



NEW YORK STATE SENATOR

Darrel J. Aubertine

## Aubertine Secures \$10k for Tourism Promotion

DARREL J. AUBERTINE September 22, 2010

| ISSUE: **RECREATION AND TOURISM**

### Greater Watertown North Country Chamber of Commerce guide to promote region

WATERTOWN (September 22, 2010)—Thanks to a \$10,000 legislative grant secured by state Sen. Darrel J. Aubertine, the Greater Watertown North Country Chamber of Commerce’s new tourism brochures will help draw visitors and guide them around our communities to boost our economy.

“We would have struggled to put together a product of this quality and print enough to get the exposure we will get if it wasn’t for this funding,” said Peter Whitmore, president and CEO of the GWNC Chamber. “As a nonprofit, any funding we can obtain is appreciated, but this amount enabled us to make a better product that will help bring in tourists to our attractions and small businesses. Senator Aubertine is a North Country native who has reached out many times to the chamber and small businesses. We absolutely appreciate all of his support.”

The GWNC Chamber of Commerce was established in 1903 by Watertown's leading businessmen, and since that time has grown to be the largest business association in the North Country, serving businesses the Thousand Islands, Eastern Lake Ontario, and the Tug Hill with membership in Jefferson County and four other counties. The tourism guide will be used to give visitors easy access to the great businesses and attractions in our region.

“The Chamber as an organization has been a leader in supporting small businesses and tourism in this county and the surrounding areas,” said Sen. Aubertine. “This tourism guide will help in attracting visitors to spend money at our local establishments, see what we have to offer and boost our economy. This is money spent wisely with an organization committed to creating and preserving jobs.”

With nearly 1,000 members, the Chamber as a nonprofit agency represents the business interests of over 22,000 employees throughout Jefferson County and the region, and has representation from every business sector as well as government and the military within its membership base.

The funding secured by the Senator in the 09-10 budget was delayed last summer, and again by the late budget but through the efforts of the Senator and his office to ensure these worthy local projects received their funding, these grants are now moving forward.