



Tourism Destination Area Nomination Workbook

New York's North Country Region

Why is tourism important to the North Country?

Tourism offers the most viable opportunity to diversity 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 will have access to financing programs and will receive 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.

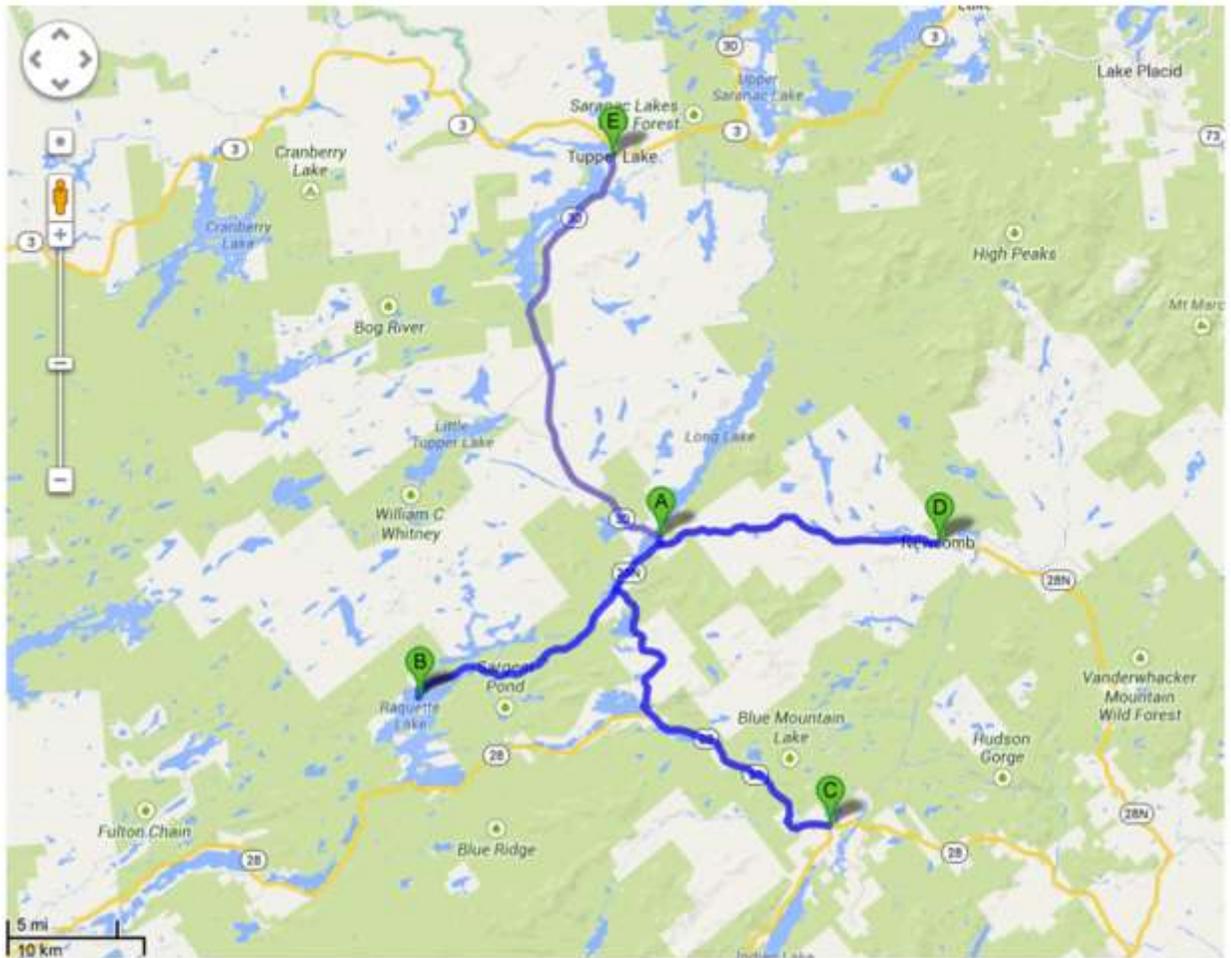
What are the goals your community would like to achieve by undertaking the Tourism Destination Area (TDA) process? (e.g. to increase tourism revenues, improve quality of life, etc.)

- Identify incentives to encourage redevelopment, development and expansion of businesses.
 - Improve snowmobile connectors off the lakes.
 - Participation in micro loan program.
 - Increase jobs and business opportunities.
 - Increase workforce.
 - Increase housing stock for workforce and residents.
 - Increasing tourism as a way to increase the quality of life for residents.
 - Increase the amount of year-round lodging.
 - Create an environment to encourage younger adults.
 - Fiberoptic internet connections
 - Increase tourism in June and September as a stepping stone to the off-seasons.
 - Identify a tourism development zone within the hamlet footprint.
 - Grow tourism economy by building events.
 - Implement some of the Hamlets 3 plan.
 - Tie in with the 90-miler development program and the Trail Town program.
 - Resortification
 - Public transportation
 - Increase use of little bus
 - Work with DEC to keep campsites open through October.
- more in notes

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

- Long Lake
- Raquette Lake
- Blue Mountain
- Newcomb
- Tupper Lake
- Indian Lake

Provide a map of your Tourism Destination Area:



- A. LONG LAKE**
- B. RAQUETTE LAKE**
- C. INDIAN LAKE**
- D. NEWCOMB**
- E. TUPPER LAKE**

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.

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.

Long Lake and Raquette Lake offer a roster of recreational activities as does Inlet, Indian Lake and other small, rural frontier communities in the Adirondacks. Hiking, boating, fishing, biking, event activities, active town recreation program including available tennis and basketball courts, baseball field, soccer field, Town Hall for theatrical productions. Long Lake/Raquette Lake has a large second home-owner population that sustains many small entrepreneurial businesses.

Our community offers paddling lessons, swimming lessons, public beach, over 70 miles of free groomed snowmobile trails – not-dissimilar to Indian Lake or Newcomb.

Long Lake / Raquette Lake sees the central geographic positioning between the Adirondack Museum and Wild Center and Newcomb Visitor’s Center as a vital economic driver for both tourism and jobs. Neighboring communities including Newcomb, Tupper Lake, Indian Lake and Inlet also view these tourism assets as important economic attractions. These interior Hamilton County Communities share declining population and declining beds with amenities that the visitor expects.

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.)

Long Lake/Raquette Lake wants to attract the right customers that will have great experience in Long Lake. Looking to target a demo that has middle income and above including the growing millennial market, Europeans/international customer's and visitors who would appreciate and outdoor recreational and cultural experience.

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

Target markets include:

New York City and metro area
Northern New Jersey
Connecticut
Pennsylvania
Capital District, Albany region
Western New York, Buffalo, Rochester, Syracuse
European traveler
Canadian driveable market

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:

- Centrally located
- Seaplanes - differentiator
- Active Parks and Rec department providing year-round events for residents & visitors
- The only (five-star) dining cruise operation within a hundred miles on a wild Adirondack lake
- Year-round businesses
- Eight state campgrounds with 1,000 sites within 30 miles
- Long Lake Camp for the Arts – Cultural programming & parent weekends provide sustainable income
- Central location between The Wild Center and the Adirondack Mountain Museum
- One of five towns in Upper Hudson Recreation Hub supporting the Essex Chain of Lakes / NYS property acquisition – new waters/trails and recreation opportunities including Hudson River.
- The town beach with swim dock featuring a mini-trampoline, slide and ropes
- Family-styled mountain hikes with incredible Adirondack vistas and restored fire towers
- Buttermilk Falls
- Raquette Lake has the last commercial ice harvest in the area, possibly state
- Adirondack Lakes Center for the Arts
- Central location access to Whiteface, Gore, Big Tupper and Oak Mountain Ski Centers
- Abundant x-c ski trails in region
- Southwest entrance to the High Peaks
- Range of food and beverage including gourmet specialty foods in the summer season
- Guided historic boat tours

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.):

- | | | | |
|-----------------------|------------------------|---------------|-----------|
| • World Class museums | • Award winning events | • mountains | • fishing |
| • shopping | • biking | • lakes | • hunting |
| • Birding | • hiking | • rivers | |
| | • paddling | • great camps | |
| | | • sea planes | |

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:

- all of the above plus authentic wilderness and seclusion
- natural beauty
- small-town atmosphere
- day trips - central location as a base camp
- good bang for your buck - more economical than other destinations
- water-focused community
- events and activities provided by town

D Does the destination respect heritage preservation by protecting heritage corridors/sites/buildings?Please check: Yes No

If yes, briefly describe:

- Adirondack Museum
- Birth of Great Camps architecture - Great Camp Sagamore, Santanoni, Pine Knot, Uncas
- St. Williams, Whelen Camp and Camp Pine Knot (SUNY Cortland) in Raquette Lake - restored historic church (boat-access only) on the National Register of Historic Places (Historic Great Camps)
- Recognized National Historic Landmarks including, Great Camp Sagamore, Camp Uncas
- WW Durant/RL Navigation Dining Boat Cruise experience
- Active historical society featuring annual Historical Showcase event, lectures, artifacts, photographs on display.
- Historical artifact "Buttercup" boat preserved behind town offices
- 1910 American Legion War Canoe being restored by Wooden Boat Heritage Preservation Society & Long Lake boat building/restoration volunteers
- Owl's Head fire tower restoration now complete
- Blue Mountain and Goodnow fire towers
- Preserved Blast Furnace at Tahawas – Open Space Institute
- Long Lake and Raquette Lake have paid Historians – municipal support

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.

Yes. The local economy for over 150 plus years has a strong tourism tradition. It is part of our local identity. Business owners want tourism. Local residents volunteer for year round events. Eastern Star sponsors Wounded Warrior Project, Long Lake Fire Department hosts BBQ's for 4th of July, Labor Day, Lions Club sponsors and coordinates snowmobile races and support year-round events with volunteers and BBQ's, Long Lake Fish and Game Club and Raquette Lake Fish and Game Club volunteer and run nine fishing derbies per year. All organizations have an active community volunteers.

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:

- volunteerism at events
- sponsorships of business owners to support local events including Community Pride Day, Memorial Day, 4th of July Fireworks Display, Adirondack Quilt Camp, Float Night, Road Rallies, 10th Mt. Division Concert, Wounded Warrior Polar Bear Plunge, Winter Carnival
- Collaboration of stakeholders/businessowners for Tourism Destination Area Workbook has been on-going

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

Please check: Yes No In process - DMP scheduled to launch in Fall 2014

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

Please check: Yes No In process

If yes, describe how they advance the strategies:

- Tourism/residential component
- amenities
- Increase infrastructure improvement to improve the quality of life for residents – Development and connection of waterfront, access to the lake, and revitalization, of business districts, implement the Hamlets 3 Nature Trail Plan and an developing more public space by supporting the efforts for a shared services garage which are all building blocks for this plan
- Activate tourism as a driver for the local economy
- Capitalizing on the region's natural and scenic attributes to use tourism development to attract private investment to revitalize and diversify communities because more "livable" communities attract visitors,

residents and business investment.

- We will harness the economic power of the region's many waterways to create blueway corridors to promote and advance community and tourism development. We will use the region's existing successful track record in small business start-ups to encourage more entrepreneurial activity among residents and to attract new entrepreneurs to the area by promoting the desirable quality of life in the region.
- Look to grow green tourism – promote and educate and support local community, gov't & business leaders in sustainable green practices.
- public and philanthropic community investment can help strengthen our downtowns as centers of commerce, tourism and improved quality of life.
- Over local strategies to take advantage of the tourism development pool to assist tourism based projects to advance regional tourism goals
- Partnering with neighboring towns/creating a region to identify and collaborate and build on market share of tourism drivers and grown tourism collaboratively

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 higher	Total # of units	% open year round	Price range in peak season
Cottages/Cabins	LL-5 RL-2		LL – 38 RL - 17	0	\$125 a night
Resorts	1 – GCSag		35	0	\$125 night
Hotels	LL- 1 RL-1		LL- 20 RL - 9	50%	\$125 night
Motels	LL-5		38	20%	\$100-\$125 night
Total number of properties: 15 Total visitor capacity for above: 314 (based on 2 people per unit)					
Bed & Breakfast Inns	- 0				
Fishing/Hunting Lodges	-0				
Campground(Public & Private)	LL-5 RL-5		LL – 273 RL -436 (709) 4254 max capacity visitor – 6 people per unit	0	\$25

Vacation Rental Homes	LL-42 RL-21 (63)		LL – 114 RL-42 (312) max people)	6%	\$200 night
Total # of properties	88		LL=483 RL=539 1022 units – (314 motels) TOTAL NUMBER OF GUESTS - 4880		

NYS CAMPGROUND ATTENDANCE RATES

	2011			2012			2013		
	Day Use	Camping	Total	Day Use	Camping	Total	Day Use	Camping	Total
Brown Tract Pond	468	14,603	15,071	421	15,003	15,424	303	14,608	14,911
Eighth Lake	1,099	31,116	32,215	715	31,138	31,853	1,028	30,973	32,001
Forked Lake	452	11,817	12,269	460	12,118	12,578	446	12,119	12,565
Golden Beach	464	30,774	31,238	664	31,480	32,144	487	30,826	31,313
Lake Durant	1,310	16,182	17,492	1,736	16,511	18,247	1,410	16,972	18,382
Lake Eaton	322	23,697	24,019	353	26,773	27,126	382	26,654	27,036
Lake Harris	91	15,096	15,187	73	15,849	15,922	52	14,778	14,830
Tioga Point	-	2,381	2,381	-	2,017	2,017	-	2,042	2,042

Dining & Restaurants:

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

Please check: x ___ 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	Cater-ing				Serves Breakfast	Serve Lunch	Serve Dinner
7	3	4		6	4				2	11	7

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

Raquette Lake Navigation offers fine dining and luncheon cruises that are an attraction to themselves. It is the only operating dining cruise operation in the Adirondacks.

The Adirondack Hotel is the oldest operating hotel in the Adirondacks and attracts clientele because it is a must stop location when driving through Long Lake. Inviting and impressive building offering lodging, dining and shopping.

Adirondack Hotel, The Cellar Restaurant & Pub, Long Lake Diner/Owls Head Pub, Cybercreek Café, The Knoshery, Flavor, Kickerville Station, Stewarts, Hoss's Country Coner, Adk Trading Post, RL Navigation, RL Tap Room, Burke's Diner, Tony Harper's Pizza

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
RL Navigation/WW Durant	20,000	Core	Price varies	Mem Day-Nov. 1
Adirondack Museum	55,000	Core	\$18	Mem-Columbus
Wild Center	55,000-70,000	Core	\$17	May-March
Great Camp Sagamore		Core	\$16	Mem Day-Columbus Day
Helms Aero Service	5000	Core	\$90 min/flight	May-November
Long Lake Beach	7800	Core	n/a	June-August
Enchanted Forest	60,000	Support	\$30	June –August
Saranac Lake/Lake Placid		Support	n/a	12 months
Long Lake Boat Tours	800	Core		July/August
Hoss's Country Corner		Core	n/a	Year round
Great Camp Santanoni		Support	n/a	12 month destination
Adirondack Hotel	5600	Core	n/a	12 months
Scenic Byway Routes -		Support		12 months
John Dillon Park – Universally Accessible Park -	2700	Core		June – August

Path Through History (I Love NY) Adirondack Museum		Support		May – Oct
Northern Forest Canoe Trail	15,000	Core		April - November
White Water Rafting	25,000	Support		May - Sept
Fulton Chain of Lakes	15,000	Support		Year-round
Essex Chain of Lakes	15000	Core		Year – round
Huntington Forest/Newcomb Visitors Center	5000	Support		Year – round
Tupper/Newcomb/Indian Lake Golf Courses	8400	Support		May – Oct
IBA – Important Bird Area- Boreal Habitat	1250	Core		Year round
Leaf Peeping – More trees in the Adirondacks than the entire state of Vermont	7500	Core		Sept – Oct
Winter sports – skiing, x-c, skating, snowmobiling	7500	Core		Dec – March
Snowmobile Trails – 70 miles of groomed trails linking Long Lake and Raquette To Inlet, Indian Lake, Newcomb, Old Forge, Tupper Lake	7500	Core		Dec - March
Abundant outdoor wildlife, deer, turkey, bear, bobcat, otters, fish, martens, birds, and loons. (and more)	10,000	Core		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:

The Adirondack Museum, for the full experience, must be seen over more than one day. The Adk Museum offers a return admission as long as you go back within the same week as a visit.

The Wild Center is a must visit destination to experience the natural history of the Adirondacks. Exhibits, trails, live animals, theater and on-going presentations and educational programs.

Many people stay in Long Lake because it is centrally located to all of the attractions. If you put a pin in Long Lake and draw circles around the location it is within an hour of Lake Placid, Lake George and Old Forge. Local visitors will visit Ausable Chasm one day, Enchanted Forest the next followed by the Great Escape and smaller attractions in between. A visitor to the Long Lake area can go in any direction for a great experience from a paid attraction, to an outdoor recreational connection to the Adirondack Park Forest 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
The Wild Center – Tupper Lake	1	55,000-70,000
Adirondack Museum	1	55,000
Whitewater rafting – Indian Lake 2 companies	2	25,000
RL Navigation – Dining & sightseeing cruises & moonlight cruises	1	20,000
Town of Long Lake Events – year-round attendance records	1	18,000
Whitney Wilderness Little Tupper/Lake Lila – NYS DEC	1	15,000
Helms Aero Service – seaplane ride/core Long Lake attraction	2	5000
CV Whitney Long Lake Public Library	1	5000
Adirondack Lake Center for the Arts Concerts/Theatrical Performances		4000
Buttermilk Falls		3500
Hoss's Country Corner Tent Sale	1	2400
Rustic Furniture Fair – Adirondack Museum	1	2200
90 Miler	1	2000
John Dillon Park – Free overnight camping/concierge services, handicapped accessible	1	2000
Antiques Show- Adirondack Museum	1	1500
Author's Night – Hoss's Country Corner –now in it's 30 th year	1	1000
Great Camp Santanoni – Horse guided tours	2	1000
Long Lake Boat Tours – historical boat tour of Long Lake	1	750
Raquette River Outfitters – Guides, SUP, paddling lessons	1	700

Cycle Adirondacks 2015 (anticipated attendance)	1	700
Fishing – & Fishing Derbies all year 9 fishing derbies 3 out of the 9 for kids	1	400
Birding – Joan Collins –	1	350
A Weekend For the Birds/Hamilton County	5-7	250
Hiking Trips – Spencer Morrisey, Joan Collins – Long Lake Sponsors free trips	2	120
Adirondack Quilt Camp – 3 days of classes with 12 teachers. (Learning vacation)	1	100
Essex Chain of Lakes/Hiking/Paddling - NYS DEC 2013 NEWLY OPENED 2013	TBA	0

Events & Festivals:

Does your area offer events that are designed to draw tourists or have more than 50% of their attendance supported by tourists?

Please check: Yes No

If yes, complete the following table:

Event Name	Event theme	Month of event	Average visitor attendance
Rustic Furniture Fair	Adk Museum	September	5000
Adirondack Antiques	Adk Museum	September	3500
4 th of July & Bed Races	All ages Summer	July	2500
90 Miler	Paddling race thru region	Sept	2000
US Waterski Show	All ages summer	July	1000
Authors Night	Adirondack Authors at Hoss's Country Corner	August	1000
Heart of Park Craft Fair	Craft Fair	August	900
Great Adk Garage Sale	Regional Garage sale from Old Forge, Inlet, Indian Lake to Long Lake	May	800
Durant Days	Celebrating Birth of Great Camp Architectures	August	650
Open Music Jams	Musicians gather monthly	Monthly	600
Art & Photo Show	Showcase Local Artisan Work	July	500
Trivia Nights	Bi-monthly at area businesses	Sept – June	450
Theater Productions/ALCA	Theatrical productions	Spring/July/August	450
RL Bass Derby	Fishing Derby	July	300
RondeauFest	Music Festival	August	275
Harvest Fest	Craft Fair/Kids Events	October	250

Winter Carnival LL	All Ages winter	January	250
Float Night	Summer cardboard box float contest	July & August	250
Winter Carnival RL	All ages winter	February	200
Shakespeare in the Adk Park	Adk Lakes Center for Arts	July	200
Ice Fest	Ice art installations at area businesses – full day event	February	150
Smoky Bear Visit	DEC Forest Ranger visits local campgrounds and hands out fire safety information	August	150
Polar Bear Plunge	Benefit Wounded Warrior	December	125
Birding Festival	Ham Co Birding Fest	June	125
Long Boat Regatta	Paddling Race	September	120
Quilt Camp	Quilting Retreat	June	110
Paddling Olympics	Fun water boat races from SUP to stand up canoeing	July	100
Zoomobile	Utica Zoo	August	100
Long Boat Regatta	Paddling event	September	75
Running From the Flies 5K	Running Races	June	50
Snowmobile Events	Poker Run	February	50
Road Rally	Fun road race following silly directions – team event	July	50
Scavenger Hunts	Teams collect items for prizes	August	50

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

Specify meeting space available for meetings of more than 50:

Facility Name	Number of Meeting Rooms	Largest Banquet Capacity	Number of sleeping rooms (if lodging)
Adirondack Hotel	1	250	20
Mt. Sabattis Pavilion	1	450	0
Long Lake Town Hall	2	150	0
Long View Lodge	1	150	11
Long Lake Diner	1	150	0
Great Camp Sagamore	1	150	
RL Navigation	1	75- 100 ?	
RL Fire Hall	1	120	120
LL Camp for the Arts	3	500	
Mt. Sabattis Geiger Arena	1	15	
Long Lake Fire Hall	1	35	
Long Lake Central School – seasonally available	10	300	
RL Central School	6	300	
Shamrock Motel & Cottages Meeting Room	1	25	20
Donnelly's Sunset Point	1	75	6
CV Whitney Long Lake Public Library	2	50	
Greatstone	1	25	7

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

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/Art	Souvenirs	Grocery/ Food/ Deli	Year Round Operation	Seasonal Operation
0	4	4	9	5	5	6

Hoss’s Country Corner, Incapahco Artisans, Graham Central Station, Northern Borne, Northern Borne Hardware, Kickerville Mobil, Ali Babas Liquor Store, Adk Trading Post, Stewarts, RL Supply, Little Red Caboose, Nottingham Hollow Fudge, Lake Street Shoppe, Wide River Antiques, Adirondack Museum Gift Shop, Wild Center Gift Shop

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):

Long Lake/Raquette Lake offer a multi-layered – multi shopping & dining area experience because of the differing hubs within each community.

Central/Crossroads - Hoss’s Country Corner has a line of shops behind the store offering dining and shopping options. In the summer they host Author’s Night in the parking area driving foot traffic from the store out into the shopping area. Currently there is the Cybercreek Café, Graham Central Station, Flavor, Nottingham Hill Fudge Maker’s, Don’s Small Engine Repair and a space for Reiki and Alternative Medicine. Next to Hoss’s is Incapahco Artisans – a shop offering jewelry, art workshops and local artisan’s original work.

Downtown Long Lake – Northern Borne, Northern Borne Hardware, Wide River Antiques, Lakeside Knoshery, Adirondack Hotel, Raquette River Outfitters & Gillis Realty– located in downtown Long Lake along the beach corridor. Antiques, camping supplies, recreational supplies and antiques available along this compact walkable street connecting the Long Lake Marina to the Long Lake Town Beach and offering diverse gourmet NYC deli style sandwiches to family dining at the Adirondack Hotel.

Lake Eaton Campground - Ali Baba’s & Adk Trading Post/Laundromat – located near Lake Eaton services the state campground and offers the only laundry facility in town. Sandwiches, coffee, gifts and wine & liquor.

Raquette Lake Supply & Little Red Caboose are located in the heart of the village of Raquette Lake offering groceries, ice cream, clothing, gifts and souvenirs.

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

-Public bathroom, heated and clean open year round
-Municipal facilities: ball field, pavilion, Mt. Sabattis, beach, nature trail, tourism office
Tennis courts
Basketball courts
Hiking Trails
Paddling Corridor – Northern Forest Canoe Trail
90 Miler Paddling Route
Raquette River Corridor designation
Multiple camping sites along the lake – free / boating & hiking accessible
State campgrounds – drivable and boat accessible
Fire Tower
Long Lake Town Beach
Long Lake Ice Skating Rink & Sledding Hill with full service bathroom and kitchen – available for parties, workshops and wifi
Long Lake Little Bus for public transportation/special events
NYS DEC State Boat Launches
Nine-mile shortcut on Northville Lake Placid Trail (boat livery service)
Northville - Lake Placid Trail

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.)

Yes No

If yes, specify designation by whom and date received:

Long Lake/Raquette Lake is located in the central Adirondack Park.

The Roosevelt –Marcy Trail ends in Long Lake and it is a 40 mile section of 28N marking the path Theodore Roosevelt took to reach North Creek from Mount Marcy after McKinley was shot. Long Lake is located on the Adirondack Trail Scenic Byway stretching from Fonda to Malone along NYS-Route 30. Raquette Lake is located on the Central Adirondack Trail Scenic Byway from Rome NY to Glens Falls along Route 28.

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 In process

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

2014 – Year –round tourism growth has been identified as an important goal. Utilize tourism as a way to improve quality of life for residents.

Grow population

Increase the stay of the second homeowner.

Diversify the economy

If yes, when will the implementation be complete?

2018

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

Participation in the Tourism Destination Area identification process to receive designation by the NCREDC as a tourism area/hub and to recognize the contribution tourism makes to the local economy.

Activate tourism as a driver to diversify Long Lake/Raquette Lake Economy.

Continue to host and grow world class, award-winning tourism events and identify the region as a premier destination tapping into the elevated global recognition of the region including the nearby Canadian market.

Building upon our local culture, tourism ethic to enhance our communities as liveable places.

Increase demand for amenities by visitors, seasonal residents and year round residents to attract private investment. Example: Need for high-speed internet & cell phone service. AT&T, SLIC Network Solutions, Frontier Communications and Verizon are meeting customer demand with improved infrastructure and services.

Continued collaboration with Hamilton County Tourism/ROOST as the Tourism Promotion Agency to plan and support on-going marketing efforts.

Increase the number of beds available in Long Lake/Raquette Lake.

Identify local projects within both communities to make Long Lake/Raquette Lake a robust tourism destination area.

Goals include: Lengthening the stay of the second home-owner

Broadband implementation to improve consumer, visitor and business experiences

Long Lake / Raquette Lake have benefited from the recent and on-going projects at Great Camp Sagamore, Adirondack Museum and The Wild Center . These projects demonstrate how public and philanthropic community investment can help strengthen downtowns as centers for tourism and improve quality of life for residents.

Participation in the Adirondack Web Portal website development to support tourism and community development in the Adirondacks. Town of Long Lake is providing content and on-going revisions as work progresses on this project.

Continued efforts to revive tourism in the North County are vital to our economic success. Several local businesses were opened within the last three years including Incapahco Artisans, Graham Central Station, Flavor, Adk Trading Post, Donnelly's Sunset Point. Goal is to increase traffic to sustain the business and to continue to build on / build out opportunities to grow new business opportunities that benefit the visitor and most importantly the residential quality of life. For example Adk Trading Post offers participation in Wholshare, a farm to table, year-round cooperative providing opportunities for local residents to purchase fresh, NYS grown food, year-round in a community that has not had a year-round grocery store in over 15 years. This benefits both the resident and the visitor offering options that had previously not been available.

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 IN PROCESS

If yes, these are measured by:

Increased town/county state tax revenue (without increasing tax rate)
 Increased tourism
 Increase in local business
 Increased improved economy
 Maintain – reverse the trend of business attrition

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?

ROOST Annual survey – visitor profile and ROI study – 2015 deliverable from 2014 numbers
 Local business reporting
 Current museum attendance
 Current Attraction Attendance
 Working with DEC to get attendance at State Parks & identify numbers / Local trailhead activity

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:

Private sector business
 Hamilton County Tourism
 ROOST – Destination Planning Budget
 Wild Center/Adirondack Museum
 Town Board of Long Lake
 Long Lake Parks, Recreation & Tourism Department
 CV Whitney Long Lake Public Library
 NYS DEC, DOT & DOS

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

Tourism Destination Zone Creation

Regional Collaboration with other tourism initiatives ie. Upper Hudson Recreation Hub 5-Towns to create a core destination zone for the Essex Chain of Lakes/Upper Hudson region

Develop and identify local and county incentives for business investment

Partner & work with Raquette River Blueway Corridor Group, 90 Miler Partnership, Central Adirondacks Association, Hamilton County Workforce Investment Board

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:

Hamilton County/Roost	Long Lake PRT
-----------------------	---------------

Organization budget	250,000	150,000
Percent public funds	80	80
Percent private funds	20	20
Number of full time paid staff	8	3
Number of part time paid staff	0	10
Number of volunteers	0	25-35

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 involved with tourism marketing for Essex County, Hamilton County and Tupper Lake located in Franklin County on June 1, 2014

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:

Long Lake/Raquette Lake partners with the Central Adirondack Association in the production of 60,000 full color - 32 page vacation brochures. Distribution is shared between Old Forge, Inlet & Long Lake stretching along the NYS Thruway and interior regions of NYS. We also have an active mailing program. Visitors to all towns websites can request information and it is direct mailed to the consumer. Long Lake distributes brochures from Plattsburgh down to Clifton Park/Saratoga and along regional corridors within the Adks. We partner with Old Forge and Inlet so we don't duplicate costs or efforts to get a statewide distribution.

Website: www.mylonglake.com

Please check: Yes No

If yes, describe including current statistics on use:

(Google Analytic Stats)

Yearly unique visitors 65,000 215,000 pageviews

Lodging pages – 10,748 unique page views

Raquette Lake – 8237 unique page views

Snowmobiling – 7074 unique page views

Desktop users – 64,722 decrease desktop users 16%

Mobile users – 14,525 - increase in 36% from 2013- 2014

Tablet users – 12,416 increase 43%

Stats are highest January/February and June/July/August – Average day in peak season – 500 unique visits per day. Average day April/November (off season) 150 views

(Wordpress stats)

Top Ten pages on website 2013 - 2014

Homepage 49,411

LL Lodging 16,829

Raquette Lake 11,288

Snowmobiling 8790

Calendar of Events 7559

Long Lake 7149

RL Lodging 6459

LL Camping 5392

RL Camping 4715

Property For Sale 4390 (property sold summer 2013)

Top Ten External Link Clicks – 2013-2014

Watersedgeny.com 2202

Journey's End Lodging 1596

Sandy point motel 1505

Shamrockmotellonglake 1372

Donnellyssunsetpoint.com 1341

Greenharbormotel 1294 (closed 2014)

Adkbyowner.com 1215

Motellonglake.com 1189

Seamanscabins 1034

Brochures:

Please check: Yes No

If yes, describe:

Long Lake Raquette Lake distributes black & white informational brochures on Hiking/Biking/Hunting/Birding/Snowmobiling / x-c skiing/ fishing / snowshoeing to area lodgings and campgrounds year-round. We also produce 4-color snowmobile & hiking maps, and Summer Events Calendars
Hamilton County Tourism/ ROOST also distribute marketing materials

Other:

Please check: Yes No

If yes, describe:

The Mountain Times is a local promotional newspaper produced in July and August with Press releases for all local events in Long Lake and Raquette Lake. Local businesses advertise in the paper to off-set the printing and production of this paper. The Town of Long Lake distributes 6000 in July and 4000 in August.

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:

Yea	% visitation in Q1	% visitation in Q2	% visitation in Q3	% visitation in Q4
2011	2%	1%	95%	1%
2012	2%	1%	94%	3%
2013	2%	1%	94%	3%

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	8%	18.5%	77%	15%
2012	10%	21%	81%	14%
2013	12%	26%	81.5%	18%

The annual average occupancy rate is: 32%

Please note: The numbers don't really reflect the seasonal impact of July and August. Looking specifically at Q3 Occupancy

2011 July/August 95 % Sept decreases to 61% occupancy

2012 July / August 97% Sept decreases to 68% occupancy

2013 July/ August 100% Sept decreases to 63% occupancy

Also lodging in winter months for one out of two operators goes from 20 units open in summer to 12 open in the winter so there would have to be an applicable ratio to show the true story.

We have a total of 41 units open in the winter months vs. 75 in summer months.

Thank you to the Shamrock Motel and Cottages, Long Lake, NY for providing a baseline.

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

Email sign ups, google analytics, phone calls received, Motels/Hotel records, DEC records for State Campgrounds

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?

Offering Hot Deals during off season through Hamilton County Tourism & Long Lake PRT
 Hosting Award Winning Year-round events – ie. Cardboard Sled Race Circuit during winter months
 Extended museum seasons including opening for special weekends in winter months
 Increase in programming at local museums during shoulder seasons
 Rafting in Indian Lake has reached out to promote their spring season business
 Rafting in Indian Lake has reached out to promote their spring season business
 Boosting Shoulder season events in the last three years including: December -Polar Bear Plunge, Springtime,-June Events Birding Fest, Black Fly Challenge, Running From the Flies 5K, Fishing Derbies, Adirondack Quilt Camp
 Sponsoring cultural events during the winter months including jazz concerts, entertainment

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:

Great Camp Sagamore/Adirondack Museum & RL Navigation package a Gilded Age Tour.

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

There is room for growth for local businesses. To be addressed in the Destination Marketing Plan – Fall 2014.

Some packaging with WCNY Auctions – seaplane rides, motel room and a gift certificate to local restaurant have been offered in previous seasons.

Adirondack Museum and Wild Center visitors

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

Please check: Yes No

If yes, how do you know this?

Raquette Lake Navigation works with tour operators for dining cruise experience/day trips only. There is limited capability for tour operators to lodge guests on our local properties because people don't like motel units that open out onto parking lots and all the rooms must be “similar.” If someone doesn't receive the same product/same size room, same amenities, the tour operator runs into difficulty with customer. Will be addressed during DMP process Fall 2014

Adirondack Museum works with fam tours

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

Please check: Yes No

If Yes, which shows and by whom?

The Long Lake partners with the Central Adirondack Association for the NYS Fair and has sent staffers and local business owners to man the table at the yearly event.

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:

NYS DEC and Adirondack Park Agency have measures in place to monitor community development. Long Lake Building Codes Officer keeps track of all local building and development, tracking with permits and inspections.

The Long Lake Association and the RL Property Owner's Association maintain an water invasive program educating the public about invasives that can potentially negatively impact our waterways. Paul Smith's College works with both organizations to staff boat launches in each community.

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?

Work will commence in fall 2014 for Destination Marketing Plan to identify needs and concerns of stakeholders

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:

Adirondack Park Agency land use laws are in place.

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:

Long Lake is a rural mountain community ideally situated at the heart of New York's Adirondack Park. Long Lake's major assets are nature, its central location, local culture and rural hospitality. The town had demonstrated sustainable tourism practices traditionally and today by making as low an impact on the environment and local culture as possible, while helping to generate employment for local people. Long Lake's tourism sector has welcomed visitors for 150 years and those visitors have helped shaped the town's pride and identity.

Tourists to Long Lake are welcomed by the splendid natural beauty of the region as soon as they arrive. Often visitors start their stay with a trip to either The Wild Center or the Adirondack for an orientation to the environmental and social history of the region.

Due to the small size of the community, visitors have the opportunity to meet local people and to take part in local events and activities such as fishing derbies, music festivals, local, art, craft and antique shows and other events frequented by visitors and residents alike.

Unlike large resort areas where bright lights and complex urban infrastructure requires great amount of energy, Long Lake tourism favors activities such as hiking, kayaking, dining at a locally owned and operated establishments and a quiet evenings at the campfire; all with very low environmental impact.

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?

The Town of Long Lake has three water treatment facilities, a water treatment plant to treat surface water and two pump stations to treat ground water pumped into the system. The water is stored in a 500,000 gallon storage tank.

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?

Focus has been on the water infrastructure.

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 public restrooms at the Long Lake Town Beach – open year round, accessible by drive-through traffic. Public restrooms at the Mt.Sabattis Pavilion – seasonally and at the Mt. Sabattis Geiger Arena.

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:

There has been discussion on the local level to expand parking available in the summer months at the Long Lake town beach. It is congested, busy and dangerous because of the beach, seaplane base and Adirondack Hotel. While there is parking at other areas in town, there is no public transportation available to get people to and from the downtown area. Many folks using seaplane service, camping long-term will leave their vehicles overnight diminishing the availability of short-term parking.

Will be addressed in Destination Marketing Plan – Fall 2014

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:

The Long Lake Fire Department and Long Lake Rescue Squad are available 24/7.
Marylou Whitney Medical Center and full-time year-round doctor in Long Lake.

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 No **SOMETIMES**

If no, do you plan to address this issue?

The Long Lake Little Bus is used for special events and at the request of local business owners when needed to support events, and drive economic activity.

Winter Carnival to transport guests/visitors to and from the event to their lodging and to area businesses. We are considering using the bus for this summer on July 4th, and During the Waterski Show. Little Bus is used during the Heart of the Park Craft Fair in August. On-going/public transportation/long term/continuous transport within the community would require investment and sustainable revenue

We partner with the Adirondack Museum to provide Little Bus transport at the Antiques Show and Rustic Fair

Long Lake partnered with the Adirondack Challenge in 2013 to provide local transport support to Indian Lake

If yes, identify modes of transportation:

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?

1130 Deerland Road in Long Lake, NY – Long Lake Town Office Building

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:

The Long Lake Library offers free public Wi-Fi. There is free Wi-Fi – password protected at the Long Lake Town Hall and Mt. Sabattis. Hoss's Country Corner and the Adirondack Hotel offer wi-fi for guests and a cell phone booster for Verizon Cell phone customers. There is only AT&T cell phone service available in Long Lake at this time.

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:

There is a diminishing pool of service staffing available as the population continues to decline. Larger, seasonal businesses hire JI – exchange visitors – in an cultural exchange program with a J-1 visa to work.

Now that you have completed the workbook, use the results to identify gaps, opportunities and competitive strengths. Describe in a narrative how you 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?

The Town of Long Lake and Raquette Lake is a Tourism Destination area located in the center of the Adirondacks. In a grand sense, one could romantically infer that all Adirondack waterways, roads and trails lead through the Long Lake region. Our central location and access to multiple cultural and recreational attractions make it an ideal location to launch a vacation and return year after year, and many have. Families come back generation after generation. From rustic to high-end, Long Lake offers something for everyone. Some folks love it so much they settle in and move here permanently. This area lives and breathes tourism and is the hub for lodging for summer lodging for visitors looking to visit area attractions and to enjoy the splendor that Long Lake has to offer.

Tourism development opportunities in Long Lake/Raquette Lake have been identified and are being pursued to strengthen our position as a tourism destination. Work will begin in the Fall of 2014 on a Tourism Destination Master Plan.

Opportunities:

In the 2012/2013 the Town of Long Lake participated in the Hamlets 3 Planning Project with community input and using SMART growth principles. Plans were developed to expand the Long Lake Nature Trail and Jennings Pond Park. Design plans connect two business districts along a natural footpath with connecting footbridges around Jennings Park Pond, connecting the area from the Adirondack Hotel/Long Lake Town Beach to the Hoss's Country Corner intersection in the upper section of the town. The plans for this park are contingent upon a Shared Services Project/Grant to build a shared-garage to be used by Long Lake Central School, Hamilton County Highway, the Long Lake Highway and Long Lake Fire Department. The removal of the Long Lake Highway Garage will then allow for the Hamlets-3 project to move forward.

Also the Town of Long Lake is developing a plan to improve waterfront access and dockage for boats along the water front. The goals include: more improved local public boat docking, improving pedestrian walkways, parking improvements, lighting, improved waterway access and connecting the drivable corridor with mixed private and public lands.

Connecting and the implementation of these three large scale projects Hamlets 3 Park Project, Waterfront Improvement and the Shared Services garage are vital to community improvement and development.

In 2014 the Town of Long Lake will continue providing a diverse roster of events old and new, appealing to everyone. Events are framed for the outdoor recreation enthusiast, to family-oriented activities, cultural events, youth programming, waterfront programming, art installations and more. Events are a key component to the Long Lake experience and are designed with both residents and visitors in mind. A great event attracts and retains visitors and the local population reaps the benefits from improved traffic to the local businesses and the building of community and civic pride while retaining the small town feel which is key to the visitor experience in our community.

Other upcoming opportunities include partnering with the 5-Towns Upper Hudson Recreation Hub to develop tourism products from outdoor recreational experiences to leveraging potential entrepreneurial businesses to support new tourism opportunities tying in with the New York State's acquisition of the Finch Pryne Lands aka Essex Chain of Lakes parcel.

Opportunities include increasing 2nd home owners lengths of stays and with implementation/installation broadband/fiber infrastructure arriving in August of 2014. Long Lake has a Broadband Committee identifying opportunities for growth in this market.

While Long Lake is definitely positioned as a tourism destination area, there are gaps.

Gaps:

A decline in “heads in beds” is an ongoing issue. Without places for the visitor to stay, we lose income. Many businesses have seen a decline in traffic. The need for more rooms for July and August and extending the appeal of shoulder season visitation is imperative to grow the tourism industry.

Working with regional attractions including the Adirondack Museum, Wild Center and Newcomb Visitor Center is imperative to help grow and extend market reach to the area. Building on regional relationships and providing the visitor with an excellent visitor experience is crucial. Continuing development to support and sustain mom and pop entrepreneurial businesses is vital so there is a place for the visitor to spend money when they do arrive on a vacation. Identifying sources of income, low-interest loan funding for businesses and providing support to make it easy for a small entrepreneur to apply and sustain the funding is also key to keeping the lights on and the doors open.

The cost of owning lakefront property has become an impediment for property owners to improve what they do have. The competition that lodging property owners have with the independent housing market has to be addressed.

Lodging owners deal with workers comp, unemployment insurance, burdens placed upon them by state government, but the lack of beds and availability and the expense for 2nd homeowners to pay their taxes have turned 2nd homeowners into vacation rental landlords.

The Town of Long Lake/Raquette Lake looks forward to working on and completing a Destination Master Plan to formulate strategies to improve business opportunities and identify projects that will move us forward to 2018.

We would like to see our area be identified as a Tourism Destination Hub and for our pending projects to be moved forward to see a transformation in our economy and our community.

We want to elevate Long Lake as one of the most special places to visit, live, work and play.

Competitive strengths: Central Adirondack location is a differentiator like no other in NY. Abundance of lakes, rivers, mountains, wildlife, fishing, incredible natural beauty. Location at the intersection of Route 28N and Route 30 identifiable scenic byways. A steady stream of parents and college students heading to and from Clarkson, St. Lawrence, and Canton. Unique tourism products include the oldest operating hotel in the Adirondacks, a seaplane base, a prime pit-stop on the 90 Miler Paddle Route, and Hoss’s Country Corner, an iconic Adirondack destination unto itself, and the birth of Great Camps Architecture. Authentic Adirondack is Long Lake. Small town with a big personality. Great municipal support and a funded Tourism Department supporting local business and events keeps the town competitive and setting the bar for other area chambers and tourism organizations.

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) Inskeep, 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