

Lodging

Top Ideas:

Feasibility/demand studies
Grant funding/Education
Adirondack Wide Packages
Online booking options/Central reservation
Economic Development/Reinvestment
Zoning changes
Wifi
Education on available resources
Hospitality Training/Education

Curb Appeal

Top Ideas:

Community branding (business sponsored banners, bi-lingual welcome signs, consistent signs/benches/flowers/lighting)
Form Beautification Committee (recruit students/seniors/volunteers, establish community pride/cleanup day, establish guidelines)
Municipalities (code enforcement, zoning enforcement, pedestrian flow, sign standards, incentives, parking, community service group)

Off Season Attractors

Top Ideas:

Events (beer tour, farm tour, festivals)
Cross-regional communication
Recreational promotion and infrastructure
Specialty groups (with packaging)
Incentives (packages, local discounts, tax breaks for businesses)

Infrastructure

Top Ideas:

Build more sewers
Pass legislation for multi-service towers
Wastewater systems - EPF
Public Restrooms
Dark Sky Friendly Lighting

Necessity Retail & Dining

Top Ideas:

Hospitality training (create a regional training session in person or online, twice per year)
Retail/dining hours (provide adequate signage, lighting, consistency)
Increase social and digital marketing (work in cooperation with all communities, regional calendar)
Create a committee to devise a regional template to be used by all communities
Beautification (utilizing grants and other available government funding, plus community effort, "put yourself on the map")
Improve communication (regionally; direct communication between lodging, dining, and retail to maximize business; guest packages/event packaging)
Use local products (campaign "buy locally, shop local, stay local")

Lodging: All Ideas

Communicate value of scalable properties
Interest free loans
Community block grant
Local expertise
Economic development zones
Inter-community communications
Feasibility studies
Demand study
3rd party input
Main Street grants
Know potential customers
Unique lodging
Terminology
Help with infrastructure
Investors
CFA's, grants, non-profit grants
Wifi
Education of funds available
Education on property improvements
Tax incentives
Payment options
Modernization of amenities
Longer campground openings
Communication with businesses
Brochures
Multi-community flyers/booklets
Partners with other communities
Lodging owners communicate with local chambers
Employment incentives
Employee housing
Flexible zoning regulations
More information lodging opportunities
Affordable rates
Mixture of choices
Lack of land for building
Grants for upgrades
Education to get grants
Revamp APA regulations
Information on why needed
Investment opportunities
Incentives to create lodging
Working relationships with agencies
More off season lodging
Pre approved sites for lodging
Identify lodging needs/wants of communities

Create committee to lobby agencies
New affordable construction
Educate existing lodging on upgrades
Multiple price points
More lodging
Collaborative effort to keep visitors in town
Communication between properties
Network with B&B's within Park
Network of all lodging
Grant funding
Financial influxes
Lodging and events working together, communicating - Packages
Update for marketability
Wifi
Upgrade options
Variety of lodging
More pet friendly
Add Occupancy Tax for marketing
Tourism budget
Corrected appropriations
Combine outdoor activities for packages
Centralized marketing for Park
Shared regional cooperative advertising
More online bookings
Updated rooms
Updated plumbing
More support for businesses
More education for funds
Grants
Economic development
Need bigger buildings
Investors
Brand names
Tax incentives
Proper infrastructure to support hotels
Hostels
High efficiency construction
Rehab older buildings
Renewable resource heating
Community tie-ins (packages, recreation)
More online booking options
Communication between properties
Referral system (incentives/paid)
Reinvestment opportunities

Curb Appeal: All Ideas

Tax incentives
Garden clubs involvement
ADK themed new construction
Window dressing
Empty storefronts
Blank wall murals
Community service cleanup
Community banners
Dark sky friendly - downward directed lighting
Code enforcement
Sign ordinance
Clean up
Streamline process to address abandoned buildings
Uniform signage with icons/images
Consistency among planning/zoning regulations
More incentives to encourage and retain retail
Encourage unique retail facade
Directional signage
Informational kiosks
Website improvement
Enforce zoning regulations
Signage (updated/maintained)
Community banners
Dressing empty storefronts
Seasonal beautification (flowers, pumpkins)
Welcome signs
Delegated, organized parking
Addressing/removing abandoned buildings

Outside dining, seating options
Monetary incentives for property owners
Common brand/look signage (design standards)
Money for enforcing zoning, codes, and ordinances
Outside seating
Sufficient and attractive lighting complying with dark sky
Landscaping
Preserving historic buildings to preserve standards
Effective procedures for towns to address abandoned property
Way-finding
Capitalize on waterfront
Sufficient parking
Get rid of junk cars
Virtual curb appeal
Banners
Plantings
Main Street project funding for beautification projects
Main Street revitalization
Consistent lighting, signage, design, benches
Engage garden clubs, volunteers
Branding
Internet marketing
Way-finding signage
Wifi area
Address absentee landlord neglect

Off Season Attractors: All Ideas

Stay & Play conferences
Heritage Experiences
Pricing
Publicized x-c skiing between towns
Event planning
Package deals cross-regionally
Infrastructure improvements
Capitalize on nostalgia
Look at what worked in past
Publicized wellness opportunities
Accentuate assets
Indoor venues/activities
Snowmobile tours
Promote slow season
Sample itineraries
Wine/brewery tastings and trails
Trails for art, history, heritage, etc.
On land snowmobile connectors and trail marketing
Agri-tourism/farm to fork
Festivals
Cross regional communication
Cross regional promotion/calendar/scheduling
Regional branding
"How to market" help for small towns
ADK info center
Themed regional events
New events
Lodging packages
Wellness packages
Promote that we're 4-season
Discounts (stay 3, get 1)
Off season business incentives
Promote that off season is time to relax
Educational/ vacations (school groups)
Group packages
Special interest groups
Highlight off season recreation
Holiday events/promotion
Inter-regional communication
Weddings, family reunions
Competitive events (marathons)
Snowmobiling
Rafting
X-C skiing
Snowshoeing

CATs trails
leaf peeping
Hunting
History
Wellness
Culinary
Non-weather dependent activities
Arts workshops
Cross-integrate events/activities
Ice fishing
Motorcycling
Horse-riding
Winter hiking
Skating
Educational vacations
Holiday vacation promotion
Lower level hike/walk challenge (easier than 46ers)
Beer festival/brewery trail
Activity trails
Local specials
Wildlife viewing
X-C and downhill skiing
Breweries
Quiet
Sporting events
Hockey
Snowmobiling
Educational groups
Conferences
Weddings
Organized tours
Foliage
Historical sites
Day hikes
Arts/culture/museums
Fishing/hunting
Stargazing
Wellness
Festivals/concerts
Bird-watching
Hiking/climbing
Paddling
Road rallies/motorcycles
Farm tours/maple tours
Cycling

Infrastructure: All Ideas

Cell and wifi

- Collaboration between providers and local govt
- Wifi and broadband
- Establish a regional communications council
- Better incentives package for communications
- Better info on communication

Transportation

- Shuttle Bus
- Private shuttle bus
- Taxi
- Vehicle rentals
- Better use of airport
- Proper use of road salts
- Zip cars - car rentals
- Bike share
- Uber cars
- Break transportation barrier lines
- Rails/trails
- Build more sewers
- Dedicate highway fund
- More frequent train service
- Funding
- Better and consistent signs
- Trolley between communities
- Transportation from train/airport to community
- Private taxi and shuttle
- Uber to ADKs/Zip Car
- Regional negotiation with car rental companies

Water & Sewer

- Streamline regulations for tourism establishment
- Someone to help
- Adirondack Infrastructure Fund

- Regional grant writer for sewers

Signage

Improve (within and in-between)

Standard guideline

Cooperation between DOT and local govt

- Gateway

Public Restrooms

Rubber tire transportation

- Busses

- Taxes

- State grants

- Road-biking

- Complete streets program

General Needs Assessment

- Fiber access

- Restoration of historic buildings/Main Street

- ADA compliance

Wastewater Treatment

Proper expenditure

New build or restore and renovate

Full use of urban buildings

Winterizing

Wifi/cell service

Pass legislation for multi-service towers

Keep school open

Broadband

EMT Volunteers

Local EMT training

Telecommute EMT training

EMT training mobile

Wastewater systems - EPF

Public Restrooms

Dark Sky Friendly Lighting

Necessity Retail & Dining: All Ideas

Dining and retail cooperation with discounts
Offer varied dining using local farm products
Community knowledge of retail products
General store in every town
Longer hours - consistency
Clean street/sidewalks
Promotions co-op advertising
Cover basic essentials
Decor (open, welcome)
Staff - open, courteous, friendly, overall positive experience
Walkability
Knowing your customers
Local encouragement
Local discounts
Local products
Coordinated recruiting
Communication with other business owners (reaching out)
Consistent hours
Staffing
Customer service training
Signage
Employee area knowledge
Zoning regulations need to be reviewed
Media do better job supporting businesses
Variety
Employee housing resource
Decent retail profit sharing (slow vs busy season)
More homegrown shops
Offer items to sell for locals
Retail incentives to open shop or keep shop open
Locally owned vs. chain business
Owner burn-out remedies
Knowledge of your market
Local food in restaurants with easy distribution for suppliers
Retail online sales
Social media presence
Hospitality training
Info regarding hours - keep info up to date
Local business hours calendar

More digital marketing cooperation
Workforce investment, job fairs
Training sessions (participation, online options)
More choices for food (local food)
Cultural sensitivity changes
Global economic sensitivity
Distribution of local foods to dining places
Theme dinners
Business expansion within regional opportunities
Training for online marketing (owner, staff)
Transportation
Tap into local farmers
Consistent hours
Business taking credit cards
Differentiating menus, atmosphere
Highlight local products
Options open daily
Gas station
Staffing/training
Leave with positive experience
Dine and shop
Cooperative marketing
Craft beer tours
Wine/beer food pairings
Regional taste events
Facade that suits/fits ADKs
Parking
Wholesale pricing sources
Staff training programs/customer service
Attracting qualified staff (job fairs)
Building beautification
Create ADK brand to showcase use of local products
Transportation
Low pay/improvement work facility
More incentives for retail (banking, investing, line-of-credit)
Communication of development opportunities
Improve quality of dining/retail facilities
Virtual storefront - community wide
Accentuate obvious attractions each community