

2010 Annual Report - Key Accomplishments

The Chamber JobZone

An average of 16,000 visitors review this site every month. The Chamber's Job Zone enables members to list available positions at no charge. There are over 2,240 registered Chamber member employers who have listed over 3,600 jobs.



www.saratoga.org/jobs

The jobs range from full-time, part-time, seasonal paid positions, as well as volunteer opportunities. There have been over 10,300 registered job seekers who either post resumes on the site or who go to the Jobs section to review availabilities.

Small Business Counseling

Our local SCORE volunteers met with 96 new clients and provided 345 hours of face-to-face counseling services to other local entrepreneurs at the Chamber in 2010. While the number of new clients seeking assistance is up just a little, the number of face-to-face meetings is up 24% versus 2009.

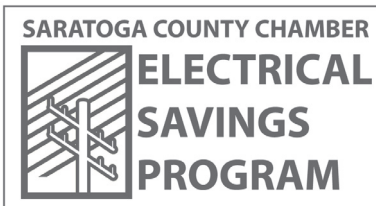
"SCORE was not only instrumental at the planning and beginning stage of our business, but in fact they are still to this day an amazing mentoring resource. We take different marketing projects and programs to them and run these ideas through their "sanity check" machine. SCORE is an amazing resource as you are building your business but also as you continue to grow your business."

Danny Jameson
Saratoga Specialties Company



Change in Leadership

After 40 years as President of the Saratoga County Chamber, Joe Dalton retired in June. The position was filled, after a thorough, nationwide search, with Todd Shimkus. Prior to coming to the Saratoga County Chamber, Shimkus was President of the Adirondack Regional Chamber of Commerce.



The Saratoga County Chamber has 179 participating members who saved \$304,000 last year, or about \$1,700 per customer. Chamber members have saved a total of \$3.229 million since the inception of the program in the late 1990s. All the Energy Alliance programs put together (of which Saratoga was a pioneer), saved just over \$1 million last year alone; \$11.2 million since inception. All of the money saved stays in the community.

In June, the Chamber mobilized 3,000 local residents to serve as ambassadors for our community. Proudly wearing the

"Ask Me I'm Local" pins, these volunteers invited people to ask questions about our beautiful community.



A Leading Advocate for Racing

The voice of Saratoga County was critical to saving Thoroughbred racing this past summer according to Charles Hayward, President of NYRA. Testifying before state legislators in New York City and in Albany and initiating a lawsuit were highlights of the Chamber's efforts. In addition a massive campaign was mounted by your Chamber to allow NYRA to open a 40-day Saratoga Race Course meet in 2010.

After a nine-year struggle, New York also approved the selection of a VLT operator at Aqueduct this past August. This deci-

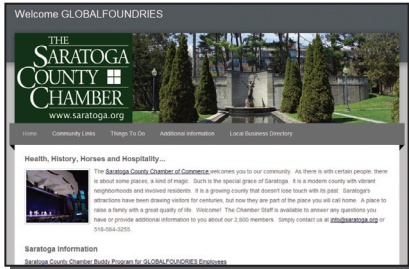
sion will provide NYRA with a sustainable funding source to enhance the Saratoga Race meet for years to come. The Chamber worked diligently this summer with local, state and federal elected officials to push for this action.

In addition to being an advocate, the Chamber coordinated the Hat's Off and Final Stretch music festivals in Saratoga Springs and partnered with NYRA to host a first-ever Travers Eve Festival. This new family-friendly event featured a give away of horse-shaped Silly Bandz and a Jockey autograph session on Broadway.



www.SaratogaWelcomesYou.com

The Chamber has been partnering with GLOBALFOUNDRIES since the announcement was made that they would locate in the County. A specific website was created to act as an additional resource to those people who were thinking about relocating to the area. The



Chamber also created a Buddy Program to introduce relocating individuals and families with others in the area with similar interests and backgrounds.

In August, the Chamber partnered with GLOBALFOUNDRIES to host a wel-



come reception at the National Museum of Racing for their first group of managers and their spouses. The Chamber provided resource information on schools, childcare, healthcare, fitness, things to do in the area, community information and volunteering.



What They are Saying

Saratogian Editorial, August 29, 2010, "Chamber Again a Welcoming Neighbor"

"We applaud the Chamber for making the relocated newcomers welcome. Whether the buddy program results in lifelong friendships or passing acquaintances, the

Chamber and its participating members should be commended for introducing people to the community in such a friendly, personal way. And we look forward to

the GlobalFoundries employees becoming integrated into our local communities as residents, workers, and volunteers."

Saratogian Editorial, November 21, 2010, "Time to Give Some Time"

"The Chamber runs the innovative and fun Leadership Saratoga program, which trains local people to be effective members of nonprofits in leadership roles. But it takes volunteers at every level of ser-

vice for an organization to succeed. The Volunteer Fair is a way to find out how your time, talent and interests can be used to give back to your community. What's in it for the Chamber? Same as for all of

us: an even better place to live. And the good feeling of being a part of making that happen."



Leadership Saratoga convened its 25th class, bringing the total number of graduates to 600. Currently graduates serve on the Boards of Directors of over 130 non-profit organizations from Corinth to Clifton Park. Over sixty graduates have been elected to local Boards of Education, town boards, City Councils, the County Board of Supervisors, the County Planning Board and other public service positions.

Tourism Promotion

2010 brought many challenges for the Saratoga tourism industry, but overall the year was a success with occupancy rates up over ten percent for the year. We revitalized our branding and design, developed contingency marketing plans and then executed those plans once the status of the track was finalized. We focused advertising dollars on the Northeast and Mid-Atlantic corridor, worked diligently to get press coverage and coordinated a major cooperative advertising campaign.

The tourism program's advertising campaigns generated 31,124 inquiries about visiting Saratoga, a small drop from the 2009 figure of 31,517. In addition, over 1.2 million people visited www.saratoga.org. This was done with \$50,000 less in marketing monies, due to the loss of the I Love New York matching funds program. Our ongoing efforts yielded publicity about Saratoga that appeared in the New York Times, Woman's World, The Boston Globe/Boston.com, USA

Today, The Philadelphia Inquirer, Atlanta Journal Constitution, AAA Car and Travel, Amtrak's Arrive Magazine, and on NBC New York to name just a few of the many articles. With the continued support and partnership of the Saratoga County Board of Supervisors, the Saratoga County Tourism program had yet another effective year, helping to grow the second largest industry in Saratoga County.

2010 Museum Pass



This is the second consecutive year that the Chamber has partnered with seven area museums to create the "Saratoga Museums Pass." The pass entitles visitors to buy

one, get one free admission to any of the participating museums. The participating museums in 2010 included:
National Museum of Dance & Hall of Fame
National Museum of Racing & Hall of Fame

Saratoga Automobile Museum
Saratoga County Historical Society
Saratoga Springs History Museum
Tang Teaching Museum & Art Gallery
Ulysses S. Grant Cottage