



Economic Development Committee

Wednesday, October 30, 2024 3:30PM
40 McMaster Street, Ballston Spa, NY

Minutes

Present: Chairman C. Eric Butler; Committee Members Michele Madigan, Ian Murray, Mo Wright, Cynthia Young.

Absent: Ed Kinowski

Supervisor Matt Veitch; Chairman of the Board Philip Barrett; Steve Bulger, Ridge Harris, Audra Hedden, Stephanie Hodgson, Renee Law, Mariah Ruscio, Christine Rush, County Administrator; Ann Flower Stitt, Petra Holden, County Attorney; Jason Kemper, Jeff Williams, Kimberly Lambert, Nisha Merchant, Planning & Economic Development; Craig Hayner, County Clerk; Pete Bardunias, Chamber of Southern Saratoga County; Nicolina Foti, Cornell Cooperative Extension; Darryl Leggieri, MacKenzie Zarzycki, Saratoga Convention and Tourism Bureau.

Chairman Butler called the meeting to order and welcomed all in attendance.

On a motion made by Mr. Murray , seconded by Ms. Madigan, the minutes of the September 4, 2024 meeting were approved unanimously.

Mr. Leggieri and Ms. Zarzycki provided a Discover Saratoga Annual Update via a Powerpoint presentation. A copy of the presentation is attached to these minutes.

A motion was made by Mrs. Young, seconded by Mr. Murray , to designate the Saratoga Convention & Tourism Bureau as the County’s Tourism Promotion Agency and authorizing the Saratoga Convention & Tourism Bureau to apply for an “I Love New York” Grant for 2025. Unanimous.

On a motion made by Mrs. Young, seconded by Ms. Madigan, the committee approved the reimbursement requests from the Towns of Greenfield and Edinburg. Unanimous.

Mr. Kemper gave a brief overview of the Towns’ projects.

A motion was made by Mr. Murray , seconded by Mrs. Young, to authorize the transfer of funds from the Economic Development Grant Reserve Fund and amending the 2024 County Budget in relation thereto. Unanimous.

Transfer amount for 2023 grant is \$753.63, 2024 projects will be paid from the 2024 budget.

Mr. Bardunias provided an update on Saratoga County Agriculture Conversations, Challenges and Opportunities as distributed with the agenda.

A motion was made by Mr. Wright, seconded by Mr. Murray , the meeting was adjourned unanimously.

Respectfully submitted,

Therese M. Connolly, Clerk of the Board

DRAFT

Tourism Update

October 2024

THE IMPACT OF TOURISM ON: *Saratoga County*

Tourism Supports
10,786 JOBS WITH
\$387 MILLION
in labor income

Without Tourism, Residents
would have to pay
\$961 MORE
in taxes

Tourism Remains NYS's
3RD LARGEST
INDUSTRY

TRAVELER SPENDING

Visitors spent **\$2.7 BILLION** in the Capital-Saratoga region in 2023 across a diverse range of sectors.

Capital-Saratoga Region Counties:
Albany, Fulton, Rensselaer, Saratoga, Schenectady, Washington

Saratoga County represents **33%** of the region's tourism sales with **\$876 MILLION** in direct tourism spending (up 8.6% over 2022).

					
LODGING \$273 MILLION	RECREATION \$61 MILLION	FOOD/BEVERAGE \$318 MILLION	RETAIL/SERVICE \$138 MILLION	TRANSPORTATION \$28 MILLION	SECOND HOMES \$58 MILLION

TAXES GENERATED BY TOURISM

\$46M
in Local taxes
\$48M
in State taxes



SOURCES: STR, INC, Tourism Economics, and Discover Saratoga

Tourism Phase 1 Media Campaign

June – September 2024

1. Always on Program – Top-of-Mind Awareness
 - a. Paid search on Bing and Google + Meta retargeting all site users
2. Enter To Win – Awareness/Lead-Gen
 - a. Meta prospecting, Google display, Nextdoor, influencers
 - b. Contest ended September 4
3. Summer Travel – Direct B2C Marketing
 - a. Meta + YouTube prospecting
 - b. AAA Programmatic Email (8/8)
 - c. TravelGuidesFree.com Lead-Gen Program
 - d. Dream Destinations Travel Show + Ad (April)

Tourism P1 Media – Always on Program



Tourism P1 Media – Enter To Win

300x250



300x600



250x250



336x280



728x90



468x60 – 2-image GIF



970x250



Tourism P1 Media – Summer Travel



Results Summary

+15,480 email sign ups since January 1

+58,811 reached audiences on TikTok since January 1

+2,528 Instagram followers since January 1

+1,736 Facebook followers since January 1

+110% traffic to website vs. same time last year

+104% increase in total number of new website users

+21,000 total views to the Sweepstakes and Summer landing pages (receiving the largest volumes of traffic on the website)

+9,183 ETW entries / 4.7 million ETW campaign impressions

+77,000 video views for summer campaign / More than 1 million impressions delivered

Social Media Impact

Facebook

- Reach: 1.5 million
- Content Interactions: 22.9K
- Link Clicks: 39K
- Followers: 13K

Instagram

- Reach: 161.8K
- Content Interactions: 14.1K
- Link Clicks: 2.5K
- Followers: 13.3K

TikTok

- Video Views: 72,252
- Reached Audience: 58,811
- Profile Views: 720
- Likes: 2,008
- Shares: 118
- Comments: 97

Saratoga County Travel Brochure

WELCOME TO:
Saratoga County
2024 Travel Guide

Spring INTO Saratoga

Discover SARATOGA
Saratoga County's Official Tourism Promotion Agency

TOP 5 REASONS TO VISIT

- Saratoga Race Course**
Experience the thrill of horse racing with a world-class track and a rich history of racing events.
- Saratoga Performing Arts Center**
Enjoy world-class performances by the world's finest artists in a stunning setting.
- Saratoga National Historical Park**
Explore the site of the Battle of Saratoga, a pivotal moment in the American Revolutionary War.
- Saratoga Spa State Park**
Relax and rejuvenate at the historic Saratoga Spa, featuring mineral-rich waters and beautiful gardens.
- Saratoga Golf Course**
Challenge yourself on one of the most beautiful golf courses in the world.

ANNUAL events

WINTER
Saratoga Winter Festival of Trees - Saratoga New Year's Eve - Christmas on Broadway - Winter in Saratoga

SPRING
Saratoga Race Course - Saratoga Spa State Park - Saratoga National Historical Park

SUMMER
Saratoga Performing Arts Center - Saratoga Race Course - Saratoga National Historical Park

FALL
Saratoga Race Course - Saratoga Spa State Park - Saratoga National Historical Park

SPRING INTO SARATOGA'S Summer Season

SPRING INTO SARATOGA'S Winter Season

Discover Saratoga's seasonal offerings, from summer dining and horse racing to winter sports and cozy indoor activities.

PLACES TO VISIT

ADIRONDACK PARKS Adirondack Park Saratoga National Historical Park	ARTS & CULTURE Saratoga Performing Arts Center Saratoga Race Course Saratoga National Historical Park	BEACHES Saratoga Spa State Park Saratoga National Historical Park	CHURCHES & HISTORIC SITES Saratoga National Historical Park Saratoga Spa State Park	EDUCATION Saratoga National Historical Park Saratoga Spa State Park	ENTERTAINMENT Saratoga Performing Arts Center Saratoga Race Course	FOOD & DRINK Saratoga Race Course Saratoga Spa State Park	GOLF Saratoga Golf Course Saratoga National Historical Park	HOTELS Saratoga Spa State Park Saratoga National Historical Park	RESTAURANTS Saratoga Race Course Saratoga Spa State Park	SHOPPING Saratoga Race Course Saratoga Spa State Park	TRANSPORTATION Saratoga Race Course Saratoga Spa State Park	WATER Saratoga Spa State Park Saratoga National Historical Park
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SPRING INTO Saratoga's Culinary Adventures

SPRING INTO Saratoga's Wellness Spa

Indulge in Saratoga's culinary scene and wellness offerings, from gourmet dining to relaxing spa treatments.

DISCOVER SARATOGA COUNTY, NEW YORK

Explore Saratoga County, New York, with a detailed map showing key locations and landmarks.

PLAN YOUR TRIP TO:
Saratoga County, NY

Let Discover Saratoga be your official guide to everything in and around Saratoga. Whether it's a day trip, a weekend getaway or an extended holiday, we look forward to showcasing our area and making your experience unforgettable.

Download our App
PLAN YOUR TRIP!
Contact us today.
610.504.1501 | info@discover.saratoga.org
DiscoverSaratoga.org

Tourism Phase 2 Media Campaign

Current Media Programs

1. Always on Program – Top-of-Mind Awareness
 - a. Paid search on Bing and Google + Meta retargeting all site users
2. Culinary Tourism – Lead-Gen
 - a. Meta prospecting, Tripadvisor, Expedia, Yieldmo
 - b. CTA: Get the itinerary! Get the offer.
3. Adventure Tourism – Lead-Gen
 - a. Meta prospecting, Tripadvisor, Expedia, Yieldmo
 - b. CTA: Get the itinerary! Get the offer.
4. Winter Travel Tourism – Lead-Gen
 - a. Meta prospecting, Tripadvisor, Expedia, Yieldmo
 - b. CTA: Get the itinerary! Get the offer.
4. Influencers activating on cuisine and travel themes
5. Direct B2C Destination Marketing
 - a. NYSTIA AARP October Travel Issue
 - b. USA Today – Go Escape Fall/Winter Edition
 - c. AAA Programmatic Email (11/6)
 - d. TravelGuidesFree.com Lead-Gen Program
 - e. Dream Destinations Travel Show + Ad (October)

Tourism P2 Media – Cuisine Sample Ad Set

Discover SARATOGA

SPRING INTO: *cuisine*

SPRING INTO SARATOGA

GET THE ITINERARY. GET THE OFFER. VISIT SARATOGA COUNTY, NY

GET THE OFFER

Discover SARATOGA

SPRING INTO: *craft*

SPRING INTO SARATOGA

GET THE OFFER

Discover SARATOGA

SPRING INTO: *cuisine*

SPRING INTO SARATOGA

GET THE OFFER

Discover SARATOGA

SPRING INTO: *cuisine*

GET THE OFFER

Discover SARATOGA

SPRING INTO SARATOGA

GET THE OFFER

Discover SARATOGA

SPRING INTO: *cuisine*

SPRING INTO SARATOGA

GET THE OFFER

Discover SARATOGA

SPRING INTO: *cuisine*

SPRING INTO SARATOGA

GET THE OFFER

Tourism P2 Media – Adventure Sample Ad Sets

Discover SARATOGA

SPRING INTO *adventure*

SPRING INTO SARATOGA

GET THE ITINERARY. GET THE OFFER. VISIT SARATOGA COUNTY, NY

GET THE OFFER

Discover SARATOGA

SPRING INTO: *adventure*

SPRING INTO SARATOGA

GET THE ITINERARY. GET THE OFFER. VISIT SARATOGA COUNTY, NY

GET THE OFFER

Discover SARATOGA

SPRING INTO: *thrills*

SPRING INTO SARATOGA

GET THE ITINERARY. GET THE OFFER. VISIT SARATOGA COUNTY, NY

GET THE OFFER

Discover SARATOGA

SPRING INTO: *adventure*

SPRING INTO SARATOGA

GET THE ITINERARY. GET THE OFFER. VISIT SARATOGA COUNTY, NY

GET THE OFFER

Discover SARATOGA

SPRING INTO: *adventure*

SPRING INTO SARATOGA

GET THE ITINERARY. GET THE OFFER. VISIT SARATOGA COUNTY, NY

GET THE OFFER

Discover SARATOGA

SPRING INTO: *adventure*

SPRING INTO SARATOGA

GET THE ITINERARY. GET THE OFFER. VISIT SARATOGA COUNTY, NY

GET THE OFFER

Tourism P2 Media – Fall / Winter Sample Ad Set



Visit Saratoga County | Download The Destination Guide



Visit Saratoga County | Download The Destination Guide



Visit Saratoga County | Download The Destination Guide



Visit Saratoga County | Download The Destination Guide



Visit Saratoga County | Download The Destination Guide



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Visit Saratoga County | Download The Destination Guide

Discover SARATOGA

Tourism P2 Media – Culinary Itineraries

Tap Into Saratoga:

EXPLORE SARATOGA COUNTY'S CRAFT BREWERIES

Discover SARATOGA

DAY 1: Exploring Saratoga Springs



morning
BRUNCH AND BEERS AT THE LOCAL PUB & TEAHOUSE

Start your day with a cozy brunch at **The Local Pub & Teahouse** in Saratoga Springs. Pair your meal with a pint from their impressive tap list, featuring a selection of Saratoga's finest craft beers.

lunch
LOCAL HISTORY AT WHITMAN BREWING COMPANY

Enjoy some of Saratoga Springs' finest craft brews at **Whitman Brewing Company**, which used to house one of the city's newspapers. Sample from the tap list and pair with a Detroit-style pizza.

afternoon
SIP ON STOUTS AT ARTISANAL BEER WORKS

Make your way to **Artisanal Beer Works**, where you can indulge in rich stouts, flavorful lagers, and small-batch experimental brews. Sip and savor the variety of locally produced styles.

evening
WIND DOWN AT DRUTHERS BREWING COMPANY

End your day at **Druthers Brewing Company**. Dive into their irresistible mac and cheese or mouthwatering wood-fired pizzas, perfectly paired with seasonal beers and Druthers IPAs.

DAY 2: The County's Best Brews



lunch
LUNCH AND CRAFT BEER AT COMMON ROOTS BREWING

Common Roots Brewing Company in South Glens Falls is a community-driven brewery offering a wide selection of beers including their flagship IPA and lager and numerous seasonal varieties.

early afternoon
FARM-BREWED BEERS AT DANCING GRAIN BREWERY

After lunch, head to **Dancing Grain Brewery** in Moreau for a beer tasting. Sample a diverse lineup of craft beers, from crisp lagers to hoppy IPAs, in a laid-back, rustic setting.

late afternoon
CRAFT BEERS AND OTHER DELICIOUS DRINKS AT DIVE

Located in downtown Saratoga Springs, **Dive** offers over 50 constantly rotating craft beers. Enjoy a drink on-site or grab a can of beer or cider to go and take the flavor with you!

evening
SCENIC SIPS AT HANK HUDSON BREWING CO.

End your day at **Hank Hudson Brewing Co.**, located in Halfmoon. Set on the grounds of Fairways of Halfmoon Golf Club, this brewery offers scenic views of the course along with flavorful brews.

TODAY TRAVEL TIP!
The Spa City Brew Bus is a fun and responsible way to explore the craft breweries of the region and can accommodate up to 24 guests.



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SCAN THE QR CODE OR VISIT DISCOVERSARATOGA.ORG/HOTEL-DISCOUNTS/ to receive special local discounts when you stay in Saratoga County!

Indulge in Hidden Gems:

EXPLORE SARATOGA COUNTY'S UNDER-THE-RADAR RESTAURANTS

Discover SARATOGA

DAY 1: Discover Saratoga County's Best-Kept Secrets



morning
BREAKFAST AT SWEET MIMI'S CAFE

Start your day with breakfast at **Sweet Mimi's Cafe** in Saratoga Springs. Indulge in award-winning lemon ricotta pancakes, perfectly fluffy and bursting with flavor, paired with freshly brewed coffee in a warm, inviting atmosphere.

mid-day
DRINKS AT THE COAT ROOM SPEAKEASY

Sip into **The Coat Room**, a stylish speakeasy hidden away from the bustle. Sip on expertly crafted cocktails in this intimate setting, offering a perfect escape with its refined ambiance and prohibition-era charm.

afternoon
LIGHT BITE AND WINE AT KINDRED

In the afternoon, stop by **Kindred**, a funky wine bar with a laid-back vibe. Enjoy shareable plates prepared in traditional wood ovens and a delicious craft cocktail, beer or wine from small-batch producers.

evening
DINNER AT SENECA RESTAURANT

Finish your day with dinner at **Seneca**, where farm-to-table dining meets modern culinary innovation. Using fresh, seasonal ingredients, **Seneca** creates inventive dishes in a sophisticated, yet relaxed environment.

DAY 2: Savor the Flavors of Saratoga County



lunch
MOUTHWATERING BRUNCH AT THE MERC

Start your day with a delightful brunch at **The Merc** in Saratoga Springs. Known for its fresh, locally sourced ingredients, enjoy a variety of creative dishes in a relaxed atmosphere that sets the tone for a flavorful day.

mid-day
WINE TASTING AT SARATOGA WINERY

Head to **Saratoga Winery** for a delightful wine tasting experience. Sample a selection of handcrafted wines while taking in the picturesque surroundings. This rustic winery is the perfect spot for discovering local flavors.

afternoon
EARLY DINNER AT HAMLET & GHOST

Dinner at **Hamlet & Ghost** is where you'll find a unique blend of comfort food and contemporary cuisine. Enjoy thoughtfully prepared dishes made from seasonal ingredients in a stylish yet cozy setting.

evening
WIND DOWN AT SARATOGA WINE BAR

Cup off your day at **Saratoga Wine Bar**, a charming spot perfect for relaxing with a glass of wine. Choose from an extensive list of local and international selections while enjoying the laid-back ambiance.

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Savor the Flavor:

RENOWNED RESTAURANTS AND FINE DINING THROUGHOUT SARATOGA.

Discover SARATOGA

DAY 1: Farm-to-Table and International Flavors



morning
FARM-TO-TABLE BRUNCH AT THE WHISTLING KETTLE

Start your day by choosing from a wide range of loose-leaf teas at the **Whistling Kettle** in Ballston Spa. Enjoy a savory brunch menu featuring crepes, pastries, quiche, scones and desserts.

mid-day
COLORFUL MEXICAN FLAVORS AT AMIGOS CANTINA

Next, head to **Schoylenville** to explore authentic Mexican cuisine at **Amigos Cantina**. Treat yourself to vibrant tacos, freshly made guacamole, and zesty salsas in this lively restaurant.

afternoon
LAOTIAN CUISINE AND CRAFT BEER AT HAAN LAO

Continue your day in **Schoylenville** at **Haan Lao**, a restaurant **Bound by Fate Brewery/Haan Lao**. Sample traditional Laotian dishes, such as crispy fried rice, tamarind fries and vibrant curries.

evening
AUTHENTIC ITALIAN FARE AT CHIANTI RISTORANTE

In Saratoga, savor authentic Italian cuisine at **Chianti Ristorante**. This elegant spot features seasonal dishes and an award-winning wine list, perfect for a refined dining experience you'll love.

DAY 2: Comfort Food and Classic American Fare



mid-day
ADIRONDACK STYLE TAVERN LUNCH AT THE MILL IN ROUND LAKE

Start your second day with a stop at **The Mill in Round Lake**, a rustic Adirondack-style tavern known for its classic American fare. Enjoy their famous chicken wings, burgers, and hearty salads, paired with an ice-cold beer.

evening
FARM-TO-TABLE DINNER AT NEXT DOOR KITCHEN IN BALLSTON SPA

Conclude your culinary adventure at **Next Door Kitchen** in Ballston Spa for a delightful farm-to-table dinner. The ever-changing menu showcases the best local ingredients, creating a seasonally driven culinary dining experience.

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Discover SARATOGA

Tourism P2 Media – Adventure Itineraries

Unleash Your Wild Spirit:

Discover SARATOGA

EXPLORE SARATOGA COUNTY'S ADVENTURES

DAY 1: Explore Saratoga County's Scenic Adventures



morning

STROLL THROUGH SARATOGA SPA STATE PARK

Kick off your day at [Saratoga Spa State Park](#). Go explore the scenic geyser and springs on foot or by bike. In winter, bundle up for cross-country skiing or snowshoeing across the vast lawns.

mid-day

DIVE INTO HISTORY AT SARATOGA NATIONAL HISTORICAL PARK

Drive to [Saratoga National Historical Park](#) in Stillwater. Explore the paths that weave through this historic battlefield. Delve into the history of Saratoga's role in the Revolutionary War.

afternoon

SOAK UP LAKE VIEWS AT LAGO BY DRUTHERS

Stop at [Lago by Druthers](#) on Saratoga Lake for a refreshing drink. Unwind in an Adirondack chair, taking in the peaceful waters and scenic views that create the perfect backdrop for a relaxing moment.

evening

DELICIOUS FALL DINNER IN SARATOGA SPRINGS

After your water adventures, cozy up by the fire at [Olde Bryan Inn](#) in Saratoga Springs. Savor a hearty meal, enjoy a glass of wine, beer, or spirits in this rustic tavern—a perfect way to end the day.

DAY 2: Get Active Around the County



morning

ENJOY THE RIDE AT SACANDAGA OUTDOOR CENTER

Experience the best rafting, tubing, and kayaking on the [Sacandaga River](#). Paddle with top-notch guides and enjoy the latest equipment for an unforgettable adventure on the water.

mid-day

HIT THE LINKS AT SARATOGA NATIONAL GOLF CLUB

Play a round at the scenic [Saratoga National Golf Club](#). This award-winning course boasts a stunning, challenging round for golfers. Afterwards, stop by [Prime Restaurant](#) for a post-round meal.

late afternoon

GOAT YOGA & WILD WALKS IN MIDDLE GROVE

Head to [Iris the Woods Farm](#) in Middle Grove. Take part in Goat Yoga or join a guided Wild Walk or snowshoeing tour through the woods to reconnect with nature.

evening

INDOOR FUN AT THE BUNKER AND LEGACY PICKLEBALL CLUB

Finish your day with some recreational indoor activities at [The Bunker](#) in Downtown Saratoga Springs or at the [Legacy Pickleball Club](#) in Ballston Spa. A fun way to improve your game.



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Embrace the Outdoors:

Discover SARATOGA

SARATOGA COUNTY'S BEST SEASONAL ACTIVITIES

DAY 1: Outdoor Fun & Local Flavors



morning

RAILBIKING ADVENTURE IN HADLEY

Begin your adventure with [Revolution Rail](#), a railbiking experience in Hadley, NY. Pedal through the scenic Adirondack wilderness, surrounded by colorful fall foliage.

mid-day

FARMERS' MARKET IN SARATOGA SPRINGS

Return to Saratoga Springs for the [Saratoga Farmers' Market](#). The market offers a variety of fresh produce, artisanal goods, and fall-themed treats. Enjoy some local snacks as you stroll.

afternoon

FUN FOR ALL AT ELLMS FAMILY FARM IN BALLSTON SPA

Head to [Ellms Family Farm](#) in Ballston Spa. The farm features corn mazes, pumpkins, pumpkin picking, farm animals, mini tractors, the MooMooChooChoo and more.

evening

DINNER & GHOST TOUR IN SARATOGA SPRINGS

Enjoy a seasonal farm-to-table meal at [Next Door Kitchen](#) in Ballston Spa, where local ingredients shine. After dinner, explore the spooky side of Saratoga with the [Ghosts of Saratoga Trolley Tour](#).

DAY 2: Seasonal Activities, Festivals & Lively Evening Fun



morning

A RELAXING CIDER IN SCHUYLERVILLE

Head over to [Saratoga Apple](#) in Schuylerville, located just 10 miles east of Saratoga Springs. Sample their delicious apple cider and treat yourself to freshly baked apple cider donuts.

mid-day

STROLL AND SHOP DOWNTOWN SARATOGA SPRINGS

Experience the seasons in Saratoga Springs on [Broadway](#). Stroll through downtown, where local businesses are decked out in festive window décor. Browse and shop the boutiques.

late afternoon

HARNESS RACING & CASINO FUN IN SARATOGA SPRINGS

Take in some excitement at the [Saratoga Casino & Hotel](#). Featuring casino games with jackpots hitting daily, live entertainment, simulcast wagering, live harness racing – all in one place.

evening

CASUAL DINNER & NIGHTLIFE IN SARATOGA SPRINGS

Wrap up your trip with a dinner at [Morton's](#) or the [Steakhouse](#). After dinner, head to [Vapor Night Club](#), located in the casino, to end your evening with music, cocktails, and dancing.



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*Saratoga Farmers' market is open Saturdays in the fall.

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Celebrate Creativity:

Discover SARATOGA

DISCOVER THE RICH ART & CULTURE SCENE

DAY 1: Art & Performance



morning

EXPLORE THE BEEKMAN STREET ARTS DISTRICT

Begin your cultural journey in the [Beekman Street Arts District](#), located in Saratoga Springs' historic West Side. This vibrant three-block community is packed with local artists, studios, and galleries.

mid-day/afternoon

CONTEMPORARY ART AT SKIDMORE COLLEGE

Grab lunch at one of the many Saratoga Springs eateries and then head to the [Frances Young Tang Teaching Museum and Art Gallery](#). This contemporary museum showcases a dynamic collection of art and cultural exhibits.

late afternoon

EUROPEAN & AMERICAN ART AT THE HYDE COLLECTION

Take a short drive to Glens Falls to visit [The Hyde Collection](#), known for its impressive holdings of European and American art. Explore works by Rembrandt, Picasso, and Renoir in a serene setting of a Renaissance mansion.

DAY 2: Horse History & Live Music



mid-day

NATIONAL MUSEUM OF RACING AND HALL OF FAME

Dive into Saratoga's history with horse racing at the [National Museum of Racing and Hall of Fame](#). Don't miss the new film "What It Takes: Journey to the Hall of Fame", where the stories of racing's legends come to life on the big screen.

afternoon

LISTEN TO LIVE FOLK MUSIC AT Caffe Lena

Step back in music history at [Caffe Lena](#). This intimate folk music venue has had legends like Bob Dylan and Arlo Guthrie grace its stage. Caffe Lena has both matinee and evening shows, and even some morning shows for the little ones!

evening

UNIVERSAL PRESERVATION HALL ENTERTAINMENT

Keep the beat going. Get tickets to a show at [Universal Preservation Hall](#). This beautifully renovated historic church now hosts concerts to theatre performances and community events, there's always something happening at UPH.

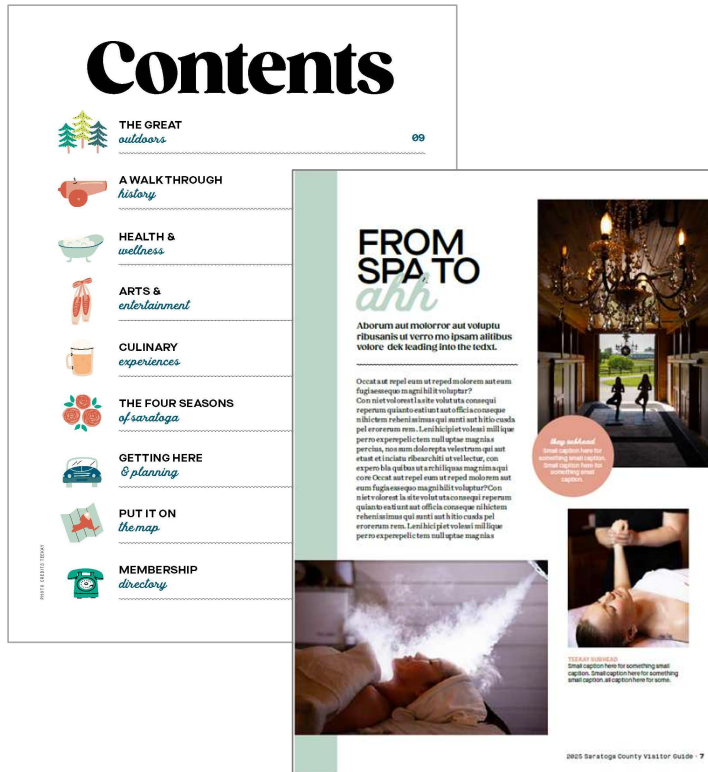


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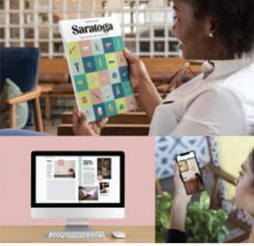

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Discover SARATOGA

Destination Saratoga – 2025 Visitor Guide



MARKET YOUR MESSAGE TO REACH VISITORS TRAVELING TO SARATOGA COUNTY, NY.

Discover SARATOGA

Introducing **DESTINATION SARATOGA**, the official visitor guide of Saratoga County, published by Discover Saratoga, Saratoga County's official tourism and promotions agency. Get noticed by active, engaged and culturally curious visitors.

The 2025 Saratoga County Visitor Guide is an annual publication providing tourism information and inspiration about Saratoga County. Eighty-five thousand guides are distributed throughout the Northeast and beyond, reaching high-intent travelers.

85k+ Copies Distributed Annually
plus 2 million+ online impressions and 2,500+ digital downloads

EDITORIAL FEATURES:

- THE GREAT outdoors**
- A WALK THROUGH history**
- HEALTH & wellness**
- ARTS & entertainment**
- CULINARY experiences**
- THE FOUR SEASONS of saratoga**
- GETTING HERE & planning**
- PUT IT ON the map**
- MEMBERSHIP directory**

DISTRIBUTION LOCATIONS

- AAA Offices
- Attractions
- Hotels
- Transportation Hubs
- Travel agencies
- Visitor Centers
- Retail Locations

DISTRIBUTION GEOGRAPHY

PA: Philadelphia Metro and travel centers
 NJ: Travel centers, outdoor and sporting goods stores
 MA: Along the Mass Pike 9 I-90, travel shows
 NY: New York Port Authority Premium Stands, Syracuse to Finger Lakes, NY Capital Region and south to Ulster & Westchester, • Airport, Amtrak, Empire Visitor Center, Exit 9 Visitor Center.
 CT: Retail and travel distribution points (i.e. Bass Pro Shops, ski shops, travel centers, Dicks Sporting goods, Leisuretime, corporations, etc.)

Reach your customers precisely when they are making their decisions about where to go and things to do in Saratoga County, NY. Destination Saratoga guide plays an important role in helping visitors decide where to spend their time and money during their stay in Saratoga County.

CONTACT OUR TEAM TO RESERVE AD SPACE.

Reserve by November 4, 2024. Call Craig Wander at (518) 376-9462 or email craigwander@gmail.com

