

Economic Development Committee Minutes
June 2, 2021 – 3:00 p.m.

Present: Chairman Phil Barrett; Supervisors Tara Gaston, Joe Grasso, Jon Schopf, Kevin Tollisen, Sandra Winney; Steve Bulger, Ridge Harris, Matt Rose, Audra Hedden, County Administrator; Michael Hartnett, County Attorney; Jason Kemper, Planning; Jenniffer McCloskey, Employment & Training; Andrew Jarosh, Treasurer; Craig Hayner, County Clerk; Todd Shimkus, Annamaria Bellantoni, Saratoga County Chamber of Commerce; Shelby Schneider, Saratoga County Prosperity Partnership.

Chairman Barrett called the meeting to order and welcomed all in attendance.

On a motion made by Mr. Grasso, seconded by Ms. Winney, the minutes of the May 5, 2021 meeting were approved unanimously.

A motion was made by Mr. Grasso, seconded by Mr. Tollisen, to designate the Saratoga County Chamber of Commerce as the County's Tourism Promotion Agency and authorizing the Saratoga County Chamber of Commerce to apply for an "I Love New York" grant in 2021. Unanimous.

Ms. Bellantoni said that I Love New York is reinstating their matching grant for quarters 3 and 4. The designation is necessary in order for them to apply for the grant. The award this year is \$28,862.

Ms. Bellantoni gave a brief presentation regarding County tourism. The handout was distributed via email and is attached to these minutes. Ms. Bellantoni said that their geo market is targeted to approximately a four hour drive from the destination. Their aim is to generate overnight stays which in turn generates occupancy taxes. Mr. Barrett questioned if zip code data from hotel guests could be retrieved and analyzed for the geo areas being targeted. Ms. Bellantoni said that some hotels are willing to provide this information, some are not. In the fall, a chart will be provided to the Committee that will include conversions from targeted markets digital campaigns. Conversions from digital marketing are continually monitored and can be shifted to reflect interest from different geographical locations. Mr. Barrett encouraged promotion of County trails and open space such as the Zim Smith Trail and the Vischer Ferry Preserve. Mr. Shimkus said that the US Navy has provided substantial business in extended stay properties in Malta and Clifton Park. Ms. Gaston said that she would also like to see additional broadcasting of attractions such as trails, bike tourism and hiking tourism. Ms. Bellantoni said that they have had several film and media projects in the area over the past few years, the most recent being an independent film with approximately 65 cast and crew members for a month. Ms. Gaston expressed concern over extended stay bookings being made at Airbnb's as opposed to hotels, and hotels suffering as a result. Ms. Gaston said that she would like to see occupancy tax from these short term rentals. Ms. Bellantoni said that projects such as this are also beneficial to retail, restaurants and services.

A motion was made by Ms. Gaston, seconded by Mr. Tollisen, Committee approval of the Economic Development Fund Application requests for the Towns of Ballston, Corinth,

Greenfield, Malta, Moreau, Providence, Northumberland, Stillwater, Saratoga and the City of Mechanicville, and authorizing a revision to the 2020 application for the Town of Northumberland. Unanimous.

Ms. Schneider referred to the spreadsheet provided with the agenda and gave a brief description of each of the projects.

Mr. Bulger introduced the new Deputy Administrator Ridge Harris.

Mr. Kemper gave a brief update on the trout stocking program. An event was held last week with the Edinburg and Northville Central Schools for the Trout In the Classroom program. The County's fish stocking brochure will be updated to reflect changes in DEC guidelines. Mr. Barrett said that Clifton Park in partnership with DEC have their annual Learn To Fish Day on Saturday.

A motion was made by Mr. Schopf, seconded by Mr. Grasso, the meeting was adjourned unanimously.

Respectfully submitted,

Therese Connolly
Clerk of the Board



Saratoga County Tourism

Presentation to the Economic Development Committee

Saratoga County Board of Supervisors

June 2, 2021



Campaign Overview

- The Saratoga Tourism 2021 campaign kicked off on April 12th featuring Search Engine Marketing (SEM), Display ads, Native content ads, Facebook and Instagram ads, and Connected TV (CTV).
- CTV refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider.
- The campaign's primary Spring message was focused on beautiful outdoor spaces and featured imagery of outdoor picnics, kayaking and hiking to name a few.





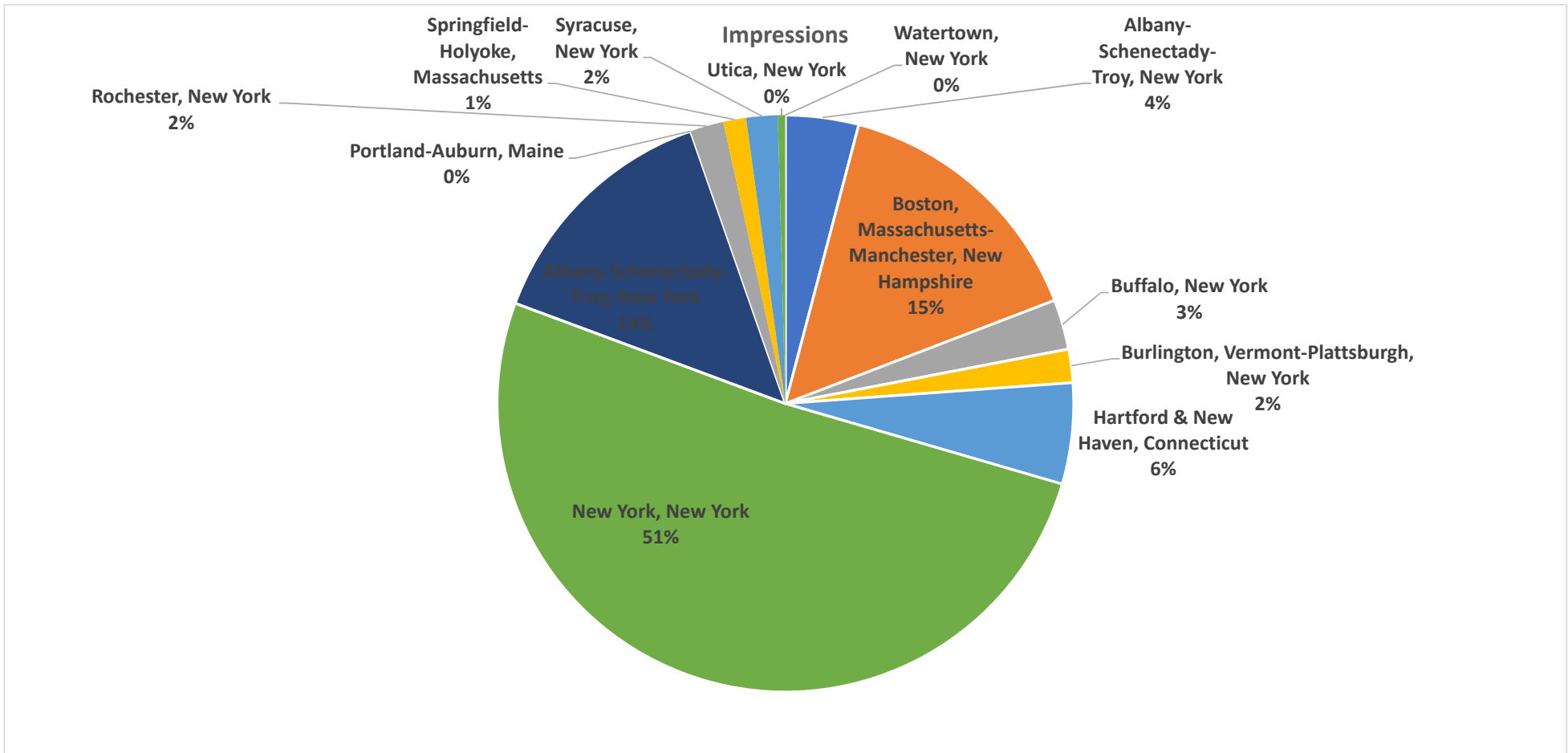
Campaign Overview

- The campaign's primary Summer message is focused on iconic attractions, the variety of things to do, outdoor dining and recreation.
- Summer Sweepstakes to drive traffic and convert new users
- Behavioral targeting and retargeting to stay top-of-mind with engaged visitors
- Communicating "What's Open" as well as general tourism information to consumers via email marketing and social
- Sharing up-to-date information on safety measures to build consumer confidence





Campaign Impressions by Geo





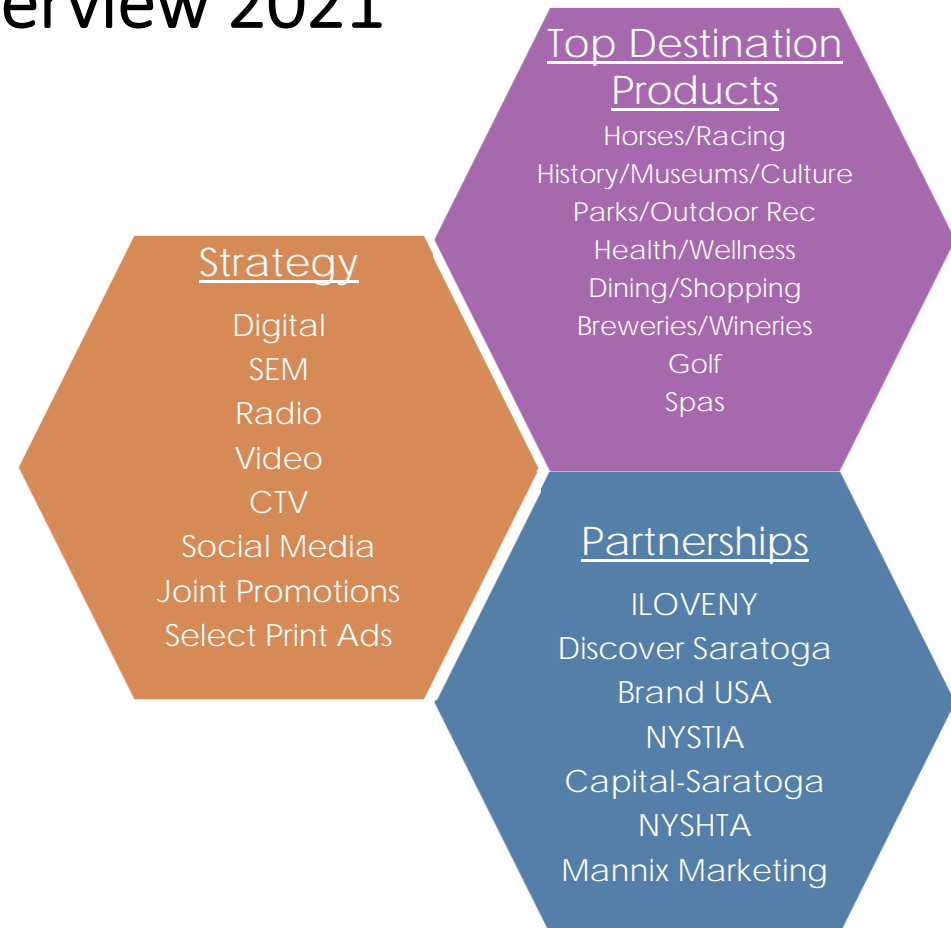
Budget Overview 2021

2021 Budget Revenue

- Saratoga County \$375,000
- I LOVE NY 28,862
- TOTAL \$403,862

2021 Budget Expenditures

- Advertising \$360,362
- Distribution/Postage 6,000
- PR/Fam Trips 1,500
- E-Newsletter 10,000
- Photography/Video 3,500
- Design/Production 20,500
- Printing 2,000
- TOTAL \$403,862





Film/Media Projects

- Independent Film “Paint”
- 65 cast and crew members in Saratoga County for 30 days
- Lodging room nights, direct local spending – services, restaurants, retail
- Worked with local municipalities and private locations – Town, City and Village locations include:
 - Ballston Spa, Corinth, Greenfield Center, Lake Luzerne, Wilton, Saratoga Springs
- Up to \$110-\$125K spending per day
- Department of Health Commercials

