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

2nd Quarter Report April-June
July 9, 2024

Dear Supervisor Bain and the Town of Lake Pleasant Board Members,

2,225 Visitor count May - June

We installed a counter for the hallway to count how many people were on our side of the building. We placed it right outside of our door towards the brochures. We put it here to tell who was on this side of the building more accurately. Most people who come just to the bathroom or to the Donut Shop go to the other door from the parking lot and never walk down our hallway. Our goal is only to count those that come to our side. We want to draw them down to look at brochures and what our business offers. Our goal is to increase our visibility and let people know we are here to provide business and local event information.

The snowflake fundraiser was a success. We purchased ten snowflakes, which have been delivered and are awaiting November when they will be placed on poles before the Holiday Stroll and stay up until around the 1st of March.

Spring was a busy time for keeping the brochures loaded, as they were flying off the shelves. Roost and Hamilton County Tourism have been a big help with providing local brochures and flyers. Many people come in to get a printout of the events list. It is a massive task to update events as businesses keep sending new events at different times. We aim to advertise the events list on the website so that more people know it's there and easy to use. However, the printout is still expected and popular in May, June, and July

Farmers Market has had three successful weeks. We have 42 Vendors. This year, six farms have produce and meat. Three of the farms are new vendors. It is a good year to have so much produce.

I will update the expense list for 2024 in the next quarterly meeting.
Listed below are the expenses for last year, 2023. Our regular yearly expenses have increased by $5,000 since Covid.

Expenses	**2023**
Electric	$3,068.96
Subscription Services*	$1954.65
Phone	$3,610
Insurance	$2,408.39
Rent	$7,350
Payroll taxes	$11,547.29
Totals$	**$29,939.29**

*Subscriptions Services include Google, Quickbooks, and payroll services

Thank you for your time and consideration.

Sincerely
Mary Caldwell, Director

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

Social Media Report

Speculator Region Chamber of Commerce
Social Media Report
April 1, 2024 - June 30, 2024
Facebook Reach - 31,500
Instagram Reach - 1,700

Facebook- Followers to date		11,900
-Posts		112
-Messages		25
Instagram - followers to date		1,600
-Posts		60
-Messages		19

Some of our popular posts this past quarter related to events happening in our region. As the summer continues, we can focus on sharing that information so that people know what is happening in the area.

Our messaging response rate has increased significantly by 24%, and we will continue to work to improve on it. Compared to other businesses similar to ours, we publish more content on a regular basis and have similar numbers of followers and content interactions.

Popular Posts

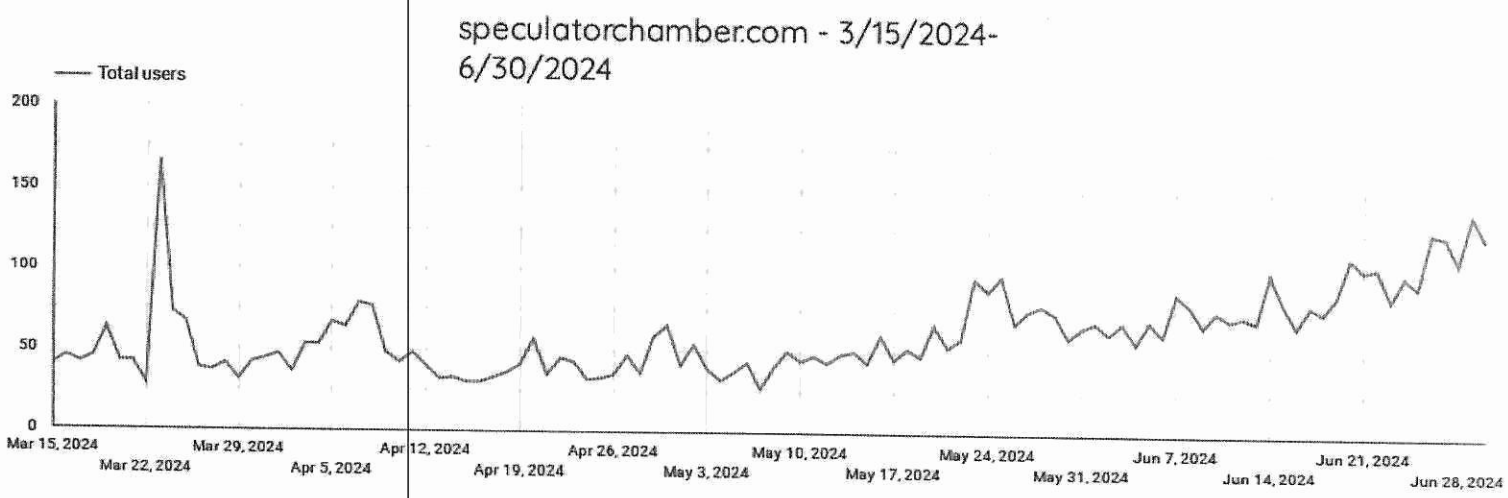
Facebook

Seaplane Fly - In Reminder - Impressions 15K
Uncle Carl's Coffee Ribbon Cutting - 4.2K
Chamber Member Spotlight - The Inn on Piseco - 4.1K - Impressions
Summer Events Post - 3.9K Impressions

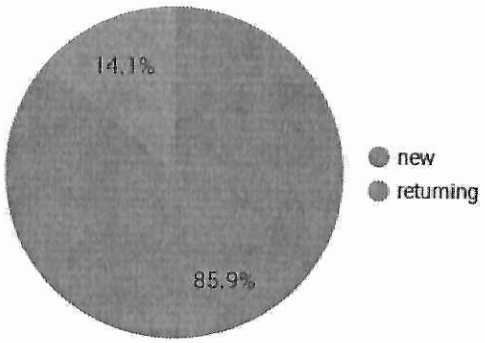
Instagram

Uncle Carl's Coffee Ribbon Cutting - 565 Impressions
Spring Speculator Region Video - 535
Reel - Of the lake - 444

Website Report From Roost



Total users 5,648	New users 5,542	Sessions 3,692
Views per user 2.72	Views 15,297	Engagement rate 74.81%
Average session duration 00:03:43	Bounce rate 25.19%	



New vs returning users

ROOST