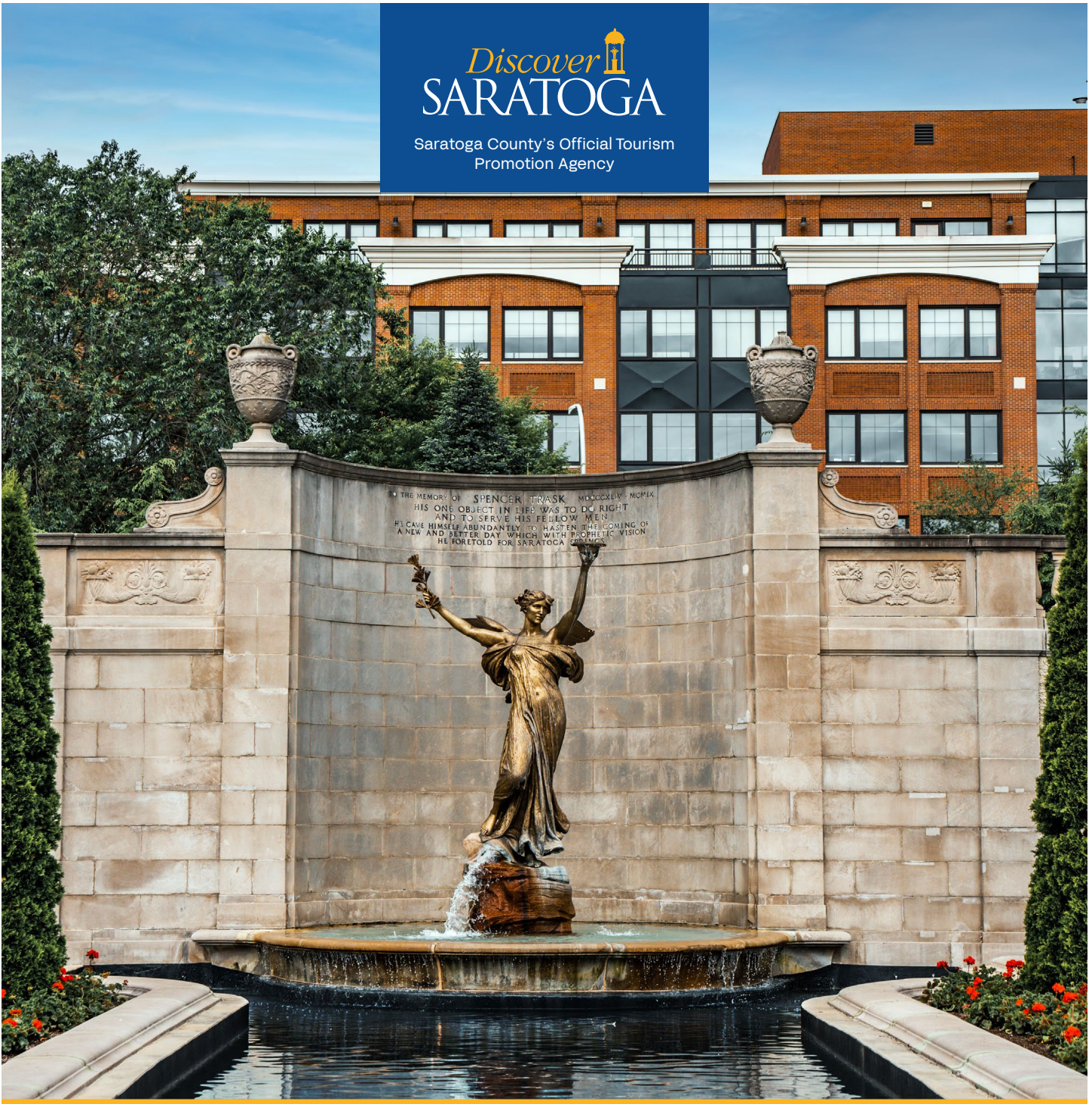




# Discover SARATOGA

Saratoga County's Official Tourism  
Promotion Agency



## Membership Benefits

Discover Saratoga, also known as the Saratoga Convention & Tourism Bureau, is dedicated to enhancing the local economy by promoting and showcasing all that Saratoga County has to offer.

60 Railroad Place, Suite 301, Saratoga Springs, NY 12866

☎ Call (518) 584-1531 ✉ [Membership@DiscoverSaratoga.org](mailto:Membership@DiscoverSaratoga.org) 🏠 [DiscoverSaratoga.org](https://DiscoverSaratoga.org)





## BENEFITS SUMMARY

	BASIC/FREE	STANDARD
• Basic listing on DiscoverSaratoga.org and the Discover Saratoga App (1–2 sentences, no photos)	✓	
• Ability to add events to our community calendar	✓	✓
• Help with industry advocacy efforts and updates on the federal, state, and local levels		✓
• Full listing on DiscoverSaratoga.org and the Discover Saratoga App (description, photos, address, social media links)		✓
• Lising in the Saratoga Destination Guide		✓
• Invitation to the Annual Meeting and Annual Golf Tournament		✓
• Invitation to Director of Sales meetings and General Manager round tables (hotels only)		✓
• Invitation to member networking and educational events		✓
• Opportunity to participate in the Attendee Discount Card		✓
• Receive monthly member newsletter		✓
• Inclusion in member and consumer newsletters (where appropriate)		✓
• Access to the Member Extranet to manage your listing, post to member bulletin, upload special offers, and view convention calendar		✓
• Priority access to promotional opportunities such as gift bags or local product requests		✓
• Preferential business and visitor referrals, including meetings, events, weddings, and Saratoga Film Commission		✓
• Access to incoming travel/media writers to participate in FAM Tours		✓
• Opportunity for trade/travel show participation		✓

## ADD-ON BENEFITS *Available for an additional cost.*

Ability to send emails to Discover Saratoga members • Event sponsorship opportunities • Participation in Discover Saratoga Chowderfest + Restaurant Week • Brochure distribution at Saratoga Springs Heritage Area Visitor Center • Video package (includes 15–30 second video + 10–20 high-resolution images) • DiscoverSaratoga.org digital advertising through Destination Travel Network • Discover Saratoga mobile app digital advertising • Discover Saratoga Destination Guide advertising

# MEMBERSHIP *benefits*

IN 2023, DISCOVER SARATOGA HELPED FACILITATE 479 MEETINGS AND EVENTS THAT RESULTED IN 96,015 OVERNIGHT ROOMS AND CREATED AN ESTIMATED ECONOMIC IMPACT OF \$69.8 MILLION.  
JOIN OUR MORE THAN 500 MEMBERS AND PUT YOUR BUSINESS IN FRONT OF THESE VISITORS!

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## DIGITAL BENEFITS

### DiscoverSaratoga.org Website\*

#### **BENEFITS: Business listing**

DiscoverSaratoga.org has nearly 500,000 visits per year. Member listings include address, contact info, description, photos, video, website links, social media links, virtual tour, amenities, and more.

### Member Extranet

#### **BENEFITS: Members-only website**

This website is a 24/7 resource! Edit your listing, comment on our community board, view the real-time convention calendar, service sales requests, and more!

### Social Media

#### **BENEFIT: Share events and promotions**

Discover Saratoga engages daily with more than 25,000 social media followers! Submit events and promotions for us to share.

### Discover Saratoga App\*

#### **BENEFITS: Business listing with video or image**

The Discover Saratoga App showcases things to do and see in Saratoga County and offers the convenience of planning a visit, including directions and where to park.

### E-Newsletters\*

#### **BENEFIT: Share events and promotions**

Three monthly e-newsletters are sent to more than 25,000 meeting planners, members, and Saratoga Fans. Each has events, businesses, and special offers. Submit your events or promotions for inclusion.

### Blogging\*

#### **BENEFIT: Spotlight your business**

The Discover Saratoga blog includes travel tips and ideas and is shared through social media and e-newsletters. Submit a guest blog or be featured in posts.

## Event Calendar

### **BENEFIT: Event promotion**

Publish events through our shared online calendar, which includes Saratoga Springs City Center, Saratoga County Chamber of Commerce, Skidmore College, Saratoga.com, and the Saratoga Springs Downtown Business Association.

## PRINT BENEFITS

### Saratoga Destination Guide\*

#### **BENEFIT: Business listing in 50,000 guides**

This annual magazine promotes Saratoga County to groups, conventions, weddings, leisure travelers and more. It is distributed to area businesses and hotels, Albany International Airport, Amtrak Stations, as well as NYS, NYC, PA, CT, NJ, and MA.

### Monthly Meetings Calendar

#### **BENEFIT: Schedule based on coming events**

Mailed monthly to members, this calendar includes names, dates, attendance, and meal plans of groups coming.

### Referrals

#### **BENEFITS: Group and leisure travelers referred to your business**

Discover Saratoga refers members to meeting planners, wedding planners, group tour operators, and other visitors.

### Welcome Posters

#### **BENEFITS: Invite group attendees to your business**

Groups with more than 400 attendees have 11" x 17" posters that are available upon request for businesses to encourage attendee visitation to your business!

## SALES BENEFITS

### Convention Calendar

#### **BENEFIT: Advance awareness of coming events**

This real-time calendar includes confirmed

meetings, conventions, and special events, and is available on the extranet with event names and dates, attendee counts, and contact information.

### Attendee Discount Card

#### **BENEFIT: Drive visitors to your business**

These cards are distributed to group attendees as a benefit of visiting. Members can participate with a 10% discount.

## EVENTS AND MORE....

### Direct Business Opportunities

#### **BENEFIT: Direct business**

Members are offered first opportunities to bid on projects or services required by Discover Saratoga.

### Chowderfest and Restaurant Week\*

#### **BENEFIT: Visibility in front of thousands!**

Only members can participate in these popular community events. Sponsorship opportunities are available.

### Membership Events\*

#### **BENEFIT: Network with members**

Events include the Annual Membership Meeting, Annual Golf Tournament, and member mixers throughout the year. Each is a great opportunity to network with fellow members.

### Media Relations

#### **BENEFIT: Distribution of your news**

Send us your press releases on new openings, milestone anniversaries, or unique stories and we will handle the media distribution.

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Additional advertising and sponsorship benefits are or may be available for purchase. Contact [Membership@DiscoverSaratoga.org](mailto:Membership@DiscoverSaratoga.org) for additional information

\* Available for an additional cost.

# ABOUT US: *Staff*



**Darryl Leggieri**  
PRESIDENT  
darryl@  
discoversaratoga.org



**Mary Jo Janis**  
VICE PRESIDENT,  
CONVENTION SALES &  
SERVICES  
maryjo@  
discoversaratoga.org



**Connie Crudo**  
VICE PRESIDENT,  
MEMBERSHIP SERVICES  
& EVENTS  
connie@  
discoversaratoga.org



**MacKenzie Zarzycki**  
VICE PRESIDENT,  
MARKETING &  
COMMUNICATIONS  
mackenzie@  
discoversaratoga.org



**Nancy Jess**  
NATIONAL SALES  
DIRECTOR, CORPORATE  
& EDUCATION  
nancy@  
discoversaratoga.org



**Kayla Weitz**  
DIRECTOR OF  
CONVENTION SERVICES  
kayla@  
discoversaratoga.org



**Alyssa Foote**  
MANAGER, WEDDINGS,  
SPORTS & SALES EVENTS  
alyssa@  
discoversaratoga.org



**Jessie House**  
DIGITAL MARKETING  
SPECIALIST  
jessie@  
discoversaratoga.org



**Gail Stein**  
OFFICE MANAGER &  
MEMBERSHIP SERVICES  
gail@  
discoversaratoga.org



**Karen Verrigni**  
DIRECTOR OF HERITAGE  
AREA VISITOR CENTER  
karen@  
discoversaratoga.org



**Valerie Ayres**  
HERITAGE AREA VISITOR  
CENTER STAFF  
val@  
discoversaratoga.org

## WHAT MAKES US GREAT

We are the Official Tourism Promotion Agency of Saratoga County. We are "One County" and support every corner of our county. Our membership of more than 500 represents every sector of Saratoga's economy. We partner with New York State's Tourism Agency to boost Saratoga County's tourism for the benefit of our members. Our team is passionately dedicated to the success of Saratoga County and our collective economic growth.

## OUR MISSION

To drive growth to the local economy by promoting and marketing Saratoga County as a must-visit destination for leisure travel, meetings, conventions, and events.

## EXECUTIVE COMMITTEE

**Nancy Bambara,**  
Chairperson  
DZ Restaurants

**Helen Watson, Incoming Chair**  
The Adelphi Hotel

**Megan Hennessey,**  
Treasurer  
Saratoga Automobile Museum

**Thomas Olsen, At-Large Committee Member**  
Saratoga Hilton

**Carmine DeCrescente III,**  
Immediate Past Chairperson  
DeCrescente Distributing Co.

**Tom Newkirk, Finance Committee Chair**  
Saratoga National Golf Club

## BOARD MEMBERS

Samantha Bosshart,  
Saratoga Springs  
Preservation Foundation

Leslie DiCarlo, The  
Springwater Bed and  
Breakfast

Jason Fitch, Saratoga City  
Tavern and Kings Tavern

Dan Fortier, Embassy Suites  
Saratoga Springs

Teddy Foster, Universal  
Preservation Hall

Gary Fox, Putnam Place

David Hayes, The Gideon  
Putnam

Ridge Harris, Deputy  
County Administrator

Charlie Hoertkorn,  
Horseshoe Bar & Grill

Saad Junaid, Adirondack  
Trust Company

Wendy Lawrence,  
Neighborhood Kitchen and  
Basin Grill

Ryan McMahon,  
Saratoga Springs City Center

Todd Shimkus, Saratoga  
County Chamber of  
Commerce

Amy Smith, Saratoga Arms  
Hotel

Alex Tucker, Saratoga  
Casino Hotel

Kevin Tuohy, Holiday Inn  
Saratoga Springs

Kristy Ventre, Saratoga  
Performing Arts Center

Maddy Zanetti, Impressions  
of Saratoga/The Dark Horse  
Mercantile



**JOIN  
US!**