

COMMITTEE OF THE WHOLE LEGISLATURE MEETING MINUTES
July 18, 2019

The Broome County Legislature met for a Committee of the Whole Legislature meeting to review a presentation from Visit Binghamton, formerly the Convention & Visitors Bureau, and discuss the entity's status as Broome County's official tourism agency on Thursday, July 18, 2019 in the Legislative Conference Room, Sixth Floor, Edwin L. Crawford County Office Building, Binghamton, New York.

Members Present: D.J. Reynolds (Chair), C. O'Brien (Majority Leader), M. Kaminsky (Minority Leader), R. Weslar, M. Hilderbrant, G. Baldwin, D.D. Reynolds, K. Wildoner, S. Baker, S. Ryan, R. Balles

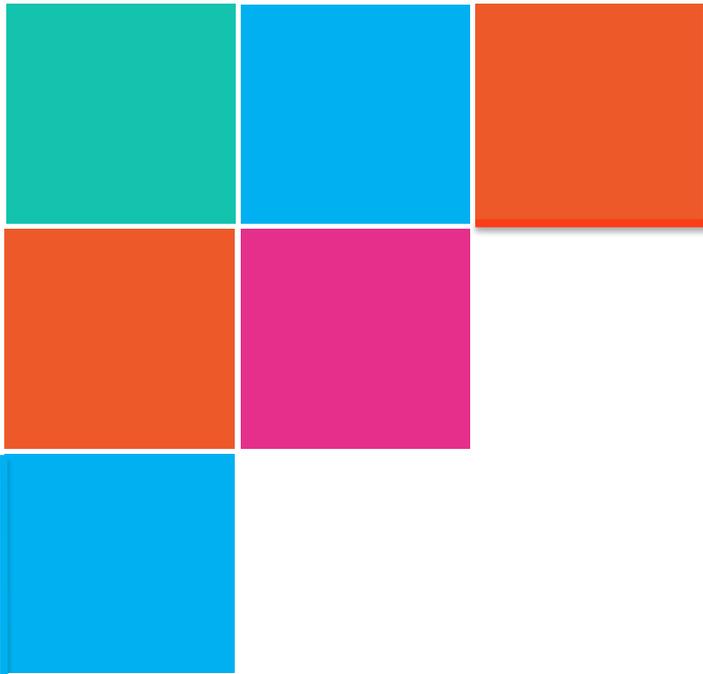
Others Present: A. Martin, J. Bertoni, R. O'Donnell, M. Tanzini, C. Hall, Legislature; J. Hess, C. Green, Visit Binghamton

The Committee of the Whole Legislature meeting was called to order by Chairman Reynolds at 4:07 PM.

At the Chairman's request, Ms. Judi Hess, Director of Visit Binghamton, introduced herself as the Legislature's invited speaker for the meeting.

Ms. Hess proceeded to give the Committee a presentation on the operations of Visit Binghamton, the importance of tourism and destination marketing to the community and the economic benefit of promoting the many great tourism destinations here in Broome County. Presentation is attached to these minutes.

There being no further business before the Committee, a motion to adjourn was made by Mr. Weslar, seconded by Mr. Baker. The meeting adjourned at 4:40 PM.;



BING

Visit Binghamton

Be Part of Our Story



Visit Binghamton

Mission Statement:

Visit Binghamton is the official destination marketing organization for Broome County. Our mission is to bring regional, national and international business and leisure visitors to Greater Binghamton for the economic benefit of the County, the community and our tourism partners.

Vision Statement:

To enhance our position as a premier tourism marketing organization by working with our partner to promote one of the best tourism destinations.



What We Do

- *Encourage visitors to discover the dining, entertainment, historic, cultural and recreational opportunities available.*
- *Encourage groups to hold meetings, conventions, sporting events and conference in Greater Binghamton.*
- *Assist groups with meeting/tournament preparations and while their group is in town.*



**We're New York
State Tourism
Industry Association
winners! 2018
Marketing Campaign
for "Be Part of Our
Story"**



How We Do It

- Sales calls on meeting, event, and sports planning professionals
 - Attend trade shows – conferences, sports, Motorcoach
 - Simpleview Software – partners can update, feeds I Love NY
- Coordinate activities for shows (ESSAE) and initiatives (Path Through History)



Meeting & Convention Highlights

Annual Events

- *Order of the Eastern Star (since 2010)*
- *Future Business Leaders of America (2016)*
- *Odyssey of the Mind (2000)*
- *DestinNation ImagiNation (2005)*



Bookings for 2019-20

- *American Legion (1,000ppl)*
- *Eastern League 2020 All-Star Game (3,000ppl)*
- *Dental Society (300ppl)*
- *NYS Bermuda Lions (900ppl)*



Co-op Programs



BINGbassador Program
Hotel Packaging Program
Path Through History
Tourism Week

Broome County Support



Co-operative Advertising

Arts
EatBing
Animal Adventure Park
Chuckster's
Historical Attractions



Central New York – Tourism Region



Website & Promotional Items



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MEETINGS SPORTS EVENT HOSTING MOTOR COACH / GROUP TOURS GETTING AROUND

THINGS TO DO WHERE TO EAT WHERE TO STAY EVENTS PACKAGES

Greater Binghamton Packages

Greater Binghamton Packages

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MEETINGS SPORTS EVENT HOSTING MOTOR COACH / GROUP TOURS GETTING AROUND

THINGS TO DO WHERE TO EAT WHERE TO STAY EVENTS PACKAGES OUR STORY

BING Stories

Get to know a few of the faces and places of the Binghamton communities.

CHECK 'EM OUT

BING THINGS TO DO

GOLF Like A Pro IN GREATER BINGHAMTON

If golf doesn't come to mind when you think of Greater Binghamton, think again.

BINGHAMTON'S New Brew NICHE

From international award-winning ales to bizarre-yet-delicious brews, beer is bringing Binghamton back in a big way.

visit Binghamton

BE PART OF OUR STORY

5 Tales of Discovery to Inspire Your Own

THE BREWS OF BINGHAMTON

PLUS: **Water Light: The Little Store**, **Yankees Star: April the Electric**, **East Where the Press Do**

Summer Calendar of Events 2019

BING Visit Binghamton Be Part of Our Story

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golf packages 2019

Greater Binghamton

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MEETINGS SPORTS EVENT HOSTING MOTOR COACH / GROUP TOURS GETTING AROUND

THINGS TO DO WHERE TO EAT WHERE TO STAY EVENTS PACKAGES

UPCOMING EVENTS

What's happening in Greater Binghamton

GETTING AROUND

How to get to and from Greater Binghamton

HOST YOUR SPORTS EVENT HERE

From the local level to national stage

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Assistance

Services Provided

Events



Be Part of Our Story

