



## December 2021 Chamber Newsletter

Hello everyone!

2021 has been another challenging and busy year! Some **challenges**: COVID rules are still changing, the number of employees in our area is still insufficient, food, transportation, and general prices are all up. Some **advantages** of the past year: The private and public sector working together in the Warren County Hospitality Communications Group for the benefit of everyone in the County. (For more information, see “Warren County Hospitality Group” below). We had a record number of visitors throughout the year, which resulted in record sales tax and occupancy tax collections for Warren County. The Bolton Chamber and Visitor Center was open daily to serve walk-in visitors and those who called for information.

In this newsletter, I highlight the events and activities sponsored by the Chamber, the search for more Chamber members and more involved members, and the **appreciation we have for the people and members that remind us why we are here and why we work so hard for our community**. We are thankful for the support we receive from the Town of Bolton through occupancy tax and use of town property for our events.

We wish you Happy Holidays and a happy, healthy, prosperous year in 2022. Let's stay optimistic about the coming year!

Heidi



### **Annual Dinner and Auction Fundraiser**

Our annual dinner, silent auction and live auction held on Tuesday, September 14 was a fun evening and a great success! Food, beverages and a beautiful setting were provided by Blue Water Manor. Andy Pratt was our DJ and auctioneer for the evening. Although attendance was about 50

people instead of our usual 100+ people, it was a fun evening generating over \$7000 for the Chamber.

As always, we had many fun and interesting items available to bid on. Our top bids went to:

- a one-week stay at South Mountain Resort in Lincoln, New Hampshire,
- a one-week stay on Marco Island, Florida,
- a family resort membership (golf, pool, fitness) to The Sagamore,
- a three hour cruise on Lake George for up to 25 people on the Adirondack Excursion, and
- a four-day cart and cabin escape package to the Lake George Escape Camping Resort.

We thank everyone who made this event another outstanding success for the Chamber: our hosts - Blue Water Manor, our DJ and auctioneer – Andy Pratt, all of our businesses and individuals who donated items, all of our bidders, and our employees and volunteers who helped gather, transport, set up and distribute the items to our winners. The event would not be possible without you! Thanks again!



### **Heat Our Neighbor**

Heat Our Neighbor is an annual Chamber sponsored fundraiser currently underway. We accept donations to provide heating assistance for Bolton families who need help heating their homes this winter. Donations may be mailed to or dropped off at the Chamber / Visitor Center (PO Box 368, Bolton Landing, NY 12814). If you know of a local person or family in need, please encourage them to apply at the Chamber for assistance.



## Warren County Hospitality Group

This group consists of private businesses and government organizations who came together to promote tourism soon after the cancellation of public activities and events in 2020. The group continued to grow and include businesses throughout Warren County working together to help direct our many visitors to activities and events throughout the County. The February 2021 Lake George Winterfest and Lake George Festival of Lights were created as a result of the efforts of this group and were a result of the cancellation of the annual L.G. Winter Carnival last winter. The Ice Castles event is another new winter event geared towards increasing winter tourism in our area.

The focus of the group is to increase the economic contribution of tourism in Warren County and to foster Countywide public-private sector teamwork. According to the Tourism Economics 2019 study for the State of New York, the benefits of Warren County tourism include:

- In 2019, tourism generated \$654 million in direct spending in Warren County and nearly 10,000 jobs.
- About 1/4 of all jobs in Warren County are tied to tourism.
- Visitors generated \$44.3 million in local taxes and \$35.7 million in state taxes.
- Without tourism, Warren County property owners would have to pay roughly \$3000 a year in additional taxes to maintain the same level of government services.

In 2021 the **Bolton Chamber promoted winter snowshoeing** as another way for residents and visitors to enjoy the beauty of our area. Sara Frankenfeld, Warren County GIS administrator, included the LGLC and other Bolton trails on the Warren County Recreation Mapper. Sara also created **a map of only Bolton trails that we will be using to promote our trails for year 'round hiking and for snowshoeing** (on the winter accessible trails). Our goal is **to help visitors explore all our trails**, not just the 2 or 3 most popular ones. We promote the UpYonda Farm winter snowshoe events, where people can rent snowshoes and receive instruction on how to use them.



### **Bolton Chamber sponsored events**

With only one full time year 'round employee, two part-time (one part year and one year 'round) employees and a volunteer Board of Directors, we are very proud to be the second busiest Chamber in Warren County.

In 2021, the Bolton Chamber began hosting the Bolton Arts & Crafts Festival. We would like to thank Gail Street for running this event for the town of Bolton for as long as I can remember. Gail decided to step down from this event and asked the Chamber (who has always provided advertising for the event) to take over. Elaine took over all activities related to the planning and setup of the festival. Our employees – Pat & Ellen – staffed the events. **We are looking for vendors who sell homemade art or handcrafted work.** If you or someone you know would like to participate in one or more of our annual Arts & Crafts Festivals, please contact Elaine at the Chamber (518-644-3831).

In 2021 the Bolton Chamber sponsored and led the following events:

- **Memorial Day weekend Art & Craft Festival** at 5 Cross St. Parking lot
- **July 4<sup>th</sup> weekend Art & Craft Festival** at 5 Cross St. Parking lot
- **Art & Craft Festival - August 14 & 15** at 5 Cross St. Parking lot
- **Labor Day weekend Art & Craft Festival** at 5 Cross St. Parking lot
- **Labor Day Sunday music** on the Rogers Park Pier
- **Fireworks** - Labor Day Sunday
- **Bolton Live Music Festival in Rogers Park , Sept. 18 noon – 9 pm:** a very successful music event attracting local residents and several thousand visitors to enjoy 7 or more bands throughout the day while also visiting our restaurants, shops, and all Bolton has to offer.
- **Columbus Day weekend Art & Craft Festival** at 5 Cross St Parking lot
- **Bolton town-wide garage sale** - Columbus Day weekend
- **Girlfriends Getaway in Bolton - October 29-31**

Throughout the winter, our **Heat Our Neighbor program** accepts donations and provides heating assistance to Bolton families in need.

The Bolton Chamber **also promotes the Bolton Landing Farmer's Market and advertises our members' events throughout the year** and advertises the Bolton Recreation Department's free movies and

concerts during the summer season. Please call Elaine (518-644-3831) to find out how you can advertise your events on our website.



### **2021 New Chamber members**

Please **welcome** the following **new members** to the Bolton Chamber. Thanks for joining. We appreciate your business!

- Chic's Lakeview Lodging - (private rental)
- Bolton Landing Olive Oil Company
- Adirondack Cotton, My Lake Boutique
- Luxury Lake George (4 private rentals)
- Tubby Tubes
- Trinket Mason Photography
- Fogelson Cottage
- The Avid Hiker
- Palazzo Graphics
- Little Gem Liquors
- The View 26 Sawmill Lane (private rental)
- American Oak Distillery
- Parasail Joe's
- Camp Walden
- Rita French (individual membership)
- Holiday Inn Resort LG
- Tall Pines (private rental)
- Candlelight Country Lodge (private rental)
- The Barrel
- BWM North Lodge

If you have ideas about how the Chamber can provide more support to our member businesses, how to increase membership or if you want to become more involved in our Chamber, please call Heidi at 518-796-0314 or Elaine at 518-644-3831 or talk to any Chamber Director. We have one opening on the Chamber Board of Directors. We look forward to hearing from you!



### **Christmas Get Together**

We are getting together at The Sagamore resort on Thursday, December 23 from 5:30-7:30 p.m. for hors d'oeuvres. \$20 per person. For those interested in a fun game, please bring a wrapped gift valued at \$25 per person and we'll open / exchange gifts there. We look forward to seeing all who would like to attend!

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