



Celebrating
35
YEARS
of Hospitality
Excellence

Discover 
SARATOGA

Saratoga Convention & Tourism Bureau

2019 Annual Report

Helping Everyone “Discover Saratoga!”

The mission of the Saratoga Convention and Tourism Bureau, operating under the “Discover Saratoga” brand, is to deliver a positive impact on the local economy by promoting and marketing Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and groups.

Discover Saratoga serves as a hub that connects visitors, event planners and guests with local venues including the Saratoga Springs City Center, Saratoga Springs Heritage Area Visitor Center and the many establishments managed by our 500-plus members.

As a key economic development engine for our community, Discover Saratoga continues to drive millions of tourism and event dollars into the Saratoga Springs economy. Our activities and services are described in this 2019 Annual Report.

Highlights include:

Membership Services—Discover Saratoga markets the collective services of more than 500 member businesses through the Discover Saratoga website and other channels. Our members provide visitors and event attendees with lodging, event space, dining, shopping, entertainment, recreation and more. Discover Saratoga provides out-of-town event planners and groups with a coordinated presentation of member services and capabilities.

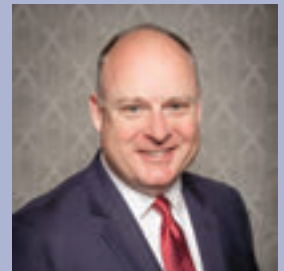
Saratoga Springs City Center—Discover Saratoga provides marketing, sales and sales support for the City Center and event support services for groups hosting events and conventions at the venue.

Visitor Center—Discover Saratoga manages the Visitor Center for the City of Saratoga Springs. The Discover Saratoga staff provides individual visitors with information about things to do in Saratoga Springs.

Discover Saratoga-Sponsored Events—When warm days and horseracing give way to winter, Discover Saratoga keeps the community humming with popular annual events like Chowderfest, Restaurant Week and Beerfest.

Discover Saratoga continues to promote the mosaic of member services that make Saratoga Springs a premier destination in the Northeast.

Celebrating 35 Years of Hospitality Excellence



As we look forward to 2020 and beyond, I think about how far we have come...and about the people who shaped the first 35 years of Discover Saratoga.

In 1985, the Board of Directors had a clear vision: attract visitors to the region year-round. At the time, the annual impact of meeting and convention tourism on the City of Saratoga Springs economy was estimated at \$6.4 million.

Over the last three-and-a-half decades, we executed a strategy that established Saratoga Springs as a world-class destination for meetings and special events.

In 2019, Discover Saratoga worked with 592 groups, who generated 98,765 room nights, with an estimated annual economic impact of \$65.6 million! In fact, the Discover Saratoga Group Market was responsible for 1 of every 5 room nights booked in the city.

Many area residents are unaware of the substantial financial impact that Discover Saratoga has on the local economy.

Following a remarkable trajectory, Saratoga Springs has emerged as a vibrant, in-demand destination. People want to visit, hold meetings, conduct business, entertain and—of course—play!

However, our job is never done. The year 2020 and beyond will be defining times. Thanks to the hard work and dedication of the entire Discover Saratoga staff, our Board of Directors and our members, I know Saratoga Springs is well positioned for continued success over the next 35 years.

Darryl Leggeri
President, Discover Saratoga

Saratoga Springs City Center



Supporting Our Unique City Convention Center

The Discover Saratoga staff works in concert with the City Center sales team and our hotel partners to convey the selling benefits of this unique downtown venue to event planners and group guests. We generate leads for meetings and conventions and then provide support services to groups who end up choosing Saratoga.

The City Center offers a wide range of flexible, modern spaces. Its location provides easy access to a downtown that's safe, walkable, scenic and flush with restaurants, bars and retail shops. Once an event planner experiences all that Saratoga Springs has to offer, it's no surprise that convention groups return year after year.

The goal of Discover Saratoga convention services is to connect visiting groups with all of the resources they need to have best possible meeting experience. This includes arranging meeting space, food and lodging, entertainment and event promotion. At the same time, we are enhancing the economic vibrancy of Saratoga Springs and the region.



In 2019, the City Center hosted 221,469 guests, across 302 paid event days, of which 35 were first-time events. Attendees have easy access to a safe, walkable downtown with retail shops and restaurants.



Membership & Member Benefits

The Discover Saratoga membership comprises a diverse group of 517 organizations with over 66% of them located within the City of Saratoga Springs.

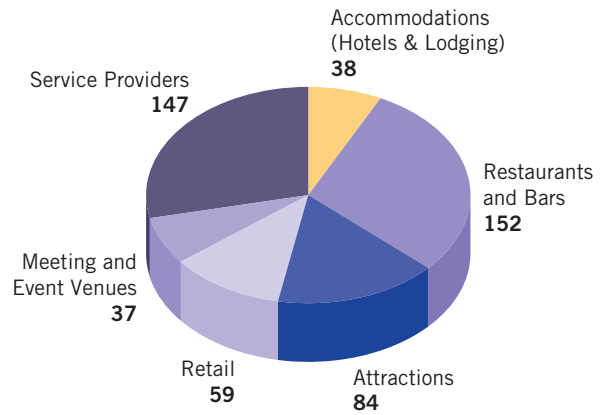
Members include hotels, other lodging providers, meeting and event venues, restaurants, bars, retail shops, entertainment venues, and other attractions. Collectively, the membership forms the “Saratoga experience.” Our members take good care of visitors to the city, and are a main source of city sales and occupancy tax.

Discover Saratoga promotes the entire array of member services through the Discover Saratoga website and a published visitors guide with an annual circulation of over 40,000. Both provide members with listing and advertising opportunities.

Discover Saratoga Weddings is a growing segment of our operation that attracts new destination weddings and groups to Saratoga County. During our sales process, we refer couples to local wedding vendors, helping our businesses and communities thrive!

Discover Saratoga also offers members sales support and marketing services targeting visiting guests, event planners and event attendees. Members can also participate in Discover Saratoga’s digital marketing programs and member-to-member cross-selling opportunities.

2019 Membership by Category—517 Total

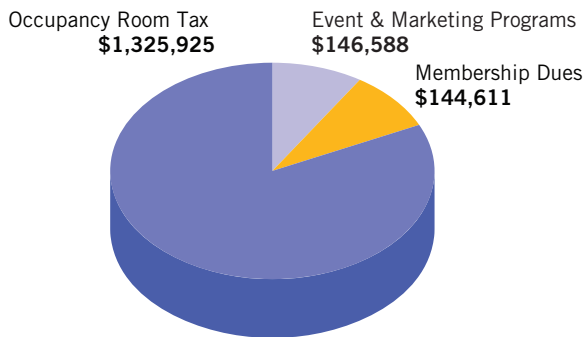


Over 76% of members renew their membership each year.

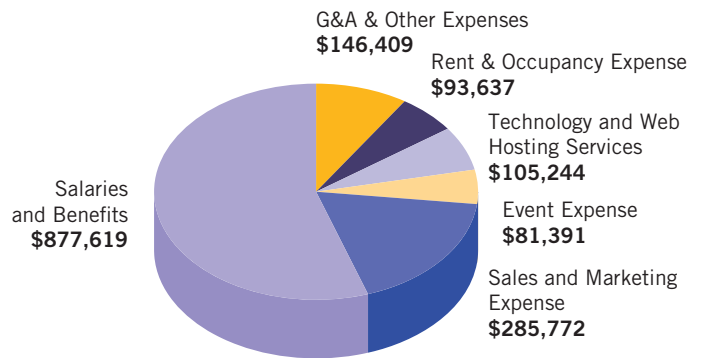
2019 Financial Summary

Discover Saratoga revenues exceeded expenses by over \$27,000.

2019 Revenue—\$1,617,124



2019 Expenses—\$1,590,072



Annual Sponsored Events



Discover Saratoga organizes, promotes and supports several annual events that showcase local dining and entertainment venues in the City of Saratoga Springs. These events give visitors the opportunity to experience the city during the off season when the local economy traditionally slows.



November 4-10, 2019

Participating restaurants in Saratoga County offer specially priced three-course dinners and/or lunch specials all week. It's a perfect opportunity for visitors (and residents) to get out and try the latest and greatest local dining spots!



54 restaurants participated in 2019!



CHOWDERFEST



Saratoga Springs, NY

February 1, 2020

One of the area's most highly anticipated events of the year. Family-friendly fun and utterly delicious, Chowderfest features more than 90 vendors—including Saratoga County's best restaurants and caterers who open their doors to the public and serve hot bowls of chowder to event goers.

**93 vendors • Over 141,000 bowls of chowder served (a new record!)
40,000+ guests**



February 17-23, 2020

Saratoga Beer Week delivered fun, food and fantastic beer! With multiple beer-centered events scheduled over five days, locals and visitors alike enjoyed top regional and national brews, while seeing the best of what Saratoga has to offer.

**60+ ciders & seltzers on Friday night
150+ beers on Saturday!**



Saratoga Springs Visitor Center

The Gateway to Enjoying Saratoga

Discover Saratoga operates the Saratoga Springs Heritage Area Visitor Center under a facilities management agreement with the City of Saratoga Springs.

The center at 258 Broadway serves as a gateway to the city for residents and visitors alike. Guests will find a friendly staff to answer questions, provide referrals and share information about local resources and attractions. The center also distributes brochures from member businesses and sells tickets to local events.

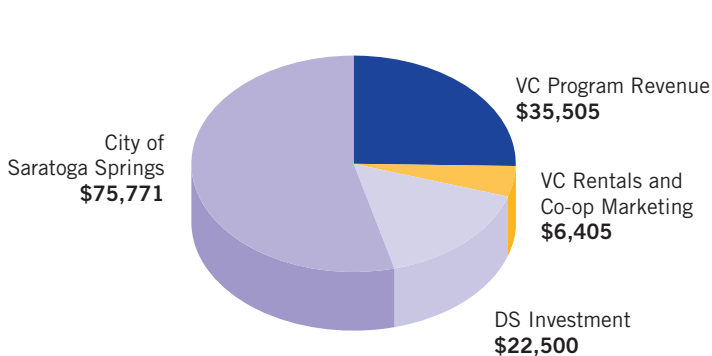
The center is always a key part of the city's annual Victorian Streetwalk and super-popular Saratoga Arts First Night Celebration.

The city and Discover Saratoga both provide financial assistance to operate the Visitor Center. Discover Saratoga is responsible for staffing and managing the center.

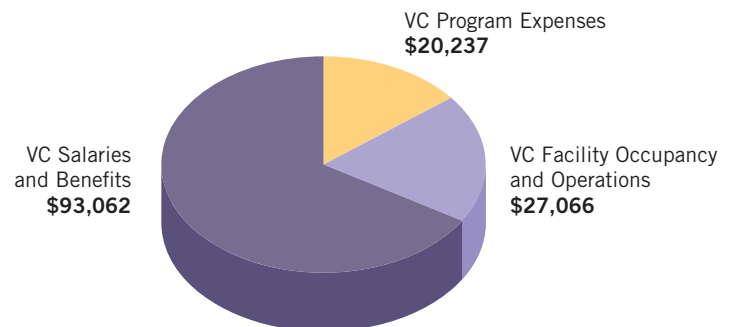
In 2019 the Visitor Center helped over 37,000 guests. Discover Saratoga provided walking tours, operated bus and trolley services, and hosted live concerts in Congress Park.



2019 Visitor Center Revenues—\$140,181



2019 Visitor Center Expenses—\$140,365





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
Director, Marketing & Communications

Nancy Jess
Director of National, Corporate & Educational Sales

Kayla Weitz
Director, Convention Services

Alyssa Aufiero
Wedding & Sales Manager

Gail Stein
Office Manager

SARATOGA SPRINGS HERITAGE AREA VISITOR CENTER

Karen Verrigni
Director of Heritage Area Visitor Center, Tourism & Event Sales

Amy Sgromo
Assistant Director of Heritage Area Visitor Center, Sales Coordinator

Nancy Dix
Heritage Area Information & Database Coordinator

Rita McCauley
Heritage Area Information Coordinator

Valerie Ayres
Heritage Area Visitor Center Staff

Board of Directors

EXECUTIVE COMMITTEE

AJ Bodden, Chair
Frog Alley Brewing, Director of Marketing & Business Development

Dan Fortier, Incoming Chair
Embassy Suites, General Manager

Megan Hennessey, Treasurer
Saratoga Automobile Museum, Director of Special Events

Amy Smith, At-Large Comm. Member
Saratoga Arms, Owner/General Manager

Cynthia Hollowood, Immediate Past Chair
Roohan Realty, Licensed Real Estate Salesperson

Thomas Newkirk, Finance Committee Chair
Saratoga National Golf Club, President

BOARD MEMBERS

Jasper Alexander
Hattie's Restaurant, Owner

Marianne Barker
Impressions of Saratoga, Owner

Samantha Bosshart
Saratoga Springs Preservation Foundation, Executive Director

Josh Cupp
Thirsty Owl, General Manager

Matt D'Abate
AMSURE, President

Carmine DeCrescente, III
DeCrescente Distributing Co., Inc., Vice President

Teddy Foster
Universal Preservation Hall, Director

John Howard
Gideon Putnam & Roosevelt Baths and Spa, General Manager

Ryan McFadden
Flatbread Social/Henry Street Taproom, Owner

Ryan McMahan
Saratoga Springs City Center, Executive Director

Thomas Olsen
The Saratoga Hilton, General Manager

Chris Perez
Live Nation, Director of Premium Seating

Todd Shimkus
Saratoga County Chamber of Commerce, President

Alex Tucker
Saratoga Casino Hotel, General Manager

Sean Willcoxon
Mazzone Catering, Chief Operating Officer