

# Destination Master Plan “Adirondack Destination Summit”



Friday, October 24, 2014

SUMMIT OBJECTIVE:

*MOMENTUM TOWARD DESTINATION  
SUCCESS*

# AGENDA:

1. *Welcome*
2. *DMP Overview*
3. *Region Updates*
4. *Challenges*
5. *DMP framework*

# Who's Here....

Blue Mountain Lake

Lake Placid

Port Henry

Chesterfield

Lake Pleasant

Putnam

Crown Point

Lewis

Raquette Lake

Elizabethtown

Long Lake

Saranac Lake

Essex

Minerva

Schroon Lake

Hague

Morehouse

Speculator

Harrietstown

Moriah

Ticonderoga

Indian Lake

Newcomb

Tupper Lake

Inlet

North Elba

Westport

Jay

North Hudson

Wilmington

Keene

Piercefield

Willsboro



# Who's Here....

Aaron Kellett  
Alex Roalsvig  
Allison Kaupelis  
Amy Catania  
Barbara Strowger  
Bert Yost  
Bill Farber  
Bill Grinnell  
Bob Rafferty  
Brenda Valentine  
Bruce Pushee  
Carol Calabrese  
Carol Levy  
Charlie Green  
Chattie Vanwert  
Chris Labarge  
Chris Maron  
Christine Benedict  
Christine Charbonneau  
Clark Seaman  
Dave Olbert  
Dean Nervik  
Dee Carroll

Donna Pohl  
Edward Healy  
Emily Phillips  
Ernie Hohmeyer  
Hillarie Logan-Deschene  
Jan Cohen  
Jeff Dickson  
Jessie Seguin  
Jules Pierce  
Katy VanAnden  
Kelly Audino  
Kim Landry  
Laura O'Brien  
Marc Galvin  
Marie McMahon  
Mary Gach  
Matt Courtright  
Melissa McManus  
Michelle Bartlett  
Michelle Clement  
Michelle Maron  
Michelle Preston  
Mike Cherubini

Nancy Ockrin  
Neil McGovern  
Nick Rose  
Patty Mehm  
Paul VanCott  
Peter Welch  
Roger Friedman  
Ron Keough  
Ron Moore  
Ruth Olbert  
Sally Stanton  
Sandie Strader  
Sandra Hildreth  
Steven McNally  
Sue Montgomery Corey  
Suzanne Maye  
Todd Happer  
Tom Hendrick  
Tony Kostecki  
Tony Nickinello  
Tracey Legat  
Vonnice Liddle

# Who's Here....

Central Lake Champlain Valley

High Peaks Region

Indian Lake

Inlet

Lake Placid

Long Lake / Raquette Lake

Minerva / Newcomb / North Hudson

Saranac Lake

Schroon Lake Region

Southeast Adirondacks

Speculator

Tupper Lake / Piercefield

Whiteface Region

# DMP OVERVIEW

## Why DMP?

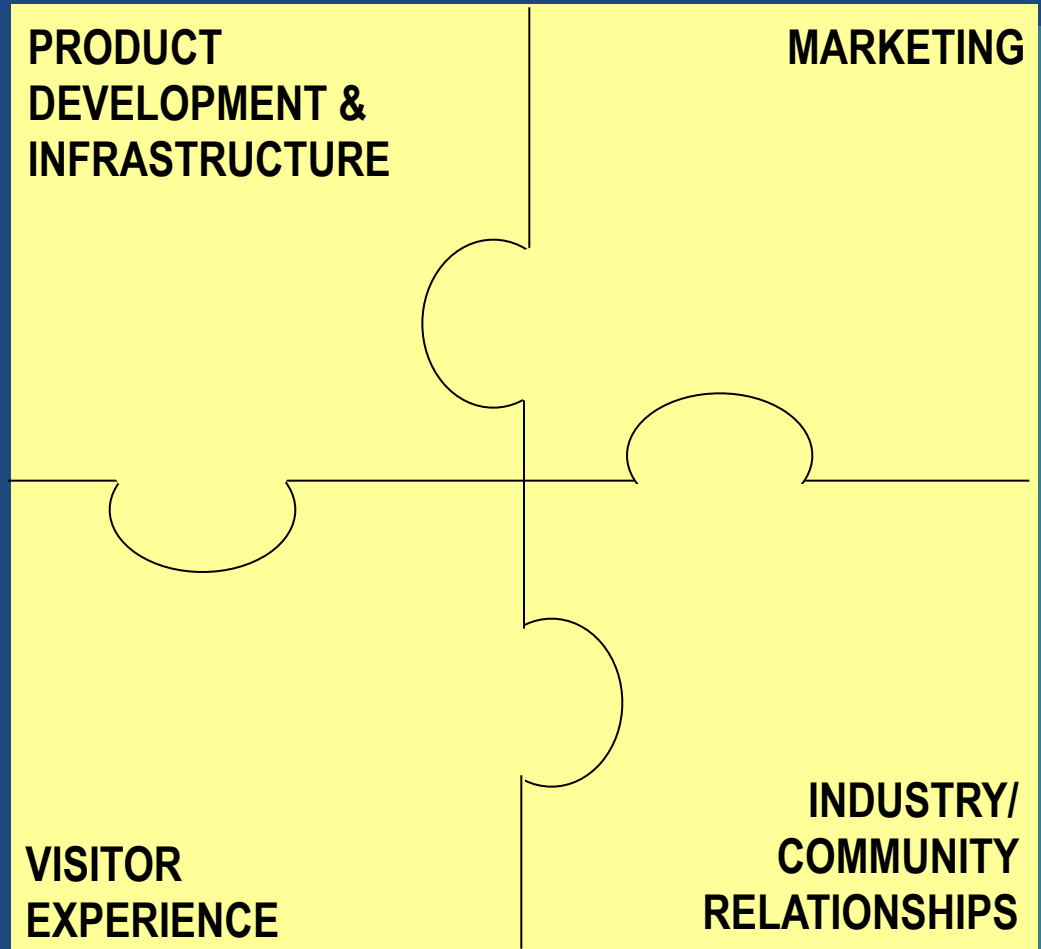
## What is DMP?

1. DMP Workbook
2. Strategic Priorities
3. Implementation

## ROOST's Role?

1. Lead and facilitate the process
2. Destination Marketing
3. Synergies

# Dimensions of a Successful Destination



# Destination Success

## Considerations....

1. *How big is the job?*
2. *Attractors? Amenities? Activities?*
3. *Product: Natural and man-made*
4. *What does the visitor say?*
5. *Champions*

# Region Challenges and Opportunities

# Central Lake Champlain Valley

Chesterfield, Essex, Westport, Willsboro

## ◆ Opportunities:

- ◆ Capitalize on cycling
- ◆ 4 communities working together - shared marketing
- ◆ Utilization of historic areas and farms

## ◆ Challenges:

- ◆ Standard lodging to accommodate bus tours
- ◆ Lack of contemporary, medium-priced lodging
- ◆ More public lake access



# High Peaks Region

Keene, Elizabethtown, Lewis

- ◆ Opportunities:
  - ◆ Essential pieces in place to promote High Peaks Region as a Wellness Destination
  - ◆ 3 Towns collaboratively work together
  - ◆ 25 High Peaks within Keene
  - ◆ Shorter peaks in Elizabethtown and Lewis
  - ◆ Frame work and focus to develop events in shoulder seasons
- ◆ Challenges:
  - ◆ Creating a strong web presence for new "High Peaks Region" to capture people's attention
  - ◆ Shift historic barriers of competition between Towns of Keene, Elizabethtown, and Lewis
  - ◆ Create friendly and welcoming environment between local residents and tourist based economy/business efforts
  - ◆ Increase retail presence as well as town beautification





# Indian Lake

## ◆ Opportunities:

- ◆ Hotel
- ◆ Expanded, new, and different recreational opportunities (Essex Chain, OK Slip Falls)
- ◆ Working relationship between the “5 Towns”
- ◆ Take more advantage of the rafting economy
- ◆ Adirondack Teleworks

## ◆ Challenges:

- ◆ How do we get investment in lodging?
- ◆ Lack of grocery store
- ◆ Lack of lodging amenities
- ◆ Communications; cell signals
- ◆ Community buy in / acceptance



# Inlet

- ◆ Opportunities:
  - ◆ Eco-tourism
  - ◆ Diversification of winter activities to supplement snowmobiling
  - ◆ Large market area
  - ◆ The Woods Inn
- ◆ Challenges:
  - ◆ Workforce housing
  - ◆ Seasonality
  - ◆ Lack of lodging
  - ◆ Communications; cell signals
  - ◆ Community buy in / acceptance



# Lake Placid

## Retail

- ◆ Retail is part of the destination experience
- ◆ To sustain businesses, need to appeal to visitors as well as build local clientele
- ◆ Business referrals and being aware of other businesses
- ◆ Bottom line cost of opening new establishment
- ◆ High rent cost
- ◆ Local consumer misconception of pricing





# Long Lake & Raquette Lake

## ◆ Opportunities:

- ◆ Expanding Adirondack Museum and Wild Center events into shoulder seasons
- ◆ Making trail connections between communities
- ◆ Implementation of 5 Town - “Upper Hudson Rec Hub”

## ◆ Challenges:

- ◆ Lack of non-season business
- ◆ Shrinking economy
- ◆ Declining population (school shrinking)
- ◆ Uncertain weather (winter with less snow)
- ◆ 2 separated Hamlets in Town of Long Lake



# Minerva, Newcomb, & North Hudson

## ◆ Opportunities:

- ◆ Finch Pruyn Land purchase
- ◆ Identify Winslow Homer in the region
- ◆ Centrally located to the other Adirondack attractions
- ◆ Opportunity to expand economy through expanding guide services, and outdoor recreation
- ◆ Proximity to I-87

## ◆ Challenges:

- ◆ Seasonality
- ◆ Staying connected: cell coverage / broadband
- ◆ Amenities
- ◆ Transportation challenge
- ◆ Vacant buildings / curb appeal
- ◆ Local support of existing businesses



# Saranac Lake

## ◆ Opportunities:

- ◆ Development of our Tourism Council
- ◆ Area taking a more regional approach on tourism matters
- ◆ Further development of niche marketing for sectors that make Saranac Lake unique - arts, wellness, paddling, etc.

## ◆ Challenges:

- ◆ Saranac Lake is split between 2 counties, 3 townships and 1 village - challenging to securing funding and support from all parties for tourism projects.
- ◆ Convincing diverse groups that are vital to the community to collaborate for stronger impacts.
- ◆ Implementation of Franklin County Occupancy Tax



# Schroon Lake

## ◆ Opportunities:

- ◆ Proximity to I-87
- ◆ New business / new investment (Sticks & Stones)
- ◆ Develop working relationships across county lines
- ◆ Close proximity to other Adirondack attractions

## ◆ Challenges:

- ◆ Lodging / declining number of rooms
- ◆ Lack of critical mass of businesses
- ◆ Seasonality





# Southeast Adirondacks

Crown Point, Hague, Moriah, Putnam, Ticonderoga

## ◆ Opportunities:

- ◆ Collaboration between 5 towns over 3 counties
- ◆ Working relationship with communities in Vermont
- ◆ Utilization of history tourism
- ◆ Expansion of outdoor recreation activities

## ◆ Challenges:

- ◆ Transportation to and around the region
- ◆ Cell service / broadband
- ◆ Seasonality
- ◆ Lodging





# Speculator

## ◆ Opportunities:

- ◆ Opportunity to expand visitation
- ◆ Lodging - Lake Pleasant Lodge trying to expand
- ◆ Skiing
- ◆ Snowmobiling - free snowmobile trails
- ◆ Downtown walkability
- ◆ Proximity to thruway

## ◆ Challenges:

- ◆ Lack of lodging
- ◆ Seasonality
- ◆ Poor internet connections (gets overloaded)
- ◆ Community buy in
- ◆ Limited market reachability



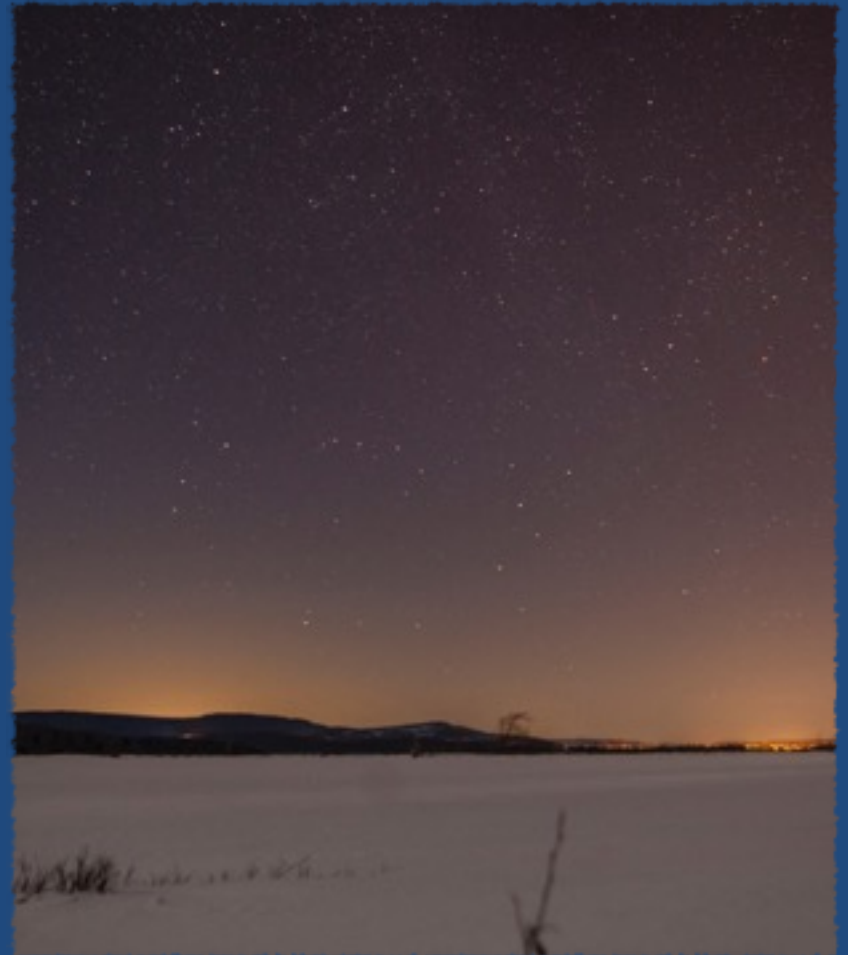
# Tupper Lake & Piercefield

## ◆ Opportunities:

- ◆ Reinvent Tupper Lake with Adirondack Club & Resort, Adirondack Public Observatory, Wild Center / Wild Walk
- ◆ Outdoor recreation; western entrance to High Peaks
- ◆ To attract a large year round market
- ◆ Can increase market share

## ◆ Challenges:

- ◆ Underdeveloped lakefront
- ◆ Marketing; name recognition
- ◆ Walkability
- ◆ Visitor amenities
- ◆ Making Tupper Lake modern/contemporary
- ◆ Curb appeal



# Whiteface Region

Wilmington & Jay

- ◆ Opportunities:
  - ◆ The “NEW” Whiteface Highway
  - ◆ Wilmington: Bike Capitol of the Adirondacks
  - ◆ Unit Management Plan - Let's Talk
- ◆ Challenges:
  - ◆ Barriers for new business startups
  - ◆ Lack of updated lodging
  - ◆ Environmental restrictive barriers



# WORK GROUP CHALLENGE TOPICS

1. Off-season attractors
2. Lodging
3. Necessity retail / restaurants
4. Infrastructure
5. Curb appeal / beautification

Lunch

# WORK GROUP CHALLENGE TOPICS

1. Off-season attractors
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3. Necessity retail / restaurants
4. Infrastructure
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# RESULTS

# Region Destination Master Plan 2015

Region Graphic / Image

REGIONAL OFFICE of SUSTAINABLE TOURISM



# The best plans...

- *are data driven*
- *have champions*
- *have metrics and accountability*
- *have cooperative characteristics*



# Plan Components

1. *Situation Summary*
2. *Vision*
3. *Strategic Priorities*
4. *Strategies*

# Destination Planning Process Glossary

1. **Situation Summary** – A data driven summary or scan of current issues and future considerations as drawn from TDA workbook
2. **Vision** – Describes future success
3. **Strategic Priorities** – Identified priorities that insure future success; achievement will be visible
4. **Strategies for each Priority** – Time bound, responsibility assigned actions that result in priorities being achieved; insures accountability

# Destination Factors

For consideration:

## *Product*

1. Attractors
2. Differentiators
3. Accommodations
4. Food
5. Retail
6. Outfitters
7. Events

## *Characteristics*

1. Accessibility
2. Cost
3. Cooperative relationships
4. Current capacity
5. Competition

# Situation Summary Components

1. *Current strengths*
2. *Inhibitors to growth*
3. *Gaps in product*
4. *Visitor data*

# Situation Summary Components

## Current Strengths

- 1.

# Situation Summary Components

## Inhibitors to Growth

- 1.

# Situation Summary Components

## Gaps in Product

- 1.

# Situation Summary Components

## Visitor Data

- 1.



# Vision:

Describe your destination in the future in specific terms

VISION:

# Destination Priorities

Short Term:

Long Term:

# PRIORITY #1

RATIONALE:.			EXPECTED OUTCOME:	
Strategies	Responsibility	Date Begin/Complete	Resources	Status/Update
1.1	??	??	\$\$\$	





CURB Appeal  
(Brown)



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6:30 pm  
Food Trucks, Soft Drinks, DJ Music,  
Dancing, Tournament highlight video  
Fri 10/23/2014 11:00 AM - 10:00 PM - 10:00 PM to change here



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SUSTAINABLE TOURISM





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SUSTAINABLE TOURISM





*Adirondacks*  
New York's Adirondack Park

- Largest wilderness area in the East
- The Adirondack Park is larger than Yellowstone, Yosemite, and the Grand Canyon, and the Great Smoky Mountains National Park combined
- World-class hiking trails, the largest trail system in the nation
- World-class skiing and snowmobiling
- Clear water lakes and streams
- The Adirondack Park is a source of inspiration for many artists, writers, and musicians

Welcome  
←  
→

INFORMATION  
Cost & Use





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