





In 2021, the ROOST program of work focused on addressing the needs of our communities, while continuing to speak to the traveler in unique and engaging ways. The following pages of this report demonstrate some of the highlights from this program of work and our accomplishments.



START 2021

January - March

Community Tourism Enhancement Fund

Each of the 18 towns in Essex County began to benefit from the CTEF that was initiated in 2019.

1st Round of LEAF Awards Announced

North Elba created the Local Enhancement and Advancement Fund (LEAF) to benefit nonprofits, public organizations, and local government. 17 organizations benefited from this initiative.



- → Hosted 7 Community Meetings to Review 2021 Marketing Plan and to Discuss Priorities and New Opportunities.
- Adirondack Relocation Assessment Survey

In partnership with Warren County Economic Development Corporation, we commissioned a survey to determine the desire for potential new year-round residents to the Adirondacks.

Lake Champlain Region Branding

"Open Spaces - Legendary Places." During the first quarter of 2021 we collaborated with a committee of regional business and community partners to refine the branding for the 9 communities that make up the Lake Champlain Region. The project included a brand survey, development of a brand statement and tagline, as well as a refreshed logo.



Interest Email Launch

Launched email program to extend the reach of new story content by sending personalized emails based on interests from the individual region websites.







Regional Call on Summer Events

In preparation for the return of events, we hosted a community call for an update and discussion with community leaders and event organizers on summer 2021 events.

Abandon Browse Email Launch

Launched "Abandon Browse" automated emails, retargeting recent visitors to our websites.

997K+

15 K+

April - June

Whiteface Region Brand Kick-off

Together with representatives from Wilmington, Jay, Upper Jay, and Ausable Forks, we kicked off brand development for the Whiteface Region.

ROOST Takes Home 3 NYSTIA Awards

ROOST won three honors during the 2021 New York State Tourism Excellence Awards, recognizing the work the organization accomplished during 2020. Nominations for these awards were up 250% over 2019.

- · Excellence in Tourism Marketing: Best COVID Response Marketing Effort to Pivot to Success
- $\cdot \text{Excellence in Tourism Marketing: Public Relations Campaign}$
- ·We Are All In This Together: COVID-Related Impact in Support of Community/Local Businesses

Destination Management Plan (DMP) for Lake Placid/North Elba Kicks Off

The process of drafting a DMP that would balance quality of life for residents and quality of place for visitors in the village of Lake Placid and town of North Elba began with the first meeting of the DMP Steering Committee and consultants MMGY Next Factor.



WorkADK.com

Based on business feedback during a community call, we launched a WorkADK campaign to help raise awareness of summer employment opportunities in the region.

→ Fly Brother

Hosted Ernest White II, from the PBS show "Fly Brother," to film an Adirondack episode for season 2 which will begin airing February 2022.

Housing Study

To understand market demand and support proposed housing development and other housing units in the Lake Placid region, ROOST commissioned Camoin 310 to complete a Housing Market Demand Study in June 2021. This study includes an assessment of future demand for housing from those living outside the Adirondacks.



New SaranacLake.com Website Launches

After months of work from the ROOST team and feedback from the dedicated Saranac Lake Website Committee, a new destination marketing website launched for Saranac Lake.

"Perfecting Placid" Begins

As Lake Placid began a reconstruction initiative for Main Street infrastructure, ROOST launched a campaign to help communicate that Main Street is open for business while helping to set expectations and provide information to both community members and travelers. This included, but was not limited to, signage, co-op marketing opportunities for businesses, printed materials, and a toolkit for businesses.



♦ Adirondack Mountain Bike Survey Rolls Out

In collaboration with mountain bike leaders and trail builders around the region, we launched a survey to better understand the economic impact of mountain biking, identify the type of trails that locals, regional travelers, and other travelers are looking to explore, and more. The survey extended through late fall, and data collected will be shared in early 2022 to assist trail builders and advocates with supporting and advancing mountain bike initiatives.



Accessibility Initiative

After months of gathering information on accessibility opportunities available in the Adirondacks, the first phase of this initiative launched with web pages across all regional websites with accessibility information and updated listing opportunities for business. At the same time, we partnered with The Wild Center to host renowned travel influencer Cory Lee from "Curb Free with Cory Lee" in the Adirondacks.

July - September

Wilmington WOW

Assisted the town of Wilmington with the registration, launch, and promotion of the new Wonders of Wilmington (WOW) challenge.



ROOST and Stewart's Shops Partner on Leave No Trace Messaging

As part of the Love Your ADK campaign, messages aired at all Stewart's Shops locations about using the restroom before heading out to the trailhead and making sure adequate supplies are packed.

- Coordination and Support for Lake Placid's July 4th Parade and Fireworks.
- Coordinated Volunteers for the 2021 Lake Placid IRONMAN.

1,700





Adirondack Experience Website Rebuild Kick-Off

In collaboration with community partners throughout Hamilton County, we started work on the rebuild of a new Adirondack Experience website. The new site will launch in early 2022 and focus on showcasing the "Small Towns - Big Outdoors" experience the region has to offer.

IRONMAN Communities Task Force

The IRONMAN Communities Task Force was formed to evaluate the economic and community impacts of the Lake Placid IRONMAN triathlon. The goal of this committee is to gather information to determine IRONMAN's impact and make recommendations on how best to proceed with IRONMAN in the future.

We Wrapped a Bus!

In late August the #LoveYourADK bus hit the road as the New York State DEC, Essex County, and the Town of Keene partnered to launch a new shuttle system, designed to alleviate parking issues along State Route 73.



Fall Foliage Reports for 7 Regions



♦ Adirondack Symbiosis

In collaboration Adirondack Harvest and the Cornell Cooperative Extension, we produced and launched 3 videos as part of the Adirondack Symbiosis series to promote the 2022 Adirondack Harvest Festival. They tell the story of the unique people, places, and natural history of this dynamic landscape, where wilderness and small farms join together.



- ▶ Fall "Perfecting Placid" Campaign Launched as Construction Resumed
- 7 Team Members Completed Search Engine Optimization Training

October - December

▶ Dawn Patrol Season 2 Launches

Appropriately titled "Dawn Patrol," each video follows a passionate local outdoor enthusiast as they venture out in the early morning hours to savor the beauty of the Adirondacks. Not only does this project speak to the Adirondacks as a great place to visit, but it also touches on the lifestyle the region offers to people who live here.





Residents Participate in the Destination Management Plan

Community members were invited to participate in 2 community calls to provide feedback on proposed strategies being developed for the region's Destination Management Plan.

Sessions

Committee Meetings

+ 100 H

Hosted the Travel Unity Summit in Lake Placid

Travel Unity is a 501(c)(3) focused on increasing diversity in the world of travel through individual and community empowerment. The 3-day summit included round table discussions, workshops, networking, and more.

2nd Round of LEAF Awards Announced

North Elba created the Local Enhancement and Advancement Fund (LEAF) to benefit nonprofits, public organizations, and local government. 17 organizations benefited from this initiative.

Online Registration for the Northern Challenge

Assisted the Northern Challenge Committee of the Tupper Lake Sportsmens Club to transition registration online for the first time, making it easier for locals and travelers to register for the derby.

Empire State Winter Games Registration Opens

After a one-year hiatus, the Empire State Winter games are back for 2022! Planning for ESWG has been a partnership between ROOST and the Adirondack Sports Council throughout 2021, with continued sponsorship support from Community Bank N.A.





Lake Champlain Region Website Rebuild Kick-Off

To help take the new branding to the next level, we formed a website committee in the Lake Champlain Region and kicked off the rebuild of a new website for the Lake Champlain Region. The new website will be live in time for summer 2022.



Coordinated and Organized the 2021 Lake Placid Holiday Village Stroll



IRONMAN Survey Results Released

On December 1, survey results from the IRONMAN Task Force survey were released to assist with understanding the negative and positive impacts of hosting the IRONMAN Lake Placid triathlon.

Sesponses 1, 500

ShopADK Campaign

END 2021 ROOST ran a campaign to promote local shopping within the regions we represent, using #ShopADK and strategic marketing for each region.





SUMMARY METRICS

Web Traffic

Unique Users

2,479,246

Sessions

3,212,491

Pageviews

6,067,892

Email Marketing

Unique Emails Sent

1,091+

Total Emails Delivered

11,966,693

Opened

2,360,294

Clicks

656,888



Social Media

Facebook

Followers

320,017

ikes

642,308

Comments

43,682

Shares

58,240

Video Views

1,776,130

New Followers

6,923

Instagram

Followers

73,089

Likes

267,343

Comments

3,039

Video Views

152,765

New Followers

9,281

Total Impressions

4,653,547

YouTube

Views

140,098

Minutes Watched

152,748

Subscribers

1,481

Change in Subscribers

48.55%

Likes

1,002

Shares

944



Paid Adventising

Facebook Ads Impressions

28,042,467

Stackadapt Ad Impressions

5,617,138

Waze Impressions

486,975

Google (YouTube) Impressions

381,237

Expedia Impressions

197,587

On the Snow Impressions

156,599

Waze Navigations

1,113

Conferences

Conferences Booked

9 for 2023 and beyond



TEAM MILESTONES

- → 3 new ROOST team members
- → 4 new ROOST board members
- → 3 team members engaged
- 2 weddings
- → 15 new pets (Buster, Bentley, and Daisy, plus 12 chickens and a family of beavers at Camp Arden!)
- → 1 baby on the way!