

Press Release

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For Immediate Release

Adirondack Coast Visitors Bureau Reveals Results of Economic Impact Study *Study on Pro Bass Tournaments Once Again Proves Significant Economic Impact and ROI*

Plattsburgh, NY– 3/12/2013 – The summer series of Plattsburgh-based pro bass fishing tournaments bring in \$2.7 million annually in direct and indirect spending to the region according to an economic impact study sponsored by the Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce.

The study also revealed that through anglers' ancillary visits to the region, in preparation for their respective tournaments, the economic impact grows to \$8.2 million. Colin Read, principal consultant of Economic Insights, and lead on the study, reported, "The fishing tournaments in Plattsburgh bring significant revenue to the community. When compared to each dollar invested in hosting fees, the region stands to gain upwards of \$95, depending on our assumptions. As we begin to measure additional impacts over time, we may even discover the economic impact to be larger yet. In terms of community investment, there are few projects one could imagine with a similar positive return."

The study, calculating the economic impact of the 2012 pro tournament season on Lake Champlain, reported:

- \$2,742,581 generated annually for the region in direct spending
- \$8,227,714 million generated annually with the inclusion of ancillary visits
- 8,330 room nights
- 34.5 full time regional jobs created
- For every one dollar invested in host fees and in-kind services \$95 is returned to the local economy

In addition to the economic impact of the tournaments, ongoing media exposure and recognition worldwide from outlets such as ESPN and the Versus Network, reaching 90 million and 61 million households respectively, increases the potential impact on Clinton County as Lake Champlain and



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Plattsburgh become synonymous with world-class fishing.

Michele Powers, Vice President of Marketing for the North Country Chamber of Commerce and director of the Adirondack Coast Visitors Bureau stated, "These findings reaffirm what we already knew. The pro bass tournaments are an economic boom for the area. A 95:1 return on investment is impressive to say the least and then take into account the publicity we receive via media coverage throughout the world, the ROI is even greater. Needless to say, we're happy to welcome the pro anglers back in 2013."

2013 Pro Bass Tournament Schedule

The 2013 fishing tournaments, which will run throughout the summer, will draw more than 2,500 of the top bass anglers from across the country as they compete for \$1.5 million in cash and prizes.

Date	Tournament
6/15	ABA Weekend Series
7/13	Northern Bass Supply
7/18-7/20	FLW Everstart Series
7/20	FLW National Guard College Series
8/3	BFL Super

Bill Taylor, Director of Tournament Operations stated, "We are always excited to bring an event to Lake Champlain and the Plattsburgh area! Lake Champlain is without question the best tournament destination in the Northeast. The support we get from the locals and communities surrounding the lake is phenomenal."

City of Plattsburgh Mayor, Donald Kasprzak, said, "We are very pleased with the 2013 fishing tournament schedule. The fishing tournaments continue to provide solid economic benefits for the North Country. The people associated with the tournaments are wonderful and many of them have become part of our community over the years. We appreciate their commitment to the area and hope it continues for years to come."

Lake Champlain

Lake Champlain is undeniably one of the best fisheries on the continent, voted a top 5 fishery by Bassmaster Magazine in 2012. The sixth largest lake in the U.S., Lake Champlain stretches 120 miles north to south with almost 600 miles of shoreline. Its 435 square miles of surface area carve through the Adirondack Mountains of New York and the Green Mountains of Vermont offering spectacular views and unprecedented fishing. With a maximum depth of 400 feet, this vast body of water features more than 80 species of warm and cold-water fish including large and smallmouth bass, walleye, lake trout, brown trout, land-locked Atlantic salmon, perch, carp, steelhead and bowfin.

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About the Adirondack Coast Visitors Bureau

The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, was established in 1994 as the official tourism promotion agency for the travel and tourism industry in Clinton County, NY. Based in Plattsburgh, NY, the Adirondack Coast Visitors Bureau contributes to the county's economic development and quality of life by promoting the region as a destination for leisure and group travel with a particular focus on history, agriculture and outdoor recreation including cycling, paddling, fishing, boating and skiing. For more information about Clinton County tourism, please contact the Adirondack Coast Visitors Bureau at 518.563.1000, visit goadirondack.com or log onto [Facebook.com/AdkCoast](https://www.facebook.com/AdkCoast).