



OVER \$12 MILLION ANNUALLY

ccupying one of the most strategically important locations in colonial America, Fort Ticonderoga had a significant impact upon the history of four nations: the United States, Canada, France, and Great Britain. And since its restoration as a visitor attraction in 1909, Fort Ticonderoga has received guests from around the world, sharing the story of "The Key to the Continent" with millions of visitors. This visitation and the ongoing restoration and operation of Fort Ticonderoga now generates a significant economic impact for the North Country Region of New York as well as the Capital Region (the Lake George area) and even neighboring Vermont. A recent study estimated

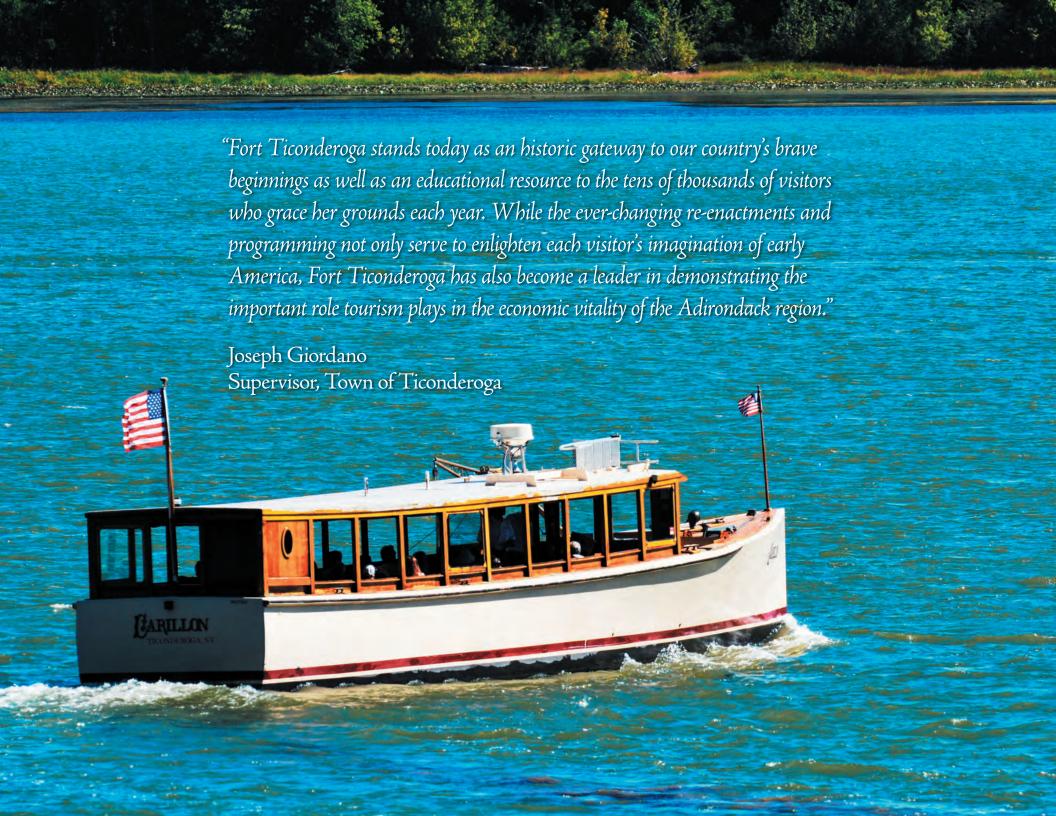
that Fort Ticonderoga generates a total of \$12.1 million annually in economic impact. This includes visitor spending from tourists; spending by Fort Ticonderoga in its daily operations; the indirect and induced impacts created by labor income as it flows into the regional economy; and tax revenue generated by that spending. Fort Ticonderoga is a major driver of economic activity for all of the surrounding region, generating jobs, tax revenue, and other vital economic activity as one of the most visited attractions in all of the North Country and Capital Regions.



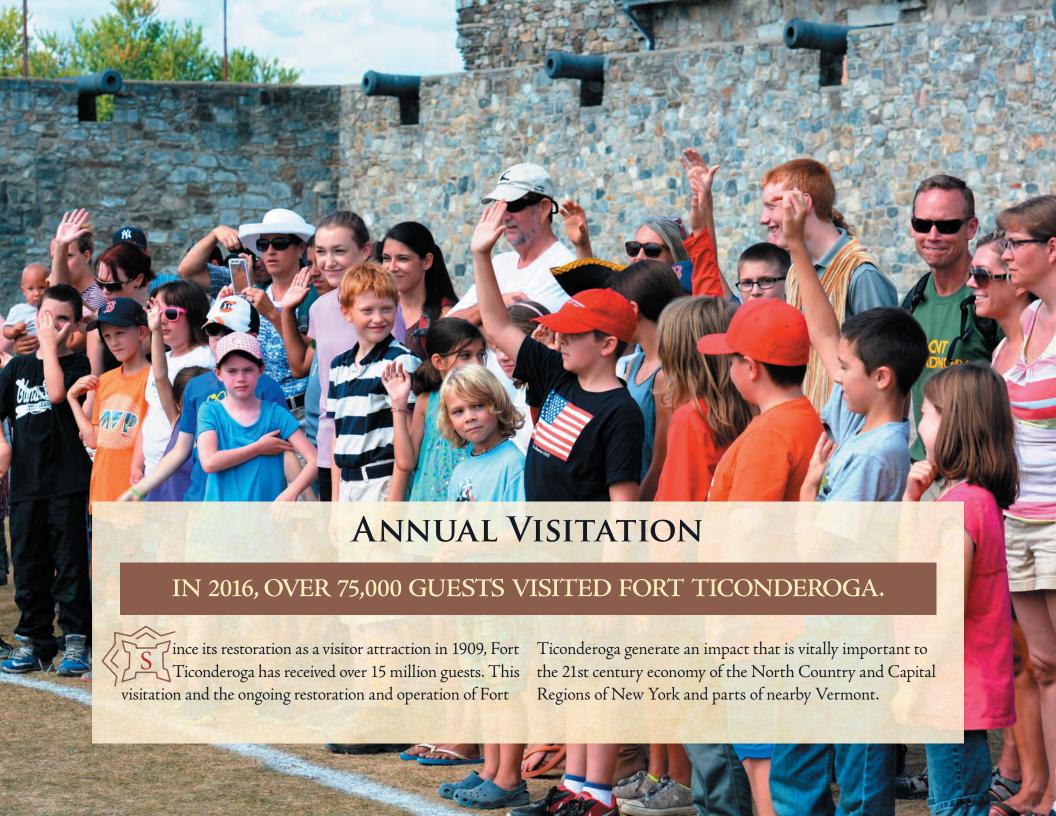
n 2016 The Fort Ticonderoga Association of Ticonderoga, NY commissioned Magellan Strategy Group to perform an economic impact study analyzing Fort Ticonderoga's impact upon the surrounding region. MSG partnered with SYNEVA Economics to develop the study utilizing data provided by Fort Ticonderoga and the highly regarded IMPLAN® software. The analysis identified and

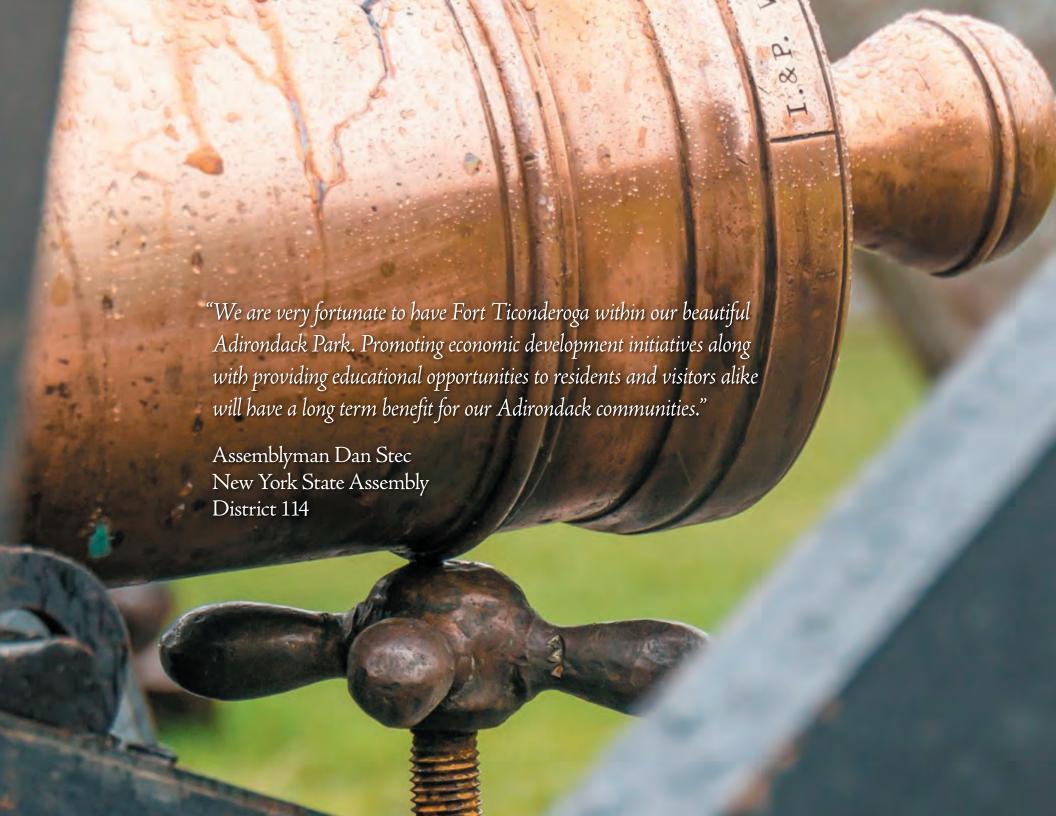
followed the spending of Fort Ticonderoga and its guests as it moved through the local economy of New York State and adjacent Addison County, VT.

This study employed a conservative approach to measuring guest spending that evaluated only those expenditures that occurred as a result of visiting the attraction specifically.









IMPACT UPON TOURISM

ithout Fort Ticonderoga, many guests likely would not be visiting the immediate area for any reason. And most of them are visiting Fort Ticonderoga for the very first time, providing them an initial introduction to the area around the town of Ticonderoga and the southern end of Lake Champlain.

56,000

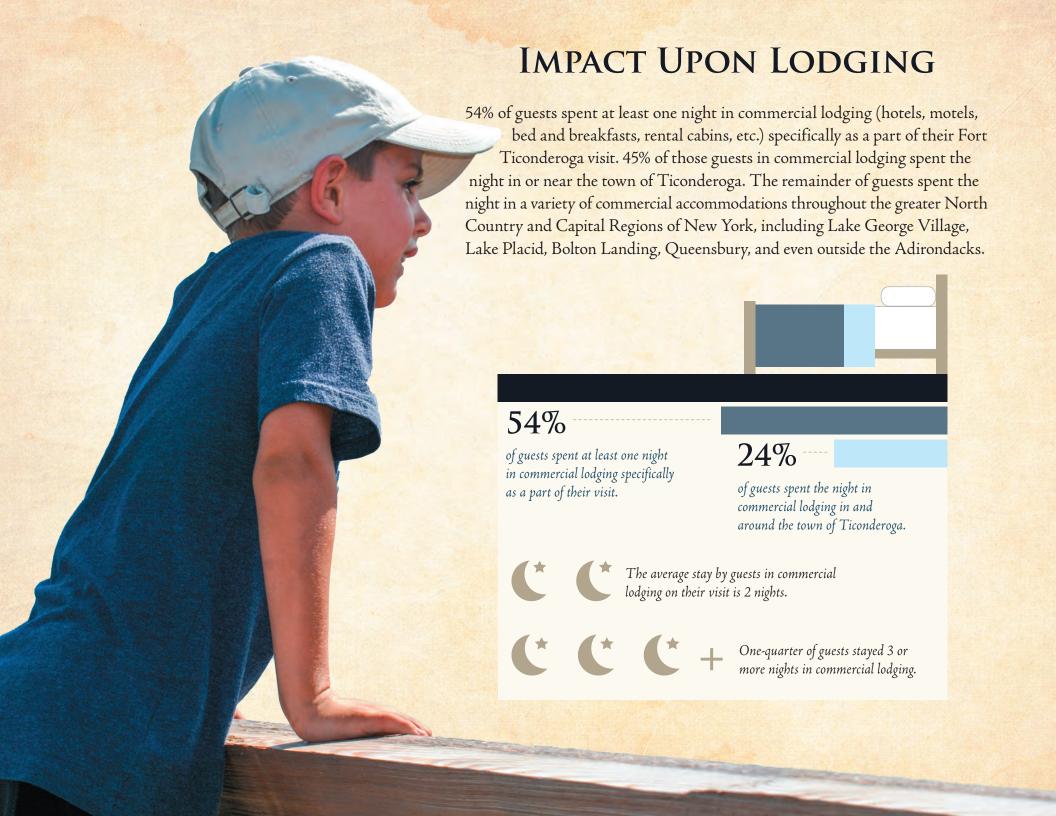
Guests each year visit the Ticonderoga area for the first time.

85%

of guests say that Fort Ticonderoga is the primary reason for visiting the area.

75% of Fort Ticonderoga guests visited the area for the first time.







"It is no surprise that the visitors attracted to Fort Ticonderoga in 2016 had a direct spend of just over \$6.7 million. With history and heritage increasing as travel motivators Fort Ticonderoga is a driver of destination travel to the Lake Champlain region. We applaud the Fort Ticonderoga's leadership in providing a road map that will continue to increase the economic impact well into the future."

James C. McKenna President and CEO, Regional Office of Sustainable Tourism/Lake Placid CVB















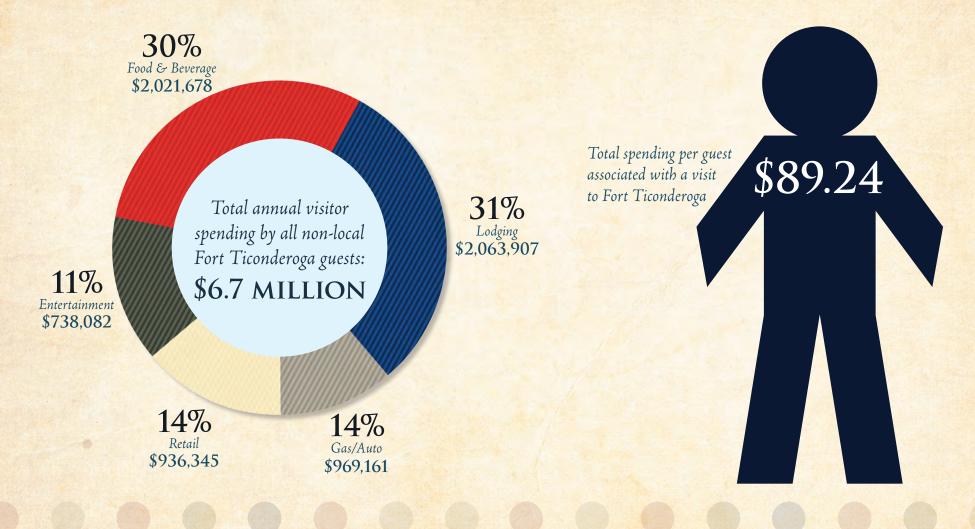
FORT TICONDEROGA WELCOMES 20,000 STUDENTS EACH YEAR.

IMPACT UPON EDUCATION

Fort Ticonderoga provides a remarkable opportunity for students from across the United States to discover the history through expeditionary learning. From overnight immersive experiences, to renowned interpretive programs and innovative museum experiences, students explore our nation's founding history across our 2,000 acre landscape and onto Lake Champlain aboard the Vessel Carillon.



ECONOMIC IMPACT OF THE SPENDING BY FORT TICONDEROGA GUESTS





"There are few places in America that have played as important a role in our national history as Fort Ticonderoga, and there are even fewer places that play as singular a role in the tourism economy of the North Country. Best of all, that economic role has been growing as the fort and its surrounding properties have been enhanced in recent years for an even greater visitor experience, with truly exciting plans in the works for even more enhancements to come. Onward and upward for America's Fort, an ever growing part of our North Country economy!"

Garry Douglas, President North Country Chamber of Commerce



OVER \$2.5 MILLION IN ANNUAL TAX REVENUE GENERATED TO FEDERAL, STATE, AND LOCAL GOVERNMENTS.

IMPACT UPON TAX REVENUE

hile The Fort Ticonderoga Association is a non-profit organization, visitors to Fort Ticonderoga generate a large amount of tax revenue, both directly and indirectly. Their spending produces an estimated \$1.1 million in state and local taxes, and an additional \$1.4 million in federal taxes – more than \$2.5 million combined in incremental tax revenue to local, state, and federal governments. In total, Fort Ticonderoga and its guests generate over \$2.5 million in local, state, and federal taxes (which includes operational spending). This state and local revenue reduces the annual tax burden for every local household in Essex County, NY by an estimated \$73.28.

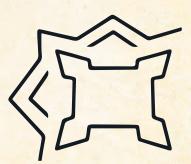


GUEST SPENDING

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+ TICONDEROGA OPERATIONS



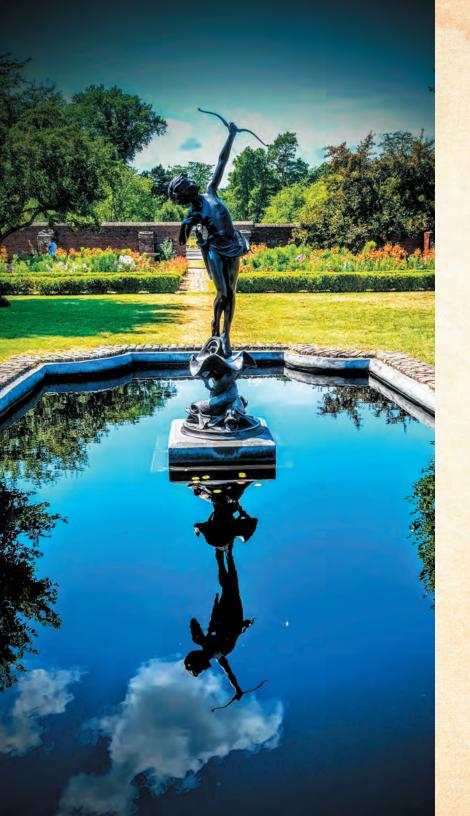
= 151 JOBS \$6.3 MILLION

N LABOR INCOME



IMPACT UPON JOBS

Ticonderoga area generates a substantial direct economic impact. The study estimates there are 95 regional jobs that depend directly upon visitation, representing a total of \$8.5 million in economic output, counting direct, indirect, and induced impacts. Combined, guest spending and Fort Ticonderoga's operations generate a total of 151 jobs, adding \$6.3 million in labor income to the regional economy.



FORT TICONDEROGA AMERICA'S FORT

"Fort Ticonderoga is a world renowned cultural destination, historic site, and museum that educates and inspires while creating jobs and generating revenue. It continues to be a model of how we can promote cultural tourism in one of America's most beautiful settings. Fort Ticonderoga is an economic benefit which is important to the sustainability and growth of our Adirondack communities."

Senator Betty Little New York State Senate District 45