

HOW WE INVESTED IN CHENANGO!

We continued to promote "Chenango County" through a variety of media.

Media Venues

- Citadel
- WCDO
- Guest Quest
- See Ya There
- Syracuse New Times
- Norwich-Sidney Pennysaver
- The NY Observer
- NYS Hunting Guide
- Arrive Magazine
- Syracuse Visitor's Guide

Print Publications:

- Restaurant Brochure
- Calendar of Events (2)
- Outdoor Brochures
- Accommodation Brochures

Website Enhancements:

- Clickable link for tourism requests
- Google map to tourism properties

Facebook:

- A "Chenango County Tourism" Facebook page was set up in 2010. We will be putting a strategy in place to keep it updated and make the community aware of it.

GENERAL TOURISM SUMMARY

Issues that were discussed at our meetings throughout 2010 included: the tourism website, cut in decentralization (NYS CA) monies, our regional name change, farmer's markets, the parks project, the 2010 marketing plan, state park closures, Rogers Environmental Center closure, state funding, and marketing ideas.

The "Heart of NY Festivals" was promoted as our tag line.

There was some discussion on a "Welcome Center" where information can be distributed 7 days a week in a visual location. The Northeast Classic Car Museum might be interested in partnering with the Chamber and allow them some space as they are already set up to be open 7 days a week and have volunteers that are usually there for informational assistance. Information is currently available at the YMCA; previously, our primary brochure distribution center was in the Eaton Center.

AGRI-TOURISM: The Barn Quilt Committee received a micro-grant from the Chenango Co. Ag Dev. Council of \$800. We have secured sponsorships from NBT Bank (\$500) and Agro-Farma (\$1000) and have spent a portion of that buying material for 5-8x8 quilts that BOCES students have already constructed. Sample quilts were displayed in the NBT lobby for the month of October and November, received some publicity. A steering committee meeting will be set for early 2011. The group is currently working under the auspices of the Chenango Foundation in order to secure grants through other sources.

MATCHING FUNDS: The state run Matching Funds program was non-existent in 2010. However, we have been notified that there will be a program for 2011. Chenango County is set to receive \$35,207.00. We were notified on February 1st that funding for this program was not cut!

MATCH PLUS PROGRAM: \$12,000 was provided to tourism properties for co-op advertising and publications.

\$26,663,000.00	Amount of visitor spending in Chenango.
\$107,439.00	Amount of money spent on tourism marketing in 2009 compared to \$60,000 in 2010.
135,000	Attendance at events in 2010.
55,000	People that visit Bowman Lake State Park annually.
\$778.00	Amount the average New York household would pay a year to cover the gap in state & local taxes in the absence of tourism activity.
0	Amount of money the state gave our County for Tourism in 2010.

WHERE THE DOLLARS GO...

	COUNTY SHARE	TOURISM PROPERTIES	STATE SHARE	TOTALS
Chen. Co. Marketing	26,170.00		—	26,170.00
Chen Co. Matching Funds	.00		—	.00
Open invoices	250.00		—	250.00
Open invoices (MF)	.00		—	.00
CNY Region (Marketing)	5,000.00		—	5,000.00
(Admin Fees)	500.00		—	500.00
Tourism Properties				
Match Program	11,380.00	11,380.00	—	22,760.00
Matching Funds	—	—	—	.00
Admin	6,000.00		—	6,000.00
Matching Funds	.00	.00	.00	.00
Totals	49,300.00	11,380.00	.00	<u>60,680.00</u>
				60,680.00

Chenango County

The 'heart' of NY festivals



Every season offers something unique and special. Come discover what we already know!





1-877-chenango

www.chenangony.org

REGIONALLY

The *Central NY* group had a limited amount of marketing money to move forward with cooperative advertising. The group normally depends on the money provided by each County through their matching funds. Last year, without the funding, each County (8) was asked to provide \$5,000 out of their county coffers to pay for two printings of *Simply Getaway* magazine, with a 20,000 pc. distribution.

ROGERS ENVIRONMENTAL EDUCATION CENTER:

The education center closed as of December 31, 2010. The friends of Rogers will continue to try and keep the trails maintained and open to the public.

STATE PARKS:

In February 2010, we were notified that Hunt's Pond (visitor count 8,000 annually) was set to close. Later that same month, we received notification that Bowman Lake State Park had been added to the State Park closures. Thousands of people flooded legislators "in-boxes" and made phone calls demanding the Park remain open. We also made personal visits to them in Albany. In May, the OPRHP announced that Bowman Lake would remain open; at least for this camping season. In July, Senator Schumer announced that the new Senate energy bill could provide the funding necessary to reverse cuts and allow critical upgrades and improvements. What will 2011 bring?