SPECULATOR REGION CHAMBER OF COMMERCE
BUILDING A BETTER PLACE TO LIVE, WORK, AND PLAY

Recap of Oct. 1st – Dec. 31st

The Chamber has updated the logo and brand. We are working with Roost to update the website. There is still some work they are doing to adjust colors and such. It will be done soon. But it w
Lppoks so much better. They have plans to update the site further in a few months, which is exciting news as it has been updated a few years since it has been updated.

Holiday Stroll planning was in full force throughout October and November. It turned out to be a lovely event. Bringing many people into businesses and providing an excellent family activity and shopping.

The Chamber sold $19,000 in Gift Certificates that will go back into businesses over this next year.

October through December is the time for Chamber memberships to be renewed. Mailers went out with our new member brochure that better shows who we are and our benefits. We are still focusing on serving our business members better while promoting the area and running a good visitors center. Our board is functioning in unity, and we are enjoying this process while making progress with our improvements.

The snowmobile map is offered in the visitor's center and is available for businesses to take and give out. We decided to reuse last year's map and save $4,000 to make a new one. There were multiple reasons this decision was made. We did have help from Randy Lavarnway in making this decision. We had 1,000 maps left over from last year. Minor changes were made to the trails this year. We are considering producing a new map that will cost half the price. If we can find a new map that we can edit and print ourselves, we can save money while still producing a quality map. This is not guaranteed. Designing a new map is a challenging task. And we don't have access to the current files as we don't own the rights to them.

Plans were made to do a winter fundraiser for a beautification project for snowflake lights for the main street in Speculator. The Winter Wonderland Ball will be held in February. This is a big task as the lights are expensive. If we can raise enough funds over the next few winters, we could extend the snowflake lights down into Lake Pleasant down Route 8 if it is something the Town of Lake Pleasant would like to participate in the future.

The visitors center slows down during October and November. Fewer people are driving through than there are during the busy summer months. However, the visitors' center is still open to answer questions and direct those needing assistance. Travelers and vacationers are still stopping in day and night to view and grab a few brochures.

There are plans for making the visitor's center more welcoming and accessible over the coming months. It should be ready in May.

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Social Media Report

October 1, 2023 - December 31, 2023
Facebook Reach - 161,624
Instagram Reach - 2,400

Facebook- Followers to date	11,784
-Posts	291
-Messages	40
Instagram - followers to date	1,541
-Posts	112
-Messages	27

Our most popular posts continue to be photos and videos of the Speculator Region. Our postcard contest was extremely popular, and people really loved seeing photos of our region that have been taken by locals.

We boosted several of our posts this past quarter, including the one for the Holiday Stroll. We had a great turnout for the Holiday Stroll and several businesses who participated. We were able to create an event for the stroll on social media and highlight our vendors and participating vendors through this platform. We also boosted the Polar Plunge post this year. They had a great turnout and had 90 people show for the event.

We will continue to highlight our businesses on social media as well as any events that they have.

Popular Posts
Facebook
Sunset Photo - Sent by Bonnie Reisinger - 47K Impressions
Postcard Contest, Laura Wilt winner- 42K
Winter photos from Sacandaga River Walk - 27K
Sunrise Photo - Shared by Tracy Joy - 20K
Instagram
Speculator Fall Region Reel - 917
Friday Reel - 650
Sunset Photo - Bonnie Reisinger - 512

ACTIVITY	1st Q 2023	2nd Q 2023	3rd Q 2023	Oct-Dec
MAILINGS	188	550	200	250
WEBSITE-Users	5305	5060	9173	Roost lost this information
-New	4562	4806	8643	For this time frame
-Total Sessions	5691	6160	11,348	It is fixed for next quarter
The Visitors Center offers brochures from members and businesses in our region 24/7. These are the most requested. There are many other brochures also.				
Hamilton County Maps taken from the Visitor's Center	NA	NA	200	75
I LOVE NY MAPS taken from the Visitors Center	NA	NA	125	50
Hiking guides taken from the Visitors Center	NA	NA	400-600 estimate for spring and the summer	50

Roost provides us with this website information. This information helps us know how many people use our pages over the quarter. When available, It will provide this useful content.

