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BATTLEFIELD ALLIANCE, KRINGLE KOTTAGE GAIN HELP

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LAKE GEORGE - A pair of community-led organizations, the Lake George Battlefield Park Alliance and Kringle Kottage, are receiving occupancy tax support from the town of Lake George to help with promotion for the upcoming year.

At their August meeting, the town board awarded just over \$5,800 to the Lake George Battlefield Park Alliance that will allow

the organization to update its promotional and marketing literature, including The Colonial Wars in Lake George Self-Guided Tour, the Battlefield Park Guide, the Lake George Battlefield Park Alliance membership brochure, and the visitor center rack card.

"What we are proposing under the occupancy tax is to create some literature that I think will form greater awareness throughout the region," said John DiNuzzo, president of the alliance's board of

trustees, who adds that most of the current brochures and informational pamphlets are dated.

One of the primary purposes for updating the literature is to include information about the new Repose of the Fallen memorial site, also known as the reinterment plaza for the remains of 44 Continental Army soldiers. The site has educational and interpretive signage, as well as a walking and seating area.

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"It's been two and a half months since [Repose of the Fallen] was dedicated. It's already become a major attraction for us. We estimate our visitation to be about 60% higher than last year, both in the visitor center and at the site itself. There's a regular stream of visitors going in there, and we're very appreciative," DiNuzzo said.

DiNuzzo says that the "popular" literature can be found in public places like Town Hall, the Lake George Chamber of Commerce offices, the Visitor Center, the Holiday Inn, and more.

"We want to enhance [the literature] and improve it to include the Repose site. Similarly, for the Battlefield Park tour guide, there's no mention of it currently. We'd like to update to include it, and even our membership application. One of the reasons now for people to join will be to support the Repose of the Fallen site," DiNuzzo explained. "We can use the distribution network in the area and just have people get a vague sense of what it is; they saw the dedication, they saw the motorcade, but they don't have a specific recollection where exactly it is, so this will do that."

Additionally, the updated literature is expected to include information on the refurbished monuments in Battlefield Park. Both DiNuzzo and Lake George Town Supervisor Vincent Crocitto praised the partnership between the town and the alliance, further demonstrating the benefits of municipalities working with nonprofit organizations.

The Lake George Battlefield Park Alliance will also begin selling baseball caps commemorating the Repose of the Fallen memorial, with a purchase price of \$30. "We generated [the cap] ourselves. We had a very talented trustee who designed it and produced it, and it costs a little less than \$20 to produce. We're going to sell it for \$30, and the \$10 proceeds from each cap will go toward the maintenance fund for the site, for flowers, the upkeep, and so forth," DiNuzzo said.