

Thousands of people visit Saratoga for the Tracks, SPAC, Crew, Skidmore, or for a good time, but most are only aware of what they came for, and do not see the variety of activities and rich history that gives our city such a unique personality and stability. Most of these people are carrying a cell phone that could access all the information about Saratoga, but there is not the “trigger” to get them to look.

The quarter pole will have web-site address, and a QR code that will take them to a “Don’t Miss Saratoga” (Name not chosen yet) web site where they can flip through a couple of dozen headings from the Waters, Revolution, Race Track, Prohibition, Renaissance, Things to Do, etc. and have easy access to and back from the Web sites for NYRA, SPAC, Museums, Chamber, and many others for more in depth detail. These sites can then measure the activity on their sites. This is not like searching a web site at your desk, but is reading your cell phone standing on the sidewalk, or sitting down in a near-by sidewalk café, because you had your interest peaked because you were susceptible while walking around the city. It will have text, maps, and pictures, but it has to be very clean and simple to be read on a phone.

The poles are six feet tall and eight inches square with a gold ball on top with red, black, or green stripes like a racetrack distance pole. They can convey the racing feel of Saratoga in a manner similar to the jockey statues for tethering horses. They would go on six or eight locations on Broadway, a couple on Union Avenue, and some on the Tracks and SPAC if they wish. They could be a pleasant addition to the streetscape of Broadway.

There is a Saratoga 150 logo above the web site information since it is the source of the funding. Field Horn is providing copy, maps and pictures, Fingerpaint is constructing the web site, and Zanetti and Saratoga Sign Pro are building the poles.

We could add all kinds of technical beacons, tours, hot spots, etc., but we would like to have the poles up this year and see what the response is, and then consider much more complex ways of people enjoying our city.