

Happy New Year!

GF parking ▶ 5 • Why so optimistic ▶ 6



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What went viral

By Zander Frost
Chronicle Staff Writer

2023 was another record breaking digital year for *The Chronicle*. Our posts reached over 3.3-million people via Facebook and Instagram — 1.9-million on Instagram, 1.4-million on Facebook.

We posted more frequently than ever — and our average post generated more impressions than ever before.

All of this growth is organic, without “buying” audience or subscribers on the Internet. It’s thanks to you, our readers.

Here are the Top 10 most viral posts.

1. Video: Bikers swarm woman’s car in Qby.

The Chronicle’s exclusive footage on Sept. 21 of a BMX



rally swarming a woman’s car in Queensbury was the year’s biggest post by far. It reached millions across our platforms.

The video shows 50+ bikers of all ages filling Veterans Road. A *Chronicle* investigation revealed that it was part of a “Rideout” advertised by “worldwide” BMX brand SE Bikes. Its sponsored riders posted a number of videos of chaotic scenes around the area.

Initially, when *The Chronicle* broke the story, some commenters criticized the woman driving who expressed fear over the encounter. The tone shifted quickly after *The Chronicle* posted the video.

2. 50th Anniversary Adirondack Balloon Fest!

People love the Adirondack Balloon Festival! *The Chronicle’s* Aug. 10 post detailing plans for the 50th Anniversary Festival with photos scored more than 150,000 impressions, 1,000+ likes, and 800+ shares.



3. Baker’s Dozen: Lox of Bagels & Moor

On May 18, *The Chronicle’s* Baker’s Dozen series featured Lox of Bagels & Moor, a three-generation institution east of Northway Exit 18 in Queensbury. It bakes and sells thousands of bagels every day, and our post telling its story reached nearly 130,000 people.

4. Letter laments sale of Canoe Island Lodge

On July 27, *The Chronicle* published a letter from Janice Conte, a self-described “Broken Hearted Guest,” who said her

Please turn to page 9



Erie Seawolves’ Tyler Mattison Fort Ann’s Mattison built his Big League prospects ▶ 18

Harmful Algal Blooms may not be so harmful

Chronicle editor Mark Frost writes: When “Harmful Algal Blooms” were discovered on Lake George early this decade, it was depicted catastrophically.

The alarm was apparently overblown.

The Lake George Mirror reported on Dec. 21, “Harmful Algal Blooms may not be harm-

Please turn to page 9

Hungry for River Street to reopen



Plea of Adirondack Seafood owner Mike Willig: Help us, Santa!

Major link between Glens Falls & Hudson Falls still closed, since March ▶ 11



Uncommon Grounds Coffee & Bagels to open at plaza in Qby.

Chronicle Staff Writer Zander Frost broke this scoop on Dec. 22: Uncommon Grounds — the downtown Saratoga Springs

coffee and bagel mainstay — will open in Queensbury at the former site of Recovery Grill.

“We look forward to opening Spring 2024,” an Uncommon Grounds official said.

The store size is around 8,000 square feet, “a few thousand square feet bigger than what they normally are occupying,” said Lisa Nigro Ferguson of Nigro Retail Properties.

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