

Washington County Tourism Association

Report

To: Agriculture, Tourism and Planning Committee
From: Marge Mohn, TPA
Date: April 22, 2009

The Cities and Counties Grant for the Quadricentennial from the New York State Department of Environmental Conservation signed contract for \$45,000.00 has been submitted. Barbara Fratiani is trying to get all the contracts from NYS signed by the DEC. At this point no one has received the 25% of the grant that was promised. Carl Kriegeskotte who is organizing the Great American Steamboat Flotilla, June 27-29, 2009 has 28 steamboats going from Whitehall to Waterford and stopping in Fort Edward

I Love NY has approved the Washington County Map with addition of legal information added to their logo. **"I LOVE NEW YORK is a registered trademark and service mark of the New York State Department of Economic Development; used with permission."** This has to be placed on all brochures and full page ads.

I again met with Tori Riley, Peter Pepe and Mike Collins, Pepe Productions of Glens Falls, to discuss the Tour of the Battenkill. The tour will contribute \$1,500, Washington County Tourism \$750.00 and Tori Riley \$750.00. The \$3,000.00 total contribution will be matched by I Love NY for \$3,000.00. We will be filming all the bike trails in Washington County and The Tour of the Battenkill Potential tourists will have access to the film on www.washingtoncounty.org, the official web site of the Washington County Tourism Association.

In addition I met with Peter Pepe and Mike Collins to go over their proposal for flash videos on www.washingtoncounty.org. Creating flash videos for all seasons would cost the Washington County Tourism Association \$15,000. Breaking this down into affordable amounts the summer will be the first season to be filmed. This will cost \$3,750.00 which I have included in the I Love NY Budget.

I met again with Salem Chamber of Commerce; Angela Sturgis, Cambridge Chamber of Commerce; Sara Kelly and Greenwich Chamber of Commerce; Kathy Nichols Tomkins The four page ad in the Capital Region Magazine has been published. At this meeting we discussed doing a ½ page in New York by Rail. Each participant will pay \$80 per listing which will include their name and Web site address. So far we have all three chambers that met, Maple Land Farms, Whitehall Flea Market, the Bridge Theater and the Historic Inn of Fort Edward will be in the ad

Jay Kerr has the Historic Theaters brochure of Washington County almost finished. It has been approved by I Love NY. All that needs to be added is the legal jargon for the I Love NY logo. I have sent an RFP to Kingsbury Printing, A & M Printing and MSenterprises.

Avril Blake, Computer Specialist, has updated the New York State Web site adding many businesses, events, and tourist destinations for Washington County.

In addition, I attended two meetings on tourism. One was called by Brian Campbell, Hebron Supervisor, and Chair of the Agriculture, Tourism and Planning Committee. It was held at the Washington County Municipal Building in Fort Edward. The other one was called by Representative Tony Jordan. It was held at the Greenwich Library. The theme of both meetings was working together. Also I had lunch with Brian Campbell to discuss what I thought of the two meetings.

I also met with David Wilkens from the Eagle Newspaper to see how we can better work together.

The Washington County Tourism Association has a display table at the Tour of the Battenkill.

WASHINGTON COUNTY TOURISM ASSOCIATION			
MARKETING PROGRAM 2009			
	amt requested	date approved	approved amt
Received from Washington County			
		Approved on	
Arts & Rec Comm	\$ 2,000.00	3/3/2009	\$ 2,000.00
Battenkill River Sports & Campground	\$ 1,063.50	3/3/2009	\$ 1,063.50
Cambridge Valley Chamber of Commerce	\$ 2,745.00	3/3/2009	\$ 2,000.00
Granville Chamber	\$ 1,400.00	2/10/2009	\$ 1,400.00
Greater Greenwich Chamber	\$ 2,000.00	3/3/2009	\$ 2,000.00
Focal Points	\$ 400.00		
Ft Salem Theater	\$ 1,500.00	3/3/2009	\$ 1,500.00
Historic Inn of Fort Edward	\$ 2,000.00		
Midway Decorating	\$ 2,000.00	3/3/2009	\$ 2,000.00
Pole Valley Players	\$ 2,000.00	2/10/2009	\$ 2,000.00
Salem Art Works	\$ 2,000.00		
Salem Chamber of Commerce	\$ 1,650.00		
Sheldon Mansion	\$ 2,000.00	2/10/2009	\$ 2,000.00
Specialty Shops	\$ 2,000.00	2/10/2009	\$ 2,000.00
Washington County Cheese Factory	\$ 1,175.00		
Washington County Fiber Tour	\$ 1,330.00	3/3/2009	\$ 1,300.00
Washington Fine Arts Tour	\$ 2,000.00	3/3/2009	\$ 2,000.00
Whitehall Chamber of Commerce	\$ 2,000.00		
Whitehall Flea Market	\$ 1,000.00		
Totals			
	\$ 32,263.50		\$ 21,263.50

The publicity was positive and extensive. I distributed maps and guides and other brochures for Washington County. I sold approximately 5 T-shirts 3 cow bells and several chocolate milk bottles for the tour. I was there from 9 am to 4 pm on Saturday. I enjoyed the camaraderie of the Cambridge Chamber of Commerce that manned the sales booth at the corner of Main Street and Union. We were located down the street from the official finish line that was across from the Rice Mansion and the Cambridge Hotel. It was fun to cheer the bikers as they turned the corner to the finish line up the street.

We held a Board of Directors meeting at the Sheldon Mansion An Historic Inn, in Granville. There were 10 directors attending to discuss tourism. After the meeting we were given a tour of the restored mansion. The next meeting will be Tuesday, May 12, 2009, 1 pm at Gemini Fitness Center in Granville.

We continue to pay invoices, keep track of all the programs, fulfill requests for information and proof read all the brochures we are proposing to create this year.

Washington County General Infrastructure Project List

<i>Rank</i>	<i>Project Name</i>	<i>Municipality</i>	<i>Cost</i>
1	Batten Kill Rail Improvements (Phase I)	Washington County	\$5,120,000
2	Gas Line Extension	Town of Easton	\$500,000
3	Rt 4 Reconstruction (Hudson Falls)	Washington County	\$14,400,000
4	Access Road	Town of Fort Ann	\$1,500,000
5	PVI Sprinkler Installation	Washington County	\$538,000
6	Hampton Rail Terminal	Washington County	\$1,500,000
7	PVI Hydrant Improvements	Washington County	\$150,000
8	Tri-County Broadband Initiative	Washington, Warren, Hamilton Counties	\$120,000
9	Troy Shirt Factory Cleanup	Town of Whitehall	\$190,685
10	Sidewalk Replacement	Village of Salem	\$109,695
11	Lighting Efficiency Upgrade	Washington County	\$80,000
12	S. Union St. Bridge	Town of White Creek Town of Cambridge	\$75,000
13	Route 4 Industrial Access Road	Town of Fort Edward	\$750,000
14	Batten Kill Rail Improvements (Phase II)	Washington County	\$6,525,000
15	Village Hall Restoration	Village of Greenwich	\$500,000
16	Rt 4 & Rt 149 Roundabout	Village of Fort Ann	\$750,000
17	New Firehouse	Village of Greenwich	\$750,000
18	HVAC Efficiency Upgrade	Washington County	\$43,400
19	Plan Development Along Access Rd.	Town of Fort Ann	\$50,000
			\$33,651,780

Washington County Water and Sewer Projects

Project Name	Municipality	Cost
Decentralized Waste Water System	Village of Cambridge	\$700,000
WD #2 Chlorination Analyser	Town of Fort Edward	\$46,575
WD #1 Water Tower Repairs	Town of Fort Edward	\$190,000
Water Tower Repairs	Village of Fort Edward	\$299,000
Sewer Plant Improvements	Washington County SD	\$3,727,800
Collection System Improvements	Washington County SD	\$1,888,600
WWTP Phase II	Village of Granville	\$1,700,000
Raw Water Intake/Transmission Line Improvement	Village of Whitehall	\$1,500,000
Finished Water Transmission Improvement	Village of Whitehall	\$1,000,000
Broadway Water Main Replacement	Village of Whitehall	\$2,150,000
Water Treatment Plant Upgrades	Village of Granville	\$1,780,465
Sewer System Improvement	Village of Whitehall	\$7,900,000
Water/Sewer Expansion Along 149 to APA Line	Town of Fort Ann	Unknown
Water Tower Repair and Well Replacement	Village of Greenwich	\$1,000,000
Infrastructure for 400 site RV campsite	Town of Fort Ann	Unknown
		\$23,860,440