

## Tourism Advisory Council Meeting

Wednesday, May 14, 2014

American Museum of Natural History, Portrait Room

Central Park West and 79th Street, NYC

8:30 – 9:30am

**Webcast address:** <http://www.esd.ny.gov/webcasts/>

**Dial in information:** 516-733-3375 (NO PASS CODE IS NEEDED)

*If you dial in via phone, please mute the computer as there is a delay.*

### AGENDA

- |      |  |                   |
|------|--|-------------------|
| I.   | Chairman's Report                                  | Cristyne Nicholas |
|      | a. Approval of minutes                             |                   |
|      | b. Tourism Summit overview                         |                   |
|      | c. Discuss sub-committees / workgroups             |                   |
| II.  | Executive Director Report                          | Gavin Landry      |
|      | a. NYSTVA Conference 4/28 - 4/30, Syracuse         |                   |
|      | b. Metro North Path Through History Showcase Today |                   |
|      | c. Introduction of new I LOVE NY staff             |                   |
| III. | Program Reports                                    | Lizete Monteiro   |
|      | a. Recent and upcoming special events              |                   |
| IV.  | New Business                                       |                   |

Next meeting:

Monday September 22, 2014

11am – 1pm

Location TBD

**Tourism Advisory Council Meeting Minutes**

*"Draft – Subject to Board Approval"*

Date: Monday, March 24, 2014

Teleconference locations: 633 Third Avenue, NYC / NYS Capitol Building, Albany / 620 Erie Blvd, Syracuse

**Attendance:**

TAC Members (12 voting members present via teleconference)

NYC (7): Cristyne Nicholas, Irene Baker, Peter Carafano, John Ernst, Gail Grimmatt, Alana Petrocelli, Thomas Mulroy (joined late)

Syracuse (1): David Heymann (joined late)

Albany (4): Jan Marie Chesterton, Dan Fuller, John Sagendorf, Thurman Thomas, Assemblywoman Markey (non-voting) and Senator Little (non-voting)

Phone: Barbaralee Diamonstein-Spielvogel, Michael Johnson

ESD / NYS Staff

NYC: Gavin Landry, Executive Director of Tourism; Lisa Soto, Tourism Project; Associate Ken Wong, Director of Special Events; Megan McKenna, Marketing Project Manager; Soraya Al-Olama, Tourism Intern; Rich Newman, ESD EVP State Mktg Strategy; Jasmine Baker, ESD Coord, Social Media & Comm; and Rowena Sahulee, Dir, Tourism Mktg, Lic, & PR

Albany: Fran Reiter, Executive Deputy Director of State Operations; Ross Levi, ESD VP, Marketing Initiatives; Tom Regan, ESD Associate Council; Jamin Clemente, Tourism Executive Assistant; Rosemary Lategano, Assemblymember Markey's office; Luis O'Keefe, Assmbllymember Markey's office; Ana Lis, NYS Fellow; and Angela Wu, NYS Fellow

TAC Guests

NYC: Morris Silver, M.Silver/Finn Partners; Linda Ayeres, M.Silver/Finn Partners; Randall Bourscheidt, Alliance for the Arts; Natasha Caputo, Visit Westchester; Patricia Ornst, Delta Airlines; Blenda Riddick, United Airlines; and Tianna Ren, Epoch Times

Albany: John Mariacher, Manager Thurman Thomas

Meeting called to order: 11:06am

**I. Chairman's Report - Cristyne Nicholas**

**a. Approval of minutes**

- o Cristyne Nicholas called for a motion to approve the minutes
- o Peter Carafano and John Ernst both second the motion. Minutes approved

**b. Tourism Action Day recap**

- o Attended by Cristyne, Ross Levi, Jan Chesterton (ran the show), Kenneth Adams (spoke)
- o It was a well-attended event and the members were excited about the governor's enthusiasm
- o Brochure and fact sheet about tourism in folders, valuable to keep on hand.
- o The group went to visit legislators in teams to discuss tourism.

Jan Chesterton – about 120 attendees, very positive feedback, have had follow up visits in legislative district offices, brochure and fact sheet available on website [www.nystic.org](http://www.nystic.org).

- o One of the points that we made effectively was that wherever you stand on the issue, tourism is an economic means of increasing the state's budget without increasing taxes.

**c. Upcoming Tourism Summit**

- o May is national tourism month and the governor and his staff is looking forward to a recap of tourism and expanding on last year's summit.
- o We want to have the summit at a Path Through History location in NYC in May due to the synergies between tourism and history and to bring the summit to where we draw tourists from.
- o Please note that the May 12 TAC meeting is on hold and will take place at the summit.

Ross Levi - Details are forthcoming, namely the exact date / location.

- o This is not a redux of last year's summit; we are taking it to the next level.
- o Last year we set the stage for tourism being a vital industry for the state, this year we will talk about what we have accomplished since last year and how to increase consumer demand.
- o Workshops for participants, tourism operators meeting with tourism representatives from around the state, organizing group tours, etc. All being worked out right now.
- o Overall theme is how do we increase consumer demand in NYS

Senator Little - Suggests rotating between upstate, downstate, Long Island, Lake Placid, etc.

Peter Carafano - Spoke to hundreds of people and gave out a lot of material at the AAA show at Hofstra. People want to travel after this long winter and stay close to home.

Gavin Landry - We have been researching hotel development models from other states so that we have a model to suggest as we develop deliverables and are working with stakeholders. There are many states that have statewide models to encourage tourism and hotel development.

Ross Levi - In Auburn an investor put in half the money through REDC. A challenge was put to the community to invest. It's now a community owned hotel. These are the types of ideas for the summit.

Tom Mulroy - Report was done last year on hotel inventory in NYS. It's fairly current and broke down the segments of the market geographically and product type.

- Michael Johnson will update the report and send it out. Will also reach out to Gavin to discuss.

d. TAC procedures

- Procedures and requirements in your folder. We hope this will help inform you on your responsibilities since we don't have an official orientation for TAC.
- TAC meets five times a year, historically in Sept, Nov, Jan, Mar, and May. (Dates flexible)
- The requirement for quorum to conduct business is a majority of the full membership of 18, even though we currently have 16 members. Therefore quorum to vote today is 10 members. Video conference is permitted, but not facetime or skype. It must be open to the public.
- The legislation states "unless a member has been excused from attendance at such meetings by the chairman or vice-chairman upon good cause being shown, any member who fails to attend three consecutive meetings shall be deemed to have resigned." We plan to execute upon that.

Lisa Soto - There are two vacancies. Assembly Speaker Silver's vacancy is Michael Leone, who we have not seen in quite some time and do not have contact information for. Senate Minority leader Andrea Stewart-Cousins' vacancy is for Wolf Hengst, who resigned. Both offices have been notified.

e. \*Vice Chair vote – tabled until Tom Mulroy arrives.

II. Executive Director Report - Gavin Landry

a. The new iloveny.com (shows anthem video from the website)

- The website has been completely revamped and re-launched in February and we have double digit increases on traffic to the website.
- The backend and content management system have also been reworked and now TPAs can upload info and events and are being trained on how to properly do so.
- Next steps are to work on the SEO and SEM when our digital enterprise solution person is hired.

Gail Grimmitt - Suggestion to work with major travel agencies to have them get their business clients to spend leisure time in NYS. She will give Gavin some contacts.

b. Recent television commercials

- Rich Newman will present this portion of the report.
- Objective is to create an emotional attachment between NYS and potential visitors to NYS as well as connect people to specific attractions and destinations.
- The two-tiered strategy uses TV commercials as a brand enhancement for NYS and digital / tactical advertising to drive people to specific destinations. (Shows commercials)
- We are currently working on the summer ads that we expect will air in the beginning of May.
- All anecdotal and visitor data is extremely positive, increased ski and snowmobile visits.
- Working to make a fully integrated experience with events that enhance the vision of all of NYS.
- NYS has an enormous array of assets and attractions that people don't know about and that is what we want to change with this strategy.

John Ernst - Suggests we look at Cherry Valley or NYS Historical Society.

Rich Newman - We are identifying where economic impact happens in terms of lines of interest. Cooperstown is the cultural branding component and digital and local media drive people from source markets to other specific attractions. The website has been optimized with that content, so we can direct people there so that they can see what we have and make their own itineraries.

c. NYSTVA Conference 4/28 - 4/30, Syracuse

- I LOVE NY reps to speak, host some sessions, and have a booth presence.

- o The NYS Travel and Vacation Association (NYSTVA) is merging with the NYS Tourism Promotion Agent (TPA) Council and in 2015 will be known as the NYS Travel Industry Association (TIA).
- d. Tourism CFA Awards
- o Round 3 had \$10 million in funding, up from \$3 million in Round 2 and when the budget is passed, we will know what Round 4 will look like.
  - o There is \$770 in total CFA funding with 13-14 different funding agencies and \$83 million are tourism related. About 200 projects around NYS are funded which shows the strong support for tourism.
  - o The gap analysis that we will discuss later shows that these projects are aligning with regional priorities in a bottom up approach, which is the governor's intention with the CFA program.

\*Vice Chair vote – Cristyne Nicholas

- o With the Syracuse office joining via teleconference, there are 11 members present for quorum.
- o A second vote is needed because the vote in the last meeting did not meet quorum.
- o Cristyne motioned for a vote to elect Thurman Thomas as Vice Chair.
- o Peter Carofano and Gail Grimmett second the motion.
- o 10 yes, 1 abstention (Thurman Thomas).

III. Program Reports

a. Recent and upcoming special events - Fran Reiter and Ross Levi

Fran Reiter - Tourism cuts across many agencies. She has been helping to coordinate these efforts. This administration is striving to take work out of silos and think of government as an enterprise.

- o ILNY has become a major component of events taking place throughout the state.
- o Events are an efficient, cost effective way to reach to key audiences who may take NYS vacations.
- o Events fall into a number of categories:
  - o Established events that attract large numbers of people who could be easily persuaded to other parts of NYS, particularly to events with similar appeal, i.e. promote SPAC at a jazz fest.
  - o Events on the cusp of becoming major signature events and ILNY can push to the next level.
  - o Events that can be leveraged to highlight a region of the state for potential visitors.
  - o Consumer trade and travel events - people who like to travel or who write about travel.
- o We are taking our strategy to a new level to create a strategic macro events calendar across state agencies to avoid duplication of efforts and wasted resources. We shouldn't have events in silos.

Senator Little - ILNY presence at the Saranac Lake Winter Carnival and the Adirondack Challenge was great. Essex County had the highest increase in sales tax percentage wise last year.

Fran Reiter - The goal is to sell our own citizens to stay here, get surrounding states to come to NY, and for NYS to become a destination for people here and abroad using NYC as a gateway for NYS.

Ross Levi - Fran has an important role and is a great ally in the chamber to help push our message.

- o *Super Bowl (1/29-2/1)* - An important opportunity to highlight NYS to visitors from around the world. The video park on Super Bowl Blvd in Manhattan was "visual stroll through NYS." We interacted with visitors to promote ski assets with contests with thousands of pictures on social media. 1.5M visitors to the Blvd, about 23,000 in our area. Also a lot of press interaction.
- o *Winter Carnival / Empire State Games (2/8)* - Internationally known, but not as known in our area. ILNY provided a warming tent, hot cocoa, cider, maple products, flags, and conducted surveys. 1,500 people at the tent, another 2,000 at the parade. Jumbo screen in in downtown Lake Placid showed the Olympics with ILNY commercials. MSilver conducted press tours at these events.
- o *NY Times Trade and Travel Show (2/28-3/2)* - Reached over 1,000 people in NYC. Represented local TPA partners who couldn't be there and included state partners DEC, Canals, and Parks.
- o *AAA Travel Marketplace (3/15)* - 1200 people in Long Island. Included agencies and other partners.
- o *GLBT Expo (3/21-23)* - Took place at the NYC Javits center this past weekend where we engaged with over 1000 people. There was a travel show within the expo and we sponsored both.
- o *Empire Golf Expo (3/28-30)* - Will take place at the Egg in Albany – ILNY will have a booth and TasteNY pavilion. Strategy is to promote golf courses in NYS to an audience who likes to golf.
- o *Five Boro Bike Tour (5/2-3)* - Double booth with NY Bicycling Coalition. 50,000 over the weekend. Looking to partnering with Bike NY's BMX Demo and TasteNY for a possible beer garden as well.
- o Upcoming events that are in the planning stages for activation:

- o *Lilac festival (5/9-5/18)* - Rochester, 250,000 people. Met with organizers and Visit Rochester.
- o *Americade Motorcycle Rally (6/2-7)* - Lake George, 50,000 riders. May work with DEC.
- o *Jones Beach Air Show (5/24-25)* - 200,000 people. Talking to NYS Parks about activation.
- o *Path Through History (tbd)* - PTH weekends and a showcase event, media attention event.

Cristyne Nicholas – Please send an email to the TAC members for events we are activating at to keep them informed and so they can participate.

Ross Levi - Ken Wong organizes these activations and is the person to reach out to for information.

Senator Little - Tour of Battenkill (4/4-6) - professional bike race in Cambridge - working with Amtrak for bikes on trains, would like help. 60% of bikers are from NYC.

b. 2013 Earned Media – Linda Ayeres, M.Silver / Finn Partners (presentation attached)

- o There has been a lot of growth over the past few years
- o Presented both 2012 and 2013 media results to date, highlights, event support, press trips and the summer media marketplace. (see attached presentation)

IV. **Tourism Gap Analysis Report and Discussion** - Angela Wu and Ana Liss (presentation attached)

Gavin Landry – Four months ago, Fellows from the chamber were asked to conduct a regional analysis of tourism gaps to share with our regions and will hopefully help to inform regional strategic plans.

- o Began in Dec. 2013 to aid the governor’s commitment to redouble tourism efforts particularly in upstate markets where we have yet to reach full potential in terms of tourism growth.
- o Angela Wu and Ana Liss present their preliminary findings. (see attached presentation)
- o They have more comprehensive findings to share and they will work with Gavin to repackage it and send it to the council.

Gavin Landry - California has a Private Public Partnership to support their tourism industry. Of their \$50million budget, \$40million is derived from rental car taxes.

Gail Grimmitt - This is informative but adding flights is a high cost proposition. Suggests meeting with the airlines to leverage what is already there. That may lend more insight.

Rich Newman - There are some things in here that are low hanging fruit. Greater coordination of marketing strategies is not a hard task. This is a blue print for some of the things we can do.

John Ernst - Due to signage and other restrictions on the Northway, ex 29 there is no sign to the Adirondack Museum or Wild Center. Is that an agency problem?

Ross Levi - The governor spoke about a signage initiative in the state of the state. A series of signs with updated logos and a more uniformed look will be coming soon for the thruway and a lot of major interstates with DOT. The goal is to be up by the summer tourism season.

Tom Mulroy - Great report because it covered hotel development. Michael Johnson’s report can be updated with this information. We have to get people ahead of time by having hotels for them.

Gavin Landry - The gap analysis was in line with REDC awards, it is targeting the right things.

Cristyne Nicholas - This gives us a baseline, with Gavin and willingness to understand what other states are doing, this puts us in the right direction. We have the demand and momentum now. We have to sustain this momentum and work with Fred Dixon, who is now the CEO of NYC & Company to keep visitors coming to NYC so when hotels are built upstate, there is a base to draw from. Took a hotel tour with Ross upstate and there is much improvement over the past 5-7 years with five star hotels.

V. **Establishing committees** - **Cristyne Nicholas**

- o Tabled

VI. **New Business**

Assemblywoman Markey - Queens is celebrating two Worlds Fairs at Flushing Meadows Corona Park this spring. She would appreciate any promotional marketing that ILNY can help with.

Natasha Caputo - We have 3 new hotels opening this year, and just broke ground on two hotels in Yonkers - Cambria suites, Hyatt, and a green pilot holiday inn in Peekskill.

Meeting adjourned: 12:51pm

The next meeting will take place at the Tourism Summit

Location: NYC

Date/Time: TBD (May)



## PUBLIC RELATIONS

Activities and Results

September through December, 2013

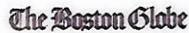


## 2013 PR Results



### 2013 Results, January – December:

- 1889 Media Placements Broadcast, Print and Online
  - 252 Television Segments
- Circulation over 1,354,314,482
  - 17,892,420 viewership
- Cumulative advertising value of \$29,728,352
  - \$615,801.24 broadcast ad value



## Saranac Lake and Empire State Games February 6 - 9

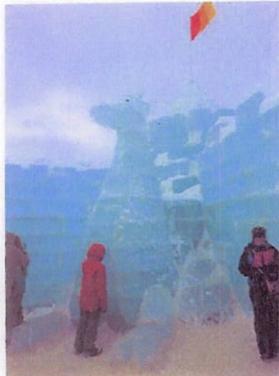


### Hosted National and International Journalists:

- Jennifer Conrad, *Vogue* magazine
- David Osborne, *The Independent*, UK
- Gina di Meo, ANSA, Italian News Agency
- Laura Manske, *Parade* magazine, Huffington Post and *Woman's Day*
- Cat Perry, *Men's Fitness*
- Irina Gonzalez, *Latina Magazine*
- Andrew McCarthy, *Men's Journal*

### Itinerary Highlights

- Visited Saratoga
- Toured the Hyde Museum
- Skied at Gore and Whiteface Mountains
- Experience spa treatments at The Sagamore Hotel and Resort and Mirror Lake Inn
- Snow-shoed at Garnet Hill Ski Lodge
- Ice Castle at Saranac Lake and Ice Skating Trials at Empire State Winter Games



## 2012 Media Results



- 849 media placements
- More than 1,127,336,388 impressions
- Cumulative advertising value of \$14,142,632
- 3500% ROI



## 2014 Highlights January - June



- Super Bowl Media Room**
  - Liaised with onsite media to pitch and promote travel to New York State's eleven regions
- Saranac Lake Carnival and Empire State Games Press Trip**
  - Hosted a group of seven journalists from National and International publications on an outdoor winter activity and luxury press trip; February 6 - 9
- Finger Lakes Press Trip**
  - Hosted four national and international journalists from Italy, Turkey and the US on a shop and ski press trip, February 28 – March 2
- IPW (Pow Wow)**
  - Participating in the media marketplace with opportunity to pitch 500 international media at IPW in Chicago, April 6 – 8
- Central NY Press trip**
  - Planning a baseball and beverage press trip to Central New York in May/June



## Saranac Lake and Empire State Games February 6 - 9



## Finger Lakes Press Trip



### Hosted National and International Journalists:

- Angela Vitaliano, *Il Fatto Quotidiano Italy*
- Gina di Meo, ANSA, Italian News Agency
- Hatice Nazan Isik, Turkish New York
- Paul Sladkus, Good News Broadcast

### Itinerary Highlights:

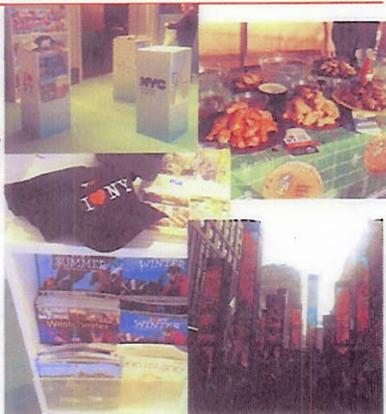
- Tour George Eastman House
- Skiing at Bristol and Greek Peak Mountains
- Wine and beer tastings at several top wineries and breweries
- Shopping in Skaneateles and Destiny USA



## Super Bowl



- Pitched media from across the US about New York State's 11 vacation regions, sports history, outdoor activities, anniversaries and festivals
- Landed TV segments for Buffalo Wings 50<sup>th</sup> Anniversary on Today Show with Kathy Lee and Hoda, NBC Weekend Today and The Couch
- Developed a social media contest for ski trip and other prize giveaways
- Attended Super Bowl host committee's media night and handed out press kits to hundreds of media in attendance



## Summer Media Marketplace



- Wednesday, March 19
- 67 Media in Attendance
- The Adirondacks, The Catskills, Central New York, Chautauqua-Allegheny, Finger Lakes and Rochester, Greater Niagara, Hudson Valley, Long Island and Thousand Islands Participated



## 2014 PR Results



### 2014 Results, January – February:

- 90 Media Placements
- More than 69,024,823 Circulation

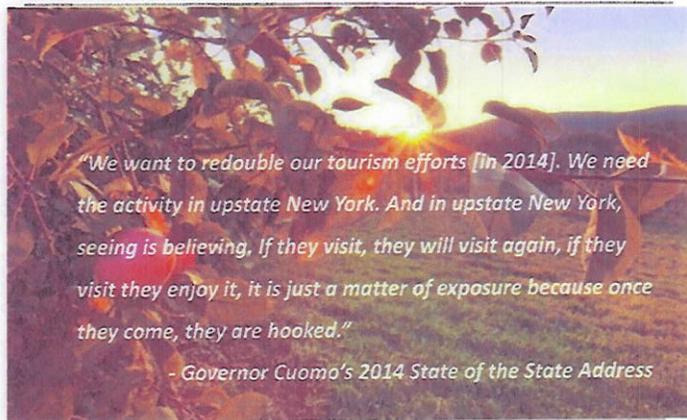


**ILNY 2014 Tourism Gap Study**

24 March 2014

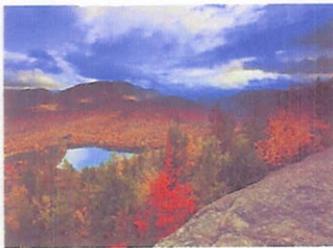
Empire State Fellows  
Ana Liss  
Angela Wu

**ILNY Mission | Governor's Commitment to Tourism**



**ILNY's Tourism Gap Study**

Study conducted to understand New York State's existing assets, potential opportunities for growth, and the resources necessary to grow tourism in the State.



- Over the course of 8 weeks,
  - Inventoried current state investments in tourism via REDC grants
  - Interviewed NYS Destination Marketing Organizations
  - Surveyed NYS Tourism Promotion Agencies (46 of 68 TPAs responded, for a response rate of 64.6%)

**Findings – REDC grants aligned with tourism priorities**

New York State's Top 3 Priorities

- Based on Spending Priorities (\$ Awarded)
- Waterfront development
  - Lodging and accommodations
  - Parks, trails, lakes, and natural assets

- Based on Volume of Activity (# Projects Awarded)
- Parks, trails, lakes, and natural assets
  - Cultural assets
  - Branding and marketing

- Based on Scale of Investment (\$Average/Project)
- Energy/utilities
  - Transportation: Airport expansion
  - Lodging and accommodations



Based on a total of \$83,407,031 and 227 projects awarded through Rounds II and III

**Findings – Key Issue Areas across New York State**

- Transportation
- Broadband connectivity
- Water, sewer, and utilities
- New York State parks, trails, lakes, and other natural assets (incl. waterfront development)
- Perceived seasonality of regions and destinations
- Lodging and amenities stock
- Need for more sustainable financing mechanism
- Multiple entities marketing and branding vacation regions /destinations
- Creating "sense of arrival and welcome"
- Wayfinding and signage

**Key Takeaways By Region**

# Takeaway	Vacation Regions									
	Adiron- decks	Capital - Saratoga	Catskills	CNY	Char- ta- uq- Alleghe- ny	Finger Lakes	Hudson Valley	Long Island	Greater Niagara	1000 Islands
Transportation – increased connectivity from points of access	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Transportation - new roads, bridges, streets, flights	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3 Broadband connectivity	✓		✓	✓	✓	✓	✓		✓	✓
4 Connections to sewer, water, utilities lines	✓		✓	✓	✓	✓				✓
5 Parks, trails, lakes – updates and maintenance	✓			✓	✓	✓			✓	✓
6 Waterfront development	✓			✓	✓		✓	✓	✓	✓

### Key Takeaways By Region

#	Takeaway	Vacation Regions									
		Adirondacks	Capital Saratoga	Catskills	CNY	Chautauque-Allegeny	Finger Lakes	Hudson Valley	Long Island	Greater Niagara	1000 Islands
7	Perceived seasonality	✓				✓			✓		✓
8	Lodging and amenities stock	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	Need for sustainable financing mechanism	✓		✓	✓	✓	✓	✓	✓	✓	✓
10	Cohesive and targeted marketing efforts	✓	✓	✓	✓	✓	✓	✓			
11	Creating sense of "arrival and welcome"	✓			✓		✓			✓	✓
12	Wayfinding and signage	✓	✓	✓	✓	✓	✓			✓	

### Key Recommendations: Implementation by Feasibility (Cost) and Impact



## Proposed TAC Sub-Committees

May 14, 2014

### 1. Hospitality Infrastructure

Suggested Goal: To explore ways of encouraging owners to invest in new lodging infrastructure in under-resourced areas of the state, and to renovate and upgrade existing facilities to benefit New York's tourism industry.

Suggested Objective: Propose program ideas and specific target areas for improvements and new developments.

### 2. Sports and Special Events

Suggested Goal: To explore ways of attracting high level sporting and other events that could be hosted throughout NYS.

Suggested Objective: Propose a list of events to be approached for relocation to New York State with potential locations for each.

### 3. Aviation and Transportation

Suggested Goal: To explore ways of promoting airline and other forms of travel to NYS destinations.

Suggested Objective: Propose specific promotional programs, airport enhancements and other travel incentives.



## **Events Update**

### **Tourism Advisory Meeting – May 2014**

#### Recent Events

##### **Empire Golf Expo – 3/28- 3/30**

- I LOVE NY Staff interacted with approximately 725 golf enthusiasts over course of 3 days as part of Taste NY's overall exhibit.
- Ross Levi (ILNY) made brief remarks at their opening night reception highlighting NYS tourism and marketing initiatives
- Highlighted regional activities along with specifically promoting state owned golf courses courtesy of info from collaboration with NYS Parks.
- Thanks to Sue Santamarina & D'Trae Carter (AGM), Wendy Gibson (Parks), Marisa Finn (ILNY), Peter Carofano (TAC) and their respective divisions for their help in putting the activation together.

##### **Empire State Tourism Conference - 4/28-4/30**

- I LOVE NY co-hosted with NYS TIA
- Good opportunity re-connect with industry colleagues
- Gavin Landry was a keynote speaker, Markly Wilson spoke on international efforts, M. Silver & Cake (SoMe) gave a top line best practices presentation
- ILNY had an exhibitor table and showcased new NYS Travel Guide along with Path Through History, Adventure and LGBT travel materials.

##### **Five Boro Bike Tour – 5/2-5/4**

- Collaborated with New York Bicycling Coalition in a joint booth
- 22 TPAs, Erie Canalway National Heritage Corridor & NYS Canal Corp participated
- Interacted with approximately 3,000 cycling enthusiasts over course of 2 days highlighting NYS cycling assets and getting people to sign up to receive additional info from ILNY & other partners.
- Promoted upcoming events: Cycle Adirondacks and Windham World Cup Festival.
- Taste NY Beer Garden featured 4 NYS breweries and had over 2,200 visitors, with 2 of the 4 brewers selling out.

##### **Rochester Lilac Festival – 5/9**

- Set Guinness World Record for Largest Human Flower, I LOVE NY was able to brand the accomplishment and will look to utilize the visual for potential future marketing

#### Upcoming Events

##### **Metro-North Railroad Getaway Day & New York by Rail Showcase – 5/14 – 5/15**

- Collaborate with MTA and New York by Rail to promote the Path Through History Program
- At Grand Central Terminal on 5/14, there will be 11 exhibits in Vanderbilt Hall and 3 additional exhibits at the Taxi Stand at Grand Central Terminal
- At Penn Station on 5/15 there will be exhibits featuring I LOVE NY, Path Through History & Taste NY

##### **Air Show @ Jones Beach – 5/24-5/25**

- Working in conjunction with NYS Parks to have an I LOVE NY space during the event and marketing summer initiatives and assets from Parks, DEC & I LOVE NY throughout the weekend.



**Americade – 6/2-6/7**

- Working with organizers to have an I LOVE NY space on site in addition to distributing relevant travel materials to participants at registration and Taste NY branding at their food related events.

**Fairport Canal Days – 6/7-6/8**

- Will be collaborating with NYS Canal Corp. to promote Canals' assets along with regional NYS travel.
- M. Silver is organizing a press trip during the event to maximize exposure (M. Silver can speak further)

**75<sup>th</sup> Anniversary of Baseball Hall of Fame: 6/12-6/14**

- In discussions with Baseball Hall Of Fame to have I LOVE NY on site to commemorate the anniversary of the Museum.
- Will look to promote Path Through History, Parks, Taste NY, & DEC assets during the activation
- M. Silver is organizing a press trip during the same time to promote the region. (M. Silver can speak further)

**Xerox Rochester International Jazz Festival – 6/20-6/28**

- In discussion with organizers on sponsoring their hospitality area.
- Will look to highlight Taste NY, NYSCA, regional assets & Small Biz Svcs at the event

I LOVE NY is also working on several additional events to activate at throughout the summer. We will be able to update during the summer and give a report at the next TAC meeting.