



Tourism Destination Area Nomination Workbook

Northern Lake George & Southern Lake Champlain Region 6.3.14

5 Towns (Ticonderoga, Crown Point, Hague, Moriah, & Putnam, NY), 3 Counties (Essex, Warren, & Washington), & 2 Regional Economic Development Councils (North Country & Capital District).

LCR = Lake Champlain Region

TACC = Ticonderoga Area Chamber of Commerce/Ticonderoga Area

ROOST = Regional Office of Sustainable Tourism (Essex County)

Why is tourism important to the North Country?

Tourism offers the most viable opportunity to diversify and ignite the North Country economy by capitalizing on existing demand to attract a wide variety of private investment that will transform communities. Tourism is already a \$1 billion industry in the North Country and with its low upfront investment cost and quicker return on investment than many other industries, it is well-positioned to drive a new North Country economy as well as complement other strategic clusters of economic activity. Year-round tourism promotes a more sustainable, stable economy and more jobs; it's the most likely growth industry for this region and will help recruit other types of investment.

The region has a history of hospitality and several successful tourism hubs in place and exceptional four-season outdoor recreational opportunities are poised to leverage private investment in lodging, restaurant, attraction and other types of tourism related venues. Recognizing the transformative potential that tourism has in the North Country, the Regional Economic Development Council is advancing the following strategies:

Put tools in place to attract private investment in tourism which will drive demand to revitalize and diversify communities and create a climate that will allow entrepreneurs to flourish.

Develop tourism infrastructure to transform the Region by driving community development and leveraging private investment in tourism destination area communities and corridors.

The key to these strategies is that they recognize and focus attention on the need to attract and foster development in attractions, facilities and infrastructure conducive to attracting the 21st century traveling public. This is critical to sustaining, spreading and maximizing the North Country's tourism sector and revitalizing communities that have committed to tourism as a major component of their economy and quality of life.

An important element of advancing these tourism strategies is the definition, designation and advancement of "Tourism Destination Areas." A TDA is a community (or group of communities) that have the critical mass of attractions, amenities, tourism support services, accommodations and infrastructure that

enable them to sustain their economy and quality of life in the tourism economic sector. These are centers of activity and enterprise along the Byways and Blueways of the North County in a broadly defined “community” that demonstrates a commitment to making tourism a key economic driver by having engaged in tourism development planning and having initiated local projects whose primary goal is tourism demand generation. The designation as a TDA is an economic development tool to help provide communities with access to programs, financing and opportunities to advance their tourism-related economy.

A TDA has:

- A planning document (such as a destination master plan) that clearly shows success or viable intent to use tourism as an economic development tool;
- A leadership commitment in writing stating that the area is committed to the development of tourism, because it takes many resources within a community to create a successful destination;
- Infrastructure capacity or the capacity for expansion to meet future needs;
- A marketing mechanism (Chamber of Commerce, Visitor’s Center);
- Demonstrated regional leadership by being a “voice” in the region or forging regional connections to foster economic development.

These are some of the key attributes that reviewers will be looking for when evaluating TDA Nomination forms. A TDA is not only a community that currently exhibits all the characteristics mentioned above; communities that demonstrate clear progress and/or potential in key areas will also be considered for TDA designation.

Designated TDAs may have access to financing programs and will be positioned for Priority Project status for CFAs they submit for consideration by the North Country Regional Economic Development Council. Additionally, Tourism Investment Funds will be targeted at private sector investments in designated TDAs.

What is the Tourism Destination Area Self-Guided Nomination Form? And why should you use it?

Around the world tourism destinations are constantly working to distinguish themselves in the marketplace. The emphasis of Tourism Destination Areas (TDA) is to enable your destination and community to operate at the highest level it can achieve and to have access to the tools necessary to achieve your goals. This Form focuses on providing a clear appraisal of your current tourism situation and as part of a process provides the forum to generate discussion for tourism potential in your destination.

The Nomination Form is organized into sections to accompany critical elements identified for a TDA. The Form is designed to ask thought-provoking questions which will allow your destination to realistically assess its current situation. In some cases, the answer may not be a simple yes or no, or the required information may not be readily available. The questions are guides, designed to broaden the way you creatively think about your destination and forcing you to examine everything your destination has to offer, as well as what it lacks. Do not be discouraged if you cannot answer all the questions. Be realistic, gauge where your destination stands. A Glossary of Terms is included to clarify key words.

We recognize that these are challenging questions which we hope will generate much discussion and mobilize your community to take future action. Consider the answers or in some cases blanks, to be measurements to which you can compare future tourism activity. While this process requires a commitment of time and energy, your community's investment will be rewarded through the insights and directions gained.

The Nomination Forms will be reviewed and evaluated by a third-party committee of tourism experts. This process will also help the Regional Council identify clusters of projects or types of projects that are needed in multiple areas of the region so programmatic activity and planning can be directed to those critical areas.

What are the goals your community would like to achieve by undertaking the Tourism Destination Area (TDA) process? (e.g. to increase tourism revenues, improve quality of life, etc.)

1. Create a unified destination area between the communities of Ticonderoga, Crown Point, Hague, Moriah, and Putnam, NY. Showcasing our common and unique opportunities and experiences. United we are a Tourism Destination Area. 5 Towns, 3 Counties, & 2 Regional Economic Development Councils.
2. Increase tourism revenue/visitation. Increase overnight and extended stays. Increase resources to grow capacity for tourism infrastructure (lodging, retail, dining on the water, sewer & water, etc.). Development of new attractions and events. Implement plans for an 18th Century Sawmill and Ticonderoga Natural Foods Co-Op in Ticonderoga and review the possibilities of additional new attractions including Champ Museum and Mining attraction in Moriah/Port Henry, Swimming Beach in Crown Point, Lakeside Park & Boat Launch on Lake Champlain in Putnam, and additional attractions in Hague.
3. Make the economy more year-round with a focus on Lake Champlain, Lake George, and the Adirondack Mountains, attractions, lodging, and dining. As well as the connection between both lakes (LaChute River). Further activate tourism as a driver to diversify our economies.
4. Unite communities to accomplish tourism and economic development goals. Increase the cooperative relationship of the area (organizations, communities, & municipalities) as well as creating a closer relationship with marketing and economic development agencies.
5. Allow expansion of current businesses and welcome new businesses adding to our destination and the quality of life. Generate jobs and business opportunities.
6. Build a strong cultural experience (history, arts & culture, etc.) destination while supporting an outdoor recreation economy. (lakes, mountains, & rivers). Implement new events, festivals, performances, etc. Year round events and celebrations.
7. Guide the local culture, especially the younger generation, to be more hospitality and entrepreneurial minded.
8. A focus on packages between lodging/campgrounds, restaurants, marinas, golf courses, and other attractions need to be strengthened. Some overnight packages are currently available but need to be expanded upon.
9. Expand walking, hiking, and biking trails. Connect Lake George Land Conservancy's efforts with Champlain Area Trail's efforts. This would connect hiking trails on both lakes.
10. Expand transportation available for visitors including shuttles, water taxis, and additional taxi services, as well as implement a fueling station at the Ticonderoga Airport. Focus on becoming bicycle friendly. Expand focus on coming to the area via Amtrak from both Montreal and NYC. Two train stops within the destination.
11. Assist Champlain Valley Heritage Network in creating the Bi-State Park at the Lake Champlain Bridge Area (NY & VT).
12. Utilize Local Television Stations for tourism use. Planning to work and contact local schools to implement a more tourism and business focus on the local access channels.
13. Create a unified branding and marketing effort for the destination area. Increase awareness/knowledge of all the area has to offer. Raise profile of the area as a destination.
14. Creating a virtual portal to the Destination Area.
15. Create & Build a Visitor Center/Ticonderoga Area Chamber of Commerce Office with Public Restrooms. This center would also hold a Cultural Center. "The Hub".

Identify the geographic boundaries covered by your destination. (Remember a TDA can be more than one municipality)

Ticonderoga, Crown Point, Hague, Moriah and Putnam, NY.

This territory includes 5 towns, 3 counties, and 2 Regional Economic Development areas.

We could also include general information from Westport & further north, Schroon Lake, as well as Vermont (Addison County) as additional attractions to access while visiting the area.

Provide a map of your Tourism Destination Area:



What category best describes this destination?

Core Destination: A clearly defined area of intense tourism activity that can be marketed as a destination. Such a destination likely impacts adjacent neighborhoods and communities.

Area Destination: A zone or group of communities that is brandable for tourism attraction and development. Likely an area based on a cluster of recreational activities or developments associated with a geographic feature or a “trail” of connected thematic attractions.

Hub & Spoke Destination: A destination that has a central community providing key visitor services, but relies on “spoke” activities and attractions in surrounding areas to complete the tourism experience.

What best describes tourism’s current position in the economy of this destination?

Primary activity: Tourism is the primary economic driver for this destination.

Significant activity: Tourism is a significant part of the destination economy, but not the overriding personality of the destination.

Supplemental activity: Tourism plays an important role, but other types of activity substantially drive the economy.

Potential activity: Tourism current role is minor, but planning is underway to increase its contributions to be substantial.

***Note: Tourism is a primary economic driver in the towns represented (some more than others). However, there are a number of other significant economic drivers and employers within the area that are not tourism related.**

Does the geography of this destination overlap with other tourism destinations?

Please check: Yes No

If so, discuss the other brands that support tourism to this destination or explain how this destination shares things in common with other destinations.

Adirondacks
Lake George
Lake Champlain
Vermont/Green Mountains.

What types of visitors does the destination want target? (I.e. recreational travelers vs. sightseers; vacation home owners vs. hotel users; couples vs. families, etc.)

Families
Overnight Visitors
Historical & Cultural Visitors
Outdoor Recreational Travelers
Sightseers
Boaters Including Canadian Boaters
Vacation Home Owners
International Visitors
Businesses

What geographic and or niche market does the destination believe it can effectively attract?

North Eastern United States
NYC, Boston, NJ, CT, etc.
Canada
United States
International

Section 1: Competitive Advantage

A tourism destination area must possess a competitive advantage over other destinations, something recognizable by visitors as a unique or appealing asset. This competitive edge affords the potential to draw new, significant visitor traffic to an area.

A This area is considered to stand out from other destinations because:

Unsurpassed Scenic Beauty: Lakes, Mountains, Rivers, etc. Adirondack Mountains, Lake Champlain & Lake George with view of the Green Mountains of Vermont.

Rich History: Historic Sites including Fort Ticonderoga, Crown Point State Historic Site, Ticonderoga Heritage Museum, Hancock House Research Center & Museum, Iron Center Museum, Penfield Museum, Hague Historical Museum, and several other Museums & Historical Society'. World Renowned Historic Sites & Attractions

Natural Resources: Lake Champlain, Lake George, LaChute River, etc.

Array of Recreational Activities: Including maintained hiking trails along Lake Champlain & Lake George (Lake George Land Conservancy & Champlain Area Trails), Sports Fishing on Lakes, Cycling Routes, etc.

Arts & Culture Opportunities: Galleries, Historical Sites, Performances & Concerts, etc. Kings Garden (one of America's oldest and most historic gardens, largest public garden in the region).

Family Friendly destination with family friendly activities (Mountains, Attractions, Events, Hiking, and additional activities).

Annual Events. *See list of events in event section of workbook.

Centrally located to access additional attractions, major cities, etc.
Rail Service to the area via Amtrak (NYC & Montreal).

Airport in Ticonderoga (plans to have fuel filling station).

Quality Health Care Facilities and Emergency Room.

Local Television Stations. Planning to work and contact local schools to implement a more tourism and business focus.

Access and views to surrounding areas including Vermont (Green Mountains), Schroon Lake, Westport, Etc.

B The area has the following unique tourism products/services/experiences that are authentic to the North Country (e.g. biking, hiking paddling; mountains, lakes, rivers etc.):

Lake Champlain & Lake George
Adirondack Mountains

World Renowned Historic Sites & Attractions
Family Friendly

Kings Garden, Art Galleries, Local Artists, etc.

Amtrak (NYC to Montreal)

Recreational activities and scenic beauty associated with Lakes, Rivers, & Mountains.

C Would non-residents, who are seeing the sights in the North Country, consider your destination area to be a first-choice destination, or a must-do experience?

Please check: Yes No

If yes, please identify why:

Rich History: Fort Ticonderoga, Crown Point State Historic Site, Ticonderoga Heritage Museum, Hancock House, Iron Center, Penfield, Historical Societies, etc.

Scenic Beauty: Adirondack Mountains, Lake Champlain & Lake George

Annual Events & Celebrations: See event section.

Recreational Opportunities: Fishing/Boating/Hiking/Walking/Birding/Etc.

Fort Ticonderoga is the most visited cultural destination in the Adirondack Region.

Fort Ticonderoga has been recognized as a leading destination in the Adirondacks by US News and World Report Travel.

Data taken from 2013 Fort Ticonderoga Economic Impact Report (Magellan Strategy Group).

85% of Fort Ticonderoga's 66,000 guests in 2013 stated that Fort Ticonderoga was the primary reason for visiting the Ticonderoga Area.

75% of guests visited the area for the first time in the 2013 study.

54% spent at least one night in commercial lodging specifically as part of their Fort Ticonderoga visit.

Average stay by Fort guests in commercial lodging is 2 nights.

D Does the destination respect heritage preservation by protecting heritage corridors/sites/buildings?

Please check: Yes No

If yes, briefly describe:

Fort Ticonderoga, Crown Point State Historic Site, PRIDE of Ticonderoga as well as area museums, historical societies, and organization work to respect and preserve our heritage.

Fort Ticonderoga is a leader in historic preservation. Earliest restoration of its kind in America. Opening in 1909. 27 historic structures, 2,000 acres of historic landscape and 2 miles of historic shoreline on lake Champlain. Continuing to be a leader in historic preservation and interpretation today. National leader in collections as well.

Cultural Destination: America's most historic landscape.

Historical Societies, Museums, ARCH, and Lakes To Lock Passage, etc.

Fort Ticonderoga is the site of strategic military significance in the 18th century, landmark preservation and the birth of heritage tourism in the 19th century, and monumental restoration in the 20th century. It is the earliest site of historic preservation in America as well as the earliest restoration of its kind in the country. Preservation is an on-going process for the Fort Ticonderoga Association, the independent non-profit educational organization which owns and operates Fort Ticonderoga. The Fort Ticonderoga Association funds preservation efforts and restoration each year and has plans for multi-million dollar preservation efforts over the next several years on the Fort, walls, and several of the other 27 historic structures located on the 2000 acre campus. Preservation efforts also include land use, protection Carillon Battlefield and the redoubts and redans scattered across the landscape comprising North America's most intact Revolutionary War earthworks. Fort Ticonderoga partners with nationally recognized preservation groups including the National Trust for Historic Preservation, the Preservation League of New York, and other state and federal partners to ensure that this internationally significant National Historic Landmark is preserved for future generations.

Section 2: Leadership

Enhancement of an area's existing tourism infrastructure requires community support. Tourism industry operators and municipalities must play an integral leadership role in strategic tourism development.

A Do local residents actively support tourism within the community and welcome additional tourism growth? Provide examples of how they actively support.

Many Ticonderoga Area residents and specifically business owners realize that tourism provides the area with the customer base needed to survive and grow. Many volunteers give their time for events, programs, boards and organizations who are residents of the area, including a large retired population. We do however need to guide the local culture, especially the younger generation, to be more hospitality and entrepreneurial minded.

The Ticonderoga Area Chamber of Commerce as well as other Chambers and organizations work actively to promote the support of tourism as well as all the area has to offer.

B Do the tourism business leaders in the area work together in partnership with other stakeholders to grow tourism?

Please check: Yes No

Please provide examples:

Tourism business leaders in the area do work together to grow tourism including organization with a focus on tourism in addition to our local businesses. Organizations and committees include TACC, ROOST, Fort Ticonderoga, PRIDE of Ticonderoga, Ticonderoga Montcalm Street Partnership, Cultural Arts Initiative, TRA, CVHN, Moriah Edge, Moriah Chamber, Crown Point Chamber, Hague Chamber, Municipalities, and Town Supervisors.

We plan to continue to work closely with these organizations and committees as well as the business community to stress the importance of tourism and growth.

A focus on packages between attractions, hotels and restaurants need to be strengthened. Some overnight packages are currently available but need to be expanded upon.

C Does the municipalities in the area have in place documented tourism objectives, policies or priorities?

Please check: Yes No

If yes, do these objectives, policies, and priorities fit with the North Country Regional Economic Development Strategy?

Please check: Yes No

If yes, describe how they advance the strategies:

Ticonderoga:

Destination Master Plan & Town Comprehensive Plan, Ticonderoga Montcalm Street Partnership Downtown Revitalization & Streetscape Plan, & Fort Ticonderoga Comprehensive Plan. The Ticonderoga Area Chamber of Commerce has also begun work on a Strategic Plan for the organization. The Town of Ticonderoga is also implementing a Phased Project/Task List based on all of these plans.

Hague:

Comprehensive Plan with 2 pages dedicated to tourism growth and expansion.

Moriah:

Destination Master Plan

NCREDC Objectives, Priorities & Policies:

All of the plans have goals, objectives, and priorities that connect to the NCREDC plans strategies and as plans are updated and a phased project list is created the NCREDC Plan and strategies will be used as a guideline.

Strategies that the above plans connect with.

Building on growth in manufacturing industries.

Attracting and nurturing entrepreneur.

Creating new business start-ups.

Attracting new businesses to the area.

Elevating the recognition of the region and area as one of the special places to visit, live, work, & study.

Activate tourism as a driver to diversify our economies.

The goals within this workbook also relate back to the strategies and goals of the NCREDC plan.

Section 3: Tourism Infrastructure

Capacity of your existing tourism infrastructure must be identified and defined to better understand your current situation.

Accommodations:

Does the area offer accommodations with a variety of quality levels and price points?

Please check: Yes No

If yes, complete the following table:

Please note: Classifications for the type of accommodations can.

Type of Property:	Number Properties	% rated AAA 3 star & up	Total # of units	% open year round	Price range in peak season
Cottages/Cabins	9	?	83	10%	\$700-\$2,500 Weekly
Resorts	2	?	274	50%	\$75-\$300 Per Night
Hotels	2	1-Best Western	91	100%	\$55-\$200 per Night
Motels	6	?	37	10%	\$55-\$125 Per Night
Bed & Breakfast Inns	3	?	18	40%	\$55-\$200 Per Night
Fishing/Hunting Lodges		?			?
Campground(Public & Private)	7	?	679 *Additional 50 in 2015.	0%	\$20-\$60 Per Night
Vacation Rental Homes	Variety available	?			\$700-\$4,000 Weekly
	26+		1167		

Dining & Restaurants:

Does the area offer a variety of dining options at different price points?

Please check: Yes No

If yes, complete the following: (tally count restaurants in appropriate boxes)

Check all that apply										
Family Dining	Fine Dining	Fast Food	Ethnic	That offer Full Bar				Serves Breakfast	Serve Lunch	Serve Dinner
18	6	16	3	13				13	26	28

Can you describe destination dining or signature experience? (Restaurants that are an attraction in themselves)

Experiencing all the tastes the area has to offer with outstanding service, all while enjoying exceptional views, our rich history and local products.

Attractions:

Does the area offer core and supporting attractions that are linked to the area’s physical setting and/or history and augment the visitor experience?

Please check: Yes No

If yes, complete the following table:

Attraction	Annual Visitation	Core or Supporting attraction?	Adult admission price	Months of operation
Fort Ticonderoga	70,000	Core	\$17.50	May-November
Crown Point State Historic Site	26,283	Core	\$4.00	May-October
Golf Courses (Ticonderoga & Moriah) <small>*Based on Ticonderoga numbers. Driving Range & Mini Golf as well.</small>		Core	\$40-\$50	May-October
Marinas on Lake George & Lake Champlain <small>*Based on Snug Harbor numbers.</small>	6,000-7,000	Core	\$142. Per Day <small>*Approximate.</small>	May-October
Silver Bay YMCA		Core	\$20 Day \$65-\$200 Night	March-November
The Depot Theatre		Supporting	\$29.00	June-September
Fort Ticonderoga Ferry		Supporting	\$10.00 per car	May-October
Museums & Historic Sites <small>*Hancock House, Ticonderoga Heritage Museum, Penfield, Hague Historical Museum, Iron Center, & Others.</small>		Core	Free - \$17.50	May-October
Lake Champlain Bridge		Core	Free	Year-round
Beaches, Parks, & Public Spaces		Core	Free	June-September
Hiking Trails & Paved Public Trails Snowshoeing		Core	Free	May-October Winter Months
Art Galleries, Cultural Centers, & Performing Arts		Supporting	Free/Donation	May-October Year-round

From the attractions identified above, is there a wide range of core and supporting attractions that would sustain visitor interest for more than 24 hours?

Please describe:

Ticonderoga:

All "Bout Critters
Bicentennial Park & LaChute Waterfalls
Black Watch Library
Civil War Monument
Cook Mountain Trail & Other Hiking Trails
Eagle Lake
Five Nations Driving Range & Mini Golf
Fort Ticonderoga
Fort Ticonderoga Ferry
Frasier Bridge
Hancock House/Ticonderoga Historical Society
Historic Marker Trail
Historic Ticonderoga Walking Tour
Kings Garden
Knox Trail Memorial Park
LaChute River Interpretative Trail
Liberty Monument
Mossy Point Boat Launch (Lake George)
Mount Defiance
Paddle Tennis
Putnam Pond Campsite, Day Use, Hiking Trails, Beach & Boat Launch:
Recreational Fields
The Downtown Gallery
Ticonderoga Area Farmers Market
Ticonderoga Arts Gallery
Ticonderoga Black Point Public Beach
Ticonderoga Country Club & Golf Course
Ticonderoga Dog Park
Ticonderoga Ferry Landing Boat Launch (Lake Champlain)
Ticonderoga Festival Guild
Ticonderoga Fire Museum/Newts Archives
Ticonderoga Heritage Museum
Ticonderoga Veterans Memorial
Tower Avenue Grindstones

Crown Point:

Champlain Memorial Lighthouse
Crown Point State Campsite, Boat Launch & Pier
Crown Point State Historic Site & Fort St. Frederic
Essex County Fish Hatchery
Gunnison's Lake Shore Orchard/Farmhouse Bakery & Gift Shop
Hammond Library
Lake Champlain Bridge
Lake Champlain Bridge Interpretive Trail
Lake Champlain Region Visitors Center
Memory Garden

Monitor Bay Park & Boat Launch
North Country Trail
Penfield Homestead Museum
Veterans Memorial Park & Monument

Hague:

Elephant Rock
Hague Historical Museum
Hague Public Beach, Park & Boat Launch
Jabes Pond Trail & Other Hiking Trails
Peggy's Point
Rogers Rock Campsite, Hiking Trails, Day Use, Beach & Boat Launch
Silver Bay YMCA
The Gallery At Hague Creek

Moriah:

Bulwagga Bay Beach.
Boat Launch & Port Henry Pier
Champ Beach Park
"Champ" The Lake Champlain Monster
Cheney Mountain Trail.
LC&M Caboose
Moriah Country Club & Golf Course
Port Henry Marina
Port Henry Walking Tour
Sherman Free Library
The Iron Center
Witherbee Park
Farmers' Market
Chamber of Commerce Gallery
Mt. Weavers Guild Basket Shop
Made in the Mountains Art Gallery
Belfrey Mountain Fire Tower & Hiking Trail
Roe Pond (Fishing)
Tracy Road Motorcycle Touring
Vanslootens Marina,

Putnam:

Billy Bob's Apple Orchard
Gull Bay Public Beach & Boat Launch
Gull Bay Preserve

Experiences:

Does the area offer a variety of commercial, natural, cultural or heritage experiences/activities (e.g. birding, wildlife watching, tours, culinary classes, learning vacations, rafting/paddling, guided tours, fishing/hunting, etc.)?

Please check: Yes No

If yes, complete the following table:

Experience	Number of operators/ guides	Number of visitors served
History: Fort Ticonderoga, Crown Point State Historic Site, Museums, Etc.	50+	100,000+
General Area Tours	2+	
Hiking	2+	
Birding	1+	
Fishing/Ice Fishing/Hunting	2+	
Kayaking/Canoeing/Paddling	1+	
Boating (Marinas in NY & VT)/Boat Tours/Fort Ticonderoga Ferry/Fishing Charters, etc.	5+	6,000+
Art Galleries & Cultural Art Classes	5	

*Guides tours are available at historic sites, outdoor experiences, as well as chartered boat tours. Arrangements can also be made for general tours around the area.

Recreational Activities

Biking. Adirondack Coast Bikeways offers 14 bicycle loops within the Lake Champlain Region. A biking trail located along Lake George is also available south of Hague with connects the area to the southern part of Lake George.

Birding: Birders do not want to miss the largest birding trail in North America along the Lake Champlain Basin in the Atlantic Flyway. This trail is a 300 mile highway-based trail which unifies and connects 88 birding sites. Along the Lake Champlain shoreline, the Crown Point Bird Conservation Area is part of the Crown Point State Historic Site.

Boating: The Ticonderoga Area offers boating, canoeing, and kayaking on Lake Champlain and Lake George as well as other area rivers, lakes, and ponds including the LaChute River. Boat launches are located in Ticonderoga, Crown Point, Hague, Moriah, and Putnam as well as other access points within the area and at State Campsites. Boating stickers are available at the Town offices and Tony's Ticonderoga Sports.

Bowling: Bowling alleys are located in Ticonderoga and Moriah.

Camping: Camping is a great Adirondack experience!

Ticonderoga: Rogers Rock State Campsite (518-585-6746), Putnam Pond State Campsite (518-585-7280). Crown Point: Crown Point State Campground (518-597-3603)

There are additional state campsites available in the surrounding area. Private RV and Camping locations can be found in the business directory.

Canoe & Kayak Rentals: Brookwood RV Park, Rt. 9N, south of Ticonderoga. (518-585-4462). Rentals are also available at Fort Ticonderoga (518-585-2821).

Cross Country Skiing & Snowshoeing: Cross Country skiing and snowshoeing can be done at Rogers Rock State Campsite, Ticonderoga Bicentennial Park, Fort Ticonderoga, the Crown Point State Historic Site as well as on a variety of hiking trails throughout the area.

Fishing: Ticonderoga gives access to two of the most beautiful fresh water lakes and some of the best fishing in NYS. Various fishing tournaments and derbies are held on both Lake Champlain and Lake George. Fishing licenses are available at Town Offices and Wal-Mart in Ticonderoga. Both lakes offer boat launching access points and on-land fishing locations. In addition the LaChute River in Ticonderoga is a wonderful location to fish.

Golfing: Golfing is certainly a favorite past time in the Adirondacks. An 18-hole golf course with beautiful views, a pro-shop, and restaurant on site is at historic location in Ticonderoga. A 9-hole golf course is located in Moriah.

Guide/Tour Services available: *Guide services are available for recreational activities, history or area tours please contact the Chamber office.*

Hiking: Hike into the mountains or along waterside trails both offering spectacular views of the area including Lake Champlain, Lake George, the Adirondacks and Vermont. Hiking Trails can be accessed at designated points throughout the Ticonderoga Area. Maps and guides are available.

Ice Fishing: Great fishing can be found even in the winter on Lake Champlain, Lake George and other area bodies of water. For information access points see boating section.

Ice Skating: Ice Skating rinks are located in Ticonderoga and Moriah.

Motorcycle Tours: Need description.

Relaxing: Do nothing, relax and enjoy the scenic beauty and calming effect of the area. That's why they invented the Adirondack Chair. Enjoy the areas beaches and views of the lakes and mountains.

Sightseeing: The Ticonderoga Area offers an area of sightseeing throughout the Adirondacks, Lake Champlain and Lake George Region with beautiful views, drives and stops along the way.

Snowmobiling Trails: The Adirondack Region gives access to trail systems. Snowmobiling is a favorite Adirondack winter activity.

Swimming: The Ticonderoga Area offers access to swimming in Lake George, Lake Champlain and other area waters. Public beaches are located in Ticonderoga, Hague, Moriah and Putnam. See beach locations under each community listing.

Tour Boats: Lake George Steamboat Company in Lake George, NY offer a variety of cruises; sightseeing, lunch brunch and dinner cruises on 3 large cruise ships. Other boat tours are available within the Ticonderoga Area.

Walking/Running: Enjoy walking or running through the communities within the Ticonderoga Area. The LaChute River trail in Ticonderoga is a perfect location for a causal walk or for exercising. The LaChute River Trail runs through the Ticonderoga Bicentennial Park. Fort Ticonderoga also offers a family friendly walking/hiking trail.

Water Sports: Tubing, water skiing, parasailing, and other water sports are available in the Ticonderoga Area.

Events & Festivals:

Does your area offer events that are marketed outside the region and are designed to draw tourists or have more than 50% of their attendance supported by tourists? Please list events that are tourism draws; not events that depend upon tourists already in the market for other reasons.

Please check: Yes No

If yes, complete the following table:

Event Name	Event theme	Month of event	Average visitor attendance
Fort Ticonderoga: 1. Independence Day Weekend 2. Reenactment (Summer) 3. Fife & Drum Muster		Throughout the year.	3500 2500 1700
Crown Point State Historic Site Events Festival of Nations		Summer Season	
Best 4 th In The North		July	2,000 +
Fishing Tournaments		Throughout the year	200 - 1,000 + *per tournament.
StreetFest		July	750 -1,000+
Hague Oktoberfest		September	1,000 +

Ticonderoga Area Car Show		August	500 – 1,000
Memorial Day Celebrations		May	1000 +
Americade		June	
Labor Day Celebration		September	500-1000
Children's Arts Trek		Summer Season	
Children's Artist Touch Programs		Summer Season	
Oktoberfest		September	1,000+
HalloweenFest		October	500+
North Country Christmas Celebration		November/December	100 +
HITS/North Country Triathlon		June	2000 +
Montcalm Mile Local Races		July Throughout the year	300+
Moriah Stock		August	200+
K of C (Moriah) Car Show		October	500

Highlight of Annual Events:

Ticonderoga WinterFest, Hague Winter Weekend, Crown Point & Hague Memorial Day Celebrations, Americade, Ticonderoga Best Fourth In The North Celebration, Ticonderoga Festival Guild Children & Adult Programs, Ticonderoga Heritage Museum Children's Art Programs, Fort Ticonderoga Reenactments, Encampments & a variety of Events, Ticonderoga StreetFest, Moriahstock, Ticonderoga Area Car Show, Area Concerts, Port Henry Labor Day Celebration, Hague Oktoberfest, Ticonderoga Area North Country Christmas, Concerts and more!

*The area has and does host other events drawing visitors including Fishing Tournaments, Cycling events, etc.

Meetings/Conventions:

Does the area afford the ability to host meetings, workshops and conventions?

Please circle: **less than 10 people** **11-50 people** **50+ people** (Yes to all)

Specify meeting space available for meetings of more than 50:

(i.e. halls, community centers, meeting rooms, convention centers, etc.)

Facility Name	Number of Meeting Rooms	Largest Banquet Capacity	Number of sleeping rooms (if lodging)
Best Western Plus Ticonderoga Inn & Suites	4	250	54
Silver Bay YMCA Family Conference Center		700	261 rooms & 20 cottages
Fort Ticonderoga	3	200	0
EMA	2	350	0
Super 8	1	30	39
Local Non-Profits Banquet Spaces	6	125	0
Municipalities & Visitor Centers	6-8	100	0
In addition other facilities can accommodate smaller groups.			

*Note our area schools have large auditoriums (Ticonderoga, Crown Point & Moriah).

Shopping:

Does the area offer a range of retail shopping opportunities that cater to the tourist trade, including clothing, crafts, and souvenirs at different price points?

Please check: Yes No

If yes, provide a tally of the number of store fitting in each category:

Mass Market/Chain	Boutique	Specialty/Niche	Souvenirs	Grocery/Food/Deli	Year Round Operation	Seasonal Operation
12	7	45	16	10	47	11

Does the area have one or more shopping districts/developments that would be of special appeal to tourists?

Please check: Yes No

If yes, briefly describe the shopping district(s):

Ticonderoga:

Ticonderoga has a Downtown Business District with mostly locally owned shops, restaurants/eateries, Chamber Office, art galleries, museums, banks, library, gas stations/convenient stores, etc. Ticonderoga also has a new business district with regional and national chains, banks, gas stations/convenient stores, as well as other locally owned businesses. Additional businesses are located on the Hague Road/Route 9N heading to the Town of Hague. Numerous buildings within the business districts are on the National Historic Registry.

*Note all of these business districts are located within 1 1/2 of each other and connect at Liberty Monument/Moses Circle.

Crown Point:

Crown Point has a main street with a few restaurants/eateries, as well as a library, bank, 2 antique shops, and a few other local businesses including a gas station/convenient store, laundry mat, etc. Just off main street several other business are located including an Apple Orchard.

Hague:

Hague offers a main street with a few restaurants, a retail shop, an art gallery, museum, and the community center. Hague Beach & Boat Launch is located a minute's walk from their business district.

Moriah/Port Henry:

Port Henry has main street with a grocery store, a few locally owned businesses and restaurants, a Chamber Office, art gallery, two gas stations/convenient stores, a few retail shops, etc. Several of the buildings are on the National Historic Registry.

Putnam:

Putnam does not have a specific business district or main street. There are a number of businesses located in the town including locally owned businesses and an Apple Orchard.

What other amenities does your community offer that help position it as a destination?

*See recreational opportunities.

*See attractions/things to do list.

*See highlight of annual events.

*Kids Programs including art, music, history, etc.

*Silver Bay and Fort Ticonderoga host speakers and programs that are world renowned.

*Arts & Culture Opportunities.

Section 4: Marketability

Ideally, this section involves recognized branding of your destination's national/international significance.

A The area has received a designation by a recognized state, national and/or international entity for being a destination. (for example, state/National Historic District; Blueway Trail, Scenic Byway, etc.)

Please circle: **Yes (X)** No

If yes, specify designation by whom and date received:

National Historic Sites: Fort Ticonderoga (a national historic landmark & landscape. Fort Ticonderoga is on the National Registry of Historic Places.

Crown Point State Historic Site as well as other area historic sites and museums.

Scenic Byway & Blueway Trail is located within the area.

Ticonderoga is on the National Registry of Historic Places as a Multi-Resource Area. Contributing to that are 12 historic building in the Downtown Business District and 2 historic districts.

Moriah/Port Henry is on the National Registry of Historic Places as a Multi-Property Designation with 5 historic buildings.

Crown Point is on the National Registry of Historic Places for having the Ironville Historic District.

Section 5: Strategic Planning

This section focuses on the collective commitment to invest in tourism development, marketing, research, human resources and partnerships.

A Has a tourism destination development plan/strategy been developed for your community/area?

Please check: Yes No

If yes, how many years ago was it developed and what are the key initiatives implemented to date?

Ticonderoga:

Destination Master November 2009 (being updated)

- Building a strong cultural based tourism economy and destination: This continues to occur with the efforts of Fort Ticonderoga, Crown Point State Historic Site, other historic sites and through Chambers of Commerce/marketing agencies. A continued focus on this goal is required to market our historic sites and the basic history of the entire area. Our history marketing and growth can also be expanded outside of the historic sites to historic grounds throughout the area.
- Build supporting outdoor recreation economy: This continues to occur as many visitors come to the area for recreational activities (mountains & lakes). A continued focus on this goal is required to market and expand the recreational activities available.
- Rebuild an 18th Century Sawmill as a centerpiece of new economy: Work on this project continues via PRIDE of Ticonderoga.
- Build a better tourism partnership with Fort Ticonderoga: The TACC, area businesses and the community continue to strengthen our partnership with the Fort. Over the last three years our partnership has certainly strengthened. We are looking at a marketing partnership between Fort Ticonderoga and the TACC in 2014 as well as other ways to partner.
- Generate jobs and business opportunities: We continue to work closely/partner with the Essex County IDA, the North Country SBDC, existing businesses, those starting businesses and potential new businesses.

Ticonderoga Comprehensive Plan, Streetscape Plan, and Main Street Plan. All of these plans are being coordinated through the updating of the Destination Master Plan and creating a Phased Project Task List by the Town of Ticonderoga (utilizing plans).

Fort Ticonderoga has and continues to be a leader within the area to push a year round tourism economy. Fort Ticonderoga is in the process of announcing and implementing a strategic plan for the site and growth within the community. Details to be announced. Fort Ticonderoga is the site of strategic military significance in the 18th century, landmark preservation and the birth of heritage tourism in the 19th century, and monumental restoration in the 20th century. It is the earliest site of historic preservation in America as well as the earliest restoration of its kind in the country. Preservation is an on-going process for the Fort Ticonderoga Association, the independent non-profit educational organization which owns and operates Fort Ticonderoga. The Fort Ticonderoga Association funds preservation efforts and restoration each year and has plans for multi-million dollar preservation efforts over the next several years on the Fort, walls, and several of the other 27 historic structures located on the 2000 acre campus. Preservation efforts also include land use, protection Carillon Battlefield and the redoubts and redans scattered across the

landscape comprising North America's most intact Revolutionary War earthworks. Fort Ticonderoga partners with nationally recognized preservation groups including the National Trust for Historic Preservation, the Preservation League of New York, and other state and federal partners to ensure that this internationally significant National Historic Landmark is preserved for future generations.

Crown Point:

***No Current plan. Working with other organization to implement projects.**

Hague:

Comprehensive Plan with 2 pages dedicated to Tourism. (2004)

Moriah:

Destination Master Plan (2009)

21 action items outlined in the plan. Progress is being made on 8 of them.

What's been happening:

- 1) Chamber of Commerce has been reorganized and a main street office established.
- 2) Iron Center Museum Hours are longer and more consistent.
- 3) Additional lodging is being developed; Petro's campsite, and two B&Bs, Family Fun cabins are being renovated.
- 4) PH7 organization has taken an active role in beautifying the village; a Main Street Grant has been secured with the help of PRIDE.
- 5) Support for the Chamber and a cadre of volunteers is being built.
- 6) A walking tour of Port Henry has been developed.
- 7) Tourism investment is being attracted. Phase One of Velez Marina is opening this summer, and a large residential property is being turned into a base for bicycle touring.

Putnam:

***No current plan. There are plans to create a lakeside park on Lake Champlain including a Boat Launch.**

If yes, when will the implementation be complete?

Implementation of the goals within the Destination Master Plans, Downtown Revitalization & Streetscape Plans as well as Comprehensive plans will continue and be reexamined as well as added to.

Through the process of this Nomination Workbook and the updating of the Ticonderoga Destination Master plan, 5 communities will work together to create a NEW Destination Master Plan which will continue with all of the towns as a Destination Area.

Do the objectives and priorities outlined within the plan support the North Country Regional Tourism Strategies? Please identify these specific strategies and priorities.

YES

- Increase & retain jobs through tourism and business growth. Expand retail and restaurant offerings as well as focus in industry growth and sustainability for job retention and growth.
- Strengthen existing resources and partnerships, build capacity, foster entrepreneurial opportunities and creating incentives.
- Capitalize on the regions assets including the Adirondacks.
- Workforce development supporting the needs of targeted small, medium and large businesses.
- Increasing tourism infrastructure and building on the regions image as a recreational and competitive sports destination.
- Build a strong cultural based economy while supporting an outdoor recreation economy.

B Is a program in place to monitor and track the progress made towards achieving the objectives outlined in the area’s plan?

Please check: Yes No

If yes, these are measured by:

The Fort monitors their progress and the Town of Ticonderoga hosts Economic Development Committee meetings to discuss projects, initiatives, events, etc. and future plans. Fort Ticonderoga had an Economic Impact Analysis with an extensive survey bench marking Fort Ticonderoga against other similar organizations & landmarks. Visitor surveys are conducted as well.

The Ticonderoga Area Chamber of Commerce is continually tracking progress on goals and objectives. Additionally the Ticonderoga Area Chamber of Commerce will work with ROOST and all communities and entities to create a more cohesive tracking system.

Moriah, Hague, & Crown Point Chamber’s also hold monthly meetings to discuss projects and plans.

In addition each organization has specific yearly goals as well as plans for the future and other organizations within the area that are involved in Economic Development, track their progress and work closely with the Chamber and each municipality.

If No, are there plans in place to develop a tourism destination development plan/strategy in the near future?

Please check: Yes No

If yes, when? _____

If No, is the area already included in an existing larger municipal or county tourism development plan/strategy?

Please check: ___Yes ___No

C Visitation: What mechanisms do you currently have in place to measure visitation?

How long have these mechanisms been in place? Are they effective?

Chambers of Commerce, Fort Ticonderoga, local lodging facilities, museums, and visitor centers do track their guests and visitors. The Regional Office of Sustainable Tourism does track visitation for the County.

Individual sites measure visitation. We plan to compile that information for historic sites, recreation sites, lodging facilities, campgrounds, etc. We also speak to our retail shops and restaurants regularly to get information on numbers in compared to the previous years.

D What are the resources in place to manage future tourism plans for the area, and to move them forward?

Identify resources (staff, budget, organizations, volunteers, etc.) that are in place:

ROOST/LCR: See DMO information.

TACC: \$100,000, 2 staff members, 1 AmeriCorps Members, interns, & numerous volunteers.

Fort Ticonderoga: \$2.5 Million, 50 plus staff members.

*Fort Ticonderoga has a \$9 Million economic impact on the region.

TMSP: \$15,000 (TACC is the TMSP Coordinator), numerous volunteers.

PRIDE: \$200,000, 1 staff member. And numerous volunteers

Moriah Chamber: \$14,000, numerous volunteers.

Crown Point Chamber: Volunteers.

Hague Chamber: Volunteers.

Moriah Edge: Volunteer committee via the Town.

Each municipality also works closely with the Chambers and organizations to support their efforts. In Addition the TACC as well as others work closely with the ROOST.

The TACC has created a Marketing & Tourism committee to identify goals, projects, a budget and plans for the future.

E List other resources needed that will help further tourism initiatives in the area.

Finances for staff growth for organizations. Allow organizations to further goals, efforts and projects. Create a Visitor & Welcome center in coordination with a Cultural Center (The Hub).

Finances for particular tourism and municipal projects to expand capacity.

Businesses incentives and grants to attract new businesses to the area.

Additional marketing guidance, support and assistance.

F Is there an established “destination marketing organization” for the area?

Please check: Yes No

If yes, please complete the following (if the DMO is part of a larger organization, only answer in reference to resources specifically designated for destination marketing)

Name of DMO:

Essex County – Regional Office of Sustainable Tourism
 *Ticonderoga Area Chamber of Commerce markets and promotes the Ticonderoga Area as well.
 *TACC is also affiliated with the LCR Visitors Center via ROOST.

Organization budget	\$56,435.02 <i>*This areas portion of ROOST budget based on occupancy tax.</i>
Percent public funds	Total Budget
Percent private funds	
Number of full time paid staff	17 *This is the total ROOST staff number which do work with the communities within this area.
Number of part time paid staff	0
Number of volunteers	0

Types of marketing done by DMO	Yes	No
Places print advertising	X	
Places TV advertising		X
Places Internet advertising	X	
Maintains website(s)	X	
Manages social media	X	
Publishes brochures/guidebook	X	
Solicits publicity	X	
Solicits group business	X	
Solicits convention business	X	
Commissions research	X	
Sponsors hospitality training	X	
Organizes events	X	
maintains information center	X	

Other information about DMO activity:

ROOST is the tourism department for all of Essex County. ROOST operates and maintains the Lake Champlain Region Visitor Center in Crown Point at the base of the Lake Champlain Bridge. The Ticonderoga Area Chamber of Commerce is also affiliated with the Lake Champlain Region Visitor Center and is a partner with ROOST.

E Through a DMO or other source, is current travel information on the area available through the following?

Travel Guides:

Please check: Yes No

If yes, describe including quantities printed and distribution program:

Lake Champlain via ROOST.
Ticonderoga Area Chamber of Commerce.
Fort Ticonderoga & other attractions.
Other Chambers of Commerce.

Website:

Please check: Yes No

If yes, describe including current statistics on use:

Lake Champlain via ROOST.
Ticonderoga Area Chamber of Commerce.
Fort Ticonderoga & other attractions.
Other Chambers of Commerce.

Brochures:

Please check: Yes No

If yes, describe:

Lake Champlain via ROOST.
Ticonderoga Area Chamber of Commerce.
Fort Ticonderoga & other attractions.
Other Chambers of Commerce.

Other:

Please check: Yes No

If yes, describe:

Social Media:
Lake Champlain via ROOST.
Ticonderoga Area Chamber of Commerce.
Fort Ticonderoga & other attractions.
Other Chambers of Commerce.

Section 6: Seasonal Capacity

This section focuses on: sufficient capacity to service visitors on a year round basis.

Using the information identified in Sections 4 and 6 provide the following statistics:

Please Note:

- Q1 January - March
- Q2 April - June
- Q3 July - September
- Q4 October - December

A Distribution of total visitation is as follows:

Year	% visitation in Q1	% visitation in Q2	% visitation in Q3	% visitation in Q4
2011	5%	80%		15%
2012	5%			15%
2013	5%			15%

B Accommodation occupancy is distributed throughout the year at the following percentage rates:

Year	% occupancy in Q1	% occupancy in Q2	% occupancy in Q3	% occupancy in Q4
2011	5%	80%		15%
2012	5%			15%
2013	5%			15%

The annual average occupancy rate is: 60%

C Visitation: What mechanism do you currently have in place to measure visitation?

Individual sites measure visitation. We plan to compile that information for historic sites, recreation sites, etc. We also speak to our retail shops and restaurants regularly to get information on numbers in compared to the previous years.

D What are operators/businesses within the area doing to extend the tourism season? What initiatives have they indicated an interest in pursuing in the future?

Adding events and programs throughout the year. Creating new festivals and events. Working to offer packages as well throughout the year. Marketing the area as a year round destination. Something to do for everyone throughout the year. The problem we run into is many businesses do close after October so currently retail and lodging is limited.

Fort Ticonderoga is pushing out the season by offering new programs and events. Fort Ticonderoga is also partnering with national universities to build a learning destination. Fort Ticonderoga has a long term plan with sustainable capital investment for infrastructure as well as product development.

Section 7: Travel Trade

This section is focused on the potential to develop packages that extend the season and diversify the product offering, by maximizing partnerships with the travel trade.

A Can the area be experienced through the purchase of multi-activity/day packages?

Please check: Yes No

If yes, please identify examples of these packages:

Best Western, Fort Ticonderoga, Apple Orchards, Guided Hikes/Tours & Area Restaurants. Silver Bay offers packages for their property. All inclusive lodging location with recreational activities, food, programs and more. Fort Ticonderoga offers multi-day packages and discounts with area hotels. Packages need to be added and expanded upon. More businesses and attractions need to offer packages.

B Is there a demand for the area's type of packages? This demand is demonstrated by:

There is a demand and packages are needed to extend the tourism season for the area. Promoting packages, deals, getaways, etc. is key. Growth in Fort Ticonderoga programs, multi-day packages, etc. The need is demonstrated by the Best Western, Silver Bay and Fort Ticonderoga.

C Is the area considered "friendly", or "very hospitable", by tour operators?

Please check: Yes No

If yes, how do you know this?

The area is considered friendly and hospitable, but additional training is certainly needed in creating a Customer First/Hospitality Focused culture throughout the area. Improvement is needed within this area to better serve our guests. There is always room for improvement.

D Is the area represented at consumer and travel trade shows?

Please check: Yes No

If Yes, which shows and by whom?

Yes the area is represented at a variety of travel shows. This includes AAA shows, American bus association, and Ontario motor coach association as well as other travel shows.

ROOST

Best Western Plus attends Best Western Trade Shows as well as AAA Trade Shows.

In addition Silver Bay YMCA and Fort Ticonderoga attend trade shows.

The TACC is also looking into attending trade shows.

The area is very hospitable to tour operators, we meet with them several times a year at trade shows and offer one on one planning services for trips to our area. We also write seasonal itineraries' and have those available all the time for tour operators and will work with them on a specific itinerary to fit their group's needs. We also provide information for step on guides for the different towns and lodging information and attraction information as well.

Section 8: Sustainable Tourism Practices

Meeting the needs of present tourists, while protecting and enhancing opportunities for the future; on managing all resources in such a way that economic, social and aesthetic needs can be fulfilled—while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

A Is an environmental monitoring program in place to ensure the carrying capacities of the natural systems are not overwhelmed by destination visitation?

Please check: Yes No

If yes, it is described in:

Ticonderoga: Volume is monitored at the Waste Water Treatment Plant. This plant has been recently updated and is being continually looked at for additional upgrades.
Moriah: New waste water treatment plant (6-7 years old).

B Does the area consider the impact of increased visitation on the residents' quality of life?

Please check: Yes No

If yes, what mechanisms are in place for residents to express their opinion?

Increased visitation would allow further growth and development of the area. Increasing jobs, additional revenue to our existing businesses and further business expansion and growth.
Increased tourism and businesses give the residents a better quality of life.

C Has your community established land-use laws that support the preservation and management of natural assets and tourism sector growth.

Please check: Yes No

If yes, please list:

Ticonderoga as well as other communities have zoning and land use laws. In addition we have the additional layers of laws, preservation, and management including the APA, Lake George Park Commission, Lake George Association, Lake George Land Conservancy, NYS DEC, EPA, Lake Champlain Basin Program, Lake Champlain Land Trust, Lake Champlain Committee, Lake Champlain International, Lake Champlain The Nature Conservancy.
In addition other communities with the area have their own land use laws and zoning.

D Does the destination currently demonstrate sustainable tourism practices (practices that minimize tourism's negative economic, environmental and socio-cultural impacts and/or make positive contributions to the cultural, heritage and natural assets available in the community)?

Please check: Yes No

If yes, briefly describe:

Ticonderoga as well as other communities have zoning and land use laws. In addition we have the additional layers of the APA, Lake George Park Commission, Lake George Association, Lake George Land Conservancy, NYS DEC, EPA, Lake Champlain Basin Program, Lake Champlain Land Trust, Lake Champlain Committee, Lake Champlain International, Lake Champlain The Nature Conservancy.

Section 9: Support Services Infrastructure

Visitor amenities, services and infrastructure

A Do you have a water treatment facility in place which has the capacity to accommodate existing levels of visitation/attractions/services?

Please check: Yes No

If No, are you planning to implement a water treatment system?

Please check: Yes No

If yes, how long until it is in place? _____

Will this provide sufficient capacity to accommodate projected levels of visitation?

Please check: Yes No

If no, how will the area address this issue?

Ticonderoga Just finished a 6 year/8 million dollar upgraded plan for the Water Treatment/Sewage Plant which controls flow, filtration, and has a computer monitoring system.

Moriah: New waste water treatment plant (6-7 years old).

Additional expansions and improvements are being discussed and worked on.

B Do you have a sewage treatment facility to accommodate existing levels of visitation/attractions/services?

Please check: Yes No

If No, is there a plan to develop a sewage treatment facility?

Please check: Yes No

If Yes, how long until it is in place?

Will this provide sufficient capacity to accommodate projected visitation?

Please check: Yes No

If no, how will the area address this issue?

Ticonderoga Just finished a 6 year/8 million dollar upgraded plan for the Water Treatment/Sewage Plant which controls flow, filtration, and has a computer monitoring system.

Moriah: New waste water treatment plant (6-7 years old).

Additional expansions and improvements are being discussed and worked on.

C Are there public, well-maintained permanent bathrooms available at strategic locations throughout the area.

Please check: Yes No

If yes, please identify:

There are currently not adequate public, well maintained permanent bathrooms that have proper signage for Visitor’s to recognize and be aware where they are located. The area does have public bathrooms at local museums & historic sites, Visitor Centers/Chambers of Commerce as well as locally owned chain restaurants like McDonalds and Dunkin Donuts. Public Restrooms are also available at Wal-Mart of Ticonderoga. Boat Launches and public beaches also have Public Restrooms.

Goal: Build Visitor Center/Chamber of Commerce Office with Public Bathrooms in Ticonderoga (including men’s, women’s and family bathrooms). Add Public Bathrooms (including men’s women’s and family bathrooms) at Lake Champlain Region Visitors Center.

D Is the road, transit, and parking capacity in place to accommodate existing levels of visitation?

Please check: Yes No

If No, is there a plan in place to address issues of road (maintenance/construction), transit (route creation/expansion), and parking capacity for existing levels of visitation?

Please check: Yes No

If yes, please outline what is planned:

E Does your community have emergency services to respond to the range of emergencies that may occur as a tourism destination:

Please check: Yes No

Please describe:

Local EMS, Police & Fire Departments including Water Rescue Teams.
 Essex County Emergency Services
 NYS Police
 Inter-Lakes Health (Emergency Room) *Partner with Fletcher Allen Health Care & potential new partnership with CPI.
 Hudson Headwaters Health Network (Health Centers) and Other Health Centers

F Do the main transportation routes to the destination core have:

- i) frequent and easy to read directional signage Please circle: **Yes** No

ii) well maintained road surfaces

Please circle:

Yes

No

iii) attractively maintained public spaces

Please circle:

Yes

No

To prevent traffic congestion, are there alternate modes of transportation available? (e.g. public transit, shuttle service, satellite parking facilities)

Please check: ___Yes ___X_No

If no, do you plan to address this issue?

Signage: We are working with NYS DOT on road signage. There are also plans for welcome and directional signage in Ticonderoga. Signs for public parking need to be more visible and the parking lots need to have more curb appeal.

Road Surfaces: Many road surfaces are well maintained while others are in need of repair. This is an ongoing project.

Public Spaces: There are many maintained public spaces. However additional spaces are in need of improvement (curb appeal).

Transportation: Rental Cars and additional Taxi Services are needed within the area.

Transportation for visitors is also needed to tour the area and get from train station to other locations. A shuttled service between the train station, lodging facilities, attractions, restaurants, etc. needs to be implemented.

If yes, identify modes of transportation:

Transportation to the area is available via the following: Amtrak, Private Taxi, Airports (Local Municipal Airport & International Commercial Airports within a 1-2 hour distance).

Future Concepts: Shuttle throughout area to hotels & attractions. Additional Taxi services and rental cars are needed.

Section 10: Visitor Support Services

A tourism destination area consistently offers high-quality, visitor support facilities and services in response to market demand

A Is there a Visitor Information Center in the area?

Please check: Yes No

If yes, where is it located?

Ticonderoga Area Chamber of Commerce:

*Office, information booth, information hut, & information display case on train station.

Crown Point:

*Lake Champlain Region Visitor Center.

Hague:

*Information Booth.

Moriah/Port Henry:

*Office and information booth.

Local museums also serve as smaller visitor centers via Lakes To Lock Passage. The TACC assists locally in providing tourism information/literature to the museum in Ticonderoga.

Area attractions also serve as visitor centers providing tourism information. Fort Ticonderoga serving as the largest attraction provides information on a daily basis.

B Is there access to 24/7 information for visitors available through kiosks or some other means?

Please check: Yes No

C Is there public Internet or public Wi-Fi access easily available to visitors?

Please check: Yes No

If yes, identify these internet access sites:

Black Watch Memorial Library

Dunkin Donuts of Ticonderoga

Libby's Bakery Café

Hot Biscuit Diner

McDonalds of Ticonderoga

Sherman Free Library

Boyeas Lakeside

Maplefields of Ticonderoga

Silver Bay YMCA

*Additional libraries and restaurants throughout the area.

D Is a trained, qualified labor force available to serve visitor demands at a level that maintains guest satisfaction?Please check: Yes No

Is there a sufficient pool of trained, qualified labor to accommodate future tourism needs in the area?

Please check: Yes No

If No, please specify areas of concern:

Many area employees are in the need of basic skills which are being addressing through the National Work Readiness Credential and the National Retail Federation programs. Guide the local culture, especially the younger generation, to be more hospitality and entrepreneurial minded. Creating A Customer First Culture for the area is being created. The TACC is also researching and developing a leadership program that will be implemented. A number of Customer Service trainings are held by the Chamber within the area.

Now that you have completed the workbook, use the results to identify gaps, opportunities and competitive strengths. Describe in a narrative how feel you are a Tourism Destination area. What are your opportunities to strengthen your destinations and how you would like to address the needs identified in the workbook?

Representing 5 towns, 3 counties, and 2 regional economic development, the Ticonderoga Area Chamber of Commerce truly feels are a Tourism Destination with many unique family friendly qualities, experiences, and activities. We have listed below our strengths as well as what is needed or needs to be addressed.

Strengths:

Unsurpassed Scenic Beauty (Lakes, Mountains, etc.)
 Adirondack Mountains, Lake Champlain & Lake George
 Rich History (Historic Sites, Museums, Grounds, etc.)
 Natural Resources
 Array of Recreational Activities
 Arts & Culture Opportunities
 World Known Historic Sites & Attractions
 Dedicated leaders, organizations, volunteers and committees to ensure the success and growth of the area!
 Private Investment.

What Is Needed/Areas To Address:

Ethnic & Fine Dining Experiences.
 Customer First Culture: Guide the local culture, especially the younger generation, to be more hospitality and entrepreneurial minded.
 Rental Cars and additional Taxi Services are needed within the area.
 Implementing a shuttle service.
 Regional public transportation connecting the lakes, train stations, & attractions.
 Public Restrooms.
 More visible and easily accessible Visitor Center in Ticonderoga.
 Additional lodging, shopping, & family activities.
 Additional Curb appeal of natural spaces and buildings.
 Equipment rentals for recreational activities.
 Lakeside Dining is needed.
 Additional Private Investment.

TOURISM TERMS

Attraction a natural site, a man-made facility or an area which draws visitor traffic by providing an opportunity for individuals to participate in an experience away from home. Local attractions are often based on a resource unique to that particular local area or community. For example: a natural resource (tides); cultural resource (theatre); historical resource (historic site) or a local industry (fishing).

Brand/Branding Is the sum of the experiences a person has with a product. It embodies the organizations/destinations promise to consistently deliver a specific set of features, benefits and services to the visitor. (Marketing Partners Inc., 2004)

Business Plan a comprehensive planning document which clearly describing the business developmental objective of an existing, or proposed, business. The plan addresses the What, Why, How and When of starting or expanding a business and demonstrates its viability/feasibility. Typically a business plan is a critical step in developing a successful business, and is required when applying for assistance or lending programs.

Carrying Capacity The maximum number of people who can use a site without an unacceptable alteration in the physical environment; a decline in the quality of experience gained by visitors; or adverse impact on the society, economy, and culture of the tourism area. ((Mathieson and Wall, 1982) Inskip, 1991)

Channel of Distribution methods by which sellers reach potential buyers; travel agents, tour operators and tour wholesalers are part of this system within the tourism industry.

Competitive Advantage an advantage a business has over its competitors due to the quality or superiority of products or services; this advantage will persuade consumers to buy from that business, versus a competitor.

Cooperative Marketing the sharing of marketing costs for mutual benefit. Participants in a cooperative marketing initiative may include one or more travel product suppliers, a destination marketing organization, and travel-trade companies (i.e. tour operators or wholesalers). Usually all participating organizations share in the administration and/or cost of the marketing program.

Core Attraction the feature(s), facility(i.e.), and/or experiences which act as the primary motivators for most travel to the destination; the attractions with the most tourist visits in the destination. Core attractions can differ from season to season. (there may be golf and skiing at a four seasons resort destination.) A core attraction can also be a grouping of assets, all relating to a specific theme (e.g., forts and battlefields), or an experience enabled by a grouping (e.g., a resort experience supported by fishing, canoeing, dining and accommodations) See: Supporting Attraction)

Demand generators activities available at a destination—attractions, things to do and see—that can, on their own, generate new visits from certain market segments particularly for special interest/special activity visits, and special-event visits. Demand generators include:

- a critical mass of unique and appealing attractions, events, cultures, entertainment and leisure activities;
- quality, appealing experiences of special interest to visitors, different from those available at home;
- scenery and natural areas for recreation, relaxation and enjoyment;
- programming and packages to appeal to special interests; and
- a sufficient level of high impact marketing activities to highly targeted market segments.

Demand supporter an activity that may not directly contribute to motivating a tourism visit, but may be of sufficient interest to motivate a market segment to include it in their agenda while at the destination. Demand supporters include:

- interesting and unique shopping, particularly for indigenous products and crafts;
 - quality dining, including unique indigenous cuisine;
 - quality accommodations of various types;
 - easy access to information, reservations and visitor services;
 - quality travel routes and signage;
 - access to a well-developed tourism product distribution network, i.e., tour operators, packagers, travel agents;
 - convenient, fast and affordable transportation to access the destination;
 - trained, professional service and hospitable staff;
- and
- a safe environment.

Direct selling a method of securing business through direct contact with potential customers.

Direct marketing the use of marketing media that involves direct contact with individual consumers. This includes direct mail and email that is sent to targeted individuals.

Familiarization or “fam” tours (also called product knowledge tours) a complimentary or reduced-rate travel program for tour operators, travel agents or travel writers, designed to improve knowledge about a particular destination or package. The purpose in the first two cases is to encourage active marketing support; in the third it is to encourage the writing and publication of positive media stories about the destination, thereby raising its public profile.

Feasibility study a preliminary study to assess the potential of an opportunity, and to determine if it is financially viable. The study addresses issues including the project's benefits, costs, effectiveness, alternatives considered, analysis of alternative selection, environmental impacts, public opinions, and other factors.

Goals tourism goals are clear, concise statements that broadly outline what the community/organizations would like to see happen to tourism in the community. Goals should provide direction for the accomplishment of more specific, immediate, and related objectives.

Marketing Collateral print materials used for marketing (i.e. brochures, flyers, information sheets, etc.)

Market-driven strategy a strategy in which market demand directly impacts the product development process.

Market-readiness the state of preparedness of a tourism operation, or a destination as a whole, in meeting the expectations of its customers; refers to the entire spectrum of things affecting customer satisfaction: i.e. quality of facilities and services, range of services provided, information services, business policies and practices that affect the customer directly or indirectly, etc. This term can also refer to the state of preparedness in meeting needs and expectations of the travel trade.

Market Segment a group of consumers who respond in a similar way to a given set of marketing efforts. Different market segments can exist within a target market.

Niche Markets the tailoring of products to meet the needs and wants of narrowly defined market segments. An example would be avid birdwatchers that are prepared to travel for that activity.

Objectives specific outcomes that can be measured using agreed criteria (see Goals above). Tourism objectives are more specific than goals and represent the ends to which community action should be directed.

On-Site Spending spending by visitors. This usually includes: admission fees or tickets; retail purchases (gifts and souvenirs) and food and beverage purchases.

Package a mix of tourism attractions and/or activities and associated visitor services that is organized into a single product and sold as such.

Paid Media media advertising that is paid for rather than obtained free as publicity.

Primary research collection of new data that is not available from existing sources. Doing primary research on visitors to your community could involve doing surveys or interviews (see secondary research).

Product-Market Match matching the products and resources of an area with the markets that offer the best opportunity.

Receptive Tour Operator a person or company that specializes in particular destinations, and provides services at the destination to group travel organizers and tour operators. Some operators limit their services to the community and area in which they are based; others provide services to entire regions.

Seasonal Capacity The ability to provide tourism products and services, throughout different seasons of the year, to meet tourism demand.

Secondary Research data and information that has already been collected or compiled by someone else (see primary research).

Stakeholder those individuals, groups, and parties that either affect, or who are affected by, an action of an organization or an event that may take place. As a general rule, stakeholders include all internal (community) and external (visitors) individuals.

Strategic Planning the process by which an organization envisions its future and develops strategies, goals, objectives and action plans to achieve that future.

Supporting Attraction secondary attractions with features or facilities that draw visitors to the destination area by augmenting the experience. Typically, these attractions are distinguished from core attractions by their smaller visitation numbers; however, supporting attractions can be primary travel motivators (i.e. core attractions) for some markets — typically niche markets.

SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) a technique that provides scope for an organization/community to list all its strengths, weaknesses, opportunities and threats. This analysis should lead to identifying priority markets and opportunities/needs for growing and/or strengthening tourism in the area. Typically, strengths and weaknesses are internal attributes of the organization/community. Opportunities and threats are external, and tend to be much more difficult to control.

Target Market a clearly defined group of customers (i.e. specific individuals, sharing common needs or characteristics); because a high probability exists that members of this group will purchase your product or service, you have selected them as the targets for your focused marketing activities.

Tour Operator a business that designs, develops, markets and operates packaged travel and tourism products and tours. Tour operators sell through travel agents and/or directly to consumers.

Tourism the activities of persons traveling to, and staying in, places outside their usual environment for leisure, business and other purposes and staying for not more than one consecutive year.

Tourism demand all visitors and travelers who meet the definition of tourists.

Tourism suppliers all businesses that provide facilities and services used by tourists; includes businesses that cater solely to tourists, (i.e. accommodations, car rental businesses) as well as those that cater to tourists markets in addition to resident markets (i.e. restaurants, attractions).

Tourist 1. someone who travels for pleasure. 2. a temporary visitor, staying for at least a day in the region, and travelling for a purpose classified as either: holiday (recreation, leisure, sport and visit to family, friends or relatives); business; official mission; convention; health reasons.

Travel Agent/Agency a licensed, travel-product retailer that provides travel information, reservations and other forms of assistance to consumers, companies and groups in making travel arrangements (sometimes referred to as a retailer).

Travel Experience an activity that replaces goods and services, and addresses consumer demand for activities which stimulate and enhance creative capacities through travel.

Travel Trade a term describing the full range of organizations that operate as intermediaries in the travel and tourism industry; these typically include tour operators, wholesalers, receptive operators, and travel agents.

Travel Media writers, reporters and bloggers who specialize in covering destinations and travel experiences for travel journals, magazines, newspapers, websites, radio and televi