

Economic Impact of the Glens Falls Civic Center

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Prepared for:

Glens Falls Civic Center Coalition
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About Camoin Associates

Camoin Associates has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. Through the services offered, Camoin Associates has had the opportunity to serve EDOs and local and state governments from Maine to California; corporations and organizations that include Lowes Home Improvement, FedEx, Volvo (Nova Bus) and the New York Islanders; as well as private developers proposing projects in excess of \$600 million. Our reputation for detailed, place-specific, and accurate analysis has led to projects in 28 states and garnered attention from national media outlets including *Marketplace* (NPR), *Forbes* magazine, and *The Wall Street Journal*. Additionally, our marketing strategies have helped our clients gain both national and local media coverage for their projects in order to build public support and leverage additional funding. The firm currently has offices in New York, Maine, Vermont, and Massachusetts. To learn more about our experience and projects in all of our service lines, please visit our website at www.camoinassociates.com. You can also find us on Twitter [@camoinassociate](https://twitter.com/camoinassociate) and on [Facebook](https://www.facebook.com/camoinassociate).

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Executive Summary

Camoin Associates was commissioned by the Glens Falls Civic Center Coalition to conduct an economic and fiscal impact analysis of the Glens Falls Civic Center in Warren County, New York. The Civic Center is a 4,774-seat multi-purpose arena located in downtown Glens Falls, and home of the Adirondack Thunder, the East Coast Hockey League's (ECHL) affiliate of the Calgary Flames. In addition to hosting home hockey games for the Thunder, the Civic Center serves as the venue for numerous shows, concerts, tournaments, and other events, drawing visitors from throughout New York State and beyond. The study analyzes the impacts of the Civic Center on the three-county region comprised of Warren, Saratoga, and Washington counties.

Economic Impacts

The results of the analysis indicate that between August 2015 and July 2016, the Glens Falls Civic Center had a total economic impact of \$10.6 million in sales in the region, including nearly \$8.2 million from visitor spending on event tickets, accommodations, food and beverage, transportation, and other purchases, and \$2.4 million in indirect spending. In total, Civic Center operations supported 131 jobs throughout the region and over \$3.6 million in employee earnings. The continued operation of the Civic Center sustains this economic activity within the region. If the Civic Center were to close, the region's businesses would lose over \$10.6 million and sales, and 131 jobs would be lost.

Economic Impact of Visitation to Glens Falls Civic Center August 2015 – July 2016			
	Direct	Indirect	Total
Sales	\$8,159,531	\$2,483,460	\$10,642,991
Jobs	107	24	131
Earnings	\$2,685,158	\$946,613	\$3,631,771

Fiscal Benefits

The analysis also found that economic activity associated with the Civic Center contributed over \$780,000 in tax revenues to taxing jurisdictions in the three-county region, including sales tax, occupancy tax, and property tax revenues. Without the Civic Center, this is revenue the region's jurisdictions would have to raise through other means.

Total Fiscal Benefits, Aug. 2015 – Jul. 2016	
Total Fiscal Benefits	\$ 780,198

The Civic Center is a key asset to Glens Falls and the surrounding area, offering a unique venue for events that could not otherwise be hosted within the region. This offers significant quality of life benefits to the region's residents, providing entertainment options in sports and the arts, as well as being a premier venue for the region's student athletes to showcase their talents. As the Coalition continues to make upgrades to the facility, Glens Falls will continue to be a competitive location for existing events, but will also be well positioned to attract and host new events, attracting new visitors and visitor spending to the region.

Introduction

Camoin Associates was commissioned by the Glens Falls Civic Center Coalition to conduct an economic and fiscal impact analysis of the Glens Falls Civic Center in Warren County, New York. The Civic Center is a 4,774-seat multi-purpose arena located in downtown Glens Falls, and home of the Adirondack Thunder, the East Coast Hockey League's (ECHL) affiliate of the Calgary Flames. The multi-purpose complex includes an arena for hockey games and other sporting events, concerts, graduations, and other entertainment, as well as a 7,300-square-foot banquet facility, known as Heritage Hall, which is used for various banquets and small events. Since April 2015 the Civic Center has been managed by the Glens Falls Civic Center Coalition. The Coalition leases the facility from the City of

Origin of Civic Center Visitors



Glens Falls and manages the Civic Center's events and operations. The Coalition has secured financial support from Warren County in the amount of \$250,000 per year for three years, such funds being provided from the county's bed tax revenues. The Coalition was able to secure such funding in part because of its plan to enhance the Civic Center, increase attendance, increase the scope and breadth of events, and to mitigate certain operational issues that were causing a significant deficit in the Civic Center's budget.

The Civic Center has a significant economic impact on the surrounding region that is generated from visitors, athletes, coaches, and Adirondack Thunder Hockey fans, all of which travel from around the region and beyond to come to the Civic Center. The Civic Center, being located in southern Warren County, has an economic impact on both Warren County itself, as well as nearby Saratoga and Washington counties. Visitors coming to the Civic Center spend money at local hotels, stores, restaurants, and other businesses during their trip. This spending creates jobs at local businesses and supports the region's economy. People travel to the Civic Center from throughout New York State and the Northeast, as well as other parts of the United States and Canada.

The Glens Falls Civic Center Coalition has completed various improvement projects throughout the Civic Center since April, including but not limited to, installation of a new sound system, painting of the atrium, and installation of a large outdoor marquee for publicizing events. The Coalition is in the process of undertaking more

improvements, such as renovating sports locker rooms, painting ceiling girders, purchasing a new, more durable ice cover, and adding railings to stairways. All of these improvements greatly increase the overall quality of the Civic Center, and the Coalition hopes to continue receiving sufficient funding to enhance revenues. It is expected that the continuous upgrades at the facility will enable the venue to not only retain existing events, but also attract and host additional events, which will attract new visitors and visitor spending to the region.

Quality of Life Impacts

In addition to the economic and fiscal impacts of the Glens Falls Civic Center that are enumerated in detail throughout this report, it is important to note that the Civic Center also has numerous impacts with regard to the quality of life for people in the region that are difficult to quantify. The Civic Center stands as an optimal venue for an entertaining night out with friends or a fun family outing. People in the region have easy access to a venue that hosts a multitude of different activities, appealing to wide range of entertainment preferences for individuals ranging in age from young children to adults. With events such as concerts, comedy shows, and hockey games, there is some type of event for everyone to enjoy. The Civic Center also serves as a community gathering space, large enough to host significant events such as banquets, charities, and graduations. Many students in the local and



greater region travel to the Civic Center with their families for sports tournaments and final round competitions. As noted by the Coalition, there is a special sense of accomplishment when students qualify to play regional and state finals games in the Civic Center. These events can draw large attendance and create long-lasting memories for participants and attendees. It is also important to note the number of people who are drawn to the Civic Center for the first time for high school sporting events, particularly from urban regions, such as the New York City area. After this first visit, these folks often return to the region for future vacations. Without the draw of the Civic Center, these visitors may never have been exposed to all the region has to offer. The Civic Center is a significant asset in supporting increased visitation to the greater region.

The Civic Center is located in downtown Glens Falls, which helps sustain the economy of the downtown and surrounding area. The Coalition has also noted that the Civic Center acts as a catalyst for collaboration among the local business community, schools, local government and non-profit organizations. The Civic Center is the only venue of its size, structure, and capacity in both Warren County and the overall region. The large ice rink and arena space is ideal for hockey fans and other sports fans alike, who would be hard-pressed to find a similar venue.

State officials have touted the Civic Center as a key regional asset. When the Civic Center was awarded \$2 million from the State Lt. Gov. Kathy Hochul stated for *The Post Star*: "Today was a chance to invest in a real gem, the state investment is critical to the well-being of the Civic Center and of Glens Falls." Congresswoman and chairwoman of the state Senate's Tourism and Recreation Committee, Betty Little, said "It is clear the governor understand the importance of the Civic Center to downtown Glens Falls and of tourism to the region as a whole."

Moreover, local business leaders have cited recent downtown revitalization efforts as an impetus for investing in Glens Falls, the Civic Center being an important piece of this initiative. Representatives from Bonacio Construction, Inc., noted that they "had been watching Glens Falls pretty closely for 5 or 6 years prior to our decision to move forward with a major project Downtown. We really liked the momentum we were seeing: the street improvements, the sale and rehabilitation of long vacant

"The Civic Center is a community asset. It benefits communities and businesses in three counties."

*— Assemblyman Dan Stec
quoted in The Post Star*

downtown buildings and the increase and vibrancy of pedestrian-oriented downtown businesses. All of these played into a sense that the overall vitality of the downtown was moving in the right direction. It's this vitality, this sense of energy and activity, that ultimately attracts our tenants and allows our projects to succeed."

The number of improvements being made to the Civic Center will continue to increase its marketability, usability, and overall quality. With improved aesthetics and infrastructure, such as new scoreboards and locker room space, the Civic Center will be more marketable as host to new and returning events. The Civic Center is significant for both the economy of the region as well as the the quality of life for people living in and around Glens Falls.



Study Area

The Civic Center is located in southern Warren County making it a significant destination within the region at the crossroads of three counties: Warren, Saratoga, and Washington. This study analyzes the economic and fiscal impacts of the Civic Center's operations on this region. That is, the analysis considers the extent to which the Civic Center supports economic activity that would otherwise not be present in the three-county region.

Study Area Map



Timeframe

The economic impact analysis considers all ticketed and non-ticketed events held at the Civic Center over the most recent one-year period for which data was available. We have collected data and analyzed spending for all events between August 2015 and July 2016.

Methodology

Camoin Associates employed the following methodology to calculate the economic impact of visitors to the Glens Falls Civic Center. More detail about the assumptions utilized can be found later in the report.

1. **Quantify visitation.** Using attendance figures and ZIP code of origin purchasing data provided by the Civic Center, and various assumptions for each event type as detailed below, we quantified the number of visitors to the Glens Falls Civic Center from both within the three-county region and outside of the region.
2. **Estimate “net new” visitation.** Next, we estimated the amount of visitation that is considered “net new” to the three-county regional economy. Net new spending is spending that would not occur but for the existence of the Glens Falls Civic Center. To determine net new visitation, we conducted an inventory of event venues in the region. All visitation associated with Civic Center events that could not feasibly be held at other venues in the region—due to capacity constraints and/or a lack of required features and amenities—was considered net new to the region.
3. **Estimate net new visitor spending.** Based on ticket purchasing and ZIP code data provided to us by the Civic Center, and a literature review of relevant visitor spending surveys, we estimated the average spending per net new visitor, both at the Civic Center itself and at off-site establishments. Average visitor spending varied by event category (shows, Adirondack Thunder hockey games, other sporting events, etc.) as detailed later in this report.
4. **Model economic impacts.** Using net new visitor spending amounts as inputs, we modeled the indirect impacts—in terms of jobs,¹ earnings, and sales—of the Glens Falls Civic Center on the region. Economic multipliers were provided through the EMSI software package.
5. **Model fiscal impacts.** Sales tax, occupancy tax (bed tax), and property revenues resulting from economic activity associated with the Civic Center were estimated based on the results of the economic impact analysis.

Modeling Software

Economic Modeling Specialists, Intl. (EMSI) designed the input-output model used in this analysis. The EMSI model allows the analyst to input the amount of new direct economic activity (spending, earnings, or jobs) occurring within the study area and uses the direct inputs to estimate the spillover effects that the net new spending, earnings, or jobs have as these new dollars circulate through the study area’s economy. This is captured in the indirect impacts and is commonly referred to as the “multiplier effect.” See Appendix A for more information on economic impact analysis.

¹ A “job” is equal to one person employed for some amount of time (part-time, full-time, or temporary) during the year.

Economic Impacts

Between its arena space and banquet facility (Heritage Hall), the Civic Center has the capacity to hold a number of different types of events. The Civic Center is home to East Coast Hockey League's (ECHL) Adirondack Thunder. There have been 39 Adirondack Thunder hockey games at the Civic Center during the past hockey season, which ran from October 2015 through May 2016. Attendance at Adirondack Thunder games ranges from about 600 to over 3,500 attendees, with an average number of attendees at about 2,000 per game. The Civic Center also hosts various other large and small events, including concerts, comedy shows, banquets, graduations, and sports tournaments. The Civic Center has hosted very large sporting events, such as New York State Public High School Athletic Association (NYSPHSAA) basketball championships, accommodating over 7,800 attendees in the arena space over three days. The Civic Center is the exclusive venue for several state and regional high school sporting competitions. The Civic Center also hosts smaller events, many of which take place in Heritage Hall and include dinners, fundraisers, and banquets.

Event Attendance

The table below shows the total number of events that occurred between August 2015 and July 2016 along with the corresponding event type, total attendance, and total revenue generated from the event. Attendance figures are shown by event category, which include shows, Adirondack Thunder hockey games, other sporting events, and non-ticketed events. Following the table, we have provided a detailed breakdown of each of the following event categories, including each event that is considered as being in each category, along with the total revenues for each category, and average ticket prices. Attendance figures as well as gross revenue figures were provided by the Coalition.

Total Attendance, August 2015 - July 2016			
Event Type	Number of Events	Total Attendance	Total Revenue
Shows	15	25,430	\$649,357
Adirondack Thunder Hockey Games	39	74,577	\$969,501
Other Sporting Events*	17	37,854	\$281,165
Non-ticketed Events	29	13,510	-
Total	100	151,371	\$1,900,023

*Tournaments held over multiple days are counted as separate events

Shows

The capacity of the Glens Falls Civic Center is ideal for many different types of shows. The arena has the ability to hold a large concert stage, seating and standing space, and large speakers. The types of shows held by the Civic Center vary in size from intimate gatherings of fewer than 100 people to large events with 4,000+ attendees. Types of shows include bands, artists, and comedians, as well as rodeos and national circuses. The largest show held in the past year was the heavy metal band Five Finger Death Punch, with 4,487 attendees and generating \$200,940 in revenue. Shows held at the Civic Center over the last year accounted for \$649,357 in overall revenue, the second-highest revenue-generating source after Adirondack Thunder Hockey Games.

Adirondack Thunder Hockey Games

The Glens Falls Civic Center is the home of the Adirondack Thunder, a professional hockey team in the ECHL and affiliate of the NHL's Calgary Flames. The Adirondack Thunder play all of their home games at the Civic Center. The Civic Center is equipped with designated locker rooms and weight training facility for the Adirondack Thunder players. The team played 39 games at the Civic Center during its 2015-2016 hockey season. Cumulatively, the Thunder Games attracted over 74,500 visitors and generated about \$969,500 in ticket revenue.



Other Sporting Events

Beyond hosting all home games for the Adirondack Thunder, the Civic Center also hosts various other types of sporting events. The Civic Center has held statewide high school-level finals for both basketball and volleyball. It has also held NYS Section II finals in basketball and wrestling. The largest sporting event (excluding Adirondack Thunder Hockey games) was the NYS high school basketball championships which lasted three days and brought in over 15,600 attendees, generating over \$143,500 in revenue. Total ticket revenue from sporting events totaled over \$281,000 in the last year.

Net New Events

In order to quantify the economic impacts on the Glens Falls Civic Center on the three-county region, we determined which events would be forced to relocate outside of the region if the Glens Falls Civic Center did not exist. The visitation and spending associated with these events is considered "net new" to the region, in that but for the Civic Center, this economic activity would not be present in the region. While some of the smaller events held at the Civic Center could relocate to other existing venues within the region and are therefore not considered to be "net new," most events would be forced to relocate beyond the Warren-Saratoga-Washington area to other venues.

Other Venues

In order to determine if events could be considered net new, Camoin did a thorough search of venues in the three-county region that have the capacity to hold similar types of events. Throughout the three counties there are other venues that have space available to hold some events similar to those held in the Civic Center, however there is no venue that can hold all events. The table below inventories these venues.

Other Venues		
Venue	Location (County)	Description
Glens Falls Civic Center Arena	Glens Falls (Warren)	<ul style="list-style-type: none"> • 4,774-seat multi purpose arena • Regulation size hockey rink • Uses include hosting sporting events, concerts, and various other large events
Glens Falls Civic Center Heritage Hall	Glens Falls (Warren)	<ul style="list-style-type: none"> • 7,335 Sq. Ft. banquet facility • Primarily used to host dinners and special events
Queensbury Hotel	Glens Falls (Warren)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events
The Sagamore	Bolton Landing (Warren)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events • 27,424 Sq. Ft. including conference center and events center
Lake George Forum	Lake George (Warren)	<ul style="list-style-type: none"> • 50,000 Sq. Ft. open adaptable space
Saratoga Springs City Center	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • 32,000 Sq. Ft. open adaptable space
Excelsior Springs	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events
Upstate Concert Hall	Clifton Park (Saratoga)	<ul style="list-style-type: none"> • Primarily concert space with capacity for 1,000 people
Hall of Springs	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • Primarily large rooms and banquet hall for weddings, conferences, and special events • Ballroom space 8,000 Sq. Ft. • Capacity to host sit down dinner for 425 attendees
Saratoga Performing Arts Center (SPAC)	Saratoga Springs (Saratoga)	<ul style="list-style-type: none"> • Outdoor amphitheater • Primarily used to host large concerts and festivals • Capacity to host 25,000 people, including 5,100 seats and 20,000 spaces on the lawn

Of these venues, the largest indoor venue is the Lake George Forum. The Lake George Forum facility is 50,000 square feet overall, with the largest individual space being a 30,000-square-foot column-free trade show hall. Seating varies based on event type, but the maximum number of available seats is approximately 2,500. The Forum also has lobby space, mezzanine space, changing/storage rooms with showers, a fitness center, and a full-service restaurant and bar. The Forum typically holds various trade shows, conventions, banquets, and concerts.

The second-largest indoor venue is the Saratoga Springs City Center. The City Center is 32,000 square feet, and has over 12,000 square feet of exhibit and meeting space. The City Center facility has a second floor consisting of conference and seminar rooms. The Main Hall can hold up to 1,000 people for a seated dinner, depending on the type of equipment required (e.g. dance floor, sound system, buffet table). They also have smaller rooms available for dinner parties.

The Sagamore, Hall of Springs, and Excelsior Springs are venues with varying capacity for large events such as banquets, conferences, and weddings.

Throughout the three-county region, the majority of event space is located in Saratoga County. There was no notable event space found in Washington County.

The Glens Falls Civic Center is uniquely positioned as the only notable sporting event venue in the three counties.

While Upstate Concert Hall in Clifton Park can host concerts with up to 1,000 people, it does not come close to the Civic Center's 4,000+ seat capacity. Saratoga Performing Arts Center (SPAC) has seating capacity higher than that of the Civic Center, but is an outdoor venue and thus not considered a viable alternative for Civic Center events.

Net New Attendance

The following tables summarize the events that are considered "net new" for the purposes of the analysis. These are events that would be forced to relocate outside the region if the Civic Center did not exist, and thus are considered to generate new economic activity within the region. For a complete list of "non-net new" events, see Appendix C. Note that non-net new events accounted for approximately 10% of event attendees and 1.6% of revenues at the Civic Center.

We have categorized these events to get a better understanding of visitor spending estimates, as visitors who come to see a show will spend differently than visitors who come to see the Adirondack Thunder, or a regional basketball event. Below are three detailed tables of the "net new" events within each of the three event categories.

With regard to shows, we have considered 10 as net new, with both the Adirondack Charity Rodeo and Garden Bro's Circus occurring twice. The single event that has brought in the most attendance for all three categories, was the heavy metal concert Five Finger Death Punch, which brought in over 4,400 attendees. As highlighted in the tables below, the overall highest attendance and revenue figures are attributed to category Adirondack Thunder Hockey Games. Cumulatively, generating over \$969,000 in revenue and bringing in over 74,500 attendees during their hockey season, consisting of 39 games. Other Sporting Events brought in a notable number of attendees, however, generated the lowest revenue figures.

Shows (Net New)		
Shows	Attendance	Revenue
Justin Moore	2,703	\$93,210
Garden Bro's Circus (2)	4,603	\$36,975
Adirondack Charity Rodeo (2)	6,001	\$52,751
Five Finger Death Punch	4,487	\$200,940
Gala of Royal Horses	970	\$24,735
Big Time Wrestling	937	\$23,711
Newsboys	1,651	\$43,795
WWE	3,420	\$137,960
Total	24,772	\$614,077

Adirondack Thunder Hockey Events (Net New)		
Games	Attendance	Revenue
Adirondack Thunder Hockey (39)	74,577	\$969,501

Other Sporting Events (Net New)		
Other Sporting Events	Attendance	Revenue
States Basketball (3)	15,613	\$143,560
States Volleyball (2)	2,981	\$23,144
Section II Basketball (6)	13,161	\$79,158
Section II Wrestling (2)	3,451	\$20,958
NAGA Wrestling *	500	-
Special Olympics*	1,000	-
Total	36,706	\$266,820

*Indicates non-ticketed event, resulting in no revenue

The total number of net new events, as well as corresponding event type, average ticket price, total attendance, and total revenue generated is summarized in the following table. Average ticket prices were calculated by dividing the total amount of revenue generated per event type by the total number of attendees of the specific event type. Other Sporting Events generated the least amount of total revenue, and also show the lowest average ticket price. Although shows have the lowest total attendance figures and lowest number of events, shows also have the highest ticket price by far among the three different categories.

Net New Attendance				
Event Type	Number of Events	Average Ticket Price	Total Attendance	Total Revenue
Shows	10	\$25	24,772	\$614,077
Adirondack Thunder Hockey Games	39	\$13	74,577	\$969,501
Other Sporting Events	15	\$7	36,706	\$266,820
	64	\$14	136,055	\$1,850,398

*Includes ticketed and non-ticketed events from August 2015 - July 2016

Visitor Spending

To estimate visitor spending Camoin Associates conducted a literature review of typical spending patterns of three different types of visitors, including show attendees, Adirondack Thunder Hockey attendees, and other sporting event attendees. Our literature review consisted of typical spending for leisure travelers, hockey tournament visitors, and sporting event visitors. We also separated visitor spending between day visitors and overnight visitors. A visitor is classified as overnight if his/her home ZIP code is more than three hours away from the Civic Center. Most people purchasing tickets to events at the Civic Center travel from within the three-hour drive-time radius, therefore the vast majority visitors qualify as day visitors. Using ticket purchasing and ZIP code data provided by the Coalition we estimated the following attendance and spending figures. Note that ZIP code data is only available for attendees

making credit card purchases, and was therefore extrapolated to approximate the geographic distribution of all attendees. Sources for spending averages are provided in Appendix B.

Show Visitors

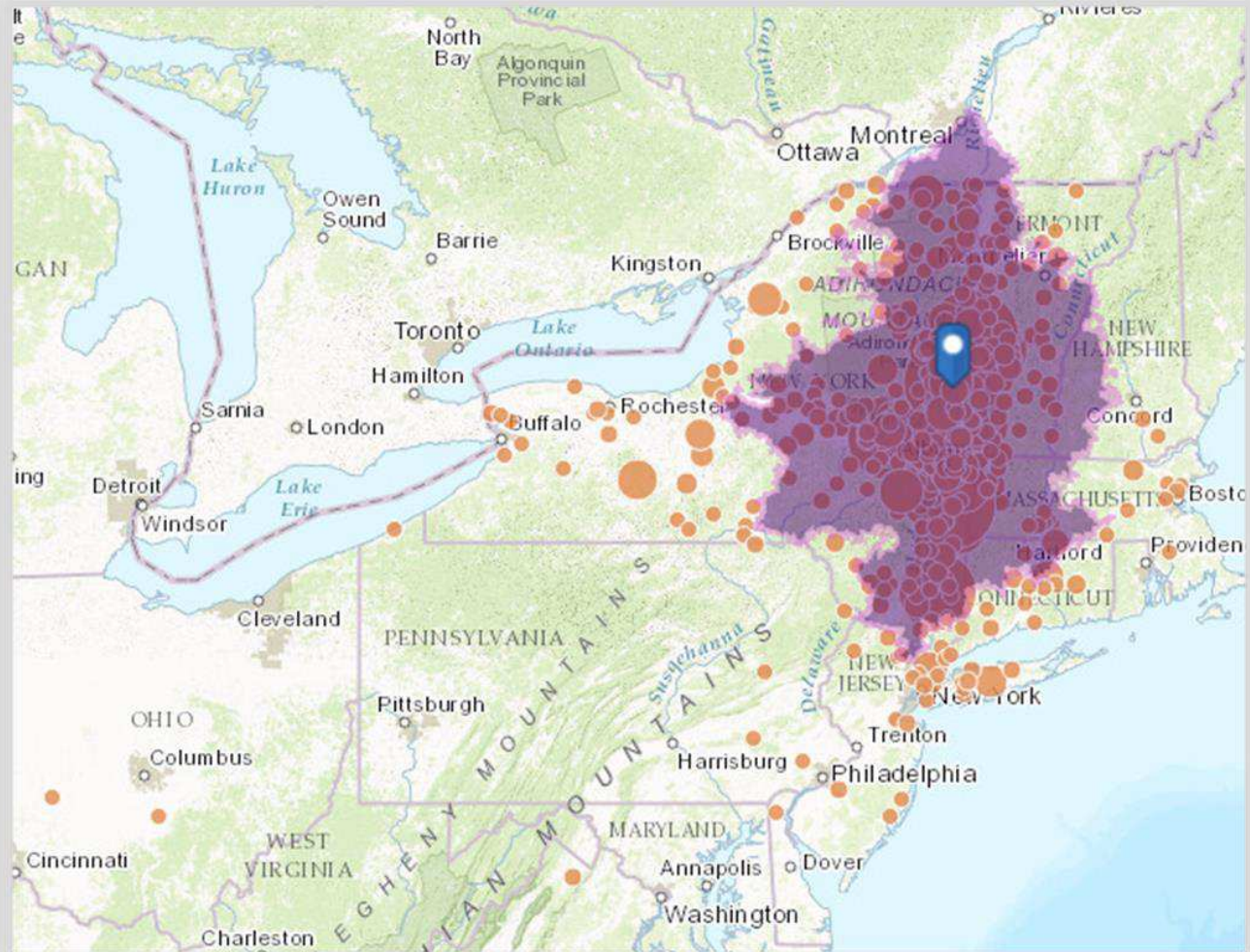
As shown in the table below, we conclude that day show visitors spend on average about \$67 per-visitor per-day, including an average ticket price of \$25 for any given show as their entertainment/recreation spending. We accounted for no spending in accommodations for day visitors because we assume they are traveling from within a three-hour radius and will not be staying in a hotel room. We also conclude that overnight visitors will spend an average of about \$163 per-visitor per-day. Overnight visitors spending includes the same \$25 average ticket price as their event tickets. Overnight visitors typically spend more than double what day visitors spend on transportation, food and beverages, and miscellaneous spending. We estimate that each overnight visitor will spend about \$44 in accommodations, when visitor party size is taken into account. For both day and overnight visitors, the food and beverage spending may occur at concessionaires within the Civic Center itself, or off-site in the region's various eating establishments.

Average Spending of Show Visitors (Per-Visitor Per-Day)		
Spending Category	Day Visitors	Overnight Visitors
Event Ticket Price	\$25	\$25
Accommodations	-	\$44
Food and Beverage	\$20	\$42
Transportation	\$12	\$30
Misc. Spending	\$10	\$22
Total	\$67	\$163

All dollar values adjusted for inflation to 2015 dollars using the Consumer Price Index
Source: See Appendix B

Using the ZIP code data that corresponds with show ticket purchasing, we estimate that about 88% of visitors come from within a three-hour drive-time radius of the Civic Center. The map below shows where visitors are traveling from in relation to the three-hour drive-time radius. The purple shaded region represents all of the area within the three-hour radius. The size of the orange dots represents the number of ticket purchases made from that specific ZIP code area.

Visitor ZIP Code of Origin, Shows – 3-hour Drive Time



The total attendance for all shows is 24,772. Therefore, by using this map and our designed spending basket we assume that 2,973 people, or 12% of show visitors, are considered overnight visitors since they are traveling more than three hours to the Civic Center. We also conclude that 21,799 people, or 88% of show visitors, will be considered day visitors since they are traveling within the three-hour radius. Overall, overnight visitors spend a total of \$484,328. Day visitors spend a total \$1,454,260. Cumulatively, overnight and day visitors spend \$1,938,587. The highest spending category for day visitors is event ticket price, which accounts for the tickets purchased. The highest spending category for overnight visitors is accommodations, followed by food and beverage.

Total Spending of Show Visitors			
Spending Category	Day Visitors	Overnight Visitors	Total
Event Ticket Price	\$540,378	\$73,698	\$614,077
Accommodations	-	\$131,803	\$131,803
Food and Beverage	\$433,604	\$124,764	\$558,369
Transportation	\$264,103	\$89,647	\$353,751
Misc. Spending	\$216,173	\$64,415	\$280,588
Total	\$1,454,260	\$484,328	\$1,938,587

Adirondack Thunder Hockey Visitors

The average ticket price for Adirondack Thunder games is \$13. Adirondack Thunder game visitors spending about \$42 per-visitor per-day, about \$25 less than day show visitors, this can be attributed to less spending on food and beverages and a less expensive average ticket price. The \$3 per-visitor per-day for accommodations is based on a blended average of day and overnight visitors, and indicates that the vast majority of visitors are local.²

Spending of Adirondack Thunder Game Visitors (Per-Visitor Per-Day)	
Spending Category	Average
Event Ticket Price	\$13
Accommodations	\$3
Food and Beverage	\$13
Transportation	\$3
Misc. Spending	\$11
Total	\$42

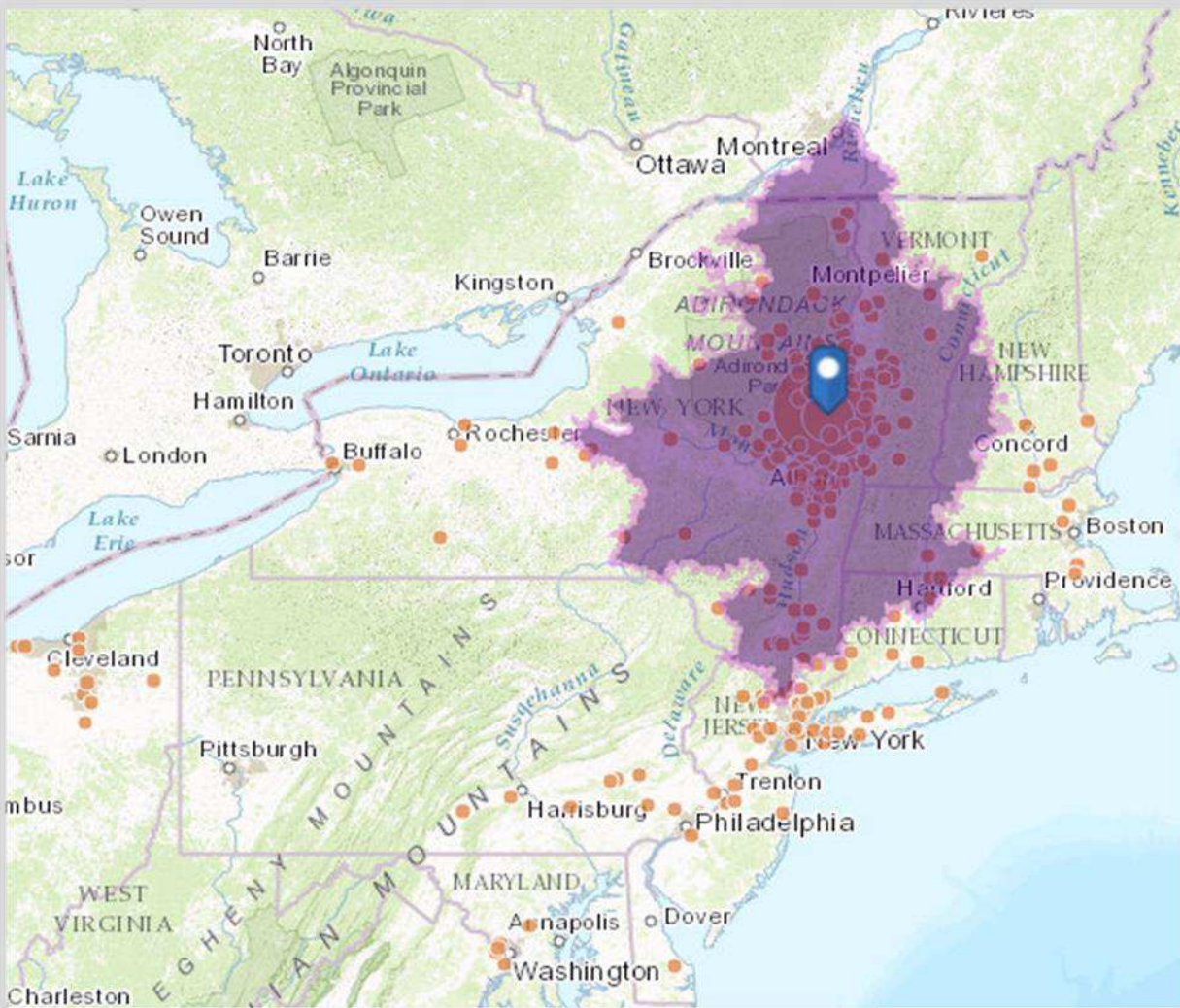
All dollar values adjusted for inflation to 2015 dollars using the Consumer Price Index
Source: See Appendix B

Using the ZIP code data that corresponds with Adirondack Thunder Hockey Game ticket purchasing, we estimate that 97% of visitors are coming from within a three-hour drive-time radius of the Civic Center. The map below, shows where visitors are traveling from in relation to the three-hour drive-time radius. The majority of visitors come from New York's Capital Region.

² Visitor spending patterns for Adirondack Thunder game visitors were estimated based on a survey of visitors for another hockey team within the ECHL, the Orlando Solar Bears. Source: Conventions Sports and Leisure. Economic Impact Study for the Orlando Solar Bears, 2012-2013 Season.

<http://www.orlandosolarbearshockey.com/pdf/Solar%20Bears%20Economic%20Impact%20Report%20DRAFT%2007092013.pdf>

Visitor ZIP Code of Origin, Adirondack Thunder Games – 3-hour Drive Time



The total attendance for all Adirondack Thunder Games is 74,577 people. The highest spending of any category is \$969,501 for the event ticket price, closely followed by food and beverage purchases. The lowest level of spending is on accommodations, because 97% of visitors are traveling from within the three-hour drive time, and therefore probably not purchasing a hotel room for the night.

Total Spending of Adirondack Thunder Game Visitors	
Spending Category	Total Spending
Event Ticket Price	\$969,501
Accommodations	\$201,358
Food and Beverage	\$932,213
Transportation	\$223,731
Misc. Spending	\$812,889
Total	\$3,139,692

It is significant to note that attendance at the Civic Center was unusually low over the 2015-2016 season as compared to previous seasons, in part due to the changeover of teams from the American Hockey League Flames to the ECHL Thunder. As the Adirondack Thunder establish a fan base in the region and improvements are made to the arena, the Coalition expects attendance figures and associated visitor spending to increase.

The Coalition notes that to date, ticket sales for the 2016-2017 season are up significantly from last season. If the Thunder were to reach attendance figures achieved during the Flames' 2014-2015 season, total visitor spending associated with the Thunder would increase by 32%, or approximately \$1 million, over 2015-2016 season spending.

Hockey Attendance by Season			
Season	Team	League	Total Attendance
2011-2012	Phantoms	AHL	103,046
2012-2013	Phantoms	AHL	103,190
2013-2014	Phantoms	AHL	95,194
2014-2015	Flames	AHL	98,436
2015-2016	Thunder	ECHL	74,577

Source: Glens Falls Civic Center

When an Adirondack Thunder Hockey game is played, there is not only spending from visitors, therefore we have accounted for the total amount of accommodation spending for the visiting team. According to information provided by the Coalition, an estimated 488 rooms are booked throughout the hockey season for competing teams. The average rate for hotel rooms in the Glens Falls area is estimated at \$120. Therefore, throughout the season, competing teams bring \$58,560 of revenue directly to a local hotel. The competitors also spend money on food and beverages as well as transportation before and after the game. Estimates of this additional spending are unavailable.

Adirondack Thunder Competition Spending			
Spending Category	Average Hotel Room	Total Hotel Rooms	Total Revenue
Accommodations	\$120	488	\$58,560

*Average hotel room figure reflects prices from The Queensbury Hotel

*Total hotel rooms reflects entire hockey season

Source:

The Queensbury Hotel

Other Sporting Event Visitors

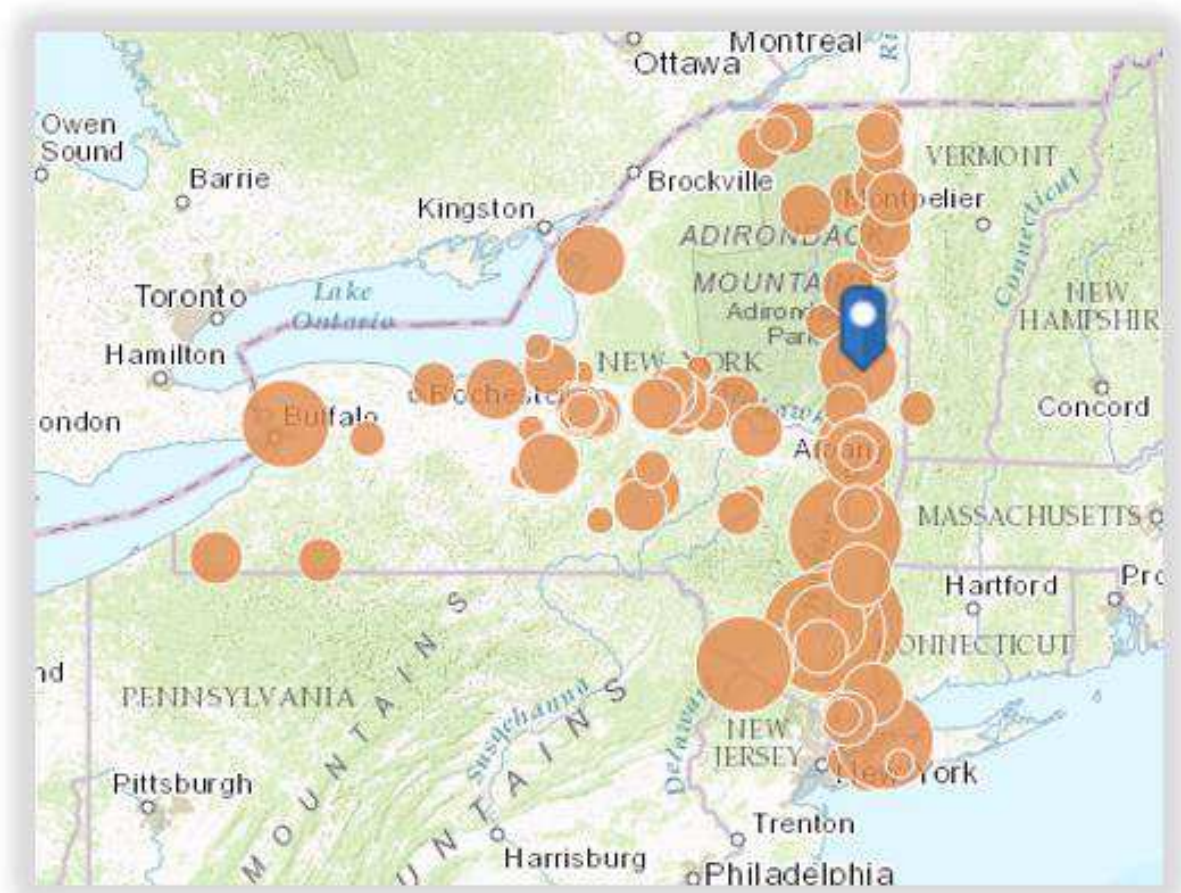
As shown in the table below, visitors to other sporting events spend on average about \$66 per-visitor per-day, including an average event ticket price of \$7. Overnight visitors spend an average of about \$127 per-visitor per-day. Overnight visitors spend more than day visitors on transportation, food and beverages, and miscellaneous spending. We estimate that each overnight visitor spends about \$44 per-visitor per-day in accommodations, accounting for typical visitor party size. For both day and overnight visitors, food and beverage spending may occur either at the Civic Center itself or offsite. Day spending of other sporting event visitors is comparable to that of show visitors. However, overnight other sporting event visitors spend a bit less than overnight show visitors, which can be attributed to a lower average ticket price for sports events, and less spending on food and beverages, transportation, and miscellaneous spending.

Average Spending of Other Sporting Events Visitors (Per-Visitor Per-Day)		
Spending Category	Day Visitors	Overnight Visitors
Event Ticket Price	\$7	\$7
Accommodations	-	\$44
Food and Beverage	\$28	\$34
Transportation	\$18	\$23
Misc. Spending	\$13	\$18
Total	\$66	\$127

All dollar values adjusted for inflation to 2015 dollars using the Consumer Price Index
Source: See Appendix B

The map below shows the home ZIP code of attendees of state-level sporting events in relation to Glens Falls Civic Center. Note that regional sporting events are excluded from the map due to data availability. As shown, there were a large number of visitors from downstate New York as well as clusters in Western and Central New York.

Visitor ZIP Code of Origin, State-Level Sporting Events



Based on information provided by the Civic Center, approximately half of visitors to state-level sporting events are overnight visitors. This is due to the fact that these are multi-day events, and visitors who live within a few hours' drive of the Civic Center may still opt to spend the night instead of commuting back and forth each day.

Applying the 50% figure to state basketball and volleyball tournaments, as well as the state-level Special Olympics event, we estimate that 9,797 visitors traveled to the Civic Center with the intention of staying overnight. The remaining 50% of state-level sporting event visitors traveled with the intention of returning home the same day.

We consider the remainder of the other sporting event visitors (17,112), to be day visitors because they are traveling to the Civic Center for regional sporting events such as Section II finals.

The total attendance for all sporting event visitors is 36,706, of which 26,909 are day visitors and 9,797 are overnight visitors. Overall, overnight visitors spent a total of \$1,244,119. Day visitors spent a total of \$1,778,572. Cumulatively, overnight and day visitors spent \$3,022,691.

Total Spending of Other Sporting Events Visitors			
Spending Category	Day Visitors	Overnight Visitors	Total
Event Ticket Price	\$195,628	\$71,224	\$266,853
Accommodations	-	\$435,394	\$435,394
Food and Beverage	\$755,301	\$335,731	\$1,091,032
Transportation	\$471,360	\$228,817	\$700,177
Misc. Spending	\$356,282	\$172,953	\$529,235
Total	\$1,778,572	\$1,244,119	\$3,022,691

Total Spending

The total spending that we estimate for all visitors is illustrated in the table below. Adirondack Thunder Hockey Visitors spend the most at \$3,198,252, which is about \$175,000 more than the next highest spending category, being Other Sporting Event Visitors at just over \$3 million. In total, visitors to the Civic Center spent nearly \$8.2 million.

Total Spending by Event Type and Category				
Spending Category	Show	Adirondack Thunder*	Other Sporting Events	Total
Event Ticket Price	\$614,077	\$969,501	\$266,853	\$1,850,430
Accommodations	\$131,803	\$259,918	\$435,394	\$827,115
Food and Beverage	\$558,369	\$932,213	\$1,091,032	\$2,581,613
Transportation	\$353,751	\$223,731	\$700,177	\$1,277,659
Misc. Spending	\$280,588	\$812,889	\$529,235	\$1,622,713
Total	\$1,938,587	\$3,198,252	\$3,022,691	\$8,159,531

*Adirondack Thunder accommodations includes attendees spending as well as opposing team spending

Total Economic Impacts

The \$8,159,531 visitor spending figure was allocated into the following NAICS codes³ for input into the EMSI model, according to spending category. The EMSI model allows the analyst to break down total spending by NAICS code to get an accurate read for how one dollar spent in a specific sector multiplies throughout the local economy.

NAICS Codes Used for Analysis	
Spending Category	NAICS Code
Event Ticket Price	711310: Promoters of Performing Arts, Sports, and Similar Events with Facilities
Accommodations	721110: Hotels (except Casino Hotels) and Motels
Food and Beverage	722513: Limited-Service Restaurant 722511: Full-Service Restaurants
Transportation	447110: Gas Stations with Convenience Stores
Misc. Spending	Various Retail NAICS

Source: EMSI

The table below outlines the direct and indirect economic impact of the Glens Falls Civic Center on the three-county study region. Visitor spending on tickets, food, retail, lodging, and transportation are the “Direct Impact.” “Indirect Impacts” occur as visitor-oriented businesses, such as restaurants, hotels, gift shops, and others—as well as the Civic Center itself—make purchases from second-tier suppliers within the region, those second-tier suppliers make purchases from third-tier suppliers, and so on, back through the supply chain. Another component of indirect impacts are induced impacts—those impacts that occur as employees, both those working directly for visitor-oriented businesses as well as for those businesses that supply to them—spend their wages in the economy. Together, direct, indirect, and induced impacts comprise the total economic impact.

The nearly \$8.2 million in visitor spending associated with the Civic Center over the one-year study period supported 107 direct jobs and nearly \$2.7 million in direct earnings in the region. Taking into account indirect impacts, the Civic Center is estimated to support a total of \$10.6 million in economic activity, 131 jobs, and \$3.6 million in earnings.

Economic Impact of Visitation to Glens Falls Civic Center			
	Direct	Indirect	Total
Sales	\$8,159,531	\$2,483,460	\$10,642,991
Jobs	107	24	131
Earnings	\$2,685,158	\$946,613	\$3,631,771

Source: EMSI, Camoin Associates

³ NAICS, or North American Industry Classification System, is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. Each industry within the economy is organized hierarchically from general sector to specific industry and assigned a unique NAICS code.

Fiscal Benefits

In addition to the previously described economic impacts, the Glens Falls Civic Center has direct fiscal benefits to the three-county region in the form of sales tax, occupancy tax, and property tax revenues. These are described in detail below.

Sales Tax Revenue

Sales tax revenue is generated by the Civic Center in two ways: (1) from direct sales associated with Civic Center visitor spending, and (2) from the spending of direct and indirect employee earnings.

Sales Tax on Direct Sales

Only certain categories of ticket sales are taxable according to New York State law. Admission charges that are not taxable include but are not limited to the following: live dramatic, choreographic, or musical arts performances; grade, middle, and high school sporting events; admission charges taxed under any other law (such as boxing and wrestling matches and exhibitions); and live circus performances.⁴ Charitable events are also not taxable. The only taxable events held at the Civic Center within the last year were Adirondack Thunder hockey games, which fall under the category of professional sporting events. Therefore, of the \$1.85 million in net new ticket sales, approximately \$970,000 is subject to sales tax. All other visitor spending, including spending on accommodations, dining, gasoline, and other retail spending, is assumed to be taxable. These other direct sales amount to about \$6.3 million, making total taxable direct sales equal to about \$7.3 million.

All taxing jurisdictions within the study region, including Warren County, Saratoga County, Washington County, and the City of Glens Falls, impose a 3% local sales tax.⁵ This amounts to sales tax collections of approximately \$218,000 by the region's taxing jurisdictions over the one-year study period.

Local Annual Sales Tax Revenue from Direct Sales	
Net New Ticket Sales	\$ 1,850,430
Non-Taxable Ticket Sales	\$ (880,929)
Taxable Ticket Sales	\$ 969,501
Other Direct Sales	\$ 6,309,101
Taxable Direct Sales	\$ 7,278,602
Local Sales Tax Rate*	3%
Local Annual Sales Tax Revenue	\$ 218,358

*All taxing jurisdictions within Warren, Saratoga, and Washington counties impose a 3% local sales tax

⁴ New York State Department of Taxation and Finance. Tax Bulletin ST-8 (TB-ST-8). Admission Charges to a Place of Amusement. https://www.tax.ny.gov/pubs_and_bulls/tg_bulletins/st/admission_charges.htm

⁵ Note that 1.5% of the 3% sales tax levied in the City of Glens Falls is allocated to Warren County.

Sales Tax on Earnings

The region's taxing jurisdictions also receive sales tax revenue resulting from the spending of earnings by employees associated with the Civic Center. Of the \$3.6 million in total net new employee earnings, we estimate that 70% is spent within the region, and 25% is subject to sales tax. Applying a 3% tax rate, estimated sales tax revenue from earnings over the one-year period is approximately \$19,000.

Local Sales Tax Revenue from Earnings	
Net New Total Earnings	\$ 3,631,771
Amount Spent in Region (70%)	\$ 2,542,240
Amount Taxable (25%)	\$ 635,560
Sales Tax Rate*	3%
Local Annual Sales Tax Revenue	\$ 19,067

*All taxing jurisdictions within Warren, Saratoga, and Washington counties impose a 3% local sales tax

Total Sales Tax Revenue

Total local sales tax revenue collected by the region's taxing jurisdictions is estimated at \$237,000 over the one-year study period.

Total Local Sales Tax Revenue	
Sales Tax Revenue from Direct Sales	\$ 218,358
Sales Tax Revenue from Earnings	\$ 19,067
Total	\$ 237,425

Occupancy Tax Revenue

Warren County imposes a 4% occupancy tax, also known as a bed tax, on the occupancy of rooms in a hotel or motel located in the county.⁶ While both Saratoga County and Washington County impose occupancy taxes of 1% or 4%, respectively, it was assumed for the purposes of this analysis that all accommodations spending associated with the Civic Center occurred in Warren County. An analysis of hotel options and spending patterns within a 20-minute drive time of the Civic Center revealed that over 95% of hotel revenue is generated by hotels located within Warren County.⁷ There are a handful of lodging establishments in downtown Glens Falls, with other hotels clustered primarily along I-87 in Queensbury and Lake George. Total Warren County occupancy tax revenue attributed to the Civic Center over the one-year study period is approximately \$33,000.

Warren County Occupancy Tax	
Accommodations Spending	\$ 827,115
Occupancy Tax Rate	4%
Occupancy Tax Revenue	\$ 33,085

⁶ Certain exceptions apply. See Warren County Occupancy Tax Law. <http://www.warrencountyny.gov/treasurer/docs/otl.pdf>

⁷ Esri Business Analyst Online

Property Tax Revenue

While property tax revenue is not generated from the Civic Center site itself, property tax revenue can be thought of as a function of the economic activity within a region. As economic activity increases, so do assessed property values, and therefore, property tax revenue. To estimate the portion of property tax revenue in the region that can be attributed to the Civic Center, we determined the ratio of total sales associated with Civic Center to the total Gross Regional Product of the three-county study area. The \$10.6 million in sales associated with the Civic Center accounts for about 0.06% of the region's Gross Regional Product. This is, in effect, the portion of the property tax base that is reliant on economic activity generated by the Civic Center. Applying this ratio to total property tax levies by the region's various taxing jurisdictions (counties, cities, villages, towns, and school districts), we estimate total property tax revenues of approximately \$510,000.

Total Property Tax Revenue	
Total Sales Attributable to Civic Center	\$ 10,642,990
Gross Regional Product*	\$ 16,493,386,732
Pct. of GRP Attributable to Civic Center	0.06%
Total Property Tax Levy**	\$ 789,861,958
Property Tax Revenue Attributable to Civic Center	\$ 509,689

*2014 Combined Gross Regional Product for Warren, Saratoga, and Washington counties. Source: EMSI

**Property tax levied by all taxing jurisdictions in the region, including counties, cities, villages, towns, and school districts)

Source: EMSI, NYS Comptroller, Camoin Associates

Total Fiscal Benefits

In total, the study region's various taxing jurisdictions benefited from approximately \$780,000 in sales tax, occupancy tax, and property tax revenues attributable to the Glens Falls Civic Center.

Total Fiscal Benefits, Aug. 2015 – Jul. 2016	
Sales Tax Revenue	\$ 237,425
Occupancy Tax Revenue	\$ 33,085
Property Tax Revenue	\$ 509,689
Total Fiscal Benefits	\$ 780,198



Appendix A: What is economic impact analysis?

The purpose of conducting an economic impact study is to ascertain the total cumulative changes in employment, earnings and output in a given economy due to some initial “change in final demand”. To understand the meaning of “change in final demand”, consider the installation of a new widget manufacturer in Anytown, USA. The widget manufacturer sells \$1 million worth of its widgets per year exclusively to consumers in Canada. Therefore, the annual change in final demand in the United States is \$1 million because dollars are flowing in from outside the United States and are therefore “new” dollars in the economy.

This change in final demand translates into the first round of buying and selling that occurs in an economy. For example, the widget manufacturer must buy its inputs of production (electricity, steel, etc.), must lease or purchase property and pay its workers. This first round is commonly referred to as the “Direct Effects” of the change in final demand and is the basis of additional rounds of buying and selling described below.

To continue this example, the widget manufacturer’s vendors (the supplier of electricity and the supplier of steel) will enjoy additional output (i.e. sales) that will sustain their businesses and cause them to make additional purchases in the economy. The steel producer will need more pig iron and the electric company will purchase additional power from generation entities. In this second round, some of those additional purchases will be made in the US economy and some will “leak out”. What remains will cause a third round (with leakage) and a fourth (and so on) in ever-diminishing rounds of industry-to-industry purchases. Finally, the widget manufacturer has employees who will naturally spend their wages. Again, those wages spent will either be for local goods and services or will “leak” out of the economy. The purchases of local goods and services will then stimulate other local economic activity. Together, these effects are referred to as the “Indirect Effects” of the change in final demand.

Therefore, the total economic impact resulting from the new widget manufacturer is the initial \$1 million of new money (i.e. Direct Effects) flowing in the US economy, plus the Indirect Effects. The ratio of Total Effects to Direct Effects is called the “multiplier effect” and is often reported as a dollar-of-impact per dollar-of-change. Therefore, a multiplier of 2.4 means that for every dollar (\$1) of change in final demand, an additional \$1.40 of indirect economic activity occurs for a total of \$2.40.

Key information for the reader to retain is that this type of analysis requires rigorous and careful consideration of the geography selected (i.e. how the “local economy” is defined) and the implications of the geography on the computation of the change in final demand. If this analysis wanted to consider the impact of the widget manufacturer on the entire North American continent, it would have to conclude that the change in final demand is zero and therefore the economic impact is zero. This is because the \$1 million of widgets being purchased by Canadians is not causing total North American demand to increase by \$1 million. Presumably, those Canadian purchasers will have \$1 million less to spend on other items and the effects of additional widget production will be cancelled out by a commensurate reduction in the purchases of other goods and services.

Changes in final demand, and therefore Direct Effects, can occur in a number of circumstances. The above example is easiest to understand: the effect of a manufacturer producing locally but selling globally. If, however, 100% of domestic demand for a good is being met by foreign suppliers (say, DVD players being imported into the US from Korea and Japan), locating a manufacturer of DVD players in the US will cause a change in final demand because all of those dollars currently leaving the US economy will instead remain. A situation can be envisioned whereby a producer is serving both local and foreign demand, and an impact analysis would have to be careful in calculating how many “new” dollars the producer would be causing to occur domestically.

Appendix B: Methodology Details

Spending Profiles

Camoin Associates conducted a literature review of typical spending patterns of visitors to other civics centers and leisure travelers, in order to understand what show visitors could be spending. The values in the table below are the average spending amounts per visitor per day, including participants. On average, day visitors each spend \$67 per day and overnight visitors spend about \$163.

Day Spending of Show Visitors (Per-Visitor Per-Day)				
Spending Category	Essex County Leisure (2014)	Erkkila & Qian (2015)	Nassau County (2015)	Average
Food and Beverage	\$12	\$28	\$20	\$20
Transportation	\$6	\$12	\$18	\$12
Event Ticket Price				\$25
Misc. Spending	\$8	\$11	\$11	\$10
Total	\$26	\$51	\$49	\$67

Overnight Spending of Show Visitors (Per-Visitor Per-Day)				
Spending Category	Essex County Leisure (2014)	Erkkila & Qian (2015)	Nassau County (2015)	Average
Accommodations	\$33	\$56	\$44	\$44
Food and Beverage	\$16	\$37	\$73	\$42
Transportation	\$8	\$16	\$66	\$30
Event Ticket Price				\$25
Misc. Spending	\$10	\$15	\$40	\$22
Total	\$67	\$124	\$223	\$163

All dollar values adjusted for inflation to 2015 dollars using the Consumer Price Index

Sources:

Essex County, 2014. "Leisure Travel Study: Essex County, New York."

Erkkila and Qian, 2015. "Assessing the Annual Economic Impact of the Grand Rapids IRA Civic Center."

Nassau County, 2015. Researching gathering by Camoin Associates and Nassau County Visitors Bureau

Camoin Associates conducted a similar literature review to estimate the spending of other sporting event visitor, by looking at sports complexes, hockey tournaments and other similar sports events. The tables below show on average day visitors spend \$66 and overnight visitors \$127.

Day Spending of Sporting Events Visitors (Per-Visitor Per-Day)						
Spending Category	Traverse City (2012)	Caswell Park (2015)	Hays Sports Complex (2008)	Duy et. al. (2014)	Schultz & Deller (2000)	Average
Food and Beverage	\$47	\$19	\$29	\$23	\$23	\$28
Transportation	\$11	\$20	\$21	\$30	\$6	\$18
Event Ticket Price						\$7
Misc. Spending	\$21	\$9	\$6	\$23	\$8	\$13
Total	\$79	\$47	\$56	\$76	\$36	\$66

Overnight Spending of Sporting Event Visitors (Per-Visitor Per-Day)						
Spending Category	Traverse City (2012)	Caswell Park (2015)	Hays Sports Complex (2008)	Duy et. al. (2014)	Schultz & Deller (2000)	Average
Accommodations	\$72	\$57	\$30	\$25	\$38	\$44
Food and Beverage	\$47	\$25	\$38	\$31	\$30	\$34
Transportation	\$15	\$26	\$28	\$40	\$8	\$23
Event Ticket Price						\$7
Misc. Spending	\$28	\$12	\$8	\$30	\$10	\$18
Total	\$162	\$120	\$105	\$126	\$86	\$127

All dollar values adjusted for inflation to 2015 dollars using the Consumer Price Index

Sources:

Traverse City Area Chamber of Commerce, 2012. "Game On! The Impact of Youth Sports on a Regional Economy."

City of North Mankato, MN, "Caswell Park Regional Sports Complex Economic Impact Analysis." 2015.

Hays Sports Complex Committee, "Hays Sports Complex Economic Impact Study." 2008

Duy et. al., 2014. "The Economic Impact of Sporting Events in Lane County."

Schultz and Deller, 2000. "Economic Impact of youth Hockey Tournaments: A Case Study of the La Crosse and Onalaska Ice Rinks."

Appendix C: Non-Net New

Below, we have organized all events held at the Glens Falls Civic Center within the past year which are being described as "Non-Net New." "Non-Net New" events are events that could be held at other venues in the region, which means their economic impacts would have occurred irrespective of whether the Civic Center existed. Spending associated with "non-net new" events is not counted as part of the economic impact of the Civic Center, because the region could still have benefited from these events even if the Civic Center had ceased operations.

Many of these events were held at Heritage Hall, which could be substituted for similar banquet halls in the region, such as The Sagamore, Hall of Springs, The Queensbury Hotel, or Excelsior Springs, all of which are located in either Saratoga or Warren counties. Other events, such as graduations, although they require large venue would still more than likely be held elsewhere in the region because the schools are based locally. Therefore, any spending associated with these events is not considered to be "net new" to the region. Listed below are all events which we consider non-net new. Please note that events marked with an asterisk are non-ticketed events.

- Make Me Laugh
- Kid's Magic Comedy Show
- Not Too Far from Home
- Gilbert Gottfried
- Katie Manning Hilton
- Council for Prevention*
- Basketball Hall of Fame Brunch*
- ARCC Annual Dinner*
- WAIT House Benefit*
- Adirondack Sportsman Banquet*
- Glens Falls Teacher Appreciation*
- GF Dragons World Series Lunch*
- ARCC Chamber Breakfast*
- ARCC Leadership Fundraiser*
- Alzheimer Walk*
- Volleyball State Dinner*
- Foothills
- Christmas Basketball Tournament (2)
- Coaches vs. Cancer
- Winter Classic Hockey Tournament*
- HS Hockey Stick Game*
- NY State Regionals*
- Thanksgiving 5k*
- Upstate Railroaders*
- Marine Military Walk*
- Yanmar Rental*
- SUNY Adirondack Graduation*
- South Glens Falls Banquet*
- BOCES Graduation*
- Queensbury HS Graduation*
- South Glens Falls Graduation*
- Divas for a Cause*
- Fire Department Training*
- Red Cross Blood Drive*
- Fire Department Training*
- Special Olympics Dinner*
- Community hockey games*

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