lake Placid and town-wide conventions. Our staff works in cooperation with the Olympic Regional Development Authority, whose staff takes the lead in attracting regional day business.

BUSINESS OPPORTUNITIES: The DMO offers a variety of marketing opportunities for businesses and organizations in the Adirondacks, including featured online listings, promotional email advertisements and enhanced web listings.

INFRASTRUCTURE: The organization is governed by a Board of Directors representative of the membership, employs ~27 staff, and operates a main office in Lake Placid, a visitors center in Saranac Lake and an office and visitors centers in Tupper Lake and Crown Point.

DESTINATION MASTER PLANNING: In 2009, our office spearheaded a destination master planning process; an assessment of tourism assets and plan for future development needs. This process, resulted in the development of destination master plans for six communities, including Saranac Lake, Schroon Lake, Moriah, Ticonderoga, Wilmington and Lake Placid.

The primary challenge is to find ways to manage growth in the more established tourism base of Lake Placid, while **growing tourism and driving private investment in the greater region**. Further, the task in all communities has been to engineer tourism in ways that benefit area residents in terms of jobs and business opportunities.

At this point, destination master plans have been developed for most of the original program communities, and the community councils are in place. In 2014, programs have started in Speculator, Indian Lake, Inlet, Long Lake, Wilmington, Ticonderoga, Northern Lake Champlain (Westport, Essex, Willsboro) and Schroon Lake.

SUSTAINABLE TOURISM DEFINED: Maximize economic activity without natural and cultural impact, to increase positive quality of life for residents.

TOURISM LEADERSHIP: Remain an advocate and leader in addressing the unique challenges and benefits of tourism in the North Country. Board representation on North Country Regional Economic Development committee and its marketing subcommittee. Remain current on all digital marketing trends and mechanisms.

> MESSAGING

The outdoor experiences available in our pristine mountains and clear waters represent the number one reason people visit our tourism-dependent regions. Because of this, it is imperative that we consistently **tie the word “Adirondacks” to our regions** in all promotional messaging. After all, the Adirondack Park is our greatest product.

- Lake Placid, adirondacks usa
- Schroon Lake Region - Adirondack Base Camp
- Whiteface Region - Get Close (to the Adirondacks, to the Mountain, to the river, to your family...)
- Lake Champlain Region - Adirondack Coast
- Saranac Lake - the Adirondacks' Coolest Place
- Hamilton County - Adirondack Experience - Experience it!
- Visit Malone - The Country starts here
- Tupper Lake - brand process under way
- Conference Center at Lake Placid - Meet me in Lake Placid

> HISTORY/TIMELINE:

- 1951 Incorporated as the Lake Placid Chamber of Commerce, Inc.
- 1982 CVB reestablished by Town of North Elba and Chamber of Commerce
- Late 1980's became Commerce and Visitors Bureau
- 1991 Combined Lake Placid and Essex County tourism marketing into one organization
- 2009 Achieved accreditation with Destination Marketing Association Int'l to become a DMO (Destination Marketing Organization).
- 2010 Changed name to Regional Office of Sustainable Tourism / Lake Placid CVB
- 2013 Contracted with the Town of Harrietstown, Village of Saranac Lake and Franklin County to promote Saranac Lake as a tourism destination.
- 2014 Contracted with Hamilton County to promote its communities as tourism destinations and to implement destination planning initiatives.
- 2014 Contracted with Tupper Lake and Piercefild to implement destination marketing and destination planning initiatives.
- 2015 Contracted with Franklin County to assume all tourism-related responsibilities, develop a destination master plan, and to pursue the State's adoption of an occupancy tax for the County.

> FUNDING: Where's the money come from?

- **OCCUPANCY TAX:** Enacted via NYS in 2000, the 3% Essex County occupancy tax is collected by the lodging properties and submitted to the County Treasurer. By law, Essex County must contract with ROOST for tourism promotion purposes. 5 percent of the tax collections are retained at the County for administration, and the remaining collections transferred to the ROOST/LPCVB specifically for destination marketing efforts.

Enacted in 2016, the Franklin County occupancy tax, based on the Essex County law, is collected by the lodging properties and submitted to the County Treasurer.

- **MEMBERSHIP:** Any business, organization or individual in Essex County is eligible for membership for a nominal \$25 annual investment. Benefits of membership: access to health insurance and other business opportunities via Essex County Business Council, eligibility to vote or serve on Bureau Board of Directors.
- **SALES:** ROOST offers businesses a variety of enhanced promotional opportunities, including website photo listings and brochure distribution. Expected revenues are broken out in the budget by contract. 2016 total sales income projection: \$157,500.
- **MUNICIPALITIES:**
 - Town of North Elba: \$55,000
 - Village of Lake Placid: \$10,000
 - Village of Saranac Lake \$12,500, Town of Harrietstown \$12,500
 - Essex County ILNY Matching Funds \$85,488
 - Franklin County \$476,000; \$87,646 ILNY Matching Funds
 - Hamilton County: \$195,000; \$91,961 ILNY Matching Funds
 - Town & Village of Tupper Lake and Town of Piercefild: \$30,000
- **LAKE PLACID EC Quality Destination, Inc.:** New events support
 - Market New York: \$125,000
 - Empire State Winter Games: \$150,585
 - Adirondack Challenge: \$20,000
 - In-kind contributions - ROOST: \$17,341

> BUDGET: Where does the money go?

Marketing Goals:

- Help the community of Lake Placid reach an 11-month economy through tourism
- Help the surrounding communities establish a tourism destination economy, and attract private tourism investment.

Total Budget: ~3.8 mil

> **WEBSITES:** Digital assets

Destinations

lakeplacid.com

lakechamplainregion.com

schroonlakeregion.com

whitefaceregion.com

tupperlake.com

saranalake.com

visitmalone.com

adirondackexperience.com

adirondacksusa.com

Conference Center at Lake Placid

meetingslakeplacid.com

Corporate

roostadk.com