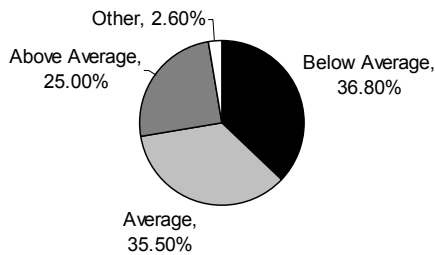


Warren County Council of Chambers 2008 Year End Survey Results to Member Businesses (Total of 76 Survey respondents)

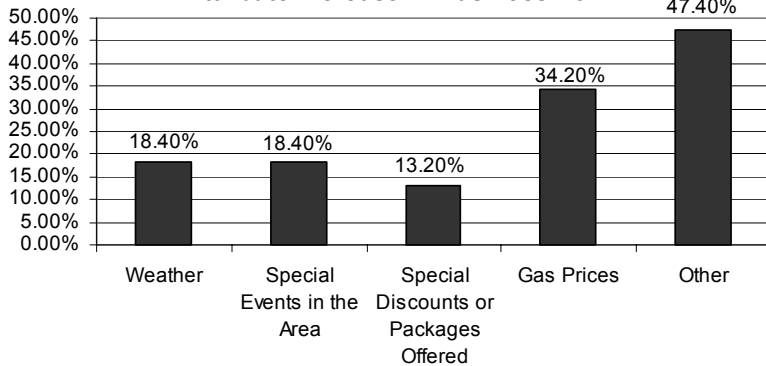
Rate Overall Season from Memorial Day to Columbus Day



How would you rate your overall season from Memorial Day to Columbus Day?

The majority of business felt that business was below average and/or close to average.

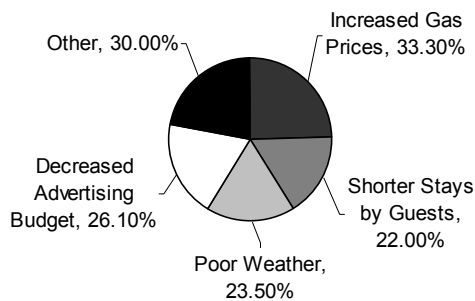
Attribute Increase In Business To



“Other” comments listed as possible reason for increase in business ;

- 3- Good Marketing/Increased Advertising
- 2- Stimulus Checks from IRS
- 2- Did not see increase
- 2- New owners, second season-word of mouth
- > Wireless Internet Access – as a library this is a draw
- > Blue Flame is a new propane supplier in the area
- > Lake George Chamber Advertising
- > Hotel has been open 2 years and has "ramped up".
- > Right price point. always money for ice cream/candy
- > Excellent web site and exposure
- > I opened a 3rd store
- > More visitors' w/laptops.
- > Lake George vacations are not expendable.
- > Saw a decrease in June offset by an increase in the Fall
- > Our business continues to grow and get better
- > Reputation

Most Reason for Decrease in Business



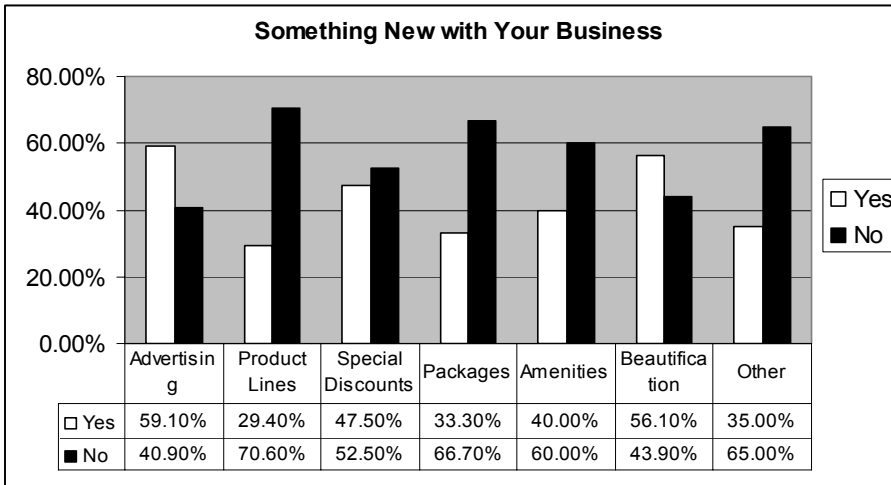
On a scale from 1-5 businesses were given the opportunity to rate the biggest reason for a decrease in business this year.

The top 3 reasons:

1. Increased Gas Prices
2. Other
3. Decreased Advertising Budget

Others listed as;

- 16- Various reasoning related to the economy
- 2 - June decrease was primarily due to timing -- season starting early (with Labor Day so early this year -- pushed beginning of season early) and many students were still in school.
- 1 - New local competition
- 1 - I think Lake George is expensive for families to visit comparing it to other areas.
- 1 - Usage has been up a little at the library
- 1 – Great snow pack for Spring Rafting.

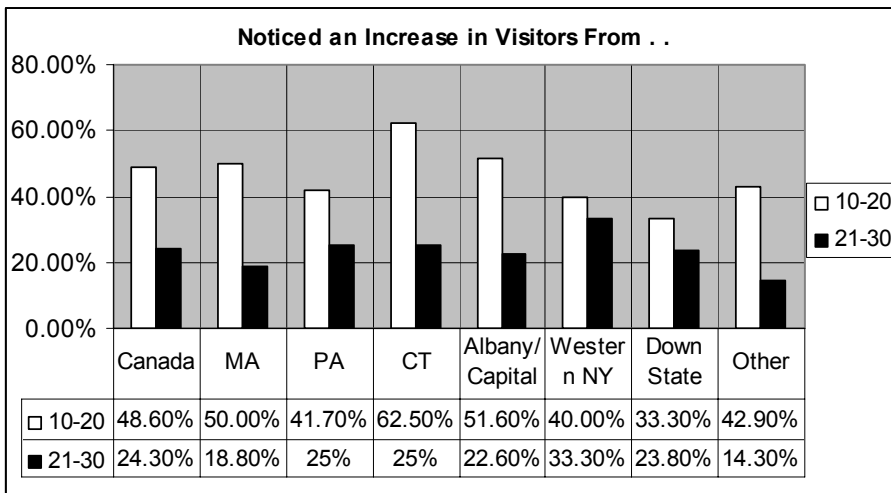


What was added? For businesses checking yes;

1. Advertising
2. Beautification
3. Special Discounts

Noted as things that were done:

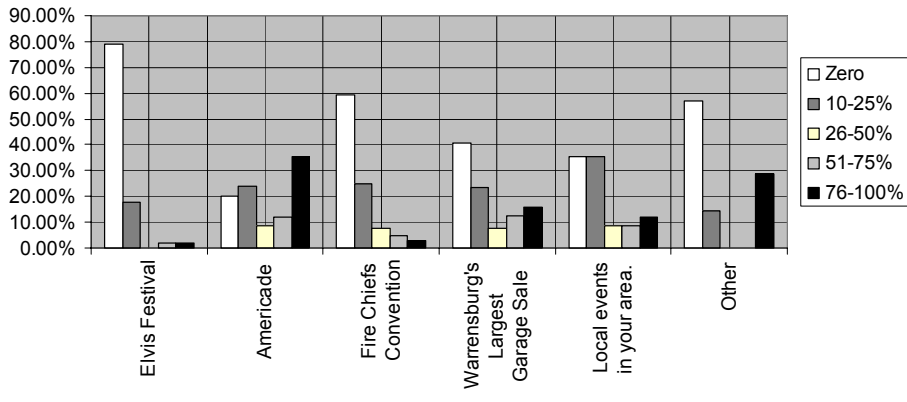
- Redecorating of some of our cottages
- Great referrals from networking, weekly specials and good programs with hotels
- Provided wireless Internet access and handed out our recent accomplishments to market
- Doubled the size of our service facility and became an AAA Towing provider
- New exhibit
- The City of Glens Falls has received a large amount of press and I also think that people are curious to see what's going on. We also have numerous festivals and events that have enticed people downtown.
- New updated web site
- Placed photos of trailer rental interior
- I increased advertising, added a new business, planted trees. Still, there just weren't that many customers here.
- I increased my herd and offered discounts on lessons.
- Continued to selectively increase advertising; continually invest back in our business.



Have you noticed an increase in visitors from the following areas? Please check the percentage increase boxes if you have noticed an increase in visitors from the areas listed.

The largest percentage of businesses noticed a 10-20% or 21-30% increase in visitors from the listed geographic areas.

Indicate Level of Business/Occupancy Derived from Event

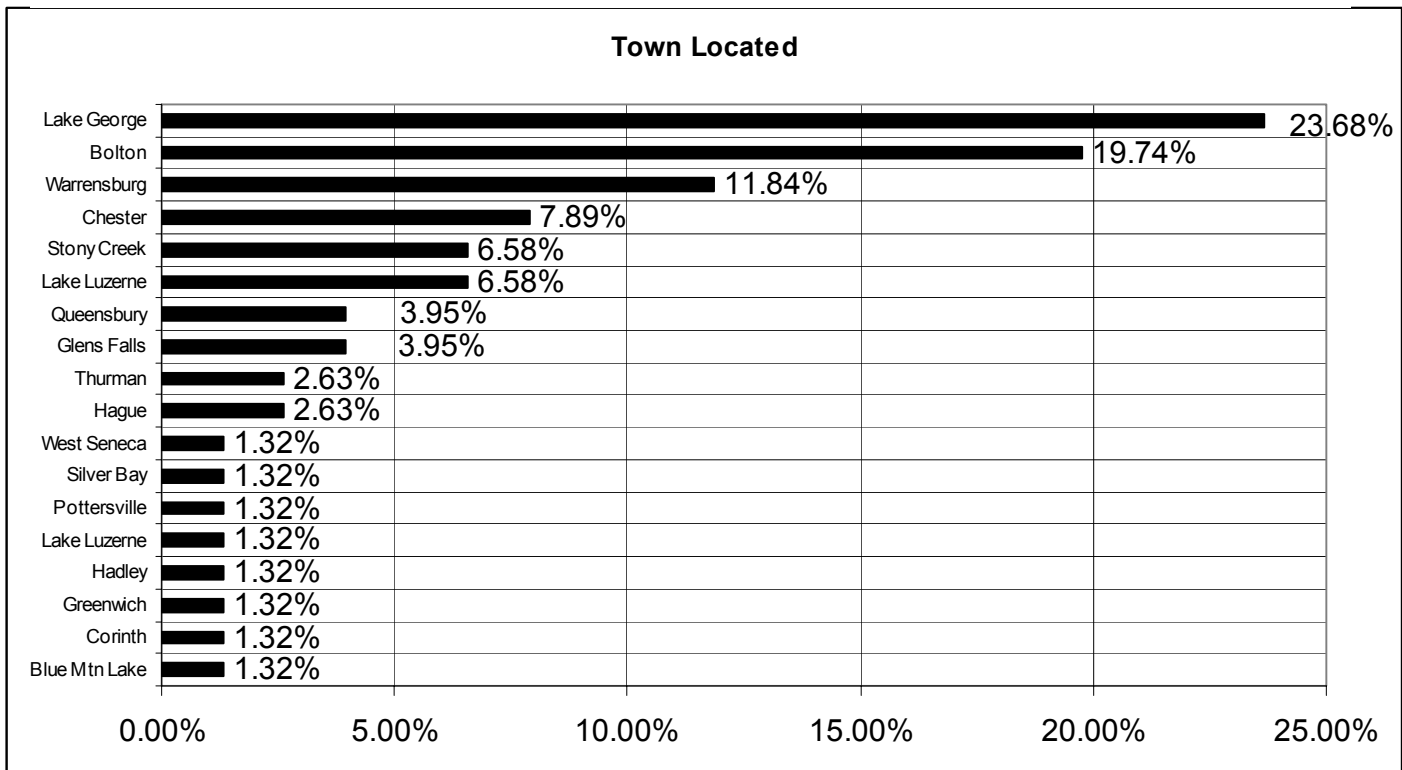


During the following Special Events please indicate the level of business/occupancy that you feel you derive directly due to these events in the area. Please check the percentage of business derived from each. Zero=no effect on business

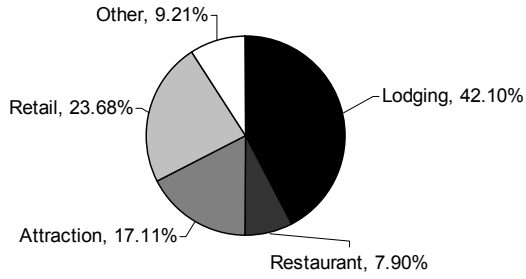
The majority of businesses felt that the – Elvis Festival, Fire Chiefs Convention and Local Events derived no business for them.

The top score was Americade.

Demographic Information about the Businesses who took the survey.

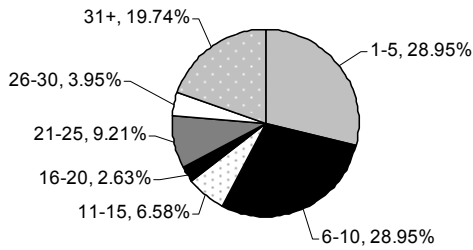


Business Type



*Other includes service businesses e.g.: Professional offices, Contractors, Etc.

Years Operating Business



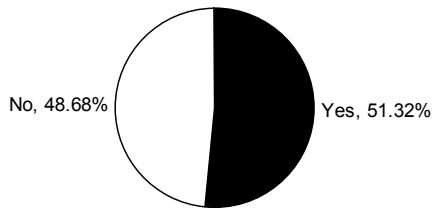
How long have you operated your business?

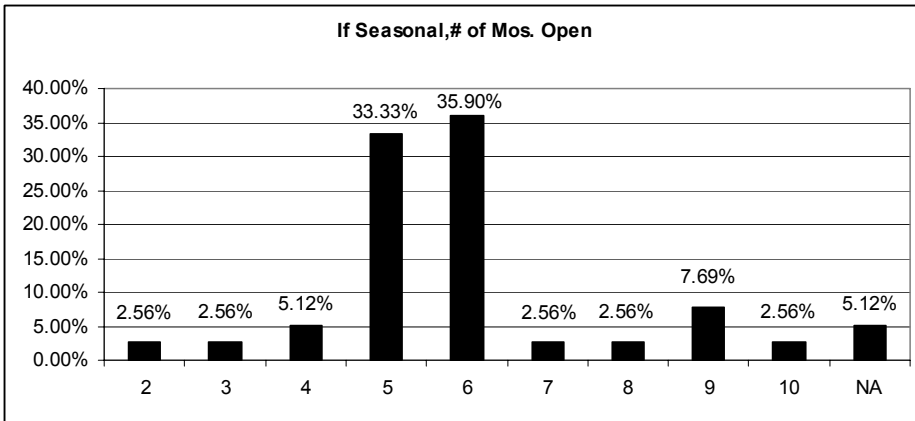
Top 3 Years Operating Business

1. 1-5 years
2. 6-10 years
3. 30+ years

57.9% have operated their businesses 10 or less years.

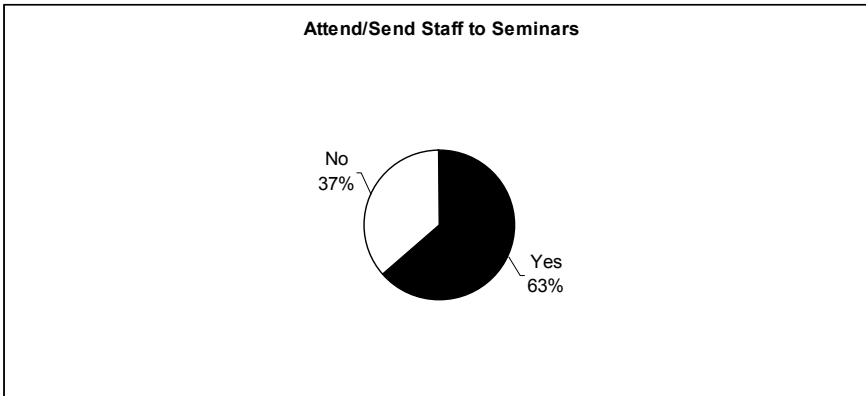
Open All Year





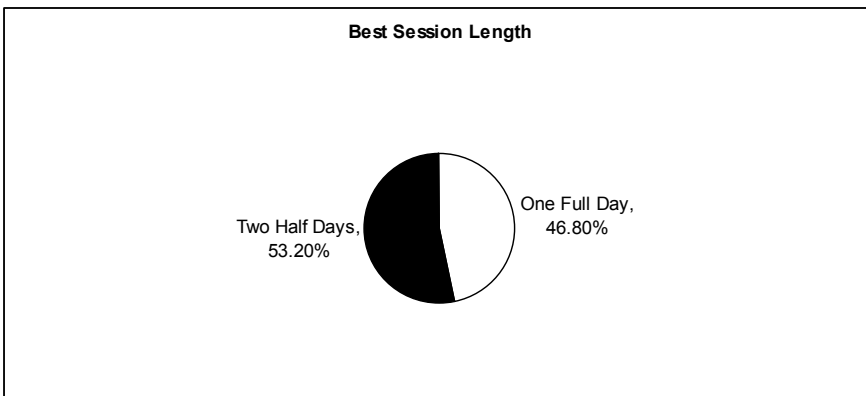
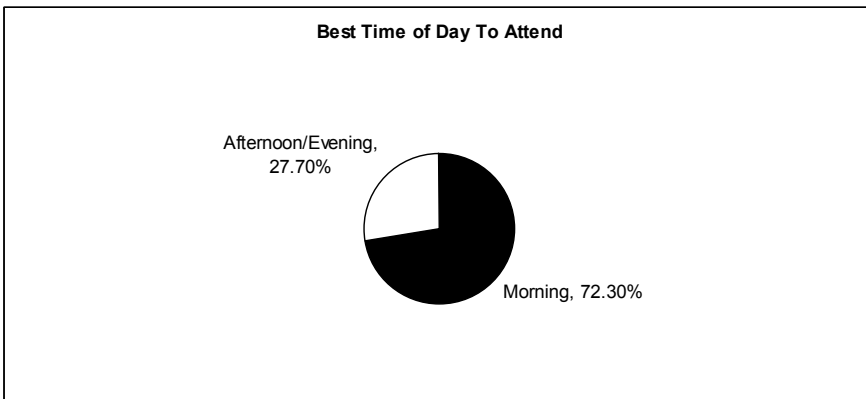
If operating seasonally,

33.33% are open 5 months
 35.90% are open 6 months
 7.69% are open 9 months

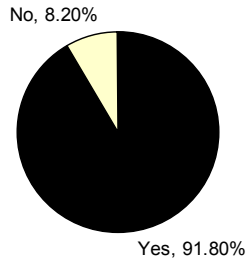


When asked if the business would attend or send staff to a business enhancement and/or hospitality seminar workshops

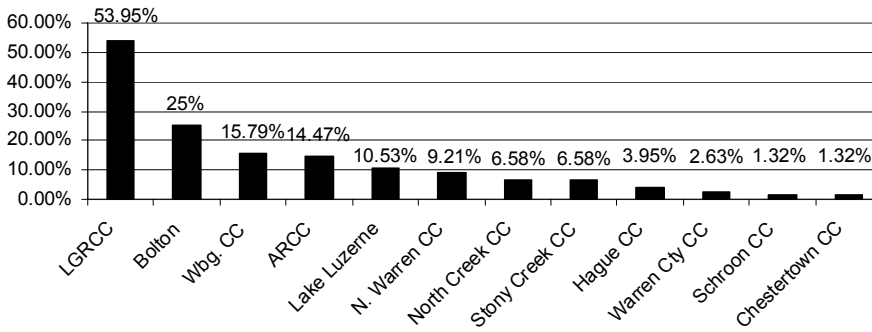
overwhelming majority would do so.



Willing to Pay Small Registration Fee



Chamber(s) Do You Belong To?



When asked: Are there specific topics that you would like to see the WCCC cover with guest speakers at either our monthly WCCC dinner meetings or for educational seminars?

The answers/comments were as follows:

- Cooperative marketing efforts
- Marketing, advertising, PR
- Ins - ands outs of advertising, what works and what doesn't
 - Advertising. building web site
 - How to tell if specific advertising is working
 - Collections, advertising
 - Internet marketing industry resources
- INTERNET SALES, PROFESSIONAL SALES, DEPOSITS
- Tourism related items that can benefit the entire warren county and Lake George Region
 - HOW TO PACKAGE EFFECTIVELY.
- Packaging with restaurants, attractions. Maximizing Internet presence. Website enhancement.
 - Promoting Successful Family Vacation Packages via the internet

How do you attract visitors in the shoulder season to the area when so many facilities are closed, i.e. museums, restaurants, historic sites, etc. ?

Would like to see 'advertising' for off-season events in the Warrensburg & Bolton Areas. Stimulate more people to come to these areas.

- Occupancy tax money distribution
- The importance of good customer service!
- Front of house and customer service
- Coordinated tourism town beautification
- I would attend a health insurance seminar if a program could be found that was truly affordable for my employees.
- Not sure of topics -- but answer to #9 depends on time of year. Best to hold these sessions between Oct and April.
 - We would be happy to provide you with a guest speaker on any topic of insurance, business or personal