



Tourism Advisory Council Meeting

Thursday, January 24, 2019
633 Third Ave
37th Floor Boardroom
New York, NY
11:00 a.m. – 12:30 p.m.

Webcast address: <https://iframe.dacast.com/b/119897/c/489781>

AGENDA

- | | | |
|------|----------------------------------|--------------------------------|
| I. | Approval of Minutes | Cristyne Nicholas |
| II. | Chair's Report | Cristyne Nicholas |
| | a. Member Updates | |
| | b. 2019 State of the State | |
| III. | Executive Director Report | Ross Levi & Danae Jones-Persip |
| | a. Winter Marketing | |
| | b. Industry Events & Activations | |
| IV. | Tourism Funding Programs Update | Kelly Baquerizo |
| V. | Guest Speakers: WorldPride | David Correa & Chris Heywood |
| VI. | New Business | |

Next meeting:

Tuesday, March 12, 2019
1:00 p.m. – 2:30 p.m.
625 Broadway
Albany, NY 12245

Tourism Advisory Council Meeting

January 24, 2019

I ❤️ NY®

A Division of Empire State Development



Empire State Development



CHAIR'S REPORT

2019 STATE OF THE STATE

- \$150B for Nation's Largest Infrastructure Program
- \$750M for Round IX of REDC Awards
- Build Nexus Center in Downtown Utica
- \$59M Investment in Tourism Statewide
- Increase Year-Round Tourism Through World Class Attractions at Mountains & Olympic Facilities
- Continue Revitalization of NYS Fairgrounds
- Make NYS a Premier Eco-Tourism Destination
- Expand Parks & Empire State Trail in Hudson Valley



EXECUTIVE DIRECTOR'S REPORT

I ♥ NY

WINTER COMMERCIAL



Empire State
Development

I ❤️ NY

WINTER COMMERCIAL



Empire State
Development

INDUSTRY EVENTS & ACTIVATIONS

Annual NYSDMO Meeting

- November 29 in New York City
- Named Don Jeffries from Visit Rochester new President

Sullivan County Annual Meeting & Kartrite Site Visit

- December 6 in Hurleyville
- Presentation to local stakeholders about importance of tourism in NYS and Sullivan County

American Bus Association Annual Marketplace

- January 28 in Louisville, KY
- Provide overview of variety of experiences & events across New York State's 11 vacation regions available to bus market

International Mediterranean Tourism Market

- February 12-13 in Tel Aviv
- Attending as part of Global Path Through History partnership with Israeli Ministry of Tourism as announced by Governor



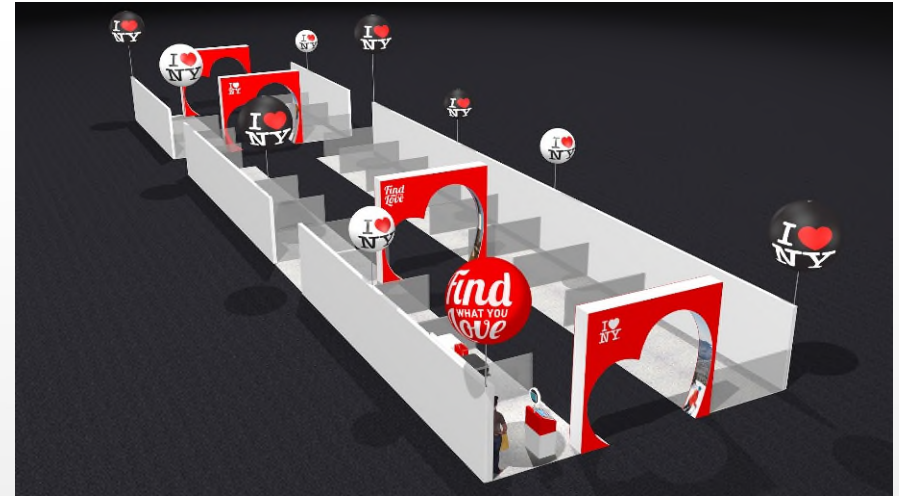
AMERICAN BUS ASSOCIATION

IMTM2019



INDUSTRY ACTIVITIES & ACTIVATIONS: NEW YORK TIMES TRAVEL SHOW

- January 25-26 at the Javits Center
- ILNY has branded aisle for fifth straight year
- First year ILNY is an official sponsor
- Elevated brand exposure including show signage and ads in NYT magazine, newspaper and on show website
- Several speaking opportunities including panel representation and Facebook Live & podcast interviews
- Most exhibitors to date with 19 NYS partners participating



TOURISM FUNDING PROGRAMS REPORT



MARKET NEW YORK – ROUND 8 AWARDEES

- New York Professional Surfing Competition Long Island, World Surf League
- From Rivers to Rainbows WorldPride 2019, Niagara Tourism and Convention Corporation
- Glamping at Watkins Glen, Aprile Ventures LLC
- Make Your Own Glass Expansion Project, Corning Museum of Glass
- Hudson Valley Esports Invitational and Expo, Metro Atlantic Athletic Conference
- LUMA NY Waterways Mist Projection, LUMA Projection Arts LLC.
- Craft Brewing Exhibition and Signature Event: Hopsego, The Farmers' Museum
- Dove Art Trail Legacy Connector Project, Sullivan County Visitors Association
- Buffalo Wing Trail Marketing Initiative, Visit Buffalo



2018 REDC AWARDS



WELCOME TO THE 2018 REDC AWARDS



Empire State
Development

GUEST SPEAKERS: WORLDPRIDE

WORLDPRIDE MEDIA LUNCH

When: Tuesday, January 15

What: Press event in partnership with NYC Pride, featuring a moderated “fireside chat”

Participants: Ross Levi from ILNY, Chris Frederick from Heritage of Pride, Curtis Wong from Huffington Post

Special Guest: Billy Porter

Goal: Promote events being held statewide to commemorate the 50th anniversary of the Stonewall uprising and WorldPride 2019

Press: Rolling Stone, NBC News Online, HuffPost, CNN, Logo, OUT, Travel + Leisure, Slate, Metrosource, etc.

Results: Articles in Forbes and OUT within 24 hours



WORLDPRIDE STATEWIDE EVENT ANNOUNCEMENTS

Albany Symphony (May 28-June 2 & June 6-9): The Albany Symphony will present a major national music festival, "Sing Out, New York!", and a regional tour of free, outdoor concerts in an uplifting celebration of the Stonewall uprising, WorldPride 2019 and the Women's Suffrage Movement.

Pride on the Beach (June 21-23): Long Beach will serve as a backdrop for over 30 events in 3 days. The WorldPride weekend will include the Annual Pet Pride Parade, a Twilight Beach Party, the infamous Concert on the Beach, and the 29th Annual Pride Parade.

Pride on the Vines (June 25): Visitors to Long Island can head straight from the beach to the vineyard for Pride on the Vines. This day-long event on the North Fork's picturesque wine country will include tours, tastings and parties.



WORLDPRIDE STATEWIDE EVENT ANNOUNCEMENTS

Chautauqua Institution (July 2): Bishop Gene Robinson will lead a discussion about the building of America's LGBTQ community through major events including Stonewall, the AIDS crisis and marriage equality. Robinson is the Episcopal Church's first openly gay bishop and Vice President of Religion at the Chautauqua Institution.



Pride At The Falls (July 5): Celebrate WorldPride and Stonewall 50 at a natural wonder: Niagara Falls, America's oldest state park. Pride at the Falls features a free concert by the Buffalo Philharmonic Orchestra, with fireworks and the Falls lit in rainbow colors.



I♥NY®

FIND WHAT YOU LOVE.

I♥NY®



WorldPride 2019 x Stonewall 50 Overview

Who is NYC Pride?



NYC Pride is produced annually by Heritage of Pride, the 501c3 non-profit that has been in existence since 1984



The organization is made up of a volunteer Executive Board of 14, two Co-Chairs, nine full-time staff members, and seasonal support staff



1500+ volunteers for the events



Produces more than 25 official events in June

WORLDPRIDE INTRO

What is WorldPride?

- Introduced by the member based organization called InterPride
- Five WorldPride's have taken place since 2000
- Other cities include Rome ('00), Jerusalem ('06), London ('12), Toronto ('14) and Madrid ('17)
- Future host city includes Copenhagen in 2021
- First time WorldPride has ever been hosted in the United States
- Supersized Pride experience offering unparalleled exposure

NYC WELCOMES THE WORLD IN 2019

WorldPride x Stonewall 50

- NYC Pride has won the bid to host WorldPride in 2019 in conjunction with the 50th anniversary of the Stonewall uprising
- The world will descend on New York City in June of 2019 with events being planned for the entire month
- Actively working with NYC & Company, NY State and New York City
- In 2017, Madrid hosted WorldPride and saw an additional 1 million+ people in attendance. NYC Pride is projecting roughly 3.5 million people for 2019
- Over half of the attendees of Toronto WorldPride were from outside of the city
- For Toronto, 67% of first time attendees were international visitors

NYC WELCOMES THE WORLD IN 2019

WorldPride x Stonewall 50

WORLDPRIDE 2019 / STONEWALL 50 KEY PILLARS



OPENING
CEREMONY



NYC PRIDE
EVENTS



CLOSING
CEREMONY



PARTNER
EVENTS



HUMAN
RIGHTS
CONFERENCE



CITY / STATE
GOVT
EVENTS

nyc
PRIDE

WORLD STONEWALL
PRIDE
NYC 2019



WorldPride | Stonewall 50 Official Events

2019 Events

NYC Pride has 25+ events in the works...



World

Opening Ceremony

Closing Ceremony

Stonewall 50 Commemoration

WORLDPRIDE / STONEWALL 50 PILLARS



Core

The March

PrideFest

Pride Island



Family

Family Movie
Night

Youth Pride



Tastemakers

Pride Luminaires
Brunch

OutCinema

Savor Pride



Enlighten

Human Rights
Conference

Quilt Project

Game Changers



Celebrate

The WorldPride Ball

Teaze

VIP Rooftop Party

Femme Fatale



Fit

Pride Ride

Proud & Fit



Canvas

World Mural Project





Core Events Information

The March



DATE
June 30, 2019



LOCATION
5th Ave (West Village)



ATTENDANCE
2.5 million



TIME
12pm–8pm

PrideFest



DATE
June 30, 2019



LOCATION
TBD



ATTENDANCE
300,000



TIME
11am–6pm

Pride Island



DATE
June 28 – 30, 2019



LOCATION
Pier 97



ATTENDANCE
7,000 / day



TIME
2pm–10pm



The March



Employee Engagement

PrideFest



Consumer Facing

Pride Island



Music / Festival Focus



Visibility



Community



Millennial Reach



Progressive Values



Recruitment



Instagramable Interactions



Family Events Information

Family Movie Night



DATE

June 21, 2019



LOCATION

Christopher St Pier (Pier 45)



ATTENDANCE

2000-2500



TIME

6pm-10:30pm

Youth Pride



DATE

June 29, 2019



LOCATION

TBD



ATTENDANCE

4000 - 5000



TIME

12pm-6pm





Family Movie Night



Family Focused



Community



Interactive Family Experiences

Youth Pride



Instagramable Experiences



Safe Space for Teens



Gen Z Focused




Tastemakers Events Information

Pride Luminaries Brunch

 DATE
June 23, 2019

 LOCATION
TBD

 ATTENDANCE
300-400


 TIME
12pm-4pm

OutCinema

 DATE
June 17 - 19, 2019

 LOCATION
SVA Theatre

 ATTENDANCE
400 - 500 / day


 TIME
6:30pm-11pm

Savor Pride

 DATE
June 28, 2019

 LOCATION
God's Love We Deliver

 ATTENDANCE
300-400

 TIME
6:30pm-10pm



Pride Luminaries



Business Focused

OutCinema



Cinema Centric Integrations

Savor Pride



Technique Discussions



Culinary Brand Experiences



VIP Reception Engagement



Product Demonstrations



Cocktail Brand Integrations



Employee Engagement



Product Sampling



Enlighten Events Information

Game Changers



DATE

June 25, 2019



LOCATION

SVA Theatre



ATTENDANCE

200-300



TIME

6:00pm-10pm

Human Rights Conference



DATE

June 24 & 25, 2019



LOCATION

New York Law School



ATTENDANCE

500-700 / day



TIME

9am-5pm

AIDS Quilt Display



DATE

June 2019



LOCATION

TBD



ATTENDANCE

50,000+



TIME

Varies





Celebrate Events Information

The WorldPride Ball

June 7, 2019 TBD 1000-1500 8pm-Midnight

VIP Rooftop

June 29, 2019 Hudson Terrace 2000-2500 2pm-10pm

Teaze

June 29, 2019 TBD 1000-1500 4pm-10pm

Femme Fatale

June 30, 2019 Hudson Terrace 1000-1500 4pm-11pm





Canvas Experience Information

World Mural Project



DATE

June 2019



LOCATION

All 5 Burroughs

- NYC Pride would launch a first-of-its-kind public art project named the World Mural Project to celebrate LGBTQ artists from around the world
- The goal would be to raise enough funding to support a project to bring 50 artists from 50 areas of the world that struggle with LGBTQ rights to paint 50 different murals throughout the five boroughs
- Engaging and inspiring content would surround supporting sponsors





World Events Information

Opening Ceremony



DATE

June 26, 2019



LOCATION

Barclays Center



ATTENDANCE

15,000



TIME

6pm – 10pm

Closing Ceremony



DATE

June 30, 2019



LOCATION

Times Square



ATTENDANCE

3,000



TIME

7pm – 10pm

Stonewall 50 Commemoration



DATE

June 28, 2019



LOCATION

Stonewall



ATTENDANCE

1,000



TIME

7pm – 9pm



Spreading the Word

nYc
PRIDE

WORLD STONEWALL
PRIDE
NYC 2019





NYC Pride Guide Overview



- Lifestyle publication that features fashion, style, travel, interior design, entertainment
- Celebrities consistently grace the cover such as Billie Jean King, Gus Kenworthy, Patti LaBelle, Laverne Cox, and Titus Burgess
- Largest Pride focused magazine in the U.S.
- Custom editorial content creation available for an additional fee
- 100,000 printed copies in Dec '18 and 200,000 in May & June 2019 issue / 55,000 online readers
- Distributed at local bars, restaurant retailers, throughout Manhattan, the West Village as well as drops on Fire Island

DIGITAL

Social & E-Newsletters

SOCIAL MEDIA

NYC Pride further integrates its supporters in the ongoing year-round dialogue throughout all of its social platforms. Qualifying brands can easily tap into the largest Pride social network for any Pride organization in the world. NYC Pride's current social followers include:



210,000+



32,000+



20,000+

E-NEWSLETTER

NYC Pride sends out bi monthly or weekly newsletters to its dedicated group of insiders. Depending on sponsorship level, brands can tap into these blasts to over 35,000 active emails.



ON-AIR

Broadcast

OVERVIEW

- Launched a live broadcast in 2017 with ABC7 of the NYC Pride March for the first time in history
- 3X the normal viewership with 335,000 (combined population of Pasadena, CA and Syracuse, NY)
- Organic, authentic, and highly visible integration points for brands throughout the broadcast
- 20k web stream starts



A large crowd of people is gathered at a night event, likely a Pride celebration. The scene is illuminated by warm, golden lights and strings of spherical lanterns. In the background, tall city buildings are lit up against a dark sky. The overall atmosphere is festive and vibrant.

SEE YOU IN JUNE

nyc PRIDE

NYC & Company

Welcoming LGBTQ Travel &
WorldPride 2019

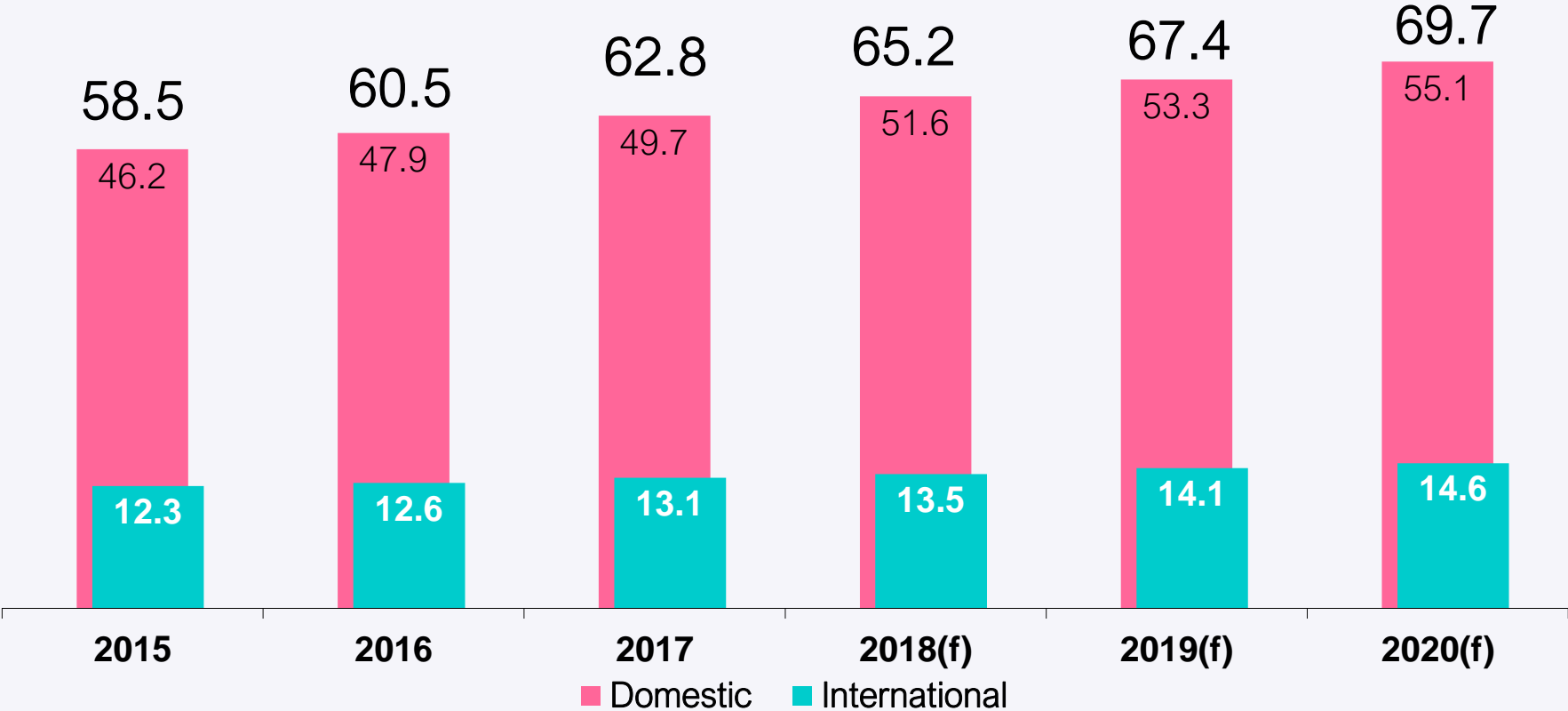
January 2019

Chris Heywood

SVP, Global Communications



NYC VISITATION: 2015-2020



NYC LGBTQ TRAVEL

Domestic Market

- Popular with all genders, ages, points of origin
- 65% leisure travel
- Frequent visitors: >3.2X in 2 years
- 47% arrive by plane (2X typical domestic travelers)
- 61% stay in hotels
- Average stay: >3 days
- More adventurous, urban travelers
- Spend more



NYC LGBTQ TRAVEL

International Markets

- Popular with all genders, ages, countries of origin
- >75% leisure travel
- Experienced urban travelers
- More likely to explore neighborhoods and spend more
- Stay in hotels
- Average stay: >4 days
- Culture, Food, Broadway/Theater, Sightseeing, Shopping, Festivals



2019: YEAR OF PRIDE

- Stonewall 50th Anniversary
- WorldPride taking place in the USA for the first time
- 3+ Million visitors expected
- Celebrations happening throughout the year
- NYC as the top LGBTQ destination every day of the year

Welcoming
Diverse
Inclusive





2017 PROMOTION

WORLDPRIDE 2017

June 14 – July 2, 2017

16+ Million
impressions



NYCGO.COM/LGBTQ

← → ↻ <https://www.nycgo.com/maps-guides/gay> ☆ 📄 🌐

NYC The Official Guide The City Explore Stay Navigate 🔍 Doing Business? ▾ EN ▾ ❤️

LGBTQ Guide to NYC

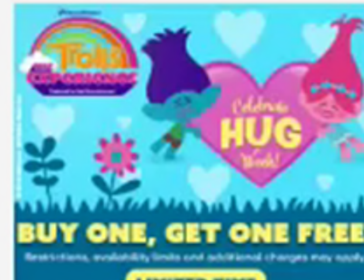
WorldPride 2019

LGBTQ

Home / Maps and Guides / LGBTQ

New York City is the world's most welcoming LGBTQ destination. Here, Pride is a way of life—we delight in our differences; we seek out individuality; we thrive on self-expression. The proof is in the abundance of experiences available in NYC day and night to anyone curious enough to find them.

Read on for itineraries, events and endless ways to make the City your own personal LGBTQ playground. In this town, standing out is the only way to fit in—and we wouldn't have it any other way.



PRESS EVENTS



30 +
Press
Events

1,000+
Local &
Global
Media



2018 PROMOTION

KEY LGBTQ PUBLICATIONS

THE INFORMER.

The Rock & Sole Plaice



Feeling a bit peckish during Pride? Then The Rock & Sole Plaice is probably for you. It's got flaky fish, crispy calamari and tasty, tasty, salty chips. Delicious! Sit back and enjoy a mouthful of their fried fanucias and keep an eye out for guest girl and "Pistol in My Pocket" chanteuse, Lannah P in case she pops up!
47 Endell St, London, WC2H 9AJ.
Open 11.00am - 10.30pm.



FETCH me a new shirt!

It was only a matter of time before the guys at FETCH got round to lending their name to an awesome collection of t-shirts and, of course, they've swapped them just in time for Pride. Whoever you're into there's a shirt here with your name on it! Well, not literally, but you get the idea. Looking for a Top, Bottom, Twink or Daddy? Well here's your chance to make it obvious. Get exactly what you are looking for during Pride and stand out from the crowd with one of these striking "FETCH me a..." t-tees. Available with 16 different designs including FETCH London and FETCH Happened... Regina George is not amused! The shirts cost £24.99 aines in stock, S,M,L,XL, and they are also available online at www.fetchmagazine.com
Fetch, 6 Voltaire Road, Clapham, London SW4 6DH

New Motion



New Motion are bringing an epic four day event to the Lightbox in Vauxhall, from 9th-12th July. The event will showcase New Motion's super charged HIIT, Boxing, Dance and Yoga workouts, accompanied by live DJs and a food garden with an on-site bar! You can sample four bespoke, challenging and rewarding workouts for just £9 per class, or £15 for unlimited classes across the launch week! Each workout has been specifically designed to challenge and excite people of all fitness abilities. The instructors skillfully utilize the hypnotic and captivating lighting as well as premium sound systems to give a workout like no other. If you've ever wanted to take a yoga class under strobing stars, or box amongst flames - New Motion can do just that, and so much more.
Lightbox, 4 South Lambeth Place, London SW8 1SP, 9th-12th July.
Tickets: www.newmotion.co.uk

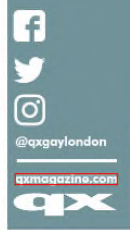
Stonewall Summer Party

This year's Stonewall Summer Party will be held in the lush gardens of the Barbican Conservatory on Thursday 12 July 2018. It will be a night filled with live entertainment, delicious canapés and access to an exclusive auction. Join them as they celebrate their fantastic achievements so far, and look forward to the work that's yet to be done to achieve acceptance without exception for LGBT people everywhere. Each guest will be greeted with a glass of bubbles on arrival, followed by a cash bar. Dress code is Summer Chic and tickets are £25.00 per person.
The Barbican Conservatory, Silk St, London, EC2Y 8DS, 7:30pm - 11pm

Rest in Peace, Christian M.

QX was saddened to hear of DJ Christian M's recent passing, our thoughts are with his family and friends at this tragic time. A public statement posted to his Facebook read: "On Saturday morning Christian passed away peacefully. Christian will always be remembered for his passion for music, pop culture and the first flings in life, but most importantly his compassion for others. He succumbed to a quiet and insidious disease: Depression. Depression is often one of the most unchecked and silent killers. With the support of his close friends and family, Christian suffered

courageously from the debilitating of this invisible illness for quite some time. Please keep him and his family in your thoughts. Christian requested that his story be heard. In his own words: "Suicide is such a problem right now, so if anything can be done to help avoid it then that has to be a good thing". If you are suffering from depression or suicidal thoughts and depression there are people that you can talk to Samaritans 24/7 on 116 123 www.samaritans.org or chat with SHANE on 0300 304 7000 www.sane.org.uk/shane_wd/support/helpline/



Editor
 Dylan Jones
dylan@stonewallmag.com

New Business Sales Executive
 Steve Gregory
 020 7240 0055
steve@stonewallmag.com

Senior Designer
 James O'Leary
james@stonewallmag.com

Designer
 Suren Gumpah
suren@stonewallmag.com

Classifieds
 020 7240 0055
classifieds@stonewallmag.com

Director
 Chris Colman
 020 7240 0055
chris@stonewallmag.com

Distribution /
 M.R. DISTRIBUTION
 Printers / Acorn

Published by
 Firststar Ltd, New House,
 67-68 Hotten Garden,
 London EC1N 8YJ

Cover: Zefirographica

© Copyright in the UK and worldwide,
 of the published Firststar Limited, Qx
 (ISSN 1356-0023), Qx is published
 every Wednesday. Needles for artists
 and digital photographers include
 in the day, so days before the
 weekend take over into. Sorry, but
 we cannot be held responsible for any
 unauthorised reprints, facsimile or
 photographs. Indicate your name, or
 the initials of your publisher.

NYC PRIDE INTERNATIONAL OOH MEDIA



\$262,000
Media Value

OUT THERE & ATTITUDE MAGAZINE



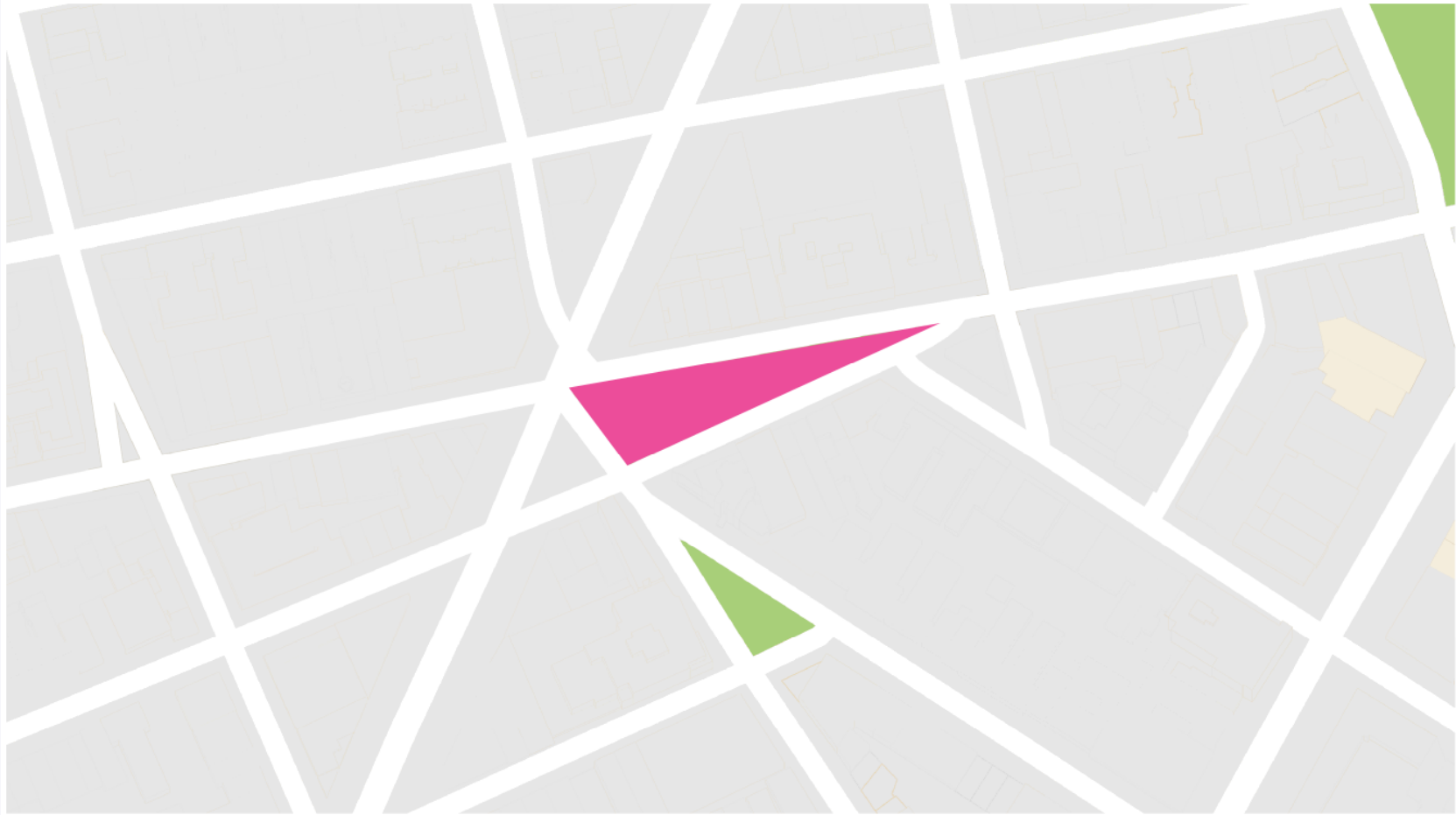
NYC PRIDE 2018: PRIDE ISLAND



PROUD EXPERIENCES (LONDON)



LGBTQ CAMPAIGN



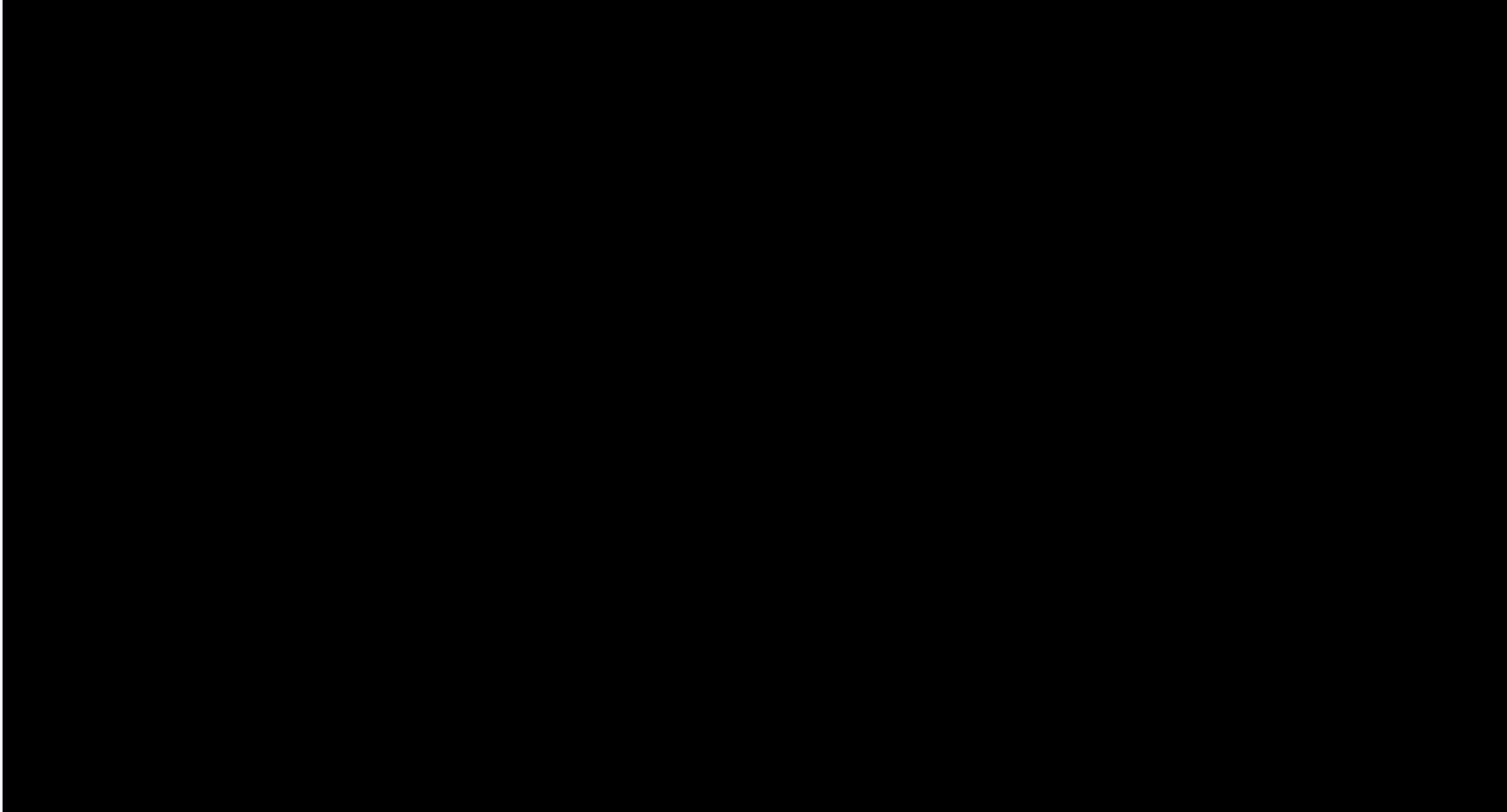
LGBTQ CAMPAIGN







AMSTERDAM CANAL PRIDE



MEMBER ENGAGEMENT



Training session
attended by 450+
Members

2019 PROMOTION

GAY MEDIA FAM TRIP



7
media

5
countries



IGLTA: NYC 2019



T R A V E L • L E A R N • C O N N E C T

IGLTA 2019 • NEW YORK CITY

36TH ANNUAL GLOBAL CONVENTION

APRIL 24 – 27



PROUD EXPERIENCES:NYC 2019



PROUD
EXPERIENCES

NEW YORK 2019



VAH PARTNERSHIP: PRIDE FLIGHT

Departures				Arrivals							
Terminal	Flight	Destination	Time	Gate	Remark	Terminal	Flight	Destination	Time	Gate	Remark
Terminal 0	BA11										
ermk	A										



QUESTIONS?



NYC
& Company
nycgo.com



THANK YOU

NYC WorldPride Events

HUMAN RIGHTS CONFERENCE

JUNE 24 – 25, 2019

NYC Pride's Human Rights Conference is a gathering of activists, artists, educators, journalists, policymakers, students and others engaged in LGBTQIA+ human rights around the world. This multi-day conference provides a unique opportunity for a global dialogue about human rights, ranging from performances to presentations, politics to policies, and activists to academics.

OPENING CEREMONY

JUNE 26, 2019

NYC Pride's WorldPride 2019 opening ceremony that celebrates NYC Pride and the upcoming week of events.

STONEWALL 50 COMMEMORATION

JUNE 28, 2019

NYC Pride's commemoration of the Stonewall uprising. NYC Pride is taking the Rally back into the streets! LGBTQIA+ rights and human rights are under attack by the current political environment. Join community activists, organizers, politicians, and more for this unprecedented moment in our history. Take a stand, show up in force, and make your voice heard in this re-imagined Rally experience.

PRIDE ISLAND

JUNE 28-30, 2019

In 2017, NYC Pride evolved Dance on the Pier, a 30+ year institution, into a new multi-day LGBTQIA+ cultural experience named Pride Island. After a hugely successful first year, NYC Pride is excited to bring Pride Island to Hudson River Park's Pier 97, in the heart of Hell's Kitchen. This three-day event showcases everyone from legendary soul singers to indie pop bands, this new inclusive experience creates a central hub for the LGBTQIA+ community to celebrate Pride.

PRIDEFEST

JUNE 30, 2019

PrideFest is NYC Pride's annual LGBTQIA+ street fair that combines exhibitors, entertainers and activities for a day of fun and celebration in the name of equality. PrideFest attracts thousands of out-of-state visitors and brings them together with local residents and families, corporate sponsors, community leaders, and local business owners.

NYC PRIDE MARCH

JUNE 30, 2019

The first NYC Pride March was held in 1970 and has since become an annual civil rights demonstration. Over the years, its purpose has broadened to include recognition of the fight against AIDS and to remember those we have lost to illness, violence and neglect. The NYC Pride March is a celebration of our lives and our community.

CLOSING CEREMONY

JUNE 30, 2019

NYC Pride's final celebration for the closing of NYC Pride, WorldPride 2019 and Stonewall 50 will culminate in Times Square with a performance by Melissa Etheridge.



Niagara Falls State Park | Niagara Falls

Upstate & Long Island WorldPride Events

“SING OUT, NEW YORK!”

MAY 28-JUNE 2 & JUNE 6-9, 2019

The Albany Symphony will present a music festival and a regional tour of free outdoor concerts in celebration of the Stonewall uprising, 2019 WorldPride, and the women's suffrage movement. The symphony will premiere new works, and feature interactive concerts, workshops, film screenings, and community events, including the participation of two of the most celebrated composers in America and pioneering advocates for gay rights: John Corigliano and David Del Tredici.

PRIDE ON THE BEACH

JUNE 21-23, 2019

Long Island, the birthplace of Harvey Milk, will host Pride on the Beach, a three-day destination weekend with over 30 events. Long Beach, NY, named one of the top 10 beaches in the country by *USA Today*, will have events that include the 2nd Annual Pet Pride Parade in collaboration with Animal Planet, the Twilight Beach Party, the infamous Concert on the Beach, and the 29th Annual Pride Parade. Hotel packages and car-free options are available.

PRIDE ON THE VINES

JUNE 25, 2019

The festivities on Long Island continue with Pride on the Vines, a tour with tastings, receptions and parties in scenic Long Island Wine Country on the North Fork. Car-free excursions and hotel packages are available.

CHAUTAUQUA INSTITUTION'S CONVERSATION WITH BISHOP GENE ROBINSON

JULY 2, 2019

The Chautauqua Institution presents a special conversation on Tuesday, July 2 on the building of America's LGBTQ community through major events including Stonewall, the AIDS crisis and marriage equality. The discussion will be led by Chautauqua's Vice President of Religion, the Rt. Rev. Gene Robinson, who made worldwide headlines when he was named the Episcopal church's first openly gay bishop. Together with a reception with Chautauqua's LGBTQ community organization, this event will be part of Chautauqua's week-long examination of "Uncommon Ground: Communities Working Toward Solutions."

PRIDE AT THE FALLS

JULY 5, 2019

On July 5th, celebrate WorldPride and Stonewall 50 at a natural wonder of the world: Niagara Falls, America's oldest state park. Pride at the Falls features a free concert by the Buffalo Philharmonic Orchestra, with fireworks and the Falls lit in rainbow colors.



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Wednesday, November 28, 2018

Location: 633 3rd Ave, New York, NY

Attendance:

TAC Members

Cristyne Nicholas, Thurman Thomas, Thomas Mulroy

Phone: Spike Herzog, Gail Grimmett, Ali Sirota, Katherine Nicholls, Elinor Tatum

ESD / NYS Staff

Ross Levi, Executive Director of Tourism; Kelly Garofalo-Wilkins, Project Manager Tourism Marketing & Partnerships; Anna Pakman, VP Digital Marketing; Sara Emmert, Director of Special Tourism Initiatives; Lisa Soto, Director of PR and Licensing; Shenique Coston, VP Experiential Marketing; Richard Martin, Managing Editor I LOVE NEW YORK Website

TAC Guests

Roberta Byron-Lockwood, Sullivan County; Shannon McSweeney-LeMay, Bethel Woods Center for the Arts; Eric Frances, Bethel Woods Center for the Arts; Randy Bourscheidt, NY Public Library; Ashley Graf, JetBlue; Natasha Caputo, Visit Westchester; Patricia Ornst, Delta Air Lines; Tamara Murray, Emerson Resort & Spa; Rick Remsnyder, Ulster County; Matt Steen, Emerson Resort & Spa; Ralph Tragale, PANYNJ; Roni Weiss, Travel Unity; Tom Martinelli, Amtrak by Rail; Sarah McGinnis, Catskill Interpretive Center; Trish Mead, Travel Unity; Damien Duchamp, Travel Unity; Lauren Wire, Finn Partners; Helen Ames, Finn Partners; Josiah Brown, New York Welcomes You; Phil Ballman, Queens Borough

Phone: Mark Dorr, NYSHTA; Mary Kay Vrba, Dutchess County Convention and Visitors Bureau; Chris Guidone, Big Picture Tourism

Meeting called to order: 11:03 AM

I. Approval of minutes – Cristyne Nicholas

- Motion to approve by Thurman Thomas
- Minutes approved with a second by Thomas Mulroy

II. Chairman's Report – Cristyne Nicholas

A. Meeting Overview

- Welcome everyone to our final meeting of the year. We'll begin as usual with an update from Ross and team on what I LOVE NEW YORK has been up to since we last met, including what their WorldPride marketing plans are, how the fall foliage report performed, and an update on the Welcome Centers.
- Following the I LOVE NEW YORK team reports, we will hear from our special guests--Roberta Lockwood from Sullivan County and Eric Frances & Shannon McSweeney-LeMay from Bethel Woods Center for the Arts--about their plans for the much anticipated 50th Anniversary of Woodstock.

B. 2019 Meeting Dates & Member Accomplishments

- Before Ross begins with his report, I want to cover two housekeeping items. First, I want to bring your attention to next year's meeting dates. You should all have a handout with the dates in front of you, which Kelly will send out electronically after the meeting. We have reviewed the 2019 calendar to ensure the proposed dates don't conflict with any holidays or events. That said, please let us know if you see conflicts.
- Second, I am thrilled to announce a huge achievement of one of our own members—Thurman Thomas. Earlier this month the Buffalo Bills retired Thurman's number 34 during halftime at a home game. This is only the third time in history they have ever retired a number, so it's a big deal. I can't think of anyone more deserving; Thurman is not only one of the best running backs of all time, but he's also a great advocate for his home town of Buffalo. I would like to show a quick clip of the ceremony.
- [Video plays](#)
- We are so lucky to have you rooting for Buffalo. Congratulations Thurman!
- That's it for my report. Any questions?

III. Executive Director Report –Ross Levi & Sara Emmert

A. Industry Activities

1. Ride the Catskills

- Took place on Friday, October 26th.
- The objective was to promote the Catskills region—particularly cycling in the region.
- Attendees included local officials, tourism partners and attractions. Thirty-five riders started at Hunter Mountain, rode to Harley Davidson in Woodstock for a quick stop, then to Belleayre Mountain for lunch and program, and finished at Roscoe Brewery.

- The program included a presentation by the DEC Commissioner, Parks Commissioner, and ORDA to announce new investments in the Catskill region to increase tourism including: \$9.1 million to expand the Discovery Lodge at Belleayre Mountain, the opening of a pedestrian friendly roundabout at Olana at Routes 9G and 23 in Greenport, and a pedestrian walkway from Thomas Cole National Historic Site to Rip Van Winkle Bridge, a key part of the Hudson River Skywalk connecting Thomas Cole to Olana.
2. North Country Cuisine Trails
- The Governor also announced the opening of 6 new cuisine trails in the North Country, doubling the number of Cuisine Trails across NYS. The trails wind through produce, dairy, beef and maple farms, orchards, restaurants, breweries, wineries, cideries and distilleries and feature 83 businesses in Clinton, Essex and Franklin counties. The businesses along the trails are marketed on the Taste NY website, trail maps and at the Adirondack Welcome Center on the I LOVE NEW YORK kiosks.
 - Reports show that 93 percent of travelers worldwide seek out notable food and beverage experiences while traveling. The creation of cuisine trails will boost the state's growing agritourism sector and spotlight the region's unique farms, food and beverage businesses.
3. Tourism, Parks, Arts, & Sports Development Committee Hearing
- Took place on September 26th in NYC.
 - It was a public hearing to examine the economic impact of artistic and cultural organizations on local communities and the State. The hearing gave us the opportunity to discuss how new and existing artistic/cultural programs can increase job growth & economic development as well as tout the importance of cultural tourism to our overall effort and explain the myriad ways we promote artistic and cultural attractions, from commercials to Market NY grants to Path Through History Weekends.
4. World Travel Mart (WTM)
- Took place November 4th-6th in London.
 - Markly headed the NYS delegation with representatives from Wine, Water & Wonders, Long Island, Dutchess County & Central New York. We had 53 meetings with the likes of Expedia, National Geographic, airlines, and many tour operators. We are happy to report that we are making great progress with UK; we are spending more time reviewing existing products on the shelf than educating people on and building awareness of NY.
5. Additional Industry Activities
- We are continuing to be very active within the industry and have placed importance on improving our industry relations by being a good partner and reliable resource for information. As such, we think it's important to attend both regional events put on by our partners as well as more statewide or even national industry events. This helps us stay in touch with the industry and its' needs as well as bring the state's stature to tourism events that they host.
 - Since we last met, the team has attended a wide range of events including:
 - Regional events like the Visit Rochester Annual Meeting, Thousand Islands Tourism Summit, and Columbia County Travel Industry Business Forum where we gave an update on what we have been up and how we support the industry.
 - Annual meetings of statewide partners like NYSTIA, CONY, and Travel Unity where we listen to their concerns & discuss how we can better collaborate to work towards a better travel experience in NYS.
 - National events like the Canals Conference and the Asian American Hotel Owners NE Regional Meeting where we act as a spokesperson for NYS. These are generally events that choose NYS to host the conference, so we attend to explain all the great things NYS has to offer and thank them for choosing our state.
- B. Path Through History Weekends
- Due to last year's success, we again dedicated two weekends as Path Through Weekends: Father's Day & Columbus Day. Having PTH Weekends in the shoulder seasons gives our attractions the opportunity to bring in visitors at a time when visitation is lower. Our hope is that these weekends boosts activity for the museums as well as surrounding businesses and attractions.
 - On Father's Day weekend there were a total of 483 events including the GlassBarge, Scots Day at Fort Ticonderoga, and touring the Grant Cottage. On Columbus Day weekend there were a total of 379 events including the Northeast Classic Car Museum LEGO Car Show, the 25th Annual New York Transit Bus Festival, & the Dalmatian Day at FASNY.
 - We launched a new sticker promotion for the Columbus Day Weekend. We provided participating attractions with PTH stickers to hand out to guest so that they could post a photo with the sticker and designated hashtag. It provided an incentive of a free ILNY swag bag to encourage visitors to post on social media.
 - In total, we had 862 events for both weekends which surpassed the 2017 total of 782 for both weekends.
 - I want to acknowledge Priscilla Brenndler from the Greater Hudson Heritage Network. They are our vendor that help us put together these events. It takes a lot of work and they are extremely helpful in getting the collateral out to all our different partners hosting the events. Thank you to Priscilla and her team.
- C. WorldPride Marketing Efforts
- We have a targeted advertising campaign now underway. The strategy is to raise awareness that NYC is hosting WorldPride and inform potential travelers of select world-class destinations accessible from NYC.

- The campaign consists of print ads and custom content articles in major LGBT publications. For example, we just produced a print ad in Spartacus Traveler, a German based LGBTQ travel publication. We also will have digital ads on major travel websites, LGBT related websites, and social platforms. We'd like to show you our first digital ad, which was just completed and approved.
- [Video plays](#)
- We've continued activating at LGBT events since our last meeting. We attended Palm Springs Pride in the beginning of November. Finally, we are continuing to work with tourism partners to encourage high profile events throughout the state. We are making headway there and are happy to announce our first event: Pride at the Falls at Niagara State Park.

D. Winter Marketing Campaign

- We have made the transition from fall to winter on our website and social platforms just prior to Thanksgiving in addition to beginning our ski reports on 1-800-CALLNYS.
- Our winter commercial is currently in production and should be done shortly.

IV. Digital Report – Anna Pakman

A. Fall Foliage and Halloween Campaigns

- Before I begin my report, I would like to introduce a new team member, Richard Martin. Richard joined us last week as our Managing Editor for the I LOVE NEW YORK website and mobile app. He has a great editorial background and has spent the last seven years running the website Food Republic with chef Marcus Samuelson. We are very excited to have him on the team.
- The Fall Foliage report continues to be the most popular page on our website. Every year our team members in Albany work with around 70 leaf peepers throughout the state—people who keep an eye on the leaves and report to us what they look like—to create the report. Each year, we think about how we can further leverage the report across our platforms since it is so popular. Since Instagram continues to be our fastest growing social platform, we decided to integrate the foliage report as Instagram stories. We really leveraged the stories to share the way the foliage is looking and encourage followers to swipe up to see the full report on our website. I will share a few of those stories now.
- [Videos plays](#).
- We shared beautiful photos of peak foliage in the report with a call to action to get people to the website to start their vacation planning to visit those sites. We also integrated some editorial content around the foliage report—telling people the best places to see the foliage and what else you can do in the area. Once someone swipes up on the Instagram story, they are taken to a full-length article that shows more ways you can experience the foliage.
- Halloween is also one of our greatest hits during the fall. Many people are interested in Halloween content, so this year we again leveraged Instagram to make some fun pick-your-own-adventure stories about where you can experience Halloween in the state. Users were asked to tap through and pick one of two choices for different Halloween content. We're always looking for fun and innovative ways to engage the audience and pique their interests.
- [Video plays](#)

B. ILNY App Update & Demonstration

- We are always looking for ways we can build on what we have for the mobile app and create new features. We recently had a new release for the mobile app. One of the new features we introduced is called Discover New York and utilizes the swipe functionality, like many of the dating apps, to swipe yes or no on attractions you might like to visit. If you swipe right, you like them, if you swipe left, it's not your cup of tea. You are prompted with ten or so attractions with a photo and brief description, and after you're done swiping, the app matches you with other attractions throughout the state you might like based on your right swipes.
- We also launched virtual reality functionality on the mobile app. If you move your phone on some of the videos, you can see 360 degrees. Whatever way you move your phone, the video and what you see moves with you.
- We'll demonstrate both features with a short video.
- [Video plays](#).
- Finally, we've introduced more editorial content onto our mobile app. We have noticed on our website that a lot of the blog content and other editorial content has been widely popular, so we decided to integrate some of the longer form, more inspirational content into the app—particularly as people are looking through different regions they may want to visit.
- **CHAIR NICHOLAS:** I think all these features are very innovative. Are any other states doing something similar?
- **MS. PAKMAN:** As far as we know, no. Most state travel apps are pretty basic, and they haven't really advanced much since they launched. They are more informational in nature and less interactive. Every year we try and look at not just what other states are doing, but overall consumer behavior and trends in the marketplace. We try and integrate the kinds of popular features that people are building into all sorts of apps outside of travel.

V. Experiential and Events Report – Ross Levi

A. Welcome Centers

- I would like to begin by introducing another new team member, Shenique Coston. As you recall from our last meeting, Lizete has been promoted to VP of Marketing, so Shenique has come on to fill Lizete's prior role as Director of Experiential Marketing & Events. It has only been 2 weeks, so we aren't going to put her on the spot just yet, so I will be giving the experiential report—primarily about the Welcome Centers.
- The deadline for opening all 11 Welcome Centers is quickly approaching, and we are just about there.
- The Adirondacks Welcome Center has opened in Queensbury, Warren County, on the northbound side of the Adirondack Northway. It's a 8,615 square foot building—four times the size of the buildings that previously served as rest areas in the past decade. It is designed in the classic Adirondack theme and offers electric car charging stations, recyclables collection, and is LEED certified. It also has a boat inspection and washing station right on the dock of the facility operated by the DEC.
- Similar to other Welcome Centers, it has the I LOVE NEW YORK interactive kiosks, floor map, selfie wall, and artifact wall. It also has a decommissioned ski chairlift from Gore Mountain that you can take your picture in. Outdoors, there is a playground that features a mini zipline and a pet comfort area.
- The Hudson Valley/Catskills Welcome Center opened at Woodbury Common Premium Outlets. Unlike all the other Welcome Centers, this is the first one to have a 270-degree circular projection screen that wraps around the top of the Welcome Center and highlights local tourism attractions. There is a full-service Taste New York store, the interactive kiosks, the artifact wall, walk of fame, and floor map.
- Finally, the Capital Region Welcome Center just opened before Thanksgiving. It is fifty miles south of Albany in New Baltimore. The exterior and interior design are rooted in traditional Dutch heritage. Again, the Capital Region Welcome Center features a floor map, artifact wall, café-style seating, large video screens and a Taste New York Market.
- I believe the last Welcome Center to open is the Thousand Islands, which is days away.

VI. Public Relations Report – Lisa Soto

A. Winter Media Night

- In the PR world, we've been ready for winter since October when we had our winter media night. We have these media nights a few months ahead of season to get the travel media prepared to promote winter.
- We traditionally hold the winter media night in conjunction with ORDA (Olympic Regional Development Authority) and SANY (Ski Association of New York). We again had it at Tavern on the Green due to last year's success.
- This year, eleven ski mountains, ten vacation regions and several other travel partners attended to discuss the different things they have going on for winter. For example, we had the Strong Museum of Play there with an interactive display to vote for which nominated toy should be inducted into the Toy Hall of Fame. Eighty-seven media attended, which is fantastic.
- To really give the event a winter flair, we had a barbershop quartet singing holiday carols and an I LOVE NEW YORK ice sculpture.

B. Meredith Editorial

- The very next day, we were offered an opportunity to have an event with Meredith Publication editors. For those who may not be familiar, Meredith Publications recently bought out Time Inc., so they have an array of family and travel publications, which is what we are looking for.
- They hosted several vacation regions for one-on-one meetings with five editors from different publications including Martha Stewart Living, Real Simple, Parents, Family Circle, etc. Everyone had great conversations and hopefully we will see results in articles very soon.

C. Frommers Article

- The last thing, which is not on the agenda because it is hot off the press today, is that Frommers has listed New York State as one of their best places to go in 2019—a fantastic honor. In general, their "Best Places to Go" is a beloved and widely read feature on their website. Last year's list was either ranked first, second, or third on Google search for "best places to go".
- **MR. LEVI:** To clarify, this is best places to go in the world and there are only 19 of them chosen—just four of which are in the U.S.—so it is a big deal.

VII. Guest Speakers – Sullivan County & Museum of Bethel Woods Center for the Arts

A. Sullivan County—Roberta Lockwood

- **CHAIR NICHOLAS:** We are now honored and pleased to welcome Roberta Byron-Lockwood. Roberta is the President/CEO of the Sullivan Catskills Visitors Association and is responsible for marketing, promoting and selling the Sullivan Catskills to the world. Prior to her tenure at Sullivan Catskills Visitors Association, Roberta was the Regional Tourism Director for Central New York, serving simultaneously as Assistant Deputy Commissioner of Marketing & Advertising for Empire State Development and Tourism Director for I LOVE NEW YORK. She was selected as a delegate from New York State at the only White House Tourism Conference under President Bill Clinton, served on the Governor's Tourism Advisory Board under two governors, and is a founder of the New York State Tourism Promotion Agency Council. Under Ms. Byron-

Lockwood's leadership, visitor spending in the Sullivan Catskills has grown over 20% since 2009. She is also the 2018 recipient of the Woman of Distinction award from her senate district. Welcome Roberta!

- **MS. BYRON-LOCKWOOD:** Thank you. It's fun to be back here and I'm a long-standing advocate. The only thing I've ever promoted is New York State tourism. I've been with the Catskills since 2000, and we're working and collaborating with our partners to try to increase the economic development for our entire area.
- The Catskills are known for the scenic beauty of the Catskills Mountains & Delaware River and for being America's first vacation region. We were the home to Dirty Dancing and all the comedians that made their start in some of our old resort hotels. We are the birth place of fly fishing, and today host the Fly Fishing Hall of Fame. We have amazing outdoor adventure including zip lines, canoeing, water rafting, & skiing.
- Of course, we're most famous for the original 1969 Woodstock Festival in Bethel Woods, which is in our backyard and we take great pride in that. We're honored to have a world class performing arts center that sits on the original site of the famous festival, and we thank Governor Cuomo for understanding how important that is and having the foresight to get it on the National Register.
- The Catskill landscape has changed a bit since then, but nevertheless we're seeing increased awareness of the region. In fact, Lonely Planet made the Catskills the number two out of ten top regions to visit in the world. We're the only destination in the US that made the list. It is a badge of honor and we've continued to tell the world we are number two since it was published. Fodors also named us on one of their "best places to travel" lists in 2019.
- In terms of growth, we've had increased website views (395,000) and over 25,000 social media followers. As for PR, this past year we had features in The Wall Street Journal, The New York Times, Scottish Times, and London Daily Mail. A lot of this has a great deal to do with our partnership with I LOVE NEW YORK, but we also have a PR team in the city.
- We are very pleased to boast some five diamond state-of-the-art resorts, including Resorts World Catskills. The Yo1 Wellness Resort, a holistic wellness resort, also opened its doors this last year. We have taken a lot of our old lodging and turned them into new, experiential inns and hotels like the Arnold House, the Dubrow, and Nine River. These are all new properties that have made quite a scene on the market front.
- Our food and beverage experiences continue to expand with unique chefs coming to the area. Not only do we have a great farm-to-table experiences, but our award-winning restaurants are just peaking to the Michelin style type residences. We're pleased to also tell you that Scott Horner's made his restaurant debut inside a Resorts World Catskills.
- In terms of other upcoming items, we're going to be opening our first international Dream Hotel & Lodge within our Chapin Estates. After that, we have the Elder Preserve and two other hotels opening as well as a Cartwright indoor water park resort opening at the end of March. We attribute a lot of these new openings to growth. We do feel that the decision to put the largest casino installation in our backyard will provide for a great deal of development, including lodging, to service these incredible attractions like the casino, Bethel Woods, and others. We really didn't have the room inventory, but now we do and are open for business.
- Looking specifically at what our plans are for the 50th Anniversary of Woodstock, we would like to place dove installations throughout our entire county. If you can envision these seven feet by five-and-a-half feet doves. Thirty-six are expected to be delivered next week, which we will place throughout all of our towns, villages and major attractions. Each one will be assigned a location to create a sort of Woodstock trail. We are going to be commissioning local artists to decorate them. We have a palette of very 60ish colors, Peter Max type colors, that we're expecting each one to be decorated in. We also plan to continue to promote the nomadic itineraries we have, events, and the museum both domestically and internationally. We've been hosting Aucklander at our international media events. There's a lot of interest so far.
- In closing, we want to thank the Governor for the announcement of the Resort World Catskills and his participation in the 2016 Catskill Challenge. I think that gave us an important opportunity to showcase the uniqueness of our community and the \$5 million investment was a real spur to grow our economy throughout all four counties.
- **CHAIR NICHOLAS:** I have a question about the doves. Do you plan on bringing them to IPW to raise awareness of that campaign?
- **MS. BYRON-LOCKWOOD:** Maybe a smaller model. I'd like to do that.

B. Bethel Woods Center for the Arts—Shannon McSweeney-LeMay and Eric Frances

- We now turn it over to Shannon and Eric. Eric Frances is Chief Financial Officer and General Manager at Bethel Woods Center for the Arts, where he manages the logistical and financial operations of the organization. He joined the Bethel Woods executive team in 2006. Shannon McSweeney-LeMay is the Sr. Director of Marketing, Communications & Events at Bethel Woods Center for the Arts and has been with the organization for 8 years. Welcome Eric and Shannon.
- **MR. FRANCES:** Good afternoon. We want to thank the council for giving us the opportunity to tell you about 2019. Roberta did a great job providing background on the Catskills, and I know many of you have been to Bethel Woods and are familiar with the site. Since the venue opened in 2006, we have had over 2.8 million visitors and 200 main stage performances. Over 200 jobs are created every year because of Bethel Woods. Since the shovel hit the ground, over half-a-billion dollars of economic output has been generated for the state. It is a great treasure for the region.

- As the group tasked with keeping the Woodstock spirit alive, our organization has made tons of investments over the years to preserve that legacy and draw attention to one of the most pivotal events in our state. We believe it's appropriate to commemorate the original event throughout 2019 the way that Bethel Woods can with its unique signature and attention to excellence. As most of you would agree, we're here to make memories and being at a concert, hands in the air, with your friends around you, is something we pride ourselves on providing. Original attendees of Woodstock will talk about the community that was created over those couple of days. I think it's noteworthy to point out that even though it happened 50 years ago, similar forces are in our current climate and certainly worth revisiting.
- So how are the stewards of the original site going to celebrate the anniversary of the greatest festival of all time? The short answer is we're going to do a lot of things. But, if you want to hear about a multi-day festival or a big concert, we're not currently at liberty to discuss it. We'll provide you with official information as it becomes available, so stayed tuned.
- We will still be doing several other exciting things on site next year that we can discuss. Some are related to the work that the museum does in preserving and interpreting the site. One of the museum exhibits for 2019 is called "We are Golden" inspired by the classic Joanie Mitchell song, Woodstock, that Crosby, Stills, and Nash also did a cover of. The exhibit will examine what the youth of 1969 wanted for the world—consideration of others and caring for the environment—a movement that came out of the '60s and still exist today. It will have audio, video, photographs, artifacts and we'll organize it in four sections: "Voices From the Past" (first person commentary about the '60s); "Woodstock Remembered" (artifacts from the festival will be on display); "Woodstock Through the Lens" (photographs taken during the festival); and "What the World Needs Now" (visitors can say what they hope for the next generations).
- Many forget that the lunar landing occurred in July of 1969. "We are Stardust" will be another exhibit located in our Crossroads Gallery and will focus on the Space Race and Cold War. Our education group will also be hosting a lunar festival in May 18 and 19, which will have special presentations, music, and a blow-up planetarium. It will conclude with a night in the museum for families where they can sleep over and watch as famous people from the '60s come alive.
- We routinely have outdoor sculptures around the site, so we will have an outdoor sculpture exhibit as you walk into the museum and around the concert venue. The original festival had a vending area called The Bindy Bazaar, which was located across the street from the original field. We have recreated some of those trails and you can see where the vending booths were. This is all in hopes of extending people's visit with us and making them stay a little longer to see more of the campus.
- Aside from the museum activities, our next big thing is a multi-media tour of the site, which we want to launch next year. With an app or a device that we provide you, you'll be able to go all around the site and experience things in augmented reality; you'll be able to hear the music or stand on the stage and see what it was like to be up there in 1969. The app will also interpret other historic events that happened on the property.
- Our pavilion concert season will aim to have 20-25 main stage performances like we have in the past. Carlos Santana, years ago was on stage and referred to it as ground zero for peace and love. If you haven't come to see a concert at Bethel Woods, you really should. It's highly unique. We already have announced one show: Train and the Goo Goo Dolls for July 2019. More announcements will be coming.
- "Vibrations" is something new we're working on. It will be about ten events during the year and will consist of change makers, speakers, influencers, and artists that do more workshop type events that focus on songwriting, photography, film screening, sustainability & wellness, etc. It will all harken back to the original ideals of Woodstock, the power of love and community & connectivity during chaotic times.
- Lastly, the Event Gallery Concert Series will be in a small intimate room we have in the museum. Again, if you haven't seen a show there, it's amazing. It's like being in your living room. We will be putting original Woodstock performers as well as new performers who were inspired by the original performers in the room. We'll be announcing some more of those concerts shortly as well.
- **MS. MCSWEENEY-LEMAY:** Moving into the marketing focus, the first thing we'll launch in the new year is a 50th anniversary poster, which will be promoted nationally. It will include amateur as well as professional designers and embody the ideals Eric spoke of.
- Another event that we are close to confirming the specific date on is to bring in a large inflatable screen on the original historic field and film the entire Warner Brothers Woodstock documentary. We did it for the 45th anniversary with only a month's notice and still had about 1,000 people show up. With advanced notice, we're sure it will be a well-attended event.
- We've also been collaborating with several partners on projects they're working on. For the past several years, Time Life has done a Flower Power Cruise, which leaves in March from NYC. This year's will be very much themed around Woodstock's anniversary and will feature the couple from the cover of the Woodstock album as guests. They also have some original performers on board and they do a lot of great marketing around it.
- Roberta mentioned a lot of local partnerships we're doing, and we're also partnering with the Town of Bethel, who is developing a heritage trail that will identify where important sites were around the town. Some of them will be within our property, but there are others like the Basmers General Store, that are not.

- This past August, we launched an online photo archive that includes all the photography and video that we own the rights to or that has been donated to us over the years. We're working with Finn Partners to supply those to the media because the in-bound media inquiries get crazy during anniversary years; it's a nice repository of historical images that they can use as they start working on the volume of Woodstock's events that will happen across the world over the next 12 months.
- Roberta also mentioned renaming of 17B to Woodstock Way and the dove trail. The county is also working on directional signage pointing to important destinations, but in a style of wooden signs that were within the Bindy Bazaar. The Town of Bethel is also looking at some other plans, such as a parade and hosting films. Everybody is really working in partnership to let the world know that Woodstock happened in Bethel.
- We're really focused on a regional drive audience—DC to Boston—and getting them to come up for longer stays. We're also looking to target national and international tourists who are coming to New York. We don't quite have the budget to do national campaigns on our own, but we want to make sure we're capturing people who are coming in. We'll be leveraging the anniversary and we'll be maximizing all the partnerships we can.
- We have had over our history, a very strong boomer audience given the history of the site. Over the past several years, we've been focusing on maintaining that legacy customer but also growing the millennial, GenX, and young family markets.
- We launched a new brand identity with new visual imagery and language at the end of this year, which really helps to articulate the Bethel Woods experience and set us apart from other music venues. We're really working hard to make sure that when we do have the opportunity to interact with people, they're understanding how much more there is to do here so they come back to the region.
- We just brought on a new, full-service marketing partner. One of the first things we're working on is a new website, which will have a 50th anniversary micro site embedded into it for the year. We continue every year to increase our spend in digital on more sophisticated search engine optimizations, search marketing, etc.
- We have great e-mail marketing success rate. When we do our surveys, 60 percent of people say they heard about us from us. We are also having great success on platforms such as Trip Advisor, AAA and AARP. We have been growing our advertising on targeted music platforms, and I think that'll be an important component for next year given the anniversary.
- Over the years we've done a CTM brochure distribution, but we expanded it to make sure we're covering and blanketing all the major tourist attractions in NYC like the 9/11 Museum, up the Thruway, in Hudson Valley hotels, etc. to make sure they are getting in people's hands who have never heard of us before.
- We've been working closely with Roberta and other local partners like Resorts World Casino and the new Cartwright on building itineraries and packages.
- We submitted an Empire State Building and Tower Lighting request for the anniversary weekend. We have a great partner at a Times Square digital billboard agency who gives us great, non-profit rates, so we're going to have an ad right in the path for the New Year's Eve ball drop and a 12-week campaign running with them.
- We've also started working with Brand USA to develop a two-minute video. It should launch by March. It will be primarily promoted in the U.K. and Germany.
- Finn Partners and our internal PR team are coordinating for the most earned media possible. It's going to be very important to make sure that we're all aligned and not tripping over each other as we're out there pitching what's going on. The inbound FAM tours and media tours that started last year will continue, and we're always eager to have those folks come and visit.
- **CHAIRWOMAN NICHOLAS:** Have you made projections on how many visitors you can accommodate? I know you've got the new hotel stock coming in, but what do you think?
- **MS. BYRON-LOCKWOOD:** We're looking at almost double that number of visitors to what our existing inventory is for the whole summer. Many of our home rentals are already booked.
- **CHAIRWOMAN NICHOLAS:** Do you expect a lot of camping?
- **MR. FRANCIS:** Our goal is to have the local campgrounds meet that need.

VIII. New Business – Cristyne Nicholas

- Any questions or new business to address?
- Our next meeting is going to be on Thursday, January 24th, here in the city. We look forward to seeing you then. Happy holidays and safe travels.

Meeting adjourned: 12:41pm

Next meeting:

Tuesday, March 12th, 2019
 1:00pm - 2:30pm
 625 Broadway
 Albany, NY