

# Membership & Member Benefits

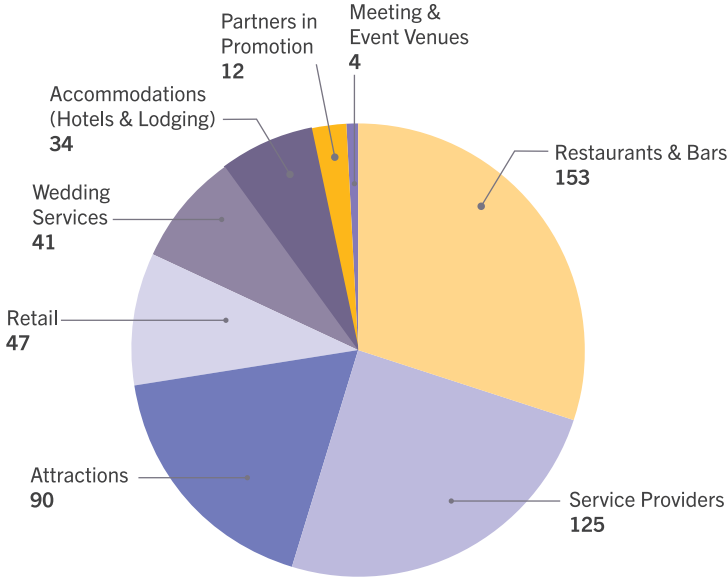
By the end of 2023, the Discover Saratoga membership had grown to 506, approaching pre-pandemic levels. Members include lodging partners, meeting and event venues, restaurants, bars, retail shops, entertainment venues, service providers, and attractions.

The services and hospitality provided by our members make up the Saratoga Experience. Our members are also the main source of city sales and occupancy tax revenue.

Discover Saratoga supports members through an array of platforms including the new Discover Saratoga website and mobile app, 50,000 Destination Guides published annually, social media, and other communications tools.

Members have access to sales and marketing opportunities targeting event planners and visitors, including guests attending weddings, City Center conventions, and exhibits. Our members can also participate in Discover Saratoga events, take advantage of digital marketing programs directed at registered visitors, and cross-sell to other members.

2023 Membership by Category—506 Total

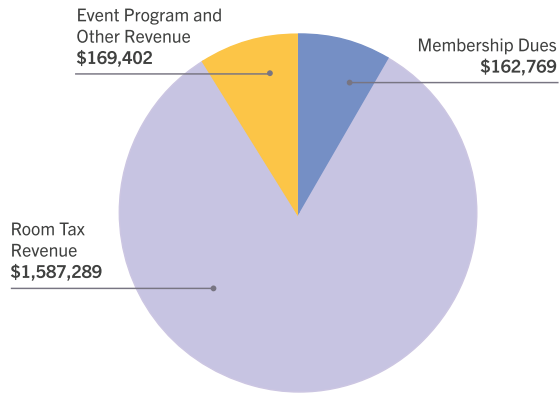


# 2023 Financial Summary

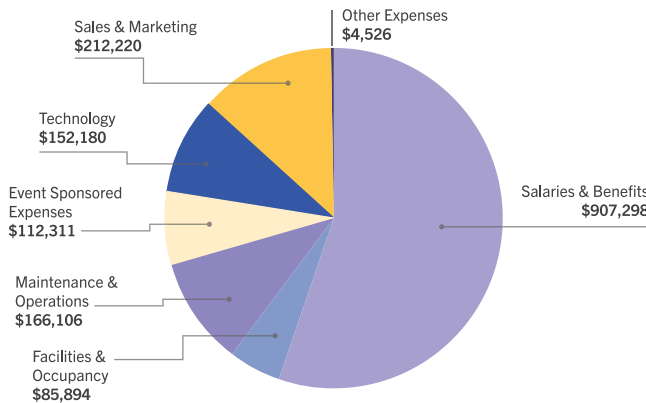
Discover Saratoga enjoyed a successful year financially in 2023. Revenues from membership dues, room taxes, and event programs all increased a modest 7% over 2022. Expenses increased at about the same rate, and the organization ended the year with net income of \$278,925.

Discover Saratoga invested in the rebuilding of its website in 2023 and launched the Discover Saratoga App. Both provide visitors with interactive tools and real-time information on lodging, dining, and shopping—all designed to help them maximize their enjoyment of Saratoga County.

2023 Revenue—\$1,919,460



2023 Expenses—\$1,640,535

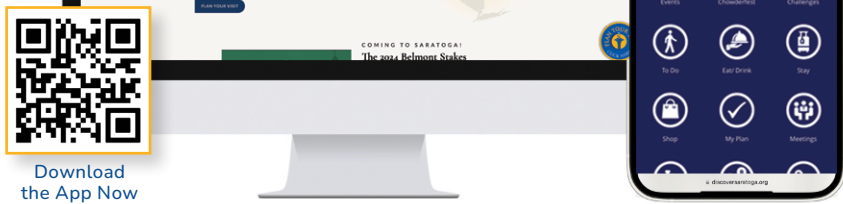


2023 Net Income—\$278,925

# New Mobile App & Website Rolled Out

## Plan the perfect day in Saratoga County!

Introducing our latest innovation to enhance the Saratoga County experience: our new mobile app and website! Visitors can seamlessly plan their stay (or day) with interactive mapping of restaurants, hotels, activities, shopping, and historic sites—complete with directions. Filter by category or create a personalized itinerary in “My Plan,” then easily share it with friends. Whether from out of town or local, people can make the most of their time with our app (download for free from The App Store or Google Play).



## Discover Saratoga Management & Staff

### SARATOGA CONVENTION & TOURISM BUREAU

**Darryl Leggieri**  
*President*  
**Mary Jo Janis**  
*Vice President, Convention Sales & Services*  
**Connie Crudo**  
*Vice President, Membership Services & Events*

**MacKenzie Zarzycki**  
*Vice President, Marketing & Communications*  
**Nancy Jess**  
*National Sales Director*  
**Kayla Weitz**  
*Director, Convention Services*

**Alyssa Foote**  
*Sales Manager, Weddings, Sports & Sales Events*  
**Jessie House**  
*Digital Communications Specialist*  
**Gail Stein**  
*Office Manager*

### SARATOGA SPRINGS HERITAGE AREA VISITOR CENTER

**Karen Verrigni**  
*Director*  
**Valerie Ayres**  
*Staff Coordinator*

## Discover Saratoga Board of Directors

### EXECUTIVE COMMITTEE

**Carmine DeCrescente**, *Chair*  
*DeCrescente Distributing Co., Inc. Vice President*  
**Nancy Bambara**, *Incoming Chair*  
*DZ Restaurants Vice President & COO*  
**Megan Hennessey**, *Treasurer*  
*Saratoga Automobile Museum Executive Director*  
**Helen Watson**, *At-Large Officer*  
*The Adelphi Hotel General Manager*  
**Ryan McMahon**, *Immediate Past Chair*  
*Saratoga Springs City Center Executive Director*  
**Thomas Newkirk**, *Finance Committee Chair*  
*Saratoga National Golf Club President & CEO*

### BOARD MEMBERS

**Alex Tucker**  
*Saratoga Casino Hotel, General Manager*  
**Thomas Olsen**  
*The Saratoga Hilton, General Manager*  
**Todd Shimkus**  
*Saratoga County Chamber of Commerce, President*  
**Samantha Bosshart**  
*Saratoga Springs Preservation Foundation, Executive Director*  
**Teddy Foster**  
*Universal Preservation Hall, Director*  
**David Hayes**  
*The Gideon Putnam Resort, General Manager*  
**Leslie DiCarlo**  
*The Springwater Inn, Innkeeper*  
**Kevin Tuohy**  
*Holiday Inn Saratoga Springs, General Manager*  
**Helen Watson**  
*The Adelphi Hotel, General Manager*

**Dan Fortier**  
*Embassy Suites Saratoga Springs, General Manager*  
**Charlie Hoertkorn**  
*The Horseshoe Inn Bar & Grill, Owner*  
**Saad Juniad**  
*Adirondack Trust Company, Assistant Treasurer/Wealth Management Officer*  
**Maddy Zanetti**  
*Impressions of Saratoga/Dark Horse Mercantile, Partner*  
**Kristy Ventre**  
*Saratoga Performing Arts Center, Senior Director of Marketing & Communications*  
**Gary Fox**  
*Putnam Place, General Manager*  
**Wendy Lawrence**  
*Neighborhood Kitchen, Proprietor/Event Manager*  
**Jay Fitch**  
*Saratoga City Tavern/Kings Tavern, Owner*



## Leading the Way in Saratoga Travel & Tourism

Discover Saratoga, also known as the Saratoga Convention & Tourism Bureau, is dedicated to enhancing the local economy by promoting Saratoga County as a premier destination for leisure travel, meetings, conventions, and events.

We connect visitors and meeting planners with our 500-plus members located throughout Saratoga County. Our member businesses and organizations can provide lodging, dining, event venues, entertainment, and other services. They include the Saratoga Springs City Center and the Saratoga Springs Heritage Area Visitor Center.

Discover Saratoga drives millions of tourism and event dollars into the Saratoga County economy every year, making it a vital economic engine for the community. Our 2023 impact, activities, and services are detailed in this annual report.

### 2023 Highlights

**Sales**—Our dynamic sales team built momentum by attending tradeshow, spearheading sales campaigns, and fortifying relationships with both prospective and loyal clients. This proactive approach increased new business leads and RFPs, and secured dates and bookings from enthusiastic groups.

**Marketing**—In 2023, Discover Saratoga launched a new website and mobile app, enhancing the visitor experience with a sleek design and intuitive navigation. These platforms serve as powerful tools to help travelers explore the beauty and charm of Saratoga County. They also provide easy access to upcoming events, shopping, attractions, dining, and more.

**Membership**—Our membership team remained agile, adapting to meet the evolving needs of local businesses. We worked with organizations of all sizes and types throughout the county, introducing them to new audiences and revenue-generating opportunities. In surpassing the 500 mark, our membership is nearing pre-pandemic levels.

## Discover SARATOGA

Saratoga County's Official Tourism Promotion Agency

*Saratoga Convention & Tourism Bureau*

## 2023 ANNUAL REPORT

## The Resurgence of Meetings & Events



As we reflect back on 2023, we're grateful for what we considered a robust year in leisure travel, meetings, and events. Fortunately, the tourism industry has seen a significant resurgence over the last two years. And, through our consistent prioritization of meetings and events, we leveraged that trend to positively impact our members—businesses big and small—throughout the entire county.

- Discover Saratoga helped facilitate **479 meetings and events**
- This translated into nearly **96,015 overnight room reservations**
- And created an estimated **economic impact of \$69.8 million**

Looking ahead to 2024, optimism abounds. The forecast for meetings and events is strong. We expect an uptick in occupancy, average daily rate, and RevPAR (revenue per available room). The appeal of Saratoga as a meetings and events destination is also strong, attracting organizations and businesses seeking exciting experiences and unique venues.

Discover Saratoga plays an integral role in promoting Saratoga County as a premier destination for meetings, conventions, and leisure travel—driving millions of tourism dollars into the local economy. And we are eagerly embracing the opportunity to have a greater economic impact across the entire county as the new Tourism Promotion Agency for Saratoga County.

Darryl Leggieri  
*President, Discover Saratoga*

## Promoting the Saratoga Springs City Center

### Our Extra-Mile Approach to Meetings

The Discover Saratoga sales and services team remains dedicated to attracting conferences, meetings, and events of all sizes to our region. We actively engage with various trade organizations and participate in state, regional, and national industry trade shows to educate meeting planners about the benefits of hosting events in Saratoga.

We offer a suite of complimentary services to introduce planners to our destination, but that is just the beginning. We also go the extra mile by providing ongoing assistance to elevate their events after contracts are secured. Our attention to detail, unwavering commitment to exceptional customer service, and genuine pride in showcasing our beautiful destination consistently position Discover Saratoga as the go-to resource for local conference information.



### Discover Saratoga Wins Smart Meetings Award

Discover Saratoga was named a 2023 Smart Meetings Platinum Choice Awards winner, a testament to our unwavering commitment to hospitality in Saratoga County. Smart Meetings, a leading industry voice, recognizes excellence in hotels, venues, and destinations annually. As a winner, we are featured in Smart Meetings publications and on its website, giving us exposure to meeting professionals nationwide.



### 2023 City Center Stats

**174** EVENTS HOSTED  
(46 first-time events)

**137,957** GUESTS

Estimated economic impact of **\$30 MILLION**

The City Center hosted more events in 2023 than in 2019, signifying the growing importance of face-to-face meetings.

## Annual Sponsored Events

Discover Saratoga organizes, promotes, and supports several annual events that showcase dining and entertainment venues throughout Saratoga County. These events bring visitors to the county during the off-season, creating revenue at slow times of the year.



#### 2024 Chowderfest

- 85 vendors including 10 first-time participants
- 40,000-plus attended (largest crowd to date)
- 116,383 bowls of chowder served



#### 2023 Restaurant Week

- 46 participating restaurants
- 9 first-time participants

#### 2024 Saratoga New Year's Fest

- 23 event venues and 38 musical acts
- Estimated attendance of 5,000



#### 2023 Saratoga Wing Off

- 26 participating restaurants
- \$4,000 raised for American Cancer Society



## Saratoga County's Top Attractions in 2023

#### 1 | SARATOGA RACE COURSE

Steeped in tradition, the nation's oldest thoroughbred racetrack will proudly host its first-ever Belmont Stakes Racing Festival from June 6-9 in 2024. Anchored by the prestigious Triple Crown race, the festival promises to attract visitors from around the globe. The venue's regular racing season will begin in mid-July, as always.

#### 2 | SARATOGA PERFORMING ARTS CENTER

Nestled in the Saratoga Spa State Park, SPAC (as it's known to locals) stands as a diverse cultural epicenter. Its spring-summer-fall season brings the best in opera, ballet, classical and popular music to upstate New York. It even hits some culinary notes during special events.

#### 3 | SARATOGA NATIONAL HISTORICAL PARK

Located in the Town of Stillwater, this historical treasure preserves the site of the Battles of Saratoga. Discover Saratoga is excited to work with the Saratoga 250 Commission to promote and celebrate Saratoga's Revolutionary War heritage.

#### 4 | SARATOGA CASINO HOTEL

Visitors and hotel guests can escape to a thrilling duo of gaming excitement and live harness racing at this unique venue. They'll also find some of the tastiest steaks and one of the hottest nightclubs in town. This sensory smorgasbord makes it a top destination for visitors and locals alike.



## Saratoga Springs Heritage Area Visitor Center

Discover Saratoga oversees the Heritage Area Visitor Center, located in a historic Beaux-Arts building at 297 Broadway, opposite Congress Park. This hub offers 90-minute guided walking tours, year-round bus tour guide services, and self-guided tours of local attractions. Knowledgeable volunteers are available to provide maps and other resources.

The visitor center also arranges free concerts and lectures to enrich the visitor experience and serves as a venue for Saratoga Arts' "Art in Public Places" exhibitions.