



# PRESS RELEASE

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## **SARATOGA COUNTY ANNOUNCES PARTNERSHIP WITH DISCOVER SARATOGA**

BALLSTON SPA, NY – Saratoga County Board of Supervisors Chairman Theodore T. Kusnierz, Jr. today announced the County's partnership with Discover Saratoga (Saratoga Convention and Tourism Bureau), a prominent player in the tourism industry. This strategic collaboration promises to redefine the travel experience for visitors and locals alike in Saratoga County.

The Saratoga County Board of Supervisors passed the resolution naming Discover Saratoga as the County's official Tourism Promotion Agency (TPA) at its September Board meeting. The resolution also authorizes Discover Saratoga to register as the County's Tourism Promotion Agency with the Empire State Development Corporation and apply for an "I Love New York" grant for 2024.

The partnership between Saratoga County and Discover Saratoga aims to enhance the overall tourism ecosystem in the County. With a shared commitment to promoting the unique cultural, historical, and natural attractions of Saratoga County, this collaboration will bring about a wealth of benefits for tourists and the local community.

Saratoga County Board of Supervisors Chairman, Theodore T. Kusnierz, Jr. (Moreau) said, "Saratoga County is recognized as a leading tourism destination, and we believe this new partnership will increase our visitors who want to experience the many different attractions that draw people from around the world. We are excited to work with Discover Saratoga to promote our growing vacation, leisure, and convention activities across the County, which are an important segment of our economy."

Supervisor Matt Veitch (Saratoga Springs) said, "I'm thrilled the County is joining forces with Discover Saratoga, which already does a fantastic job of promoting the City of Saratoga Springs. I also want to thank the Saratoga County Chamber of Commerce, who has done a great job promoting our County for many years. We look forward to helping visitors and locals explore the wonders of our entire County and create memorable experiences for travelers, while contributing to the growth and prosperity of our local community."

Darryl Leggieri, President of Discover Saratoga, added "We're absolutely delighted and honored to be designated as the official Tourism Promotion Agency (TPA) for Saratoga County. We are excited to embark on this journey to showcase the unparalleled beauty, culture, and experiences that our county has to offer. Together with our valued tourism partners, we're ready to not only celebrate, but also elevate Saratoga County's status as a year-round tourist destination. Our shared mission is to create unforgettable experiences and forge lasting memories for both our visitors and locals alike, with the goal of fostering a profound connection with our respected County."

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Saratoga County in 2023 allocated \$300,000 for the Saratoga County Chamber of Commerce to provide TPA services. The County's move to Discover Saratoga was made in concert with the Saratoga County Chamber.

Todd Shimkus, President of the Saratoga County Chamber of Commerce said, "The hospitality sector is a vital engine for expanding economic opportunity across Saratoga County, and that's why the Chamber originally suggested that leisure and group tourism promotion be consolidated into Discover Saratoga. Having Discover Saratoga dedicate all their efforts to this mission is the most effective and efficient way to do this and is a win for everyone. This change means that the Chamber will be able to focus our time, talent, and treasure in other vital areas. For instance, we will expand the reach of our "Love Our Locals" campaign which incentivizes Saratoga County's 235,000 residents to spend more of their money purchasing goods and services from locally owned organizations, and we will lead efforts - like our "Live Like You're On Vacation" talent recruitment campaign - - to help local employers overcome the historic labor shortage that now is the biggest threat to our local economy."

Discover Saratoga will be instrumental in promoting the County's Saratoga: America's Turning Point initiative, which highlights the upcoming 250<sup>th</sup> Anniversary of the Battles of Saratoga and Revolutionary War. Beyond catering to tourists, this partnership underscores the County's commitment to engaging with and supporting the local community, promoting sustainable tourism, and preserving our cultural heritage.

Discover Saratoga will assume TPA duties for the County beginning January 1, 2024.

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