



Malone Traveler Research

2018

ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM



Department
of State

Methodology

The survey was distributed electronically through Facebook, to our email contact list, and by our marketing partners in Malone, NY. Table tents at restaurants in the Malone area were also used to drive responses from both residents of the area and travelers. The respondents were divided into three segments based on the postal codes they provided when taking the survey, and whether or not they have been to Malone, NY in the last five years.

There were a total number of 674 respondents considered Malone residents, 309 respondents classified as Malone travelers, and 190 of the respondents fell into the segment for people who had not traveled to Malone.

This project is funded by the Environmental Protection Fund Local Waterfront Revitalization Program administered by NYS Department of State.

Methodology Detail

Collectors

- Local Businesses and Organizations
 - Given to local businesses and organizations in and around Malone, NY to distribute to customers
 - 158 complete responses
- Paid Media
 - Facebook ads targeting people outside of the Malone region
 - 167 complete responses
- Flyers/Posters/Table Tents
 - Distributed to local restaurants and other businesses
 - 39 complete responses
- Email Collector
 - Promo spot in Adirondacks, USA email
 - 71 complete responses
- Organic Social Media (non-paid)
 - Organic post on Visit Malone Facebook page
 - 738 complete responses

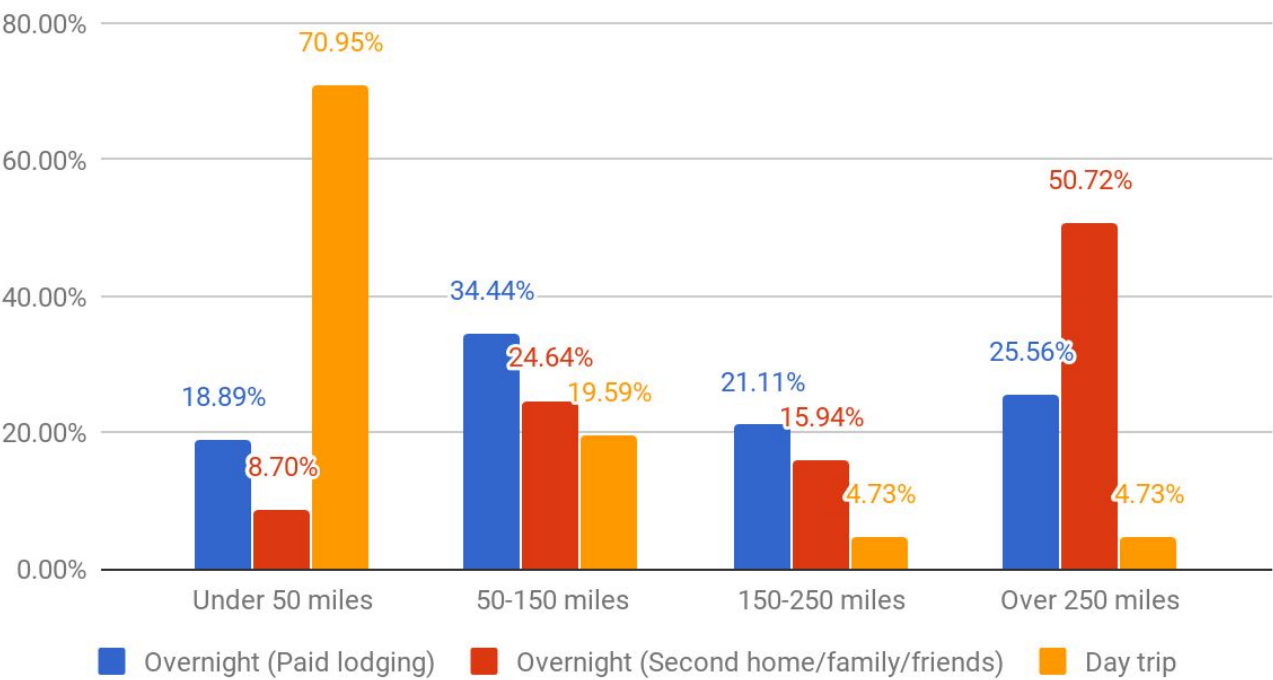
Segments

- Malone Travelers
 - All respondents not living within the immediate Malone, NY area who have traveled to Malone in the last five years.
 - Of the 309 respondents in this segment:
 - 149 were day trippers
 - 90 paid for overnight lodging
 - 61 stayed with family or friends
 - 9 stayed in a second home
- Not Malone Traveler
 - All respondents not living within the immediate Malone, NY area who have not traveled to Malone in the last five years.
- Malone Resident
 - All respondents with a postal code of 12916, 12917, 12920, 12926, 12930, 12934, 12937, 12953, 12957, 12966, or 12969.

*Due to several collectors being shared to an unknown amount of people, a margin of error for this survey could not be determined.

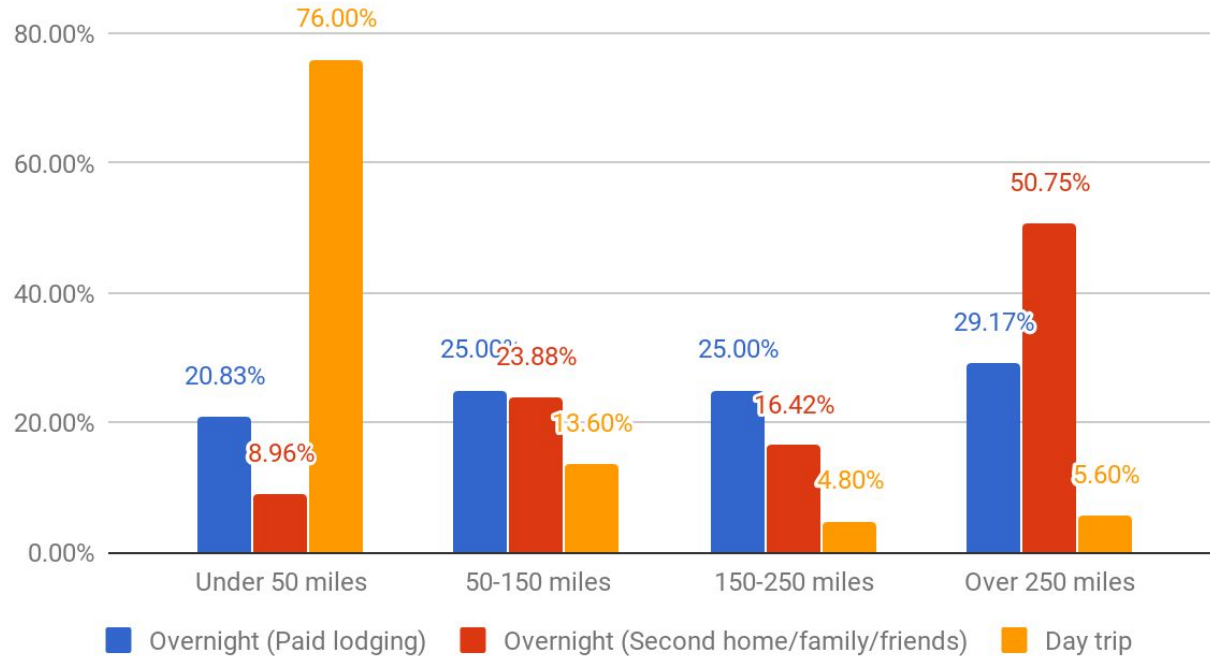
Distance from Malone (calculated using postal codes)

All respondents



Distance from Malone (calculated using postal codes)

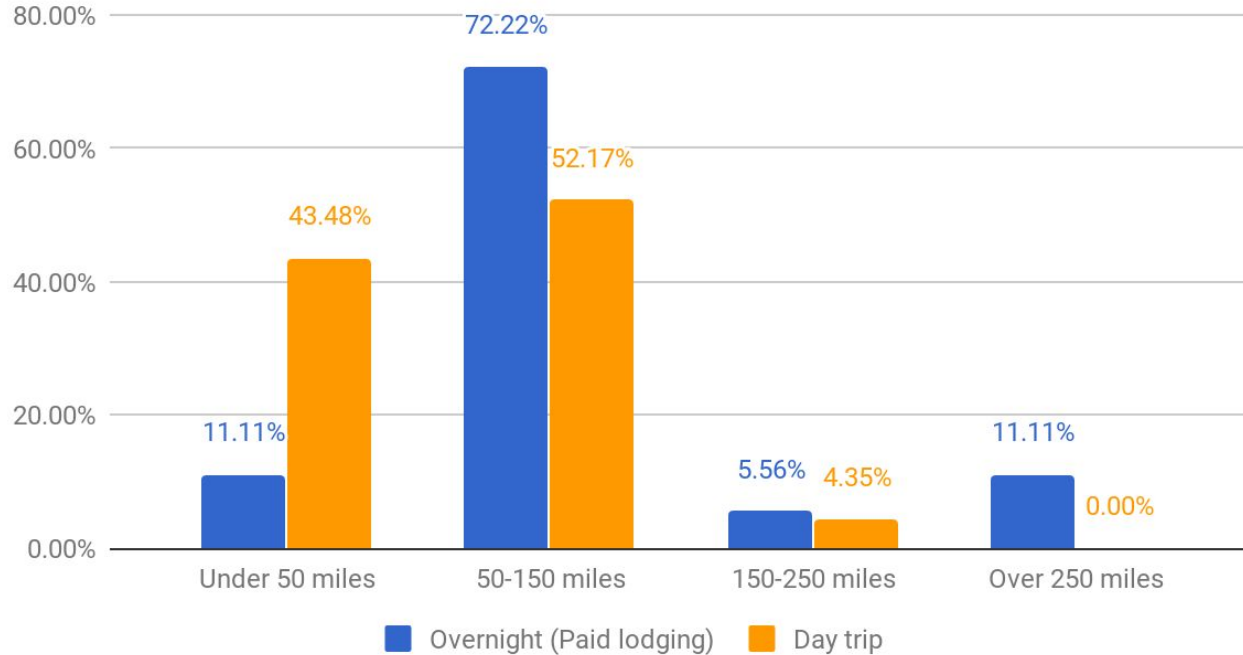
US Respondents



- Many Malone travelers are regional, from within 50 miles of the destination.

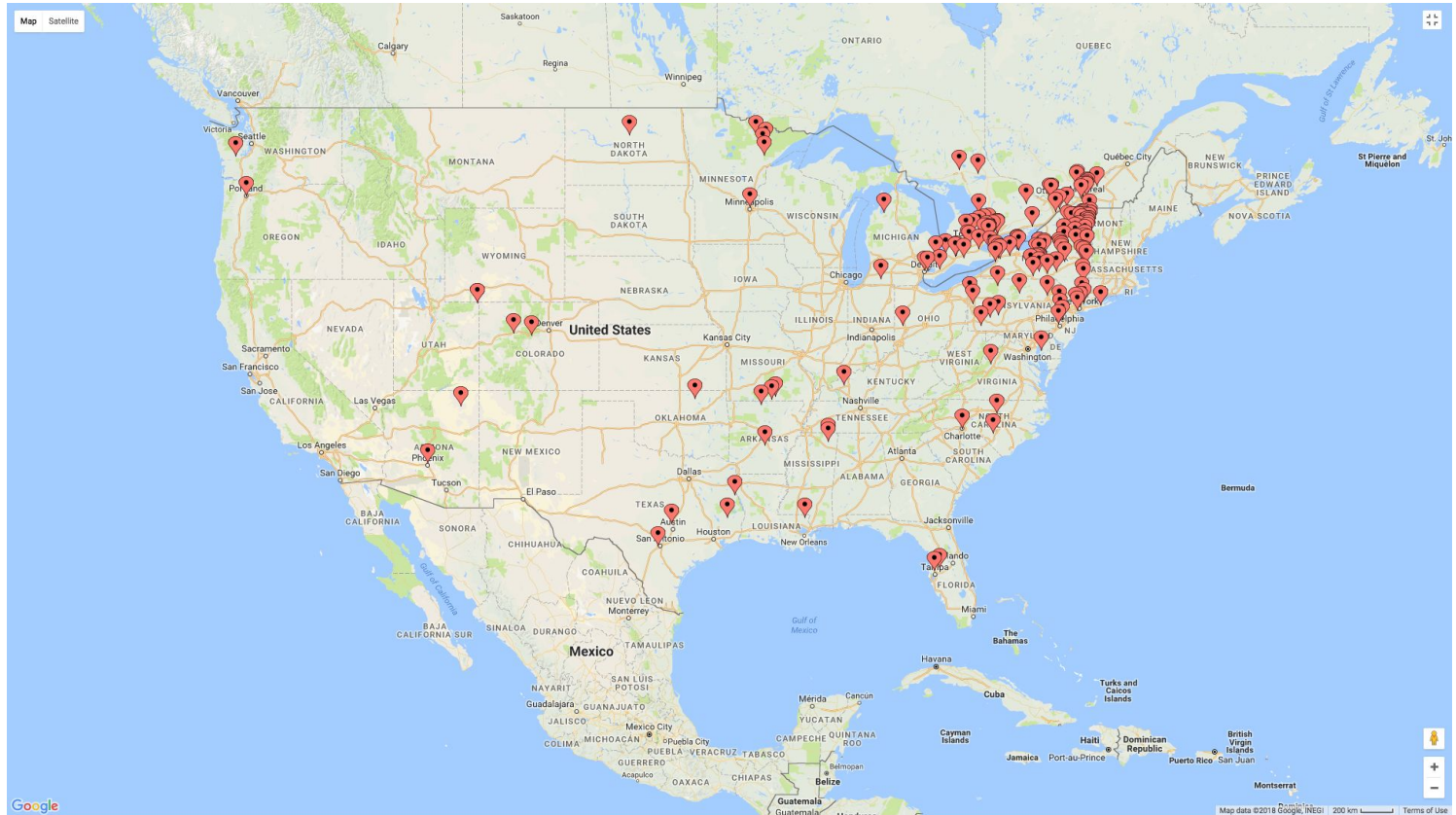
Distance from Malone (calculated using postal codes)

Canadian Respondents

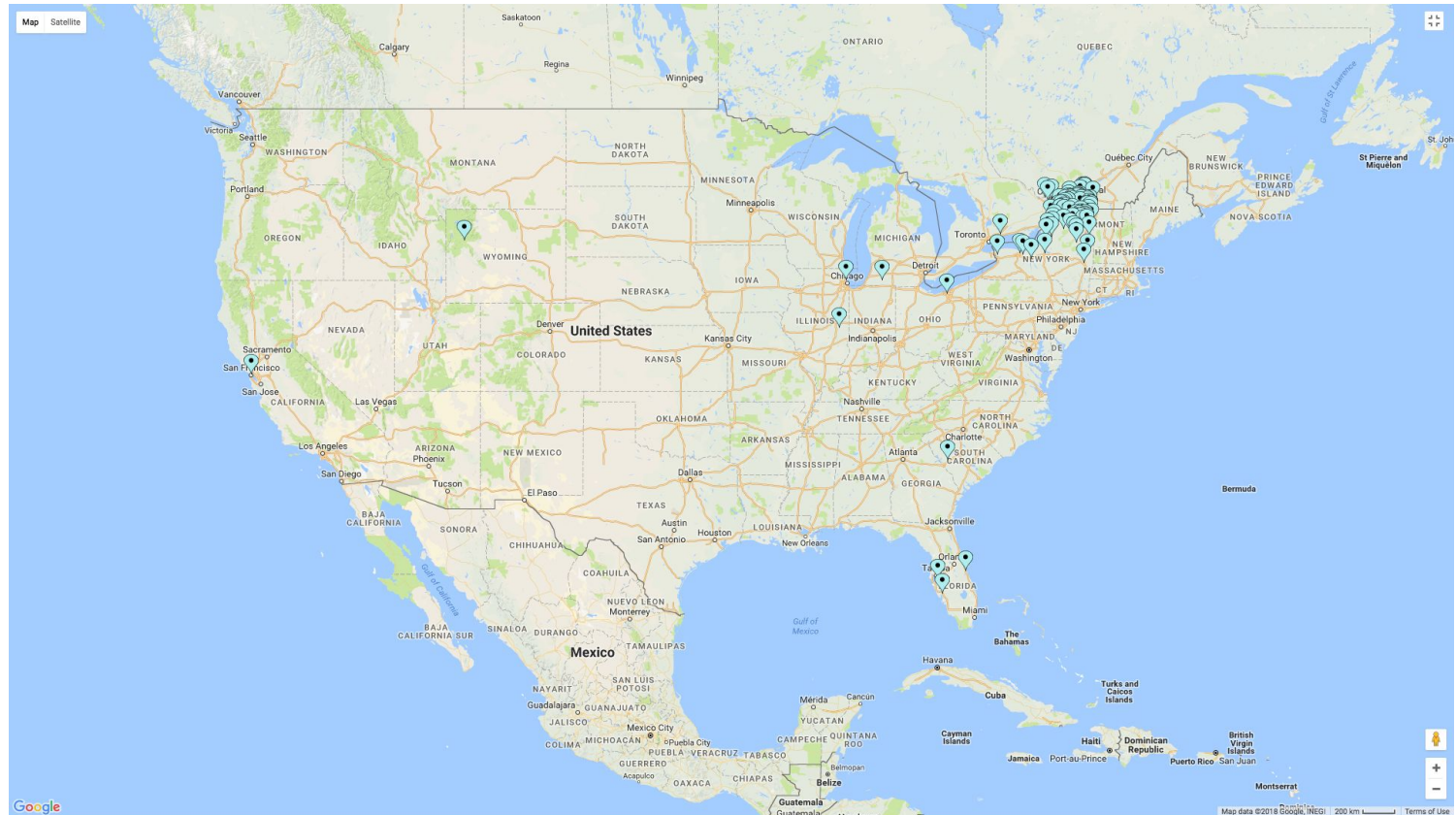


- The number of Canadian residents staying in a second home, or with a family or friend, was too small to be statistically significant.

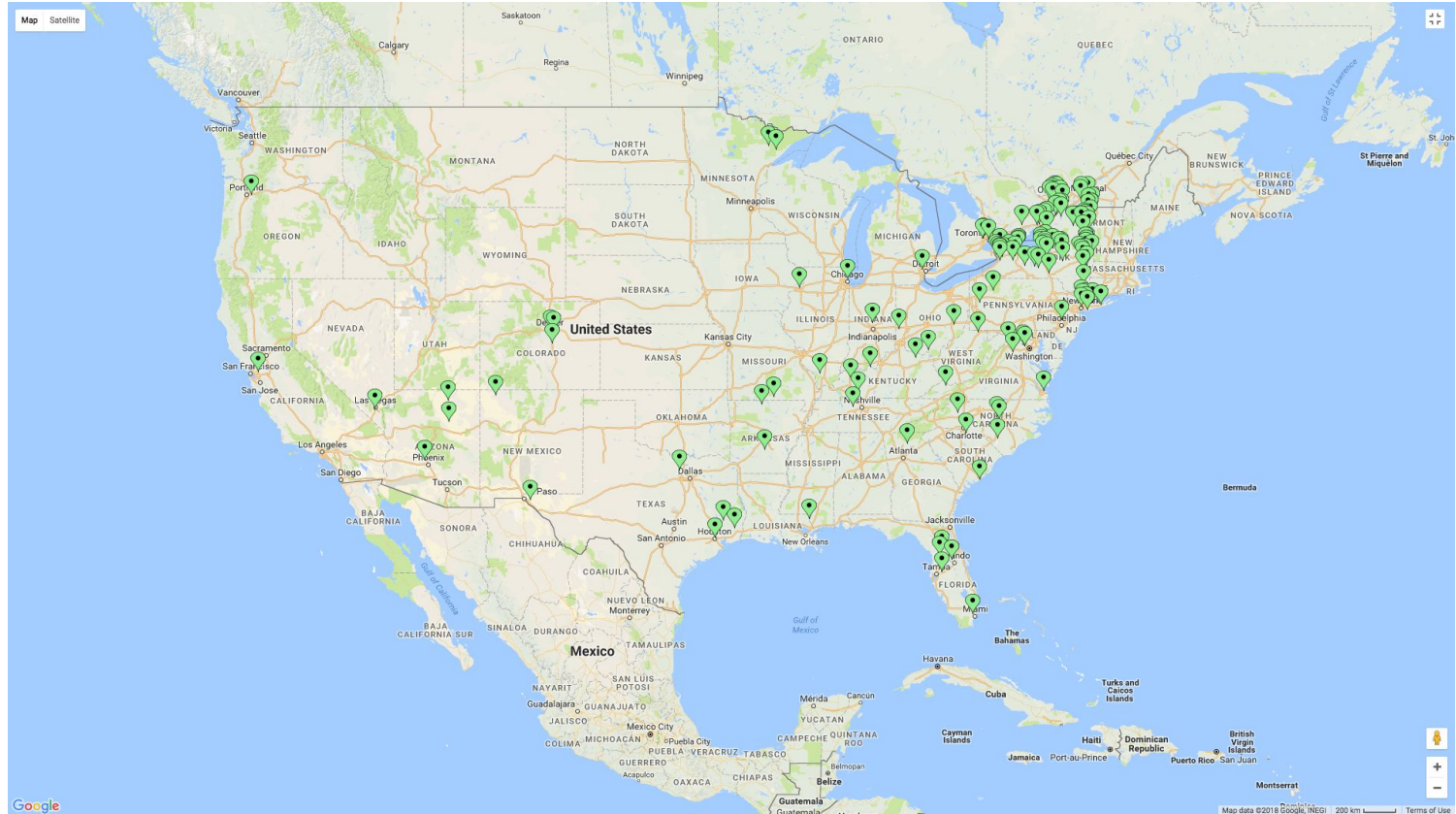
Postal codes of respondents who have not been to Malone



Postal codes of respondents who have taken a day trip to Malone

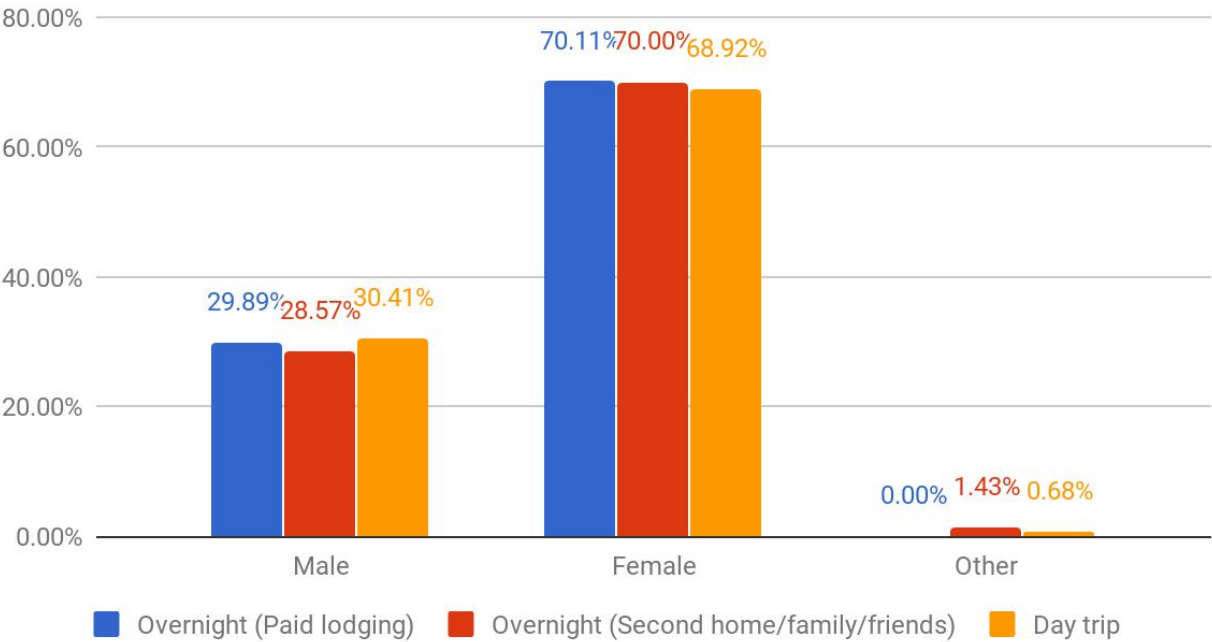


Postal codes of respondents who have stayed overnight in Malone



Demographics

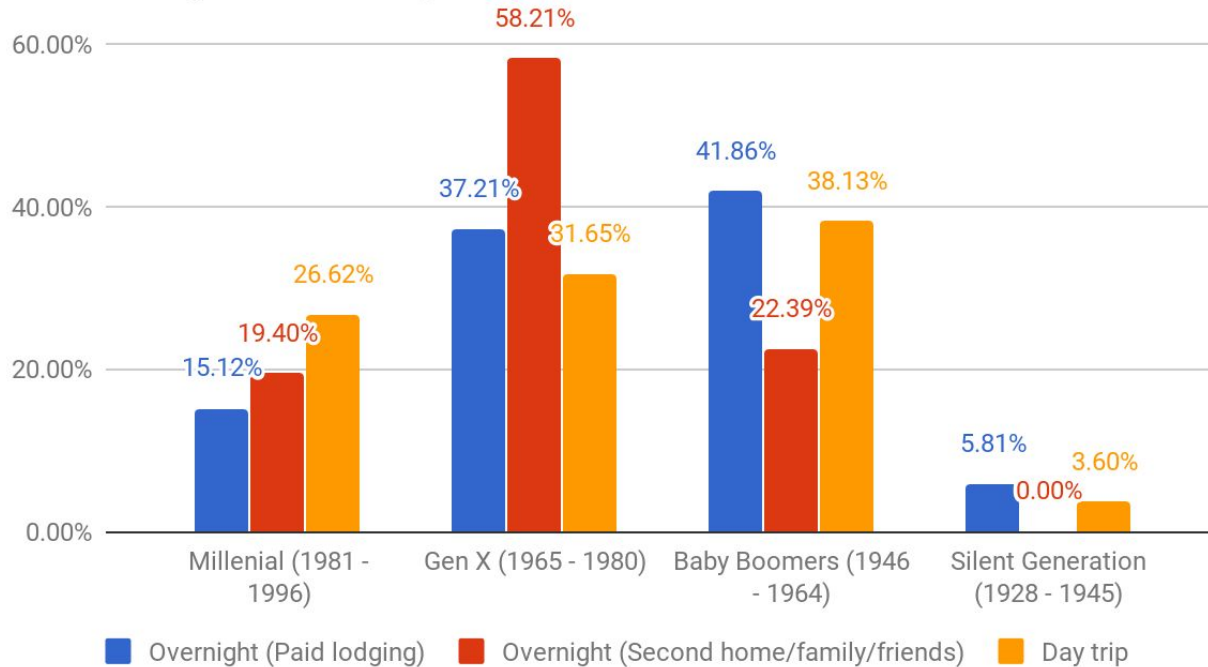
Gender



- This chart is more representative of the survey respondents than the travelers themselves.

Demographics

Share of generation by segment

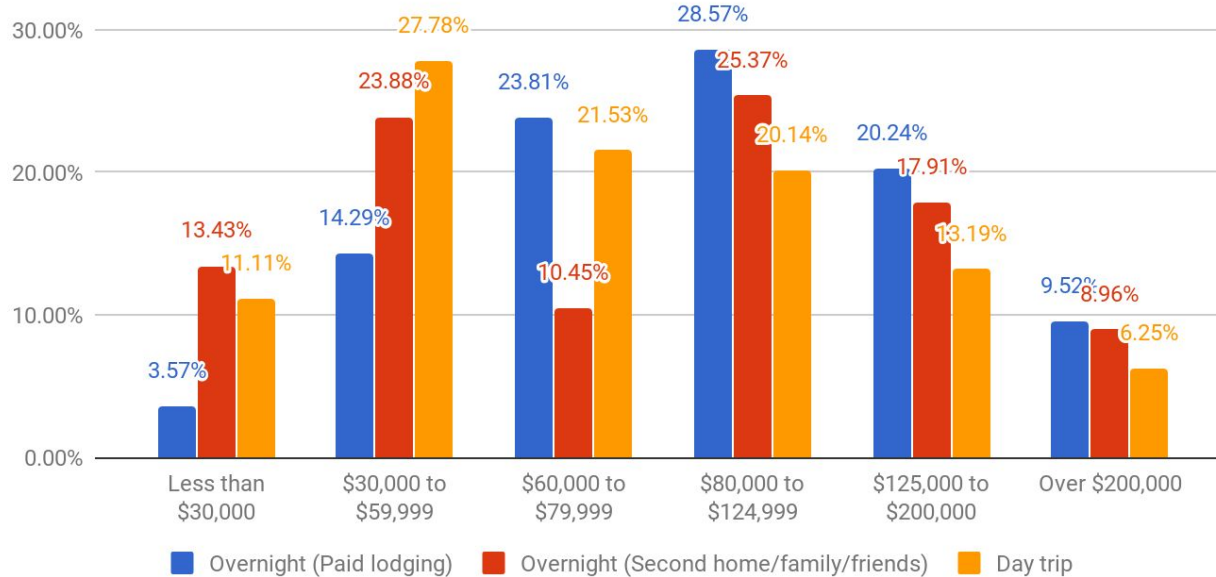


Segment	Average Age
Overnight (Paid lodging)	52.15
Overnight (Second home/family/friends)	45.00
Day trip	49.09

- When compared to recent studies, the average Malone traveler is 3 years younger than the average Saranac Lake traveler, and 4 years younger than the average traveler in Franklin County.

Demographics

Yearly Household Income

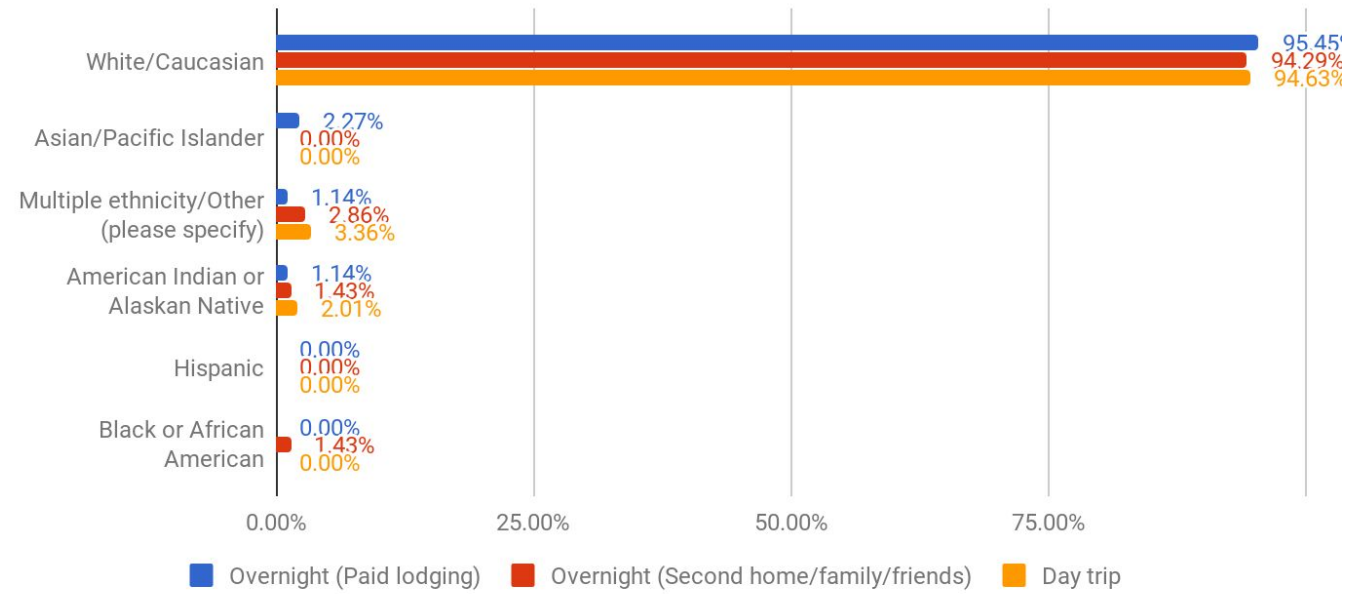


Segment	Average Income
Overnight (Paid lodging)	\$105,386.90
Overnight (Second home/family/friends)	\$95,111.94
Day trip	\$85,486.11

- When compared to recent studies, the Malone traveler's average yearly income is almost \$3,000 higher than that of the Saranac Lake traveler and \$5,600 higher than the Franklin County traveler.

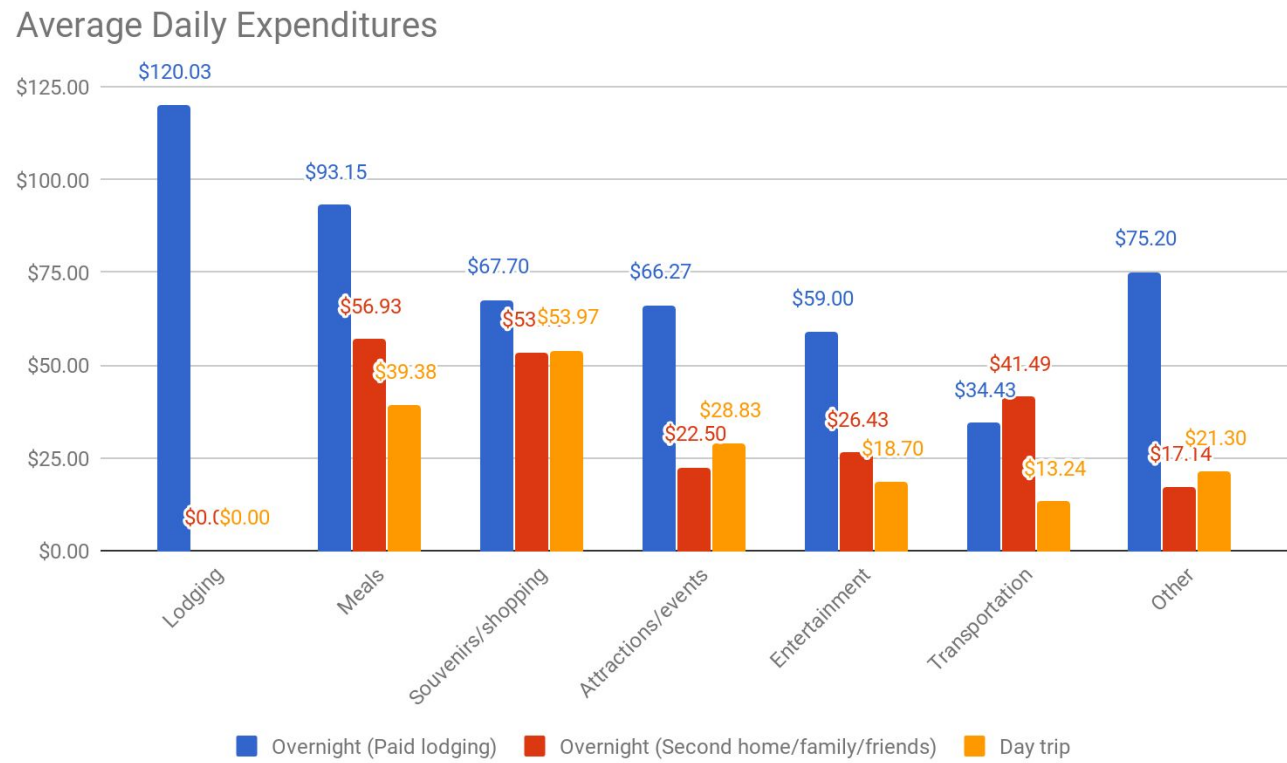
Demographics

Ethnicity



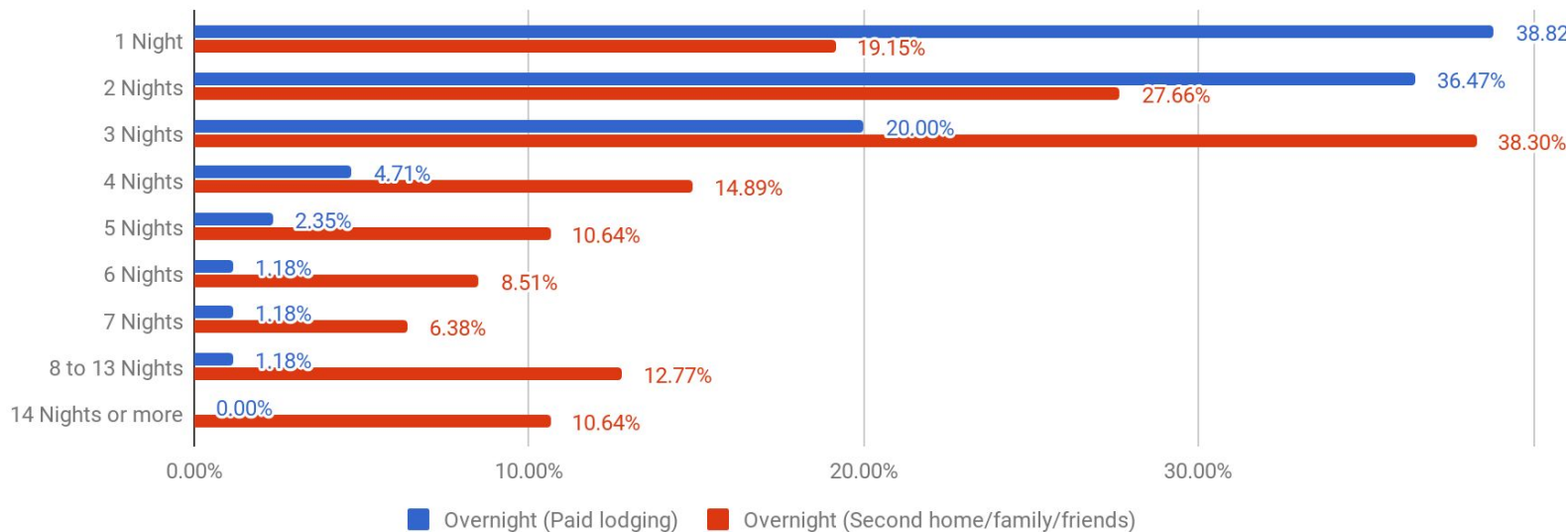
- These numbers match other studies on tourism throughout the Adirondacks.

On average, how much do you typically spend per day in the following categories when you visit Malone? (Traveler breakdown by lodging type)



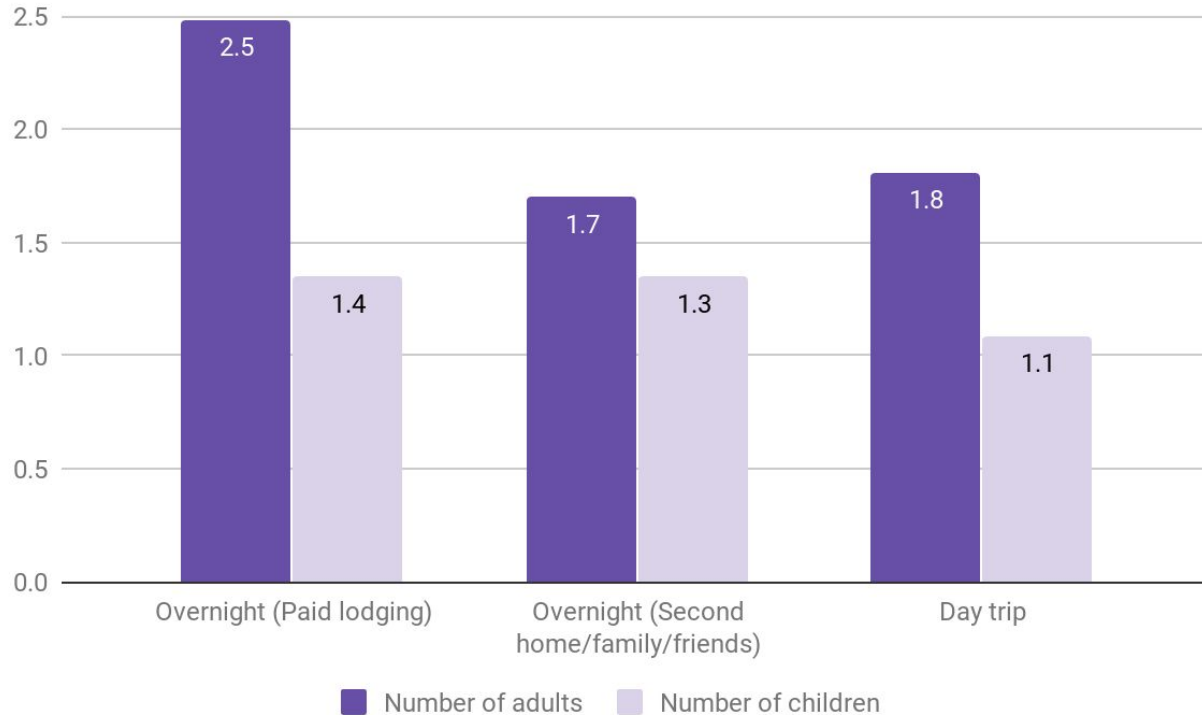
When you visit Malone, how many nights on average do you stay?

Average nights stayed by Malone travelers



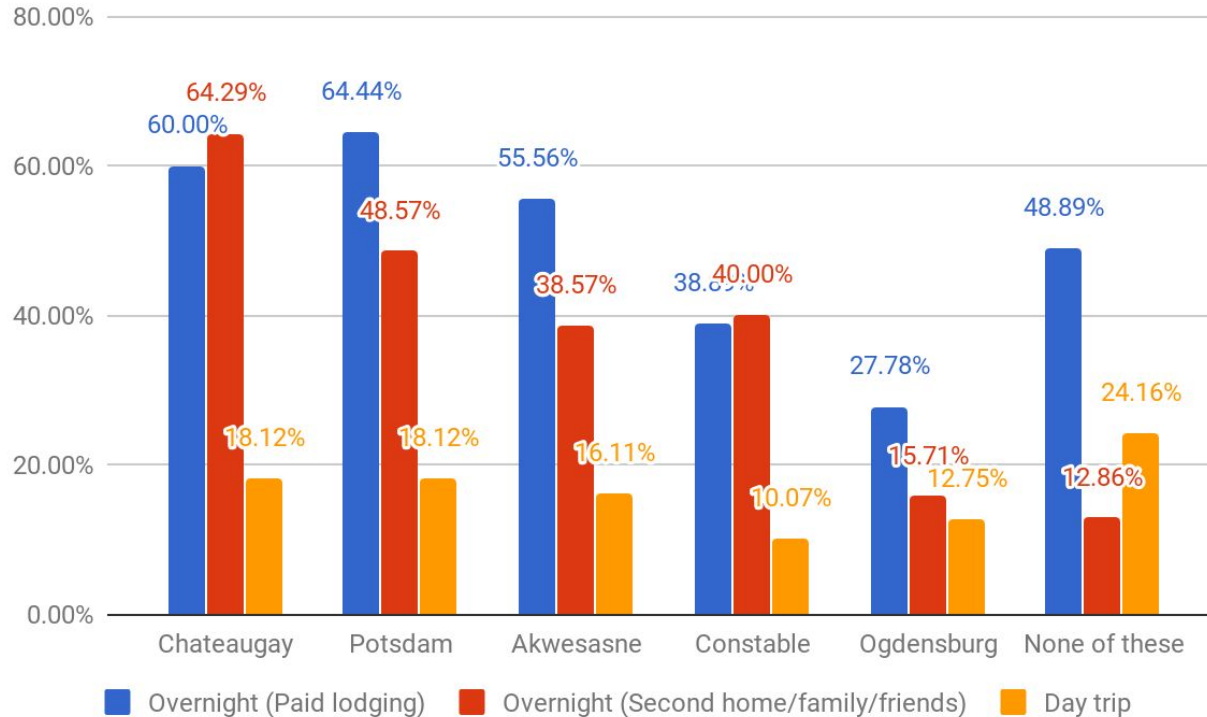
Average nights stayed	
Overnight (Paid lodging)	1.9059
Overnight (Second home/family/friends)	2.4894

When you visit Malone, how many total people do you usually travel with?



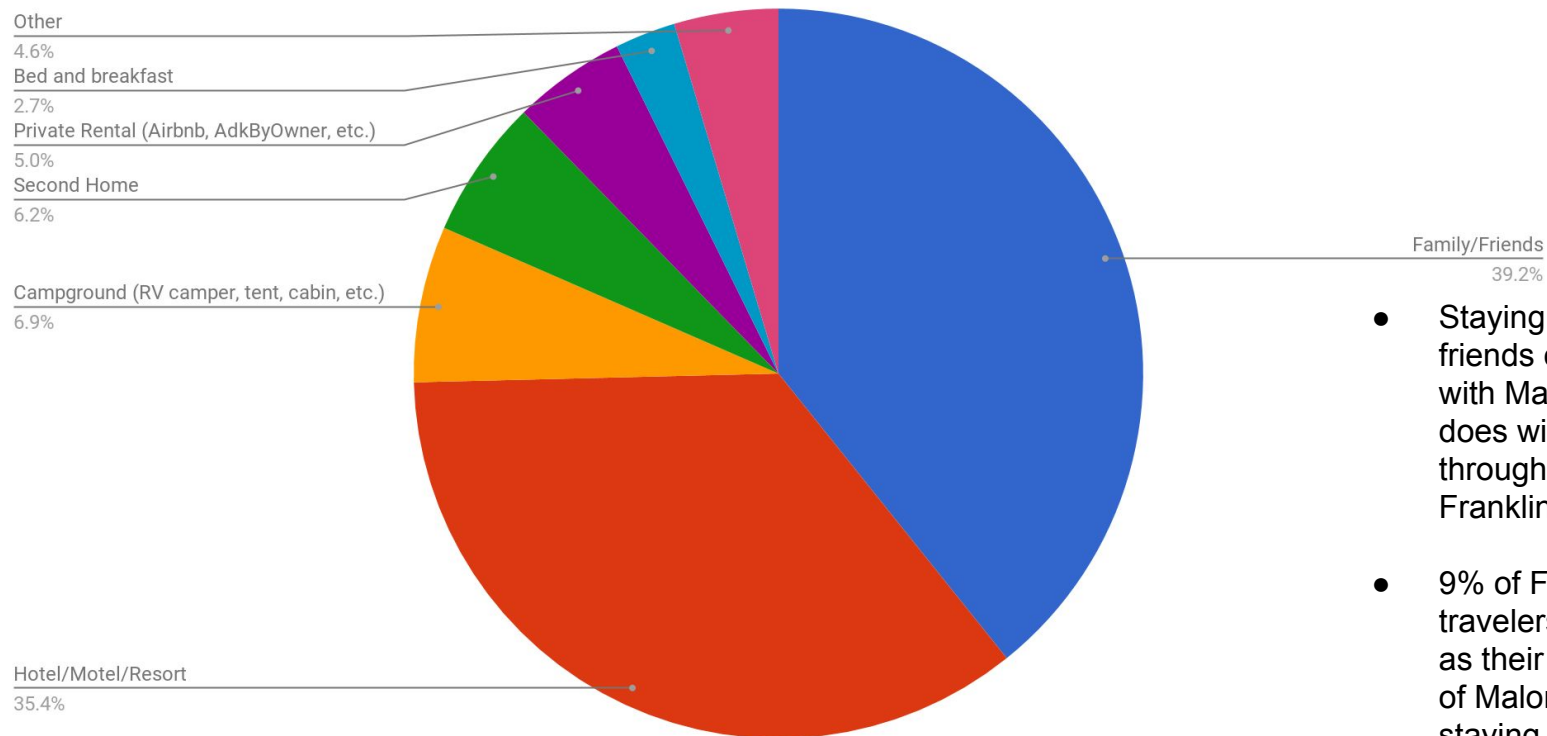
- The average party size of the Malone traveler (3.2) is very similar to the average party sizes of travelers to Saranac Lake and Franklin County, which were 3.16 and 4 respectively.

Have you ever visited these other communities during a trip to Malone? (Select all that apply)



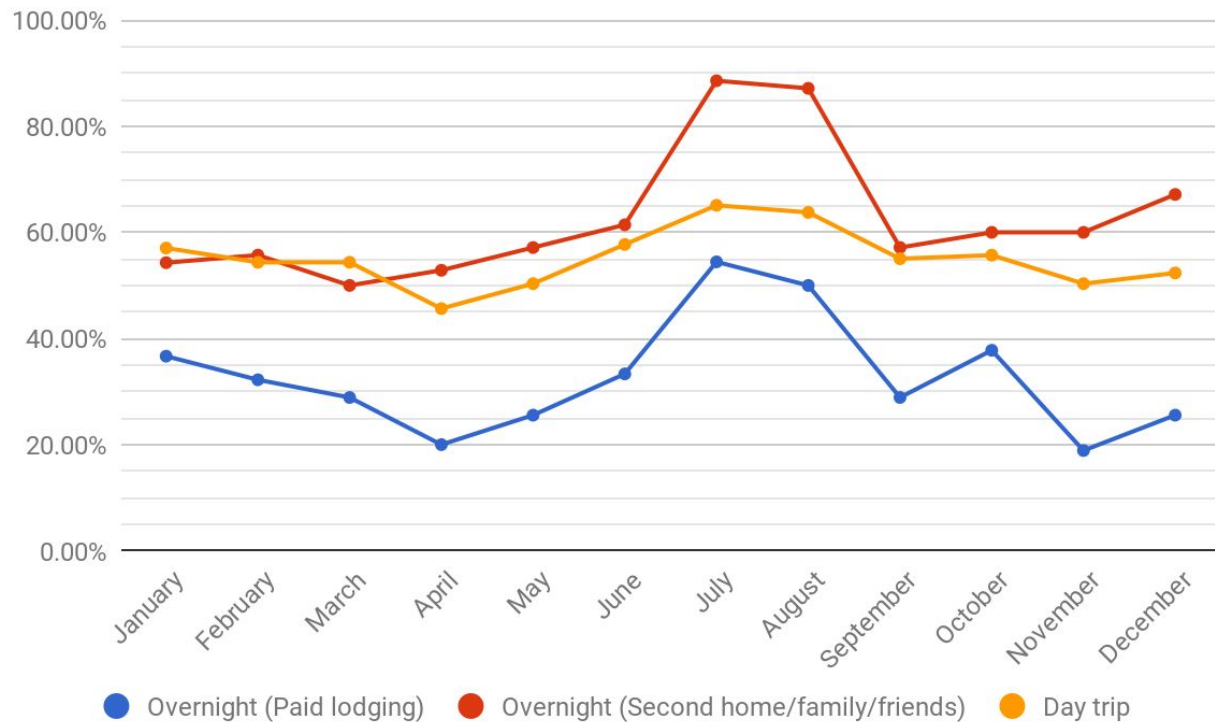
- Of the communities visited during a trip to Malone, we see a larger number of people stopping in locations with border crossings.

Lodging preferences for the overnight Malone traveler



- Staying with family and friends occurs twice as often with Malone travelers as it does with travelers throughout the rest of Franklin County.
- 9% of Franklin County travelers use private rentals as their lodging, but only 5% of Malone travelers reported staying in a private rental.

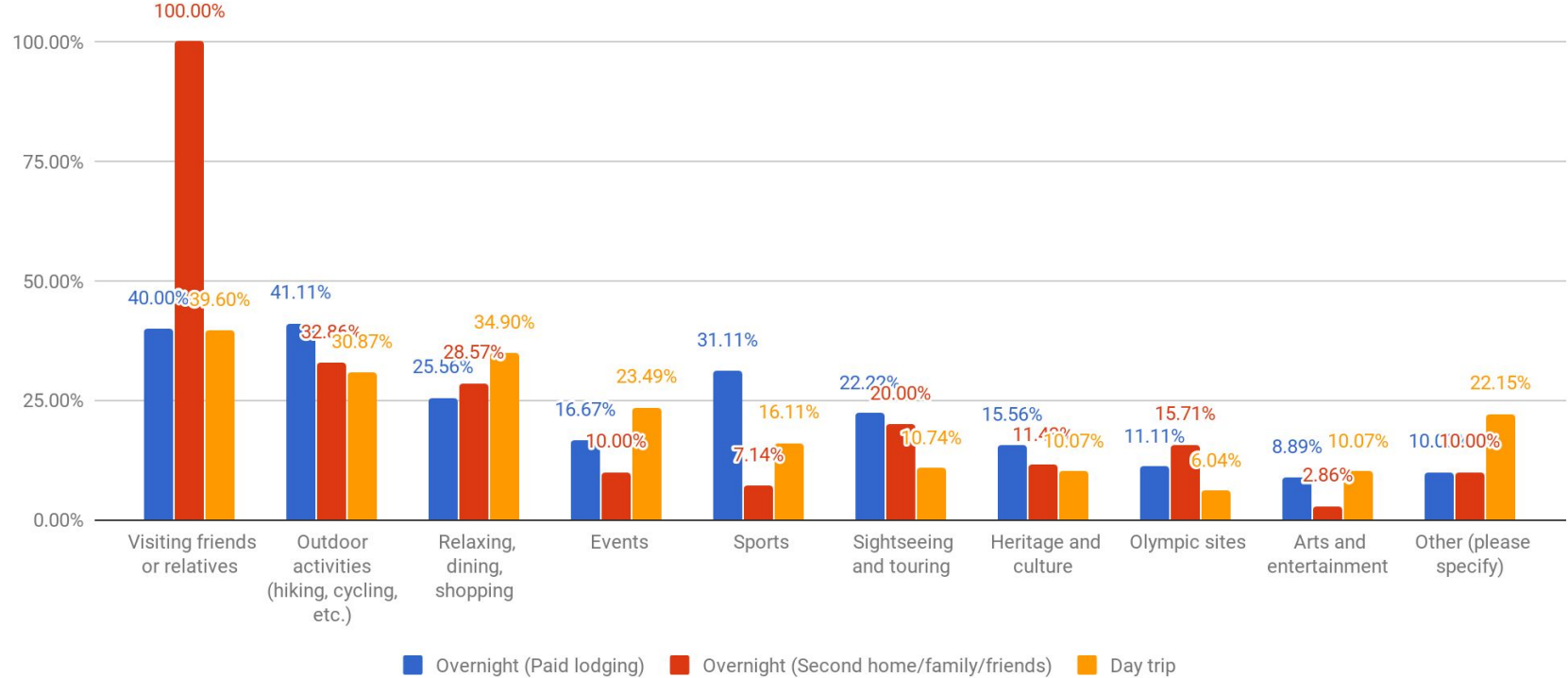
What months have you visited Malone, NY?



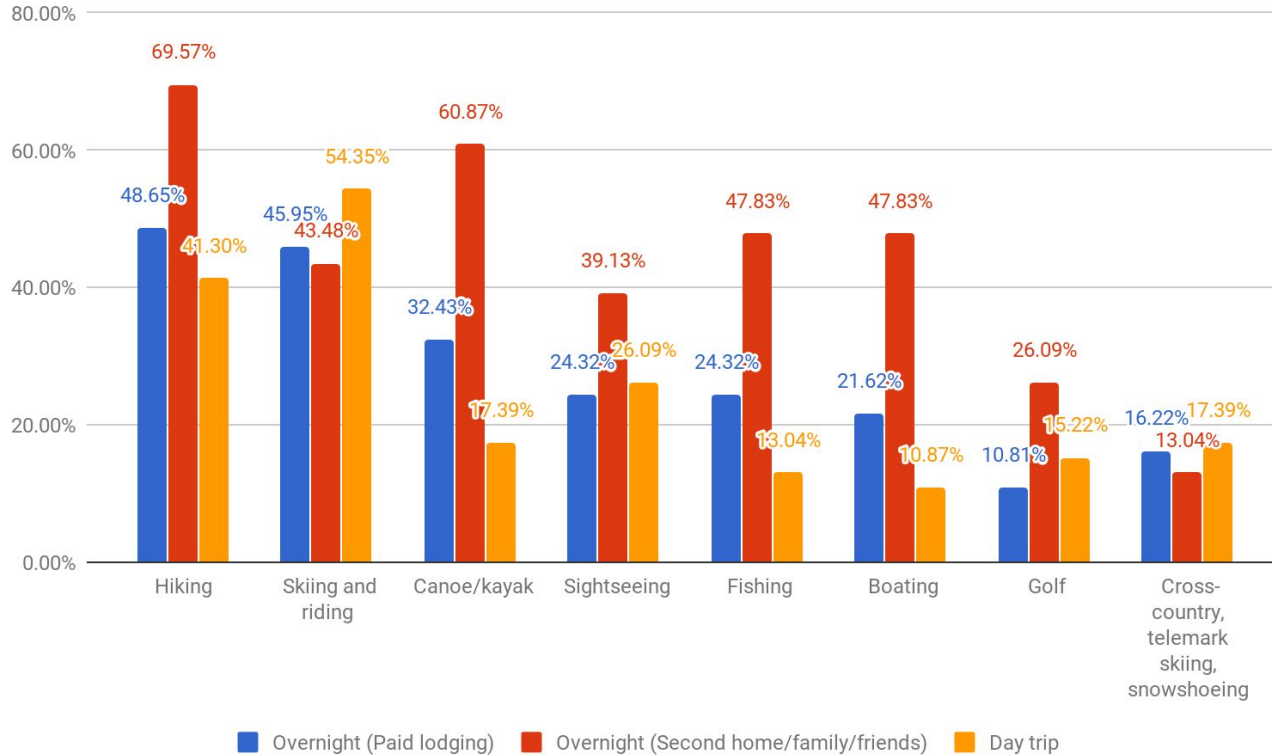
- While the travel trends for Malone visitation mirror that of other destinations in the Adirondacks, we see more of a balance between the summer and winter months.

Which activities attracted you to Malone, NY? (Traveler breakdown by lodging type)

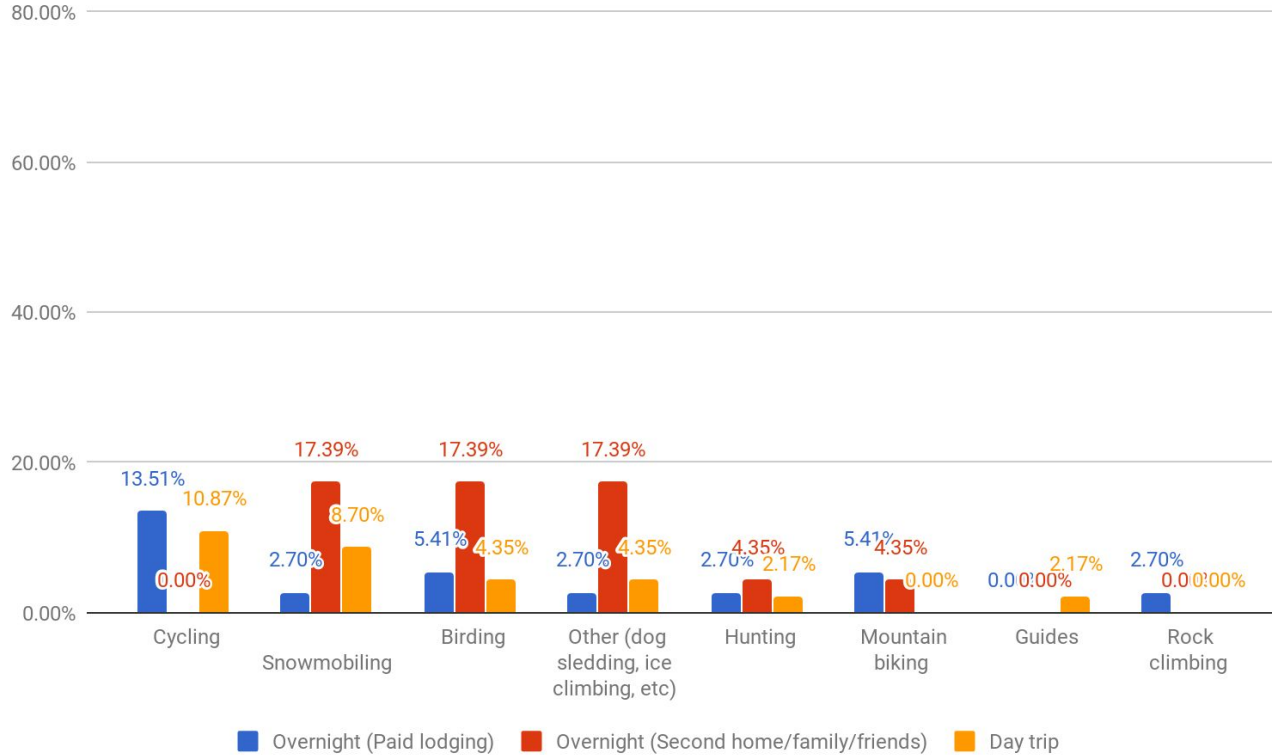
Travel Motivators



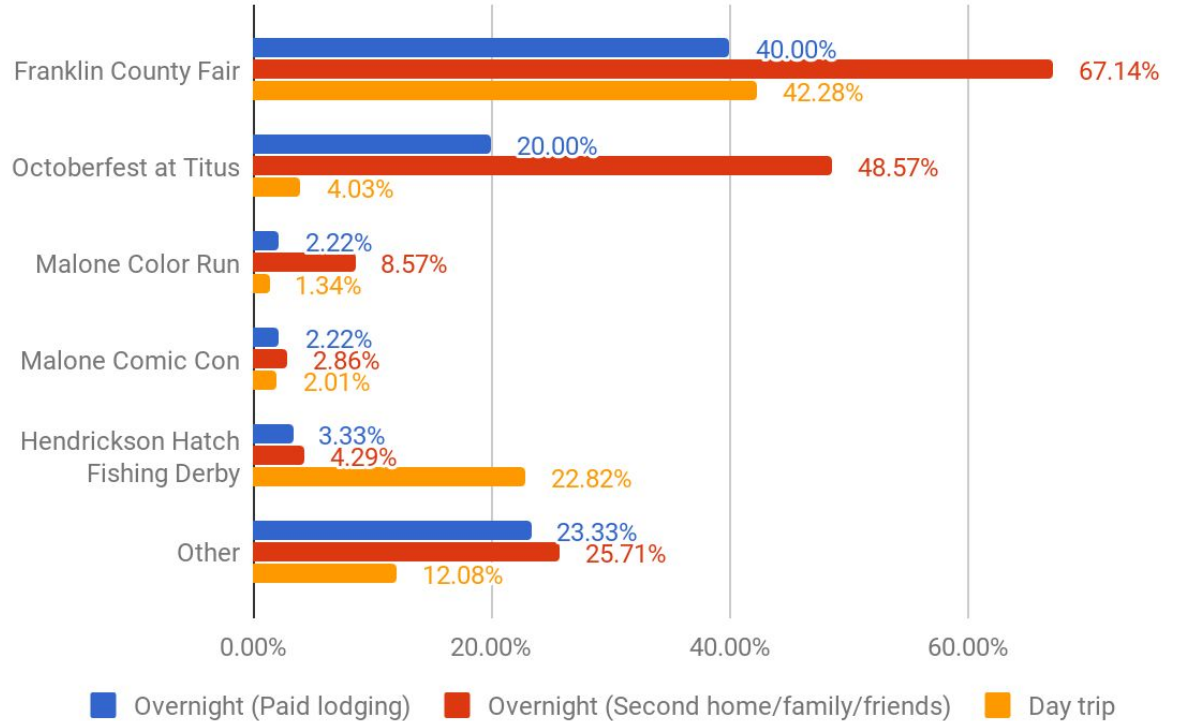
Which outdoor activities attracted you to Malone, NY? (Traveler breakdown by lodging type)



Which outdoor activities attracted you to Malone, NY? (Traveler breakdown by lodging type)



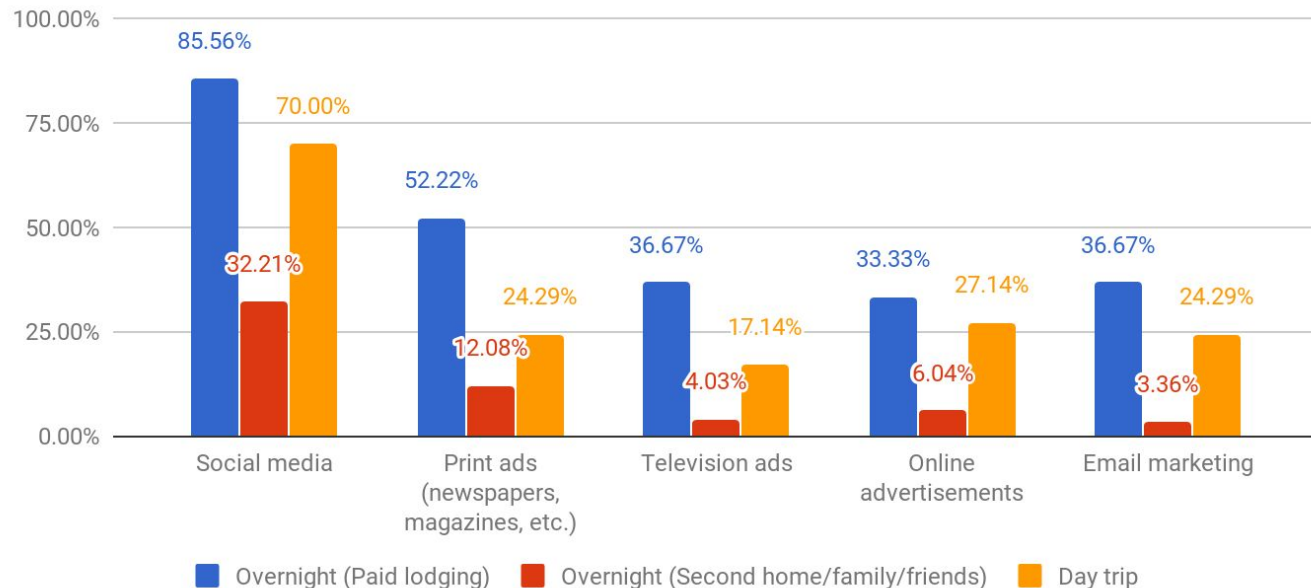
Which, if any, of the following events have you attended in the last five years?



- Events are primarily attended by Malone residents, but events such as the Franklin County Fair and Octoberfest at Titus see considerable attendance by travelers who reported participating in a Malone event.

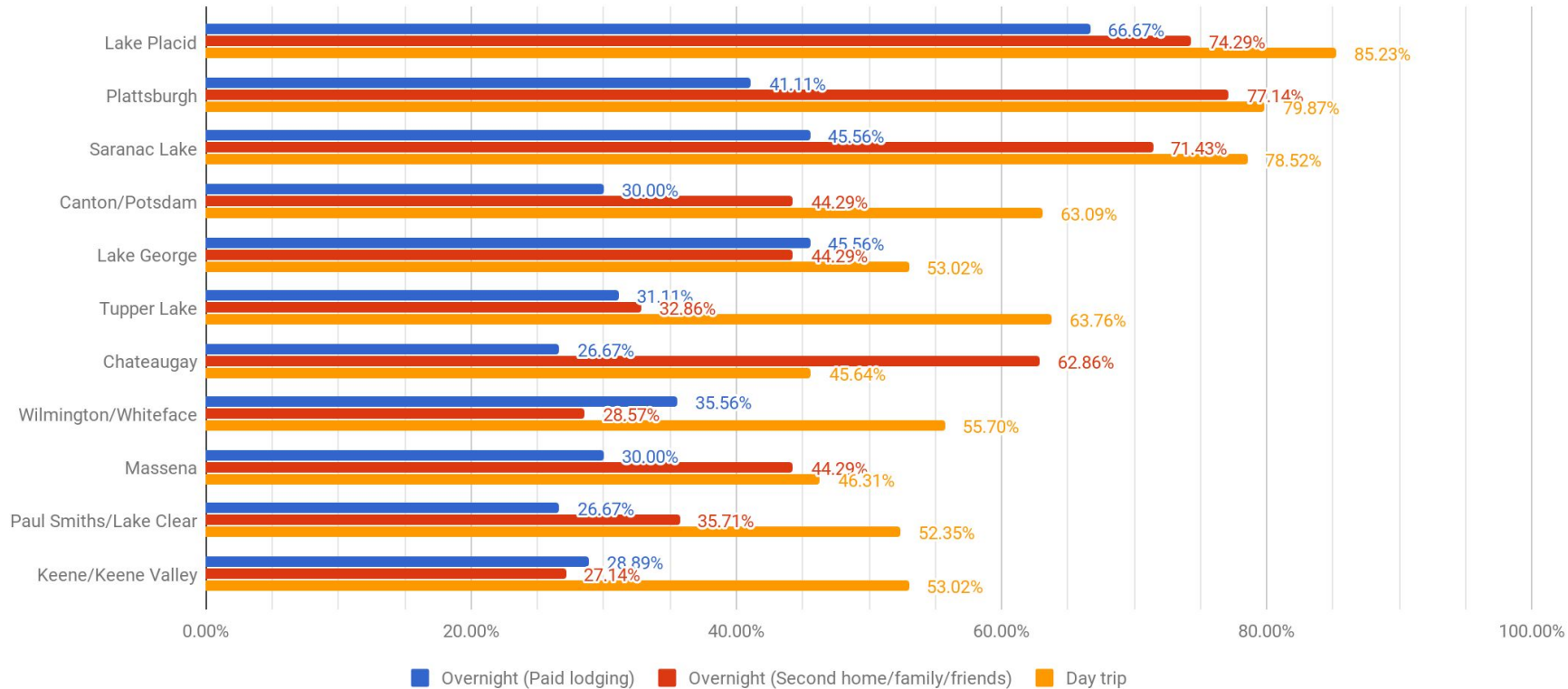
What marketing have you seen on Malone?

Marketing awareness

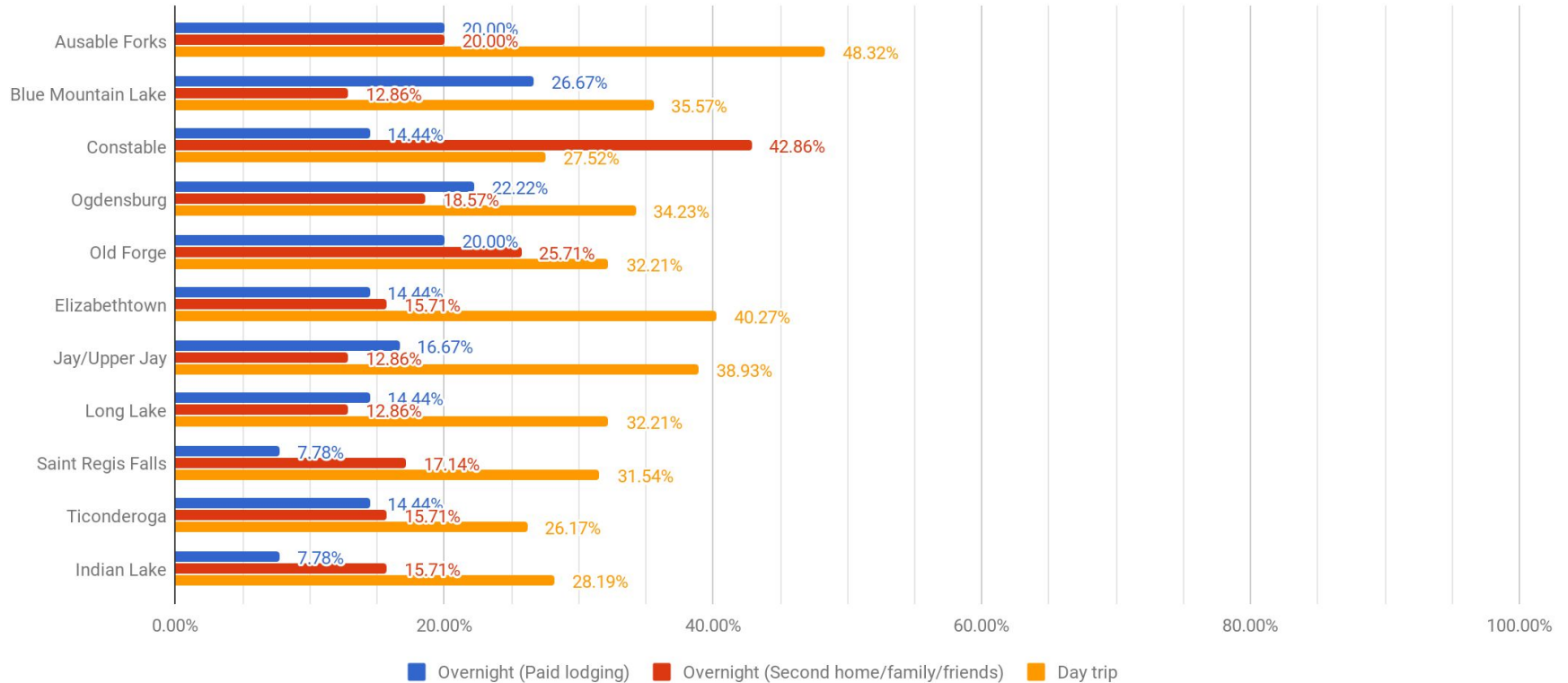


- Marketing awareness for travelers is much higher on social media than any other platform.
- The majority of impact of print ads is on residents of the Malone area.

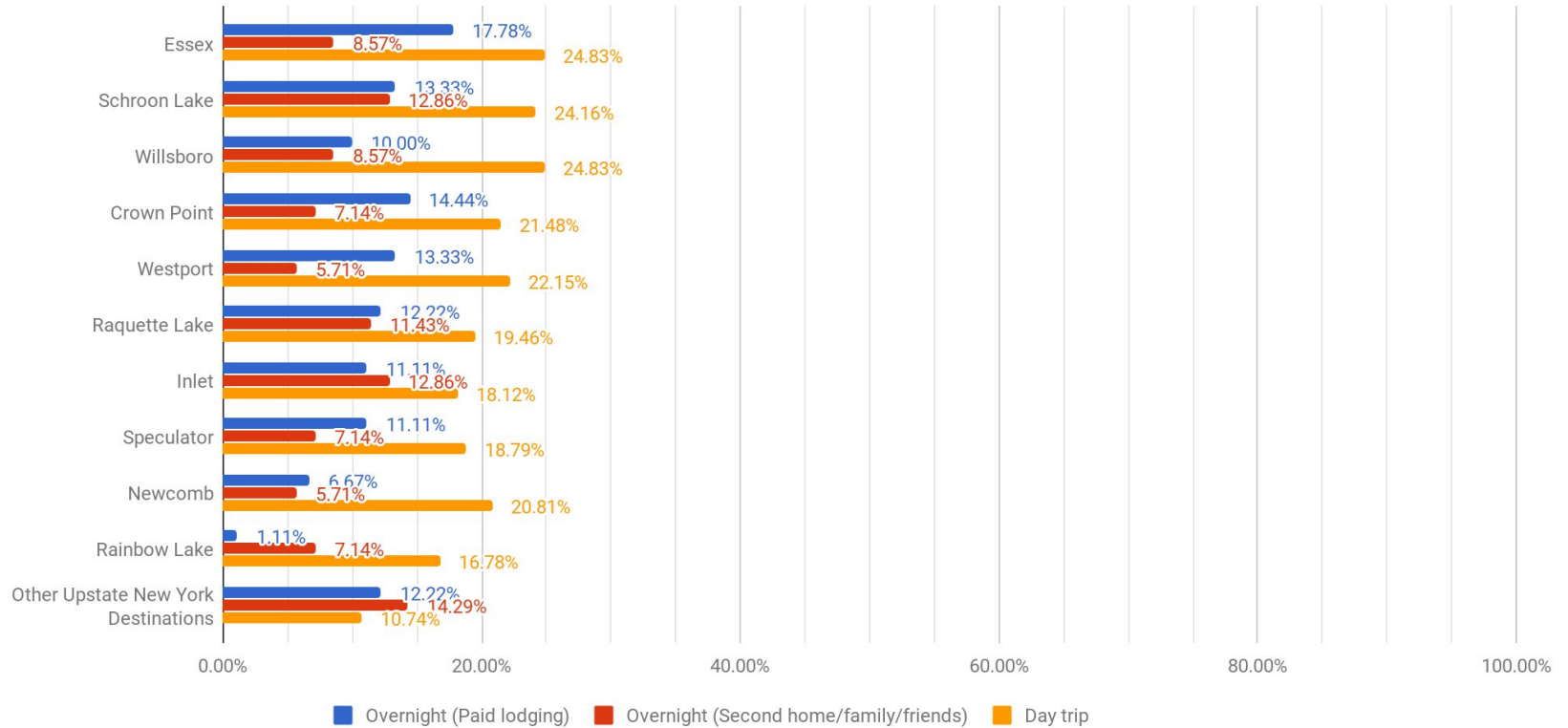
Which of these other destinations have you been to in the last 5 years? (Traveler breakdown by lodging type)



Which of these other destinations have you been to in the last 5 years? (Traveler breakdown by lodging type)



Which of these other destinations have you been to in the last 5 years? (Traveler breakdown by lodging type)



What do you think Malone needs to be a better destination? (Travelers)



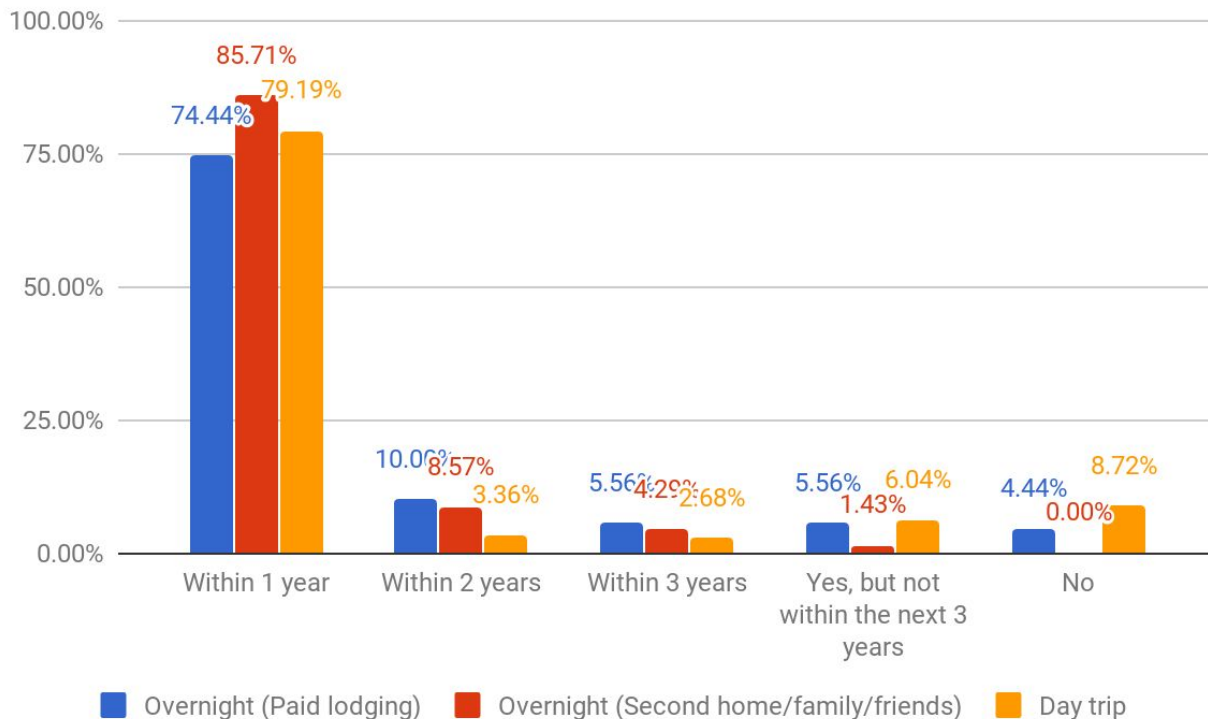
See Appendix A

What would make a trip to Malone more appealing? (Not Malone Traveler)



See Appendix B

Are you planning to visit Malone, NY in the future?



- When compared to a recent survey conducted of Saranac Lake visitors, Malone has a high affinity for revisitation with 94.5% of all respondents saying they plan to visit again after having traveled to Malone. Travelers who wished to revisit Saranac Lake was only 2.7% higher.

Survey Summary

- Many Malone travelers are regional, from within 50 miles of the destination.
- When compared to recent studies, the average Malone traveler is 3 years younger than the average Saranac Lake traveler, and 4 years younger than the average Franklin County traveler.
- When compared to recent studies, the Malone traveler's average yearly income is almost \$3,000 higher than that of the Saranac Lake traveler and \$5,600 higher than the average Franklin County traveler.
- These numbers match other studies on tourism throughout the Adirondacks.
- The average party size of the Malone traveler (3.2) is very similar to the average party sizes of travelers to Saranac Lake and Franklin County, which were 3.16 and 4 respectively.
- Of the communities visited during a trip to Malone, we see a larger number of people stopping in locations with border crossings.
- Staying with family and friends occurs twice as often with Malone travelers as it does with travelers throughout the rest of Franklin County.
- 9% of Franklin County travelers use private rentals as their lodging, but only 5% of Malone travelers reported staying in a private rental
- While the travel trends for Malone visitation mirror that of other destinations in the Adirondacks, we see more of a balance between the summer and winter months.

Survey Summary

- When compared to Franklin County and the Adirondacks as a whole, outdoor activities were reported as a travel motivator much less often than other destinations.
- Skiing and riding had higher participation in Malone than the rest of Franklin County — it was on par with Essex County for winter activities.
- More respondents reported that they were brought to Malone for fishing than golf.
- Snowmobiling is reported as an outdoor activity far less often than other Franklin County destinations.
- Events are primarily attended by Malone residents, but events such as the Franklin County Fair and Octoberfest at Titus see considerable attendance by travelers who reported having participated in an event in Malone.
- Marketing awareness for travelers is much higher on social media than any other platform.
- The majority of impact of print ads is on residents of the Malone area.
- When compared to a recent survey conducted of Saranac Lake visitors, Malone has a high affinity for revisitation, with 94.5% of respondents saying they plan to visit again after having traveled to Malone. Travelers who wished to revisit Saranac Lake was only 2.7% higher.

Appendix A

Segment: Malone Overnight Stays (Paid lodging)	Question: What do you think Malone needs to be a better destination?
<ul style="list-style-type: none"> • It's good as it is! • plug in to Roost and all that they provide..promote it's golf course and Titus Mt • More facilities meant with tourist trade in mind to generate more tourist dollars. • Love it just the way it is now • Better good and drink • Big hotel with shows • More good restaurants • BETTER LODGING • Like it like it is • Offer entertainment. Or outdoor activities • Events • Boutique/antique shops, art stores • Transportation- bus services. Taxi / Uber More restaurant!! • It quite quaint • nothing everything,s just right • More use of fairgrounds for outdoor summer concerts. Also should have more Canadian specials at hotels as more money will be spent in the community. Also Food & Wine show like Clayton ,Ogdensburg or Potsdam has. • Develop the area near the river into a "river walk". • advertisement • better resorts • nothing • Titus • Improved cellular service would be helpful • shuttle to ski area from hotels • More attractions and hotels • It's a gateway to other areas and needs "sprucing up". • Clean up downtown for a starter. You have a 36 hole golf course, Titus Mountain, build on that. Saranac Lake made themselves an arts destination. See if you can come up with something similar. Maybe running marathons would be another idea. It's hard... you need a population that wants to live and work in the community and have jobs to fulfill that. Bringing in retail jobs won't do it. Having only two hotels that are decent in the area doesn't help either. The Gateway Hotel is now a flea bag. I know this from personal knowledge. Utilize the Rec Park for music events - maybe try having a balloon festival. Guided birding field trips. Build on photography opportunities. That's a start. Start taking over the buildings that have not had taxes paid on them and offer them to businesses with a tax relief plan. • Revitalize Main Street • Taxi service • Clean up the village fix the building get rid of some of the prisons • My 7 year-old daughter says a book store. • Canadian at par • Revitalization of downtown 	<ul style="list-style-type: none"> • Pet friendly • More attractions, more hotels, more restaurants & dining options. • More restaurants, more shopping & more entertainment. A movie theater. • More entertainment and development. • Yes • It would be nice to have extended stay prices on the rooms... Malone is limited on good hotel options and they are priced high.... even with discounts it is costly for us • Restaurant choices • Better restaurants (chains or something beyond meat and potatoes), publicized outdoor trails/park activities, family destination lodging/activity (ex. wolf lodge, indoor trampoline/games/pools, any indoor entertainment) to make visiting longer worth it • Arcade type venue • me • Better restaurants • Get the government to lower taxes so upstate ny can flourish ! • More lodging options... indoor water park hotel, trampoline park etc • Can't think of anything. We love Malone and the local people. • Movie theatre • Shopping (outlet mall) • Clean the town up. It's dirty. Also, provide more options for entertainment • Updated stores and chic downtown shopping, more restaurants to choose from. • A safe, relatively flat bicycle path located away from roads. • Clean up and bring businesses to Main Street • More to do • Better lodging choices, more restaurants • Walkable downtown, more dining options, more activities to do off mountain for ski families • More restaurants • More entertainment • More public transportation options, Uber, lyft, tacos - anything. • Nothing • More family own restaurants not so many chains • More lodging options. More retail places. • Better hotel accomadations • More storefronts, mid-tier dining options • NA • More events • I grew up in Malone from 12 to 28 moved to moriah ny but like to visit offen • more health activities, chwapwr hotel and mire entertainment and restaurants • more things to do, restaurants • An interstate highway.

Appendix A

Segment: Malone Overnight Stays (Second home/family/friends)	Question: What do you think Malone needs to be a better destination?
<ul style="list-style-type: none"> • Nothing • Gift Shop • Just keep improving • I would like to see more restaurants etc... • fix the downtown area, it has gone to crap! • more family friendly activities on a daily basis...not special events. • It is time to tear down the Flanagan. Breaks my heart every time I go up. • movie theater good restaurants better gas prices • I love Malone just the way it is?? • More events • Lodging and tour companies • More activities for youth and young adults....so they don't have to travel to Plattsburg or Massena • More enterment to come and more ads telling all the things around malone to do in different towns • More downtown business like ehen I was young • Amenities like a movie theater, a greater variety of restaurants (ethnic food choices would be nice), more live entertainment year round (theater, concerts, dance, etc.) • clean up old homes • Movie theater, cheaper hotel rooms,more diners less fast food • restore downtown, more restaurants and shopping • A better downtown • Clean up of deteriorating buildings. • Open-mindedness of its residents. So many negative people with close-minded opinions. They are often their own worst enemy. • A better looking main Street. • Shopping • Advertising to Canadians • market how great it is in the summer with lakes and hiking golf but less expensive then lake placid • More shopping • make downtown a little prettier • I think Malone is a great destination for every reason I've already stated. It's also a very beautiful town... just check out the side streets and beautiful old homes. Malone is a walkable town - nothing better than a walkable town. If we could bring back Main Street (and parking), Malone would hit it out of the park as a destination. • Malone needs to advertise more. Events need to have paid advertising not only in the Malone Telegram and social media, but on the cable tv system, Channel 5, Channel 3, WICY and WVNv etc. In my opinion Malone gives of the small town nothing to do here feeling for those driving through. I don't think the residents in Malone and neighboring communities even know all of the things that Malone has to offer. Stores, community events etc need to advertise and let people know what is there and not just assume that people know about what is there. 	<ul style="list-style-type: none"> • To fix the old buildings • Better restaurants. And shopping. The downtown looks depressing. The area has a lot to offer, but it needs a good makeover. • Refurbished main street • Outdoor Concert Venue (Maybe at Rec Park or High Scool Football Field) • A better, more attractive Main Street. Also, a movie theater. I used to live in Malone and remember being able to walk from store to store and going to the movies on a snowy, rainy weekend afternoon. • Industry • More restaurants • Not sure, always visiting family • More places to hike • Movie theater. • Any interactive, fun activity center for adults and is family friendly. Indoor water park, movie theater, having more than two restaurants to choose from. • Main Street needs to be cleaned up • A whole new Malone. Haven't been home in almost 2 years because there is nothing to do. • More restaurants, cleaner atmosphere, more variety of shopping • More to do downtown- shops, eateries, small town feels. • A cleaner main Street with more shopping and dining options • High end resort • Activities for kids. Movie theater. More variety of restaurants. • Everything • Cleaned up and a movie theater • Sam's Club and more children focused attractions • Kid friendly attractions • More restaurants. Less downtown blight with the burned down buildings. • Concert Hall • Family friendly activities • Outdoor rec, hiking biking walking trails • More entertainment. • Beer tourism is on the rise, so much so that it is predicted to take over wine tourism in the next decade. The northeast in particular is expected to be the Napa Valley of beer tourism. Township 7 is wonderful, but what Malone needs is at least one other brewery in close proximity. The closer this brewery is the to center of Malone, the better it will do. If it's located right in the center of town, it will be viewed as much more accessible and instantly become more popular based purely on accessibility. This brewery would need to do IPAs and brown ales exceptionally well to entice beer aficionados yet also produce crisp and light lagers for the typical macro-beer (Budweiser) drinkers. Breweries have statistically shown that they bring

Appendix A

Segment: Malone Overnight Stays (Second home/family/friends)

Question: What do you think Malone needs to be a better destination?

in the bacon and by association, benefit every other market, event, or destination near them.

- Updated facilities, many businesses are owned by hardworking families and individuals but could be improved by adding more services that are related to their original business
- An economy
- Closer Airport with major airlines. People could visit Malone more often, if travel was more convenient. Skiing, lodges

Appendix A

Segment: Malone Day Trips	Question: What do you think Malone needs to be a better destination?
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- More family activities
- took it for a test
- family restaurants. Museums reflecting history of the area and beyond (Akwesasne) over the centuries. Movie theater, instead of going to Plattsburgh.
- History tours
- I am happy with it the way it is
- It's lovely as it is!
- Summer outdoor activities like hiking trails.
- for me it's OK
- not sure
- Promote history, and snowmobiling and biking
- Shopping and restaurants...
- More craft breweries
- Work on Main Street, not appealing when you drive through.
- Beautiful area. Better restaurants and more discounts on the Canadian dollar. In my area, almost everyone used to shop frequently in Malone. Now— were not very many who still go
- Better and more advertising.
- A bicycle path network
- curb appeal
- vibrant downtown
- Having grown up in Malone in the 50's-early 70's people took pride in their homes and property. That is obviously not the case today or the past 30 years. First impression is everything... look at what you see upon entering Malone? Is it inviting? I look at Malone as a village of the haves and have nots... no middle income anymore. The golf club is a great attraction but it is only catered to it's members with pricing. Green fees are outrageous! I live in Plattsburgh... why would I pay to drive to Malone plus be charged double for green fees what I pay in Plattsburgh. They need to raise the annual fees to accommodate golfers from outside Malone. This will in turn increase revenue to all other businesses in the Malone area. Otherwise, the Malone golf club will have to be a private club, basically how it is being operated now.
- More higher paying employment for local people. By this I do not mean more prisons. Shopping in Malone shows that many people need better paying jobs, or at least jobs they can live comfortably on.
- A more attractive appearance
- Movie theater
- More restaurants and shopping
- Special event
- More shopping choices
- More lodging choices
- More dining options.
- Nothing. I love malone
- Better posted speed signs.
- Promote special events

- More shopping and things to do.
- Businesses on Main Street downtown. It looks like a ghost town. Some galleries, a better variety of restaurants, some little shops with local crafts, a theme that reflects what the area has to offer
- I would guess more jobs, industry; maybe a cinema
- discounts due to Canadian exchange
- Attractions
- A reason to visit.
- Filled store fronts. More eateries.
- we love Malone, more industry for them, creates more things to do
- A welcome center
- fix up downtown, more things to do, better lodging
- An improved business district
- I believe it's fine the way it is.
- Better restaurants
- More restaurants, bigger airport.
- Civic center
- Highlight the outdoor activities, shopping, recreation and events. More lodging options.
- Nothing I can think of
- Tough question
- get rid of the prisons
- A movie theater
- More stores, more restaurants all the restaurants are fast food or pricey. You need an Applebee's or Chili's or something similar. Although there are some stores in the downtown area., I am a little nervous about walking around down
- movie theater
- Welcome to Malone Campaign, more headliner entertainment, concerts. User friendly online box office for all events, and call center similar to the flynn box office.
- better main street stores(non closed)
- more restaurants
- Friendlier to outsiders.
- shopping
- A total makeover
- Family activities
- it is already a very good destination .. I dont think it needs to be better
- Gwt rid of prisons. They have ruined Malone. Inmates get released and, move their families in there and Malone keeps getting more and more run down.
- More dining options, revitalized downtown.
- more shopping and reasons to go there
- Some type of movie theater/drive in more choices of restaurants.
- Shopping
- Movie theater
- Reduce drinking and driving. Have a taxi service.
- More shopping locations and a cafe
- Restaurants

Appendix A

Segment: Malone Day Trips

Question: What do you think Malone needs to be a better destination?

- More entertainment, shopping, dining experiences
- I get the perception that there is not much to do. I love nature, history, architecture, and shopping so if those are highlighted, I will visit.
- Shopping
- more events.
- More shopping
- More fun for kids
- Clean outdoor family activity attractions.....mini golf, bowling, theatre
- Concerts
- More to do. Malone is a kind of a dead end town. The Main Street area has become SAD.
- A vibrant downtown that you can walk around in, with small shops and restaurants.
- Clean up buildings on main street
- Commerce, something to create a sustainable tax/business base that isn't the prisons. There is nothing other than the prisons and possibly the hospital that actually brings money into malone, it's why it is so hard to start/run a successful business there.
- A few areas of Malone still need cleaning up or revitalization of old, worn down buildings.
- Non-chain restaurants, unique events that aren't already being done in other surrounding communities.
- more activities, better signage, upgrade to downtown
- more places to shop, it cannot compare to a trip to Plattsburgh in that respect
- More restaurants
- Mall
- More things for kids
- Not sure.
- A vibrant downtown with a culinary and arts scene.
- More events, quality restaurants
- more sporting events throughout the year, perhaps a canoe race.
- More dining options, fewer empty storefronts, better signage for attractions (Titus, FCHMS, etc.)
- Better restaurants
- More attractions
- Better shopping and restaurants
- Fix up the abandoned houses, get some more tourist infrastructure.
- More activities- movie theatre, parks for concerts, cook outs
- dog Park. More store fronts on Main St. Road quality improvements
- More restaurants and shopping, entertainment like movies
- Winter x games
- Deals on golf
- More restaurants & coffee shops
- More shops unique to the area- less chain stores.
- The area to be cleaned up. More activities for people to do stuff of all ages.
- Better stores, restaurants, and things to do.
- The upkeep of the town itself needs some major work. The drug problem is a huge turnoff. The fair is one of the only major "events" and you don't even want to go because it's just complete trash. Having a Trader Joe's/Whole Foods would be amazing and more healthy options.
- Less drug use!! Kidding. But a variety of attractions
- More events that partner with surrounding area's resources.
- More attractions
- I only been there a few times. I do not know what would make it "more attractive." Just keep doing what you are doing. Also, make sure it's clean. (It might be already, but cleaner perhaps..?)
- Nothing at this time
- More events/attractions/ for families to do with out costing a lot. This would keep our community active, our money in our area and we wouldn't have to travel over an hour away to do something as a family
- Café
- Better grocery store

Appendix B

Segment: Not Malone Travelers	Question: What would make a visit to Malone appealing?
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- | | |
|---|--|
| <ul style="list-style-type: none"> • a reason • classical music festivals, art exhibits, historical tours • Good lodging • Just seeing the sights, interesting shops, parks. • I am not sure. • Love to see new places and love to travel always enjoyed my Nashville trips and surrounding areas in the USA • Better X- country skiing • I really don't know as I haven't visited Malone. • I'll have to look into it • seeing snow • Looks interesting to go there now • articles on Malone • More time in NY • same money rate.. • no idea - do not know anyone there. • Uniqueness • St. Lawrence river • Some special activity.. • Money means and close family and friends. • If there is good hiking and mountains and streams I'll be there • KNOWING WHAT IS THERE • I don't know enough about Malone to know • Money • attractions • a free trip • Nothing • sights of interest, in the 1970s my x wifes aunt and uncle lived in Malone ,we visited there near the prison ,.he worked in the prison. • Good food. Interesting and fun Air B n B. Activities. Walks in woods • Free stay • ocean • Outdoor activities available such as fishing rtc • Some knowledge of the area • antique shops • Good hiking weather • Free lodging • Something new, brewery, shopping, dining • You tell me • an event • Handicap accessible entertainment, and rooms. • If I won a trip • I have no idea. • Can't think of anything off hand • Camping • The atmosphere and the shops. • Vacation package promotions and discounts, particularly during weekdays • Shopping and restaurant options. • Love small towns • History. • Hotel, restaurant and recreational info | <ul style="list-style-type: none"> • special events, promotions, etc. • A list of local attractions , lodging , restaurants and activities. • Knowledge, I know nothing about the town • no interest • Concerts. • Knowing what there is to do in Malone. • attractiojns • Probably nothing • Bed and breakfasts and maple syrup demonstrations or courses...see advertising • Cash • Titus Mountain, northern Adirondack charms • access to health food • A unique event that I found appealing enough. • tell me more • Nothing • Knowing something about it • Free stay • country • More info as to lodging and activities • Not sure • Don't know. • Seeing my old friends. • Discounts and promotions • No idea • nothing • If it were closer • Once I visit the web site I will decide. • Need to know what there is to do there. • don't know • Something very compelling. • All expenses paid lol • Don't know • a small town atmosphere • Something to do and see. • unknown at this time • events • More information? • I d ont know • Food and countryside • A list of discounts or promo codes • Being closer to my home • Outdoors • Fun things to do • Cabins, historical places, peace and quiet • The scenery, shopping, Haven't been anywhere in 10 years. • adventure • Might tie a trip to Malone as part of a trip to Canada. • Nice places to stay, good restaurants, some shopping. • Not having to pay anything free trip • I think more advertising showing people what a nice place for a getaway • Resort hotel |
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Appendix B

Segment: Not Malone Travelers	Question: What would make a visit to Malone appealing?
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- it is appealing, just other areas are paid for with the ORDA pass
 - A good jumping off point for visiting the northern part of the state.
 - I don't know
 - Cultural and recreational destinations
 - Information about it.
 - Knowing more about what's in the area.
 - Some more free time would be nice. Possibly a free vacation.
 - If my son enjoys it we will be back next season
 - Destination - activity, store, restaurant...
 - Golf
 - A reason to go - went skiing once (my first time) but since I do not ski I have not been back.
 - A deal with lodging
 - not sure have not thought about it
 - Bike trails and inexpensive lodging
 - If I knew about what activities that I could participate in in Malone.
 - the area
 - Nature
 - Some type of festival.
 - home town feeling
 - More information about things to do there.
 - Fun things to do. Exciting restaurants.
 - Discount hotels
 - Everything that is there someplace i have never been to
 - Nothing
 - Closer
 - A reunion.
 - Golf
 - Learn more about it.
 - No
 - Not sure
 - Hotel options. More info on restaurants and activities for kids.
 - Scenery and shopping
 - Family fun
 - Contest win
 - More advertising! Maybe giveaways as well
 - Nice view
 - Family appeal
 - Price
 - A reason to
 - Things to do as a couple or with a family
 - Time
 - Jot
 - Nature and tourist attractions
 - Big attractions, shopping
 - More information on things to do
 - Less expensive
 - Knowing the place!
 - Get information!
 - Knowing about it
 - Timeshares and cheaper accomodations
- Something to show the history of the town
 - Not sure.
 - something to do or tourist attractions there
 - Nice places to eat, things you can do to have fun and enjoy a vacation.
 - Work
 - Fun events
 - Knowledge of what they have to do/activities and attractions.
 - Opportunities for educating me on the history of the North Country and the ADK region
 - Serious shopping incentives
 - Shopping & food
 - More Racial and Ethnic Diversity.
 - Outdoors things

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- Jobs
- I believe we need to do a better job at using the resources that we have here to increase tourism. The rec park could be used for so much more. Mountain bike trails, Cross-country skiing, snow shoeing, kayaking are just a few things with little expense that would draw people here and also improve health in the community. I also believe if we could and we are doing a better job of it, improve our snowmobile trail system and atv trails it would draw people here. We have a riverfront that many downtown areas would die for and it is a complete mess.
- Better shopping and activities besides titus
- More restaurants and shopping
- More to do for kids. Better restaurants! A movie theater
- New down'town business jeash
- more shopping and restaurants, also need something for families to do besides Rec Park, water park, miniature golf, roller skating,
- Shops downtown malone
- A theater, more restaurants, more shops
- more activitis foreveryone
- MORE OUTDOOR ACTICATIES
- Jobs!!!! If Plattsburgh could come back from a Air Force closing, why cant Massena or Ogdensburg try harder or even Malone???? Plattsburgh may have I 87 and Canada; but we have. St Hwy 37 and Canada!!!!
- More downtown stores to walk around and look at like Lake Placid.
- Clean up Main Street more. It would make Malone more appealing.
- A beautiful, functioning Main St. with local businesses.
- Stores
- Local support and promotion to bring in visitors
- Good paying jobs. Manufacturing jobs
- User friendly Main St more inspired leadership from tourism board.
- Something to attract people, (shopping, events, good food...)
- Down town to look,better clean up burned down houses. Make people responsible for their property and keep it clean.
- A good clean up
- Bring in industry to keep people here.
- downtown needs to be rejuvenated and become an attraction again so people will come to Malone, spend their money and return again,
- More housing and restaurants. A brewery. More retail.
- An additional code enforcement officer to tackle slum lords and absent landlords. We need a town wide clean up to instill pride in our little village. If our village portrays a positive atmosphere and can be aesthetically presentable - 'they' will come!
- Shops downtown
- More attractive downtown with benches walkways parks along river outdoor skating rink corner of webster and main by ymca more activities in the center of town and fairgrounds Rv park in fair grounds during off season with free golf cart service to local business for shopping sponsored by chamber drivers paid on tips only Rv park could be developed at rev park or lower park st by river
- Downtown attractions and revitalization
- more block parties
- a better main street
- Nicer Downtown
- More stores with options!
- Events and attractions! Improved inforstructure! Incentives to attract business!
- Nicer downtown. Develop the waterfront downtown.
- Curb appeal
- We need to clean up downtown. A place like Helen Georgia did would be amazing.
- Something that will make people want to come. Better and more things to do with family.
- Sprucing up downtown including slowing traffic and more shops and fixing dilapidated buildings. Redevelopment of the riverfront.
- More attractive downtown
- More shops, movie theater.
- More Department stores
- A big chain restaurant Outback etc.
- Stores, restaurants, clean up main st. Remove or demolish old vacant buildings and build something that can be useful, find housing for the homeless, help feed those in need.
- Remove derelict structures(the Flanagan, the old movie theatre) on the major thoroughfare— state Rt. 11!
- More choice of restaurants and stores.
- Summer activities, other than golf course. Possibly large monthly flea market, regular entertainment schedule in the park. Pool at rec park, campsites along the rec park rotary lake, miniture golf. Need something to keep visitor entertained while they are visiting.
- Rec park needs better water if it is possible.. a seniorama for all us older folks would be nice chamber needs to have their malone garage sale.
- Clean up downtown and try to get small shops in that area
- Have organizations work on better marketing. Work with ROOST, Chambers, schools
- I think we really need to clean up Main Street. To me it looks so disgusting, also we need better lighting along Main street. This little town has a lot

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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to offer, golf, skiing, fishing, Casino 40 minutes away.

- Condemmed buildings taken care of, more quality entertainment
- Factory jobs
- Improved Main St.
- Better shopping opportunities for quality clothing, shoes, children's clothing... No more convenience stores..... Family restauranys
- Don't know. We go there to shop now and then
- Clean and active downtown.
- A good Mexican Restaurant And one more Chinese Restaurant And an Olive Garden Restaurant
- Getting rid of empty buildings
- Someone to investigate welfare fraud
- jobs
- Business friendly
- Stores entertainment for adults and kids
Something for teenagers
- Cinema options; more local artisan events
- Variety of restaurants. Active downtown
- Additional, modern hotel/motel choices. A movie theatre.
- More downtown businesses
- summer sport and activities
- A movie theatre
- more businesses in town
- More downtown stores, restaurants
- clean up of building blight
- Employment
- Water park //Amusement Park
- Main Street needs to be improved. More small shops, more for families to do
- Let people know that there is more than golf and skiing. Downtown needs to be more welcoming. There are a lot of little things that could be done to make us more attractive.
- More stores.our winter carnival a movie theatre shopping stores that carried more clothing in plus sizes too.and a shoe store not as expensive where a big family can afford
- Clean up Main Street
- More on the east end of town ,everything ends up on the west end
- Shopping available. Kohl's, Costcos, Marshals, etc. Shoe store. Hobbie Lobbie.
- More shopping/ restaurants
- Shopping
- less vacant buildings that are falling apart, more business in the east side
- Shopping centers. Lower gas prices
- I think Malone needs more events to take place.
- A more active Main St. More stores
- We need new startup businesses to get the economy growing. Brew pubs and wine tastings

are a major destination in other areas I have traveled.

- summer activities at Titus
- Updated store fronts on Main Street. Popular higher end restaurant chains.
- Flanagan needs to be removed and any eye sores in village. Maybe more concerts or events at fair grounds
- More economical hotel rates, more restaurant choices. move something into the empty store fronts. Free displany for different agencies. for Example National 4 H week ask different clubs to do a display in a window
- Employment opportunities, more summer venues.
- Attractions like flea markets, more hotel choices, cheaper gas, removal of derelict building and replacing them with any things like gardens, recreational uses / parks
- update area parks ..families come to visit malone rec park in bad shape.
- More events going on, more businesses coming in, not going out.
- Yes a move theater would be nice.
- Downtown shops
- Mall, movie theater
- Movie Theater and other recreational choices. Miniature golf
- Employment
- Movie theater
- Clean up the commercial buildings, have a better marketing program,
- More Businesses
- More shopping things for kids and families can do
- Main St shops
- More stores
- More retailers not \$ stores
- I would like to see a new movie theatre.
- Golf course and Titus Mt adds further away and Canada
- Something special that makes it a must see every year. Saranac Lake has the ice castle where people from all over go there. Tupper lake has the large flea market every year. Just something that gives people an extra reason come and see what Malone has to offer.
- Movie theater, more speciality stores
- Something for kids
- Better and more places to eat and drink
- Snowmobile and all terrain trails
- Pizza, grocery store, clothing stores
- More events
- I feel Malone lacks things for our youth.
- Coffee shop with atmosphere and good coffee.
- More family activities. Something to draw people here
- New leadership and a Lowes Home Improvement Store

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- A whole lot more of anything! Entertainment, shopping, fill empty buildings on Main Street, but mostly EMPLOYMENT!
- A better look it's an eye sore
- Roads are very bad to travel on
- Jobs
- More events. Movie theatre. Tear the Flanagan down. Make main street great again!
- We need to clean up our village, it's fallen into disrepair.
- More casual dining restaurants and more town wide activities
- More businesses for these stores that are all closed. Why not some small business in the downtown location. How about looking into target, Yankee candle, some kid stores, other restaurants like Olive Garden, Outback Steakhouse. house .
- Stores entertainment. Movies
- Firemen's Convention in June
- A revitalized downtown. A better visitors center that is very welcoming and informative along with interesting displays of local color and history!
- Higher paying jobs and better restaurants such as Golden Corral and stores that people can shop in at a good price not everyone is a correctional officer and a lot of us make only minimum wage. Take care of your own before attracting others.
- More to do
- Demolish old unoccupied/not salvageable buildings. Movie theater and more arts.
- A market festival
- Jobs
- Better shopping, more restaurants
- Clean up and paint buildings on main St. Lots of colors would be nice
- A new mayor that is willing to meet downtown business owners and assure them things will soon get better. The proposed park along the salmon river before the grant money runs out, along with many activities that will draw people.
- Music Festival at the Fairgrounds
- To clean up areas in malone..get some bigger retail business in malone
- Revitalization and promotion of area attractions such as The Almanzo Wilder Homestead, Fairgrounds, skiing, golfing, agritourism, camping, hunting, fishing, etc.
- Industry
- More quality restaurants
- New businesses
- Shopping, concerts at the fair grounds,
- more stores
- People say we need a movie theater, but that isn't what I'm looking for when I go to travel. It would be nice to see a theater or recreational activities but I'm not sure the customer base is here to sustain the businesses, unfortunately.
- More restaurants or coffee shops
- Clean up downtown. It's an eye sore and with that being the main road through here why would anyone stop and see what else we have?
- A vibrant Main Street. Something, affordable, fun for families. Movie theater. More middle of the road restaurant options. Not just fast food - not just pricey establishments.
- Main street bldgs cleaned up. Dressed up. Occupied would be nice.
- More business, new street lights on main street so you can see while driving through town. The ones we have are not bright enough. Use fair grounds to bring in entertainment to draw attention to our town. Better laws on keeping our town cleaner. (When it comes to homeowners properties)
- I'm thinking an ocean isn't feasible! Ok maybe Small town activities like Mini putt, movie theatre, etc. Something a family or couple can do aside from golf or skiing.
- Something that will draw people year round. Fun Center, Movie Theater, etc.
- I think Malone has grown due to the number and types of food venues. I would say more entertainment like concerts and craft shows.
- consistent marketing of events,
- Get skateland back,movie theater
- Movie theater and planet fitness
- Microbrewery concerts. Food events.
- Children activities
- Something other than skiing/golf for entertainment ...improved rec park, year round activities at titus,
- An atmosphere appealing to tourists: A bustling main street, greater emphasis on our history, and evening lighting that encourages people to feel safe walking our main street and neighborhoods. Promotions of ALL businesses in the community, not the same select few. More exposure in local media for community events, small and large, that promote a sense of community. Not all children can afford to ski, the YMCA, or to be involved in other extra-curricular sports, therefore more events for the younger generations would be beneficial to the perception of what Malone has to offer.
- A major company that produces a product that would attract professional workers! Maybe something that could connect that community to the multiple higher educational establishments as well as possible interns from those universities! Malone is desperately in need of jobs that would welcome new families as well as children of locals that have acquired a higher degree which would afford them professionally opportunities that are not here! This would push our educational system to up their game and provide jobs that are more than part-time, no benefits and seasonal! No more

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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dollar stores or quick markets! We need economic infrastructure that would encourage the roof-top highway or re- establish a train system to stabilize the transportation of products and services! Furthermore stop allowing certain individuals the power of keeping new business into the community! The President lowered tax rates to encourage companies that out-sourced jobs to move back so why not try to convince a few of them that could utilize the surrounding state universities as well as the close proximity to Canada! Clarkson University St Lawrence SUNY Potsdam, Canton, Plattsburgh, North Country, Clinton Community, McGill University....

- More shops open....less empty buildings.....some exciting fun things to do. It's boring/ dead in the area
- Jobs, some good restaurants, retail stores other than walmart Things for kids to do
- Low or no cost activities for teens
- more local owned shops than large box stores
- Maybe an all-year amusement such as an indoor water-park.
- Clean up Main Street
- More events
- A more coordinated marketing campaign
- Movie theater
- More use of fairgrounds such as concerts.. Better info on winter sports such as snowmobiling, snowshoeing.. Skidoo, trail access to the west end of Malone for hotel/motel gas and food.
- More organized events we have a ton of farmers and maple industry having public events focused on these would be great
- Downtown shopping, river walk,
- We are just a town you pass through. There really isn't any entertainment (casino, movie theater, water park...there is nothing but the fair and that has really gone downhill). There is a lot of in-laws family members that come and stay in the Malone area so maybe more bars and hotels to boost the economy? We have no shopping mall....we are not a big town but maybe we could do horseback riding, petting zoo, milk a cow (visit a dairy farm-what we have left)?
- It needs something for families, not everyone skis or plays golf. If you don't ski or golf all that's left is shopping at walmart
- Incentivize businesses to move to Malone, encourage the renovation of important buildings, create a campaign for "Star of the North" combining historical importance with the natural beauty of the area. Fight those who want to mar the local farmland with projects like "green energy" when there is plenty of waste land they can use. Give our town a clean look by encouraging a

combination of flower and edible herb gardens in green spaces in the village and town, encourage young people to get involved in Horticulture (we don't have any horticulture programs). Tap into the value of our local military veterans. Bring in programs that put young people with veterans so the veterans can tell their stories and young people can realize the value of their freedoms. Spotlight the growing arts community please! There's more but I'll leave it for now.

- No
- Retail shopping / theatre /restaurants /
- Stores, activities for young teens, movie theater
- More shopping clothing stores
- Downtown walkable shopping and arts
- cleanup the buildings ,let more business come in that make sense to the community so people will stay here and shop,work with all small business not just certain ones ,tax break on homes
- Better quality restaurants cheaper gas
- More private business. Stricter zoning on property.
- Attractions(Adult&Kid Friendly), Shopping, Theater
- More stores.
- Specialization. Don't try to be all things to all people. Be THE go to regional destination for one thing (or better yet, one thing per season).
- Movie theater
- A variety of shops, healthy eating restaurants, events geared toward visitors, not just local.
- A place for kids to go to
- Stores and restaurants
- More businesses. To revamp the downtown area and most importantly demolish the Flanagan. Its time for action. To elect people who are forward thinking. Doing business as usual is not helping this area.
- Better hotels and more publicized events
- No welfare ..more concerts at fair grounds
- Mall, movies, things for people to do so they stay in area
- Clean up and look more presentable. Movie theater and or arcade when you can't go out. Better restaurant choices not fast food.
- More shopping for locals, safe entertainment for kids. Better chain restaurants. More community involvement.
- Conference center downtown, restaurants, arts
- Friendlier business owners/residents, cleaner buildings/streets, more specialty shopping
- Clean up downtown, children's activities
- More retail shops / entertainment/ movie theater/
- More uses for the fairgrounds besides just the fair
- Clean up main street To many empty buildings
- More restaurants and stores
- A cleaner, crisper "downtown". A "theme" which most buildings/businesses on mainstreet adhere to. (See PNGV/Brian Stewart area,) Clean and

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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neat and uniform. Things to attract young couples with children. Every day things (not annual events such as fire works). These annual events are wonderful also, but a person is not going to plan their vacation around such. More advertising pointing out things other than going out to eat. Post cards.? When i used to travel with my children i would look up areas to see what i could do with them while visiting there. This includes when I would go places to visit family. . Say a young family comes here for a wedding, or to visit family, what can they do with their children while they are here. They are not "local" so things should be internet searchable. Such as ice skating at the arena during the winter months. The rec park of course. Perhaps hours that are available for "open bowling" at the bowling alley. Something "free". A handout of some sort. People feel almost "obligated" to use something they have/get for "free". I think the area off main Street where the dam is is very pretty. Build on that and make it an "outdoor venue" for photo ops, very small weddings, maybe even a picnic area.

- We need more family things to do
- Clean up main street
- More stuff to do. You get people here for golf and skiing but what do people do when they arent doing that?
- More family entertainment...movie theater, concerts, shopping.
- More shopping other than walmart
- More stores, movie theater, things for kids. So many abandoned buildings and Malone has nothing.
- More summer events at the fairgrounds. IE concerts
- Movie theater, better quality shopping (too many dollar stores).
- A mall, a movie theater
- Movie Theater
- More local participation in local events. The enthusiasm to make Malone a better destination vacation spot.
- Movie Theatre
- Shopping,jobs
- Easier travel access.
- A bypass that allows through traffic to skirt Malone. To allow a "Downtown" to exist without the hustle and bustle.
- Beatification of downtown
- Completely revamped...no social value left.. Its all rich get rich poor stay poor and no historical values left..tear them down or let sit and be destroyed..star of the north burnt out 20+ yrs ago...

- Bigger stores names good restaurants and remodel the Flanagan and more summer and fall events
- More museums, cultural events, restaurants. Boutiques, clean downtown- restore the charm. We need something that makes us unique and worth the drive.
- There needs to be year round destinations not just seasonal. We have a few small lakes and we have titus mountain but when you think tourist destinations more public access to boating and rentals of kayaks and boats on these lakes would also drive tourism . We have some beautiful lakes but maybe some restaurants over looking these lakes with waterside tables so you can watch the boaters go by. This creates atmosphere and spikes interest . Taking lessons from places like jay peak where there is skiing but also more to do if you are not a skier. Town wise well we have hotels but there needs to be something to do to keep people in town when they visit instead of heading to say plattsburgh , definately more shopping and even a movie theatre and some teen venues . We had a movie theatre and roller ring and a few dance clubs but there are none left. When people come here there is no night life for the young or old . The bowling alley is great to have ,but if we as a town could do like Williston Vt they have a trampoline room , lazer tag complex , indoor glow in the dark mini golf . If we want tourist to stay we need to give them fun reasons to stay not depending on the weather. These are just suggestions and observations not judgements
- Movie theatre, family restaurants, shopping
- Things for kids to do and adults to get them off the streets
- A downtown and restaurants
- Movie theater, zip line for all ages, public swimming pool,roller rink like skate land, dave and busters arcade fun zone, and more clothing stores for all ages.
- More chain sit down restaurants + upscale shopping
- More industry, fixing of the old and burned buildings in downtown, more stores in downtown, continue with the project of recreational area at the river in downtown.
- Local restaurants and Main Street needs to get cleaned up. Some properties are really run down.
- More activities, shows/events other than the fair
- Better resturants.
- Bike trails.
- More family friendly activities that don't cost a fortune.
- Industry.
- Things for kids to do in the winter.
- Movie theater, more restaurants,

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- Movie theatre
- More restaurants, residents need to clean up property.
- Our businesses seem to be closing. The down town area seems to be depressed. I think we need unique businesses. Many travel miles to visit IBC, the wilder farm, etc...
- Business developed on Main Street
- we are working on all aspects to make it better!!
- We need to tear down abandoned buildings; they are eyesores. We need a movie theater, and we need more public parking spaces in the village.
- More things for youth to do More cultural activities More clothing stores
- More recreational options. Movie theater, children activities ,
- #1 Jobs #2 Better roads(infrastructure) #3 Removal of eyesores
- Beautification of Main Street and lower Duane Street as they are major tourist roadways. Continue work to attract retail stores and restaurants. Build on our current tourist attractions: Ski slope and golf course.
- That's a hard question to answer. Anything that people want to see come to Malone costs money to build and money to support. All of which there isn't a lot of.
- Something to occupy the kids
- Movie theater , big chain restaurants , Texas Roadhouse ,Olive Garden , race track refurbished use the fairgrounds for more summer concerts , nice Fine dining and evening classy entertainment , like the crossroads used to be . We also need things for our disabled people to do .the state budgets money for recreation in thei plans and there's not much to offer them here except walking around Walmart , a smokehouse like restaurant marketing all of our local beef and drain produce would be amazing . We could also use a meat packing plant , many use Tritownpacking however they will no longer be accepting local cattle forbutchering as they're turning to more smoked meats selling to big chains not catering to local farmers/hunters .
- More places for parents to do with their children
- More stuff for children to do
- More business on Main Street,
- Movies, shoppomg
- More fun things to do
- Downtown development
- More family oriented restaurants, movie theater, mini golf, batting cages, go-cart track, night life.....
- Main Street needs to be cleaned up and bring in businesses/activities that will make people stop not just drive through.
- More and better use of parks and civic centers. Cleaned up main street w/better parking. More businesses.
- More restaurant choices, more family activities such as mini golf, movie theater. There's not much to do if you don't ski in the winter or golf in the summer
- A mall like Massena and Plattsburgh have
- Clean up or tear down dilapidated burned out falling down buildings on main st.
- It definitely could use some type of term friendly place to gather. Anything. A youth center that has dances or music. Monthly movies, something for them. ANYTHING.
- More fun things for kids too do. A movie theater. Better restaurants.
- Businesses. Movie theatre would be great.
- More activities Movie theater
- More social events put in the fairgrounds summer concerts
- The same thing as the rest of upstate NY, a system set up like the electoral college only for NYS so that not only the city controls the rest of the state and out votes the rest of the state
- More shopping and dining options
- Something for the kids of Malone to do instead of being inside on cell phones or video games and something affordable for all
- A movie theater
- Malone needs to be cleaned up. No one is coming to tour a town with run down homes, hotels and apt buildings. That's just to start. There is no attractions to bring people here!
- Movie theatre, shopping and eateries
- Actual activities once you get here. Not everyone skis or golfs. We have no movie theater. We have no clean night clubs. We don't use the grand stand at the fair grounds to its full potential. We could have comics, singers, plays and other activities there all summer not just during the fair. Go carts, mini golf, laser tag, paint ball, an ice arena open to the public and not monopolized by Malone minor hockey would all be nice. An attraction that is like "echo" or "the wild center" that is open year round would draw tourists in.
- Better restaurants and activities for families. Most needed are affordable options for those who can't afford skiing or golf
- Something for are youth
- Better restaurants, upscale nightlife, safer Main Street
- The downtown area needs renovation. Old buildings need to be torn down or fixed up. Needs more shopping options and restaurants.
- Shopping, outlets, bars, coffee shops, cigar or smoke shops, Saranac or Potsdam feel less falling down buildings. Prettier Main Street!

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- More advertising on activities around the malone area
- Main street attractions
- It needs to be a better place period before it can be a destination. It's become a prison town.
- Different dinning areas, fast food gets tiring
- They should consider utilizing the fair grounds besides 10 days out of the year. Kind of like the Watertown fair grounds . Maybe a concert or two during the summer months. Country / Rock from the 80's 90's . Seems like a waste only to use a hand full of times during the year.
- Restaurants, shopping, concerts / events at fair grounds, jobs
- More jobs
- A movie theater More activities for kids
- Shopping
- Hotels, shops. Parking
- Main Street revitalization.
- More things for families. More shopping options other than Wal-Mart.
- Movie theater.
- More lodging, restaurant choices (featuring local products)
- More stores and business
- Better sidewalks, and enforce people to use them rather than the middle of roads. Also a movie theatre, and maybe a home depot or lowes store (or one like them) would help the area. Main street needs a major overhaul.
- A main street that is not abandoned. Antique stores, movie theater, more places for children,
- Main Street needs major revitalization. Empty storefronts filled once again.
- Stuff for people to do
- new home-owners that pay, and not on the system.
- Movie theater
- Cleanup the streets, bring more jobs into the area
- Tear down or fill abandoned buildings. Tear down Flanagan crest parking lot and bring in new businesses downtown, maybe offer a discount rental, free rental, tax break etc. this could help new small businesses. Water park (mushroom spraying ones), mini putt. Roller rink, trampoline jumping inside park.
- A movie theater.
- Entry level jobs. Better job opportunities. Affordable Family indoor activity outlets. Businesses. More community events and attractions.
- Waterfront development, tear down buildings and let start ups come in, stricter codes to make Main St look better, wellness initiatives for all socioeconomic groups.
- More options for hotels/motels. A movie theater
- Movies, restaurants, pub, opportunities for teens
- Improved downtown area. We have great skiing, golf, lakes, etc, but nothing to keep people in the village.
- More businesses , remodeling buildings on main street
- Continue with the revitalization of Main Street.
- More restaurants, more hotels. Plenty rec opportunities but the tourists stay in other towns. Give them a reason to spend more money in Malone.
- More family activities
- Movie theater
- More adult entertainment!!
- Something that actually draws people here. Clean the place up, especially the village!
- Racetrack, themepark, arcade, petting zoo
- Movie Theater!. They always say stay locally and one would make the ppl stay in Malone!.
- Music concerts
- Decrease in drug use and drug selling/traffic. Elimination of Flanagan hotel and other destroyed/unrepairable/unlivable buildings on Main Street to improve overall appeal. Desirable retail stores to fill empty retail buildings so Malone doesn't look abandoned
- More to do for kids, movie theatre, arcade, etc
- Better advertising, more shopping, more food establishments.
- A movie theater , more shopping bring back the things that Malone was clean up down town
- Movie theater
- Better restaurants, more shopping areas, things for families to do. Families as in kids and parents
- More entertainment for kids
- More things for kids/teens. Reasons for its residents to stay here instead of traveling for basic needs and entertainment. Better resteraubts, bigger stores.
- Better roads
- More restaurants (not fast food), movie theater, entertainment/recreational events using existing facilities like the fairgrounds, Titus, the race track
- Bring more to Main Street. Collaborate with the owners of Main Street buildings to give incentives to filling the empty spaces.
- Cleanliness, remodeling or demolishing of abandoned/burned buildings, better resources for the mental health so those community members are not wandering the streets, work programs for those on social assistance so they are contributing members of society and make it tougher to be qualified as disabled.
- Clean up downtown. More shopping/restaurants.
- More stuff for the teens
- Restaurants and shopping
- Attractions and stores
- A healthier community culture.

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
<ul style="list-style-type: none"> • Restaurants. GET RID OF THE FLANAGAN EYE SORE!! • Movie Theater • Less abandoned buildings on Main Street, more parkin • More activities for our youth. • cleaning up of downtown, maybe put in a movie theater • Family friendly entertainment. Even the library closes at 3 on Saturdays and is closed on Sundays. The bounce house is good, but not enough. • Malone was perfect ?? • Indoor sports facilities, better code enforcement support, community development capacity • Movie Theater.....mall.....more for kids to do • Movie Theater, Lowe's or Home Depot, shopping destinations or any of the reasons we have to drive to Plattsburgh. • Main Street looks awful. It is not inviting so people driving through do just that, drive and hope to get out fast. • Cleaner, more things to do. It's either fast food, sucky restaurants or good ones you pay a lot for your family to eat at. • More attractions - town clean up downtown - a lot of things - too much to mention • Movie theater, restaurants that aren't just fast food chains, more business & spruce up of Main St • Good paying manufacturing jobs • Needs for stuff to do for kids • Entertainment, restaurants • Removal of run down buildings and more stores/restaurants. • Offer more recreational activities • Better shopping choices and restaurants • Get more things to do for the children in the surrounding areas. • More stores • I think it is great the way it is! • More things for families... We have skiing and the fair but nothing that really suits families • better restaurants and more to do • More activities that involve entire families or kids. Movie theatre • Some affordable family restaurants and activities would be great! • We need residents to stay here and not move away. Small business need more tax breaks it's tough for businesses to survive in Malone when big business are closing their doors. There is nothing here to attract people except Golf in the summer. • More restaurants not fast food, something for kids to do. More shopping like TJmaxx or Marshall's. Also a movie theatre would help. Indoor sports complex year round. Musical venue?? 	<ul style="list-style-type: none"> • A shopping mall or at least a Target (or similar store) for clothing. We need an improved route to Titus/Golf Course. Giving directions to Canadians is painful and embarrassing. Perhaps an arena for Concerts and large conventions. The closest choice for these is between Canada or at least 4 hours south. A consignment sport shop like Play It Again Sports would benefit many families who travel for this store alone. A skatepark for teens would be nice, as they definitely need somewhere they could feel independent, but also be in a supervised location. • Movie theatre, a mall, better highway maintenance on potholes, lower rent for commercial/business use, and more diverse food chains. • Shopping(other than dollar stores nd furniture stores) better restaurants, • More jobs and less people taking advantage of the system. • Music Festival!!! • Cabins • More shopping (Target, Kohl's, TJMaxx, Home Goods) movie theater, more restaurants (Olive Garden, Outback Steakhouse), miniature golf, and a taxi service • Parking!!!! • A movie theater, something for kids to do, thing for the whole family • More (nice) restaurants (Texas Roadhouse, Olive Garden, Applebee's, Koto, Ruby Tuesday...something good would be great!) A movie theater!! Stores that are exciting to shop at and have a nicer selection than Walmart. • More of local food shops or local specailist , local produce or local products • More entertainment options for the different demographics. • Better shopping options and restaurants • Create more events like Bounce Your Hyde, Color Run, etc. Maybe open an escape room or video game/arcade center. • More shopping, losing Kmart is a big loss for that shopping center and the town as a whole; more jobs that fit Malone's average worker, like factory work. • A movie theatre, stores, larger chain restaurants, mini golf....just things for people or families to do on a "date night" or "family night" so we aren't traveling to another town to do this. • Compassion and love of our community unity • Movie Theatre • More area for snowmobiling and atv riding with more access to restaurants and food. • More shopping centers • Better dining • More restaurants, stores in downtown • More family activities

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- Attractions, family activities movie theater, Mexican restaurant
- More main street businesses
- Activities
- *dave and busters *mini golf/go cart track
*indoor/out door water park • Monette upper lodge
good spot *movie theater *golden corral *
- More entertainment options
- Splash pad, more family activities
- Movies
- Less Drugs!! More jobs!
- Walking/running/bike paths, better parking, more attractions (small businesses)
- Recreational Park with pool.
- I believe Malone would do well with a multi plex movie theater. Doesn't have to be huge, even 4 screens to start! Then in addition to that we need more restaurant options. Doesn't even have to be chain restaurant just something that is different than the normal stuff we have.
- Needs to be more shopping and need to clean up the drug and poverty problem
- More stores, more entertaining, better job opportunities
- More places to shop, bigger variety of diners and fine dining, movie theatre, a nice bar
- More downtown shops, restaurants, businesses. Attractions, events, festivals are needed to draw locals and residents from out of town to our area.
- We need to improve and add businesses to our downtown, main Street area. Coffee shop, another restaurant, movie theater ect. I think another great addition would be to add a swimming pool to our local rec park.
- Movie theater, more recreation options, more stores & restaurants
- Have events to draw people. Concerts, sporting events, basketball and baseball tournaments for kids etc
- The rec park could be a huge asset for Malone. There could be ice-skating there in the winter, there could be working clean bathrooms there, we could also have farmers markets there on the weekends. Malone needs a Better downtown with a nice sandwich place (Penera).
- Bring back snocross to the fairgrounds. So many people loved that event. Hotels were filled, restaurants were filled and it was a good time!
- More things to do
- Things to do
- Family-friendly activity center. Better employment opportunities. Less fast-food/quick dining and more restaurants. More adult entertainment. A movie theater.
- Malone only really has 2 big draws to the area, the golf course and Titus mountain. Both happen to be on Cty Rt 25. If you haven't traveled Cty Rt 25, you should. You would see that it is in horrible shape. The county highway department took time to cut the shoulders back 2 years ago but has done nothing since. This isn't the only road in the town that needs drastic and immediate repair.
- Yes bring business aND jobs and make it less of a welfare town
- More businesses and fewer abandoned buildings.
- Businesses in empty storefronts
- A more inviting Main Street! That tends to be the first area people see when they pull into town. Also, more community events which has been growing over the years.
- Burned buildings need to be torn down. Malone appears worn down to visitors.
- Movie theater
- Indoor water park/Skateland/ laser tag playground area for kids of all ages
- More things for kids of all ages More sit down places to eat More shopping
- More downtown shopping
- Kid activities
- More restaurants
- More shopping varieties
- Better parking on Main Street, businesses sprucing up their storefronts.
- More restaurants
- Shopping, restaurants
- Industry/jobs
- I would love to see more activities for kids; maybe a hangout place to just chill with friends. A movie theater; stores along main street to walk to, like in Lake Placid; a yearly flea market; a place to hold concerts
- Diagonal parking on Main Street, tax break for businesses between the fair grounds and Jreck's, and get rid of the Flanagan!
- Main street cleaned up.
- Main Street to be cleaned up Restaurants that have quality service and food Theater Quality jobs Move the courthouse off the main street
- Splash pad
- A revamped downtown area. If we had a movie theater that would help. Also some outlet stores could do a lot for this town.
- More fun places to go with children. Ethic food restrants.
- A chain sit down restaurant, a movie theater, more community events like 4th of July parade.
- Better entertainment
- a revitalized main street
- More activities indoors for kids that's affordable for big families
- Entertainment for kids like laser tag, mini golf, or a movie theater
- There is nothing for our youth here. If you don't ski, there is nothing.

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- Less abandoned buildings or at least make them look better. Tear down Flanagan. Better tax incentives for new businesses coming in.
- More attractions, especially ones for kids
- Stores; restaurants
- More activities for kids and families. A movie theater. More organized outdoor to highlight the adirondacks, in mt view and owls head. A place where people can have an outdoor experience, like a ropes course, or similar.
- Family water park
- More entertainment or shopping
- Better downtown area
- Clean the area up
- More attractions. Movies, roller rink, more concerts(maybe open up the fair grounds and let a few vendors open fair stands to sell food)
- having a walkable shopable downtown
- Individuals that work together with the interest of their community. I believe that we need to make changes as a community to support those that are here.
- Better taxi service
- Movie theater Shopping More restaurants Activities for kids
- Things to do other than events that are a one time thing. Something like a movie theater or mini golf putt. Just something that you could go on a night out and not have to travel and hour to do something fun.
- Activities for children
- More shops with local products (syrup, cheese, meats, etc)
- Restaurants and stores
- More family friendly activities, shopping places, maybe a movie theater, all home-owners to be liable for trash throughout their properties that make them look like eyesores.
- Clean up of the old buildings that are sitting vacant. Movie theater and restaurants other than fast food.
- More things for kids to do
- Cleaned up building on Main St. Perhaps a movie theater A restaurant chain
- Things for kids to do
- Starbucks
- More attractions
- More restaurants, activities for kids,
- More activities for kids and family
- Better marked hiking trails (could do malone 4 like the Saranac Lake 6 or Tupper Lake triad where you register and get a patch. Using owls head, debar, azure, elephants head). Clear out run down buildings on Main Street (Flanagan). More restaurant options including lunch. Titus mountain having summer activities (Mountain biking, ropes course, hiking, disc golf etc. similar to whiteface)
- More recreational activities and buisnesses. All there is now is a bowling alley and Titus in the winter
- More activities for kids to go to , a movie theater and such . The problem with people around here is they have nowhere to go to occupy their time so they turn to making bad decisions and poor judgement just because it entertains them. Literally when the family and I want to do something all together with the kids we have to drive to Plattsburgh for the theater , skating , family friendly restaurants within our budget and such . Or we drive to the wild life center out in Tupper Lake , or the Sky Zone in Vermont . There is nothing around this town like that .
- More family friendly places
- More good restaurants, unique shopping, but most of all a revitalized downtown area with parking. The town just looks run down, and if I didn't live here, I don't know why I would want to come here.
- More things for kids and families to do when it's cold out besides skiing or snowboarding.
- Movie theatre
- Clean up downtown store fronts and burnt out buildings. Marked hiking trails you need to know how to get to owls head
- A Fun place for youth.
- Movie theatre
- More stores things for kids to do
- More restaurants, stores, movie theater, etc.
- A more attractive Main Street
- Better care to their roads and sidewalks.
- Mall. Movie theatre.
- Lower taxes, lower meth usage
- More things to do like skateland and shooters the pool hall I would love to go to something like that and my kids themselves. And more different stores
- More restaurants, brewery, bike path
- A lot of things
- More family friendly attractions or activities. Commercial production of some sort to produce more jobs and revenue within the poorest county of the state.
- We need to clean up not only our downtown but malone itself. Have residents that live here take pride and clean up their neighborhood.
- Something for kids to do roller skating a movie theater we have a lot of big empty buildings let's do something with them !!! I truly wish I had the money I would love to open a place for families to have fun together
- Restaurants, bars, stores, movie theater
- More things to do.
- A nice restaurant and movie theater
- An uplift. There are many empty buildings.
- More variety in shopping

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- Movie theater, more for young people to do during the summer
- More craft beer/wine/cider. Rockburn which is less than 15 minutes away and has the same soul makeup as Malone has approximately 20 winery/cideries. People would come to sample the local wines, then eat at local restaurants, and potentially stay at local hotels.
- More shopping and movie theatre, would love to not have to travel an hour to shop or see a movie.
- More areas for activities, better stores, better parking areas for places on/around main street
- Movie theater
- A movie theatre. A sushi restaurant. A Dave and Busters. Any kind of sit down chain restaurant (applebees, ground round, Texas Roadhouse, etc.) An escape room. Ponderosa. Those are just businesses that would be great to have in Malone. I think to be a better destination we also need to get the town cleaned up, knock down some of the derelict buildings, etc.
- I'm not sure, something fun to do! Movies, mini putt, go cart racing, laser tag, etc
- There needs to be more for kids to do during the summer months
- Family friendly & children oriented places or businesses that are regulated and consistently open throughout the day. More than local events focusing on these groups
- It would be nice to see a local brewery right in town so we didn't have to travel.
- More things for families to do.
- Malone's more of a historical destination than anything else, so more emphasis on history
- More restaurants that aren't fast food places. A movie theater. I go to the movies 2-3 times a month. If a theater was here in town we would eat here in Malone and watch a movie here in Malone instead of traveling and bringing our business elsewhere.
- Aquarium, zoo, bring back skate land, gymnastics lessons, KOI restaurant, rec park improvements, shoe dept
- More Main Street attention like it used to be
- More restaurants, cleaner and newer fitness center, movie theatre, either tear down or do something with the buildings on Main Street, they look horrible and abandoned therefore giving our town a bad look.
- Better communication between current business owners in the area. More restaurants.
- More shopping choices
- More local shops on Main Street
- Better shopping, better restaurants, movie theater, hold year long events at the Fair Grounds. Concerts, derbies, ice skating, etc when the Fair isn't in town. More options for fun things to do.
- Atv trails such as St Lawrence County and Tug Hill region
- Coffee shops, healthier eating options like salad places, a better gym, better shopping centers- like Target.
- Movie theater, more local restaurants/café/breweries, I think utilizing the waterfront if possible would be a huge draw; walking along the water and being able to stop in at a little restaurant or store would be nice, having more shops that aren't home decor like a clothing boutique or antique shops in the downtown area; just things within walking distance that would actually create a "downtown" atmosphere
- Cleaner, nicer downtown with shops and restaurants. You shouldn't have to feel embarrassed to walk on Main Street.
- More restaurants More shopping (not dollar stores or grocery stores, but stores that people can buy clothes in and not have to go to Plattsburgh for them) Main Street needs to be cleaned up Vacant houses need to be torn down
- Texas Roadhouse
- More activity options for young kids. A movie theatre, or mini golf course, or trampoline park.
- More things to bring people here, things for kids to do
- A more welcoming & thriving downtown, businesses that will draw people here.
- Movie theater
- More store fronts in town.
- Movie theater, more restaurants
- Continue to hold events that bring our community together like the Color Run or Oktoberfest
- Restaurants, bars, movie theater, a real gym (Planet Fitness), small strip mall. More activities with movement, Zumba, 5ks etc
- Movie theater, better shopping, restaurants
- More shopping
- More restaurants other than fast food. Movie theatre.
- More jobs. More things to do with kids
- Less abandoned buildings. Tear down the Flanagan Hotel, large eyesore in the middle of town. Movie theater, closest ones are an hour away from Malone.
- More attractions like concerts
- A Movie Theater and an affordable workout location like Planet Fitness.
- It needs more shopping opportunities, more events and places for kids to go!
- More things for the younger generation and family oriented
- Local commerce and dining
- A better park with better basketball nets
- More housing opportunities as well as more affordable options for shopping

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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- A overhaul of Main Street.
- More things for kids to do. a chuckie cheese for kids and partys.
- A more vibrant downtown that allows visitors using Titus and the golf course to spend money and enjoy local businesses
- Main Street parking. Building to be repaired or torn down.
- More night life!
- More store fronts to draw tourists in
- Movie theater, fitness center, homecoming weekend
- Things to do! Museum, interactive tours, capitalize on the things we already have. Invest money in those places to make them more appealing to travelers. Have a "trail" on a map that visitors can follow to see all of the local attractions.
- More stuff to do for kids and family more jobs movie theatres more family restaurants
- Movie theater
- Fix up Main Street and get rid of the delapidated buildings to improve the appearance of the village.
- More family activities
- More choices of all variety.
- Maybe more things to do such as a movie theater or even drive in. Just something for people to do in their home town instead of driving to plattsburgh.
- More restaurants/ bars. More shopping, more like lake placid
- Affordable family activities
- Nothing
- More things for families to do.
- Community activities, places to eat/Shop, resources for low SES
- Classier lodging and dining, more tourist attractions, more venues for tourists to attend (Live music events, shops or bars) when they are finished with their main attraction (Titus or MGC)
- More shops in town, small or big named shops. More flowers to make it prettier and more variety for food places
- Jobs, curb appeal, things to do for all ages!
- Hiking trails, walking trails, updated park, more activities for children during the summer, more local jobs
- Place for teens and children to hangout. Like a movie theater ..
- Wendy's, Starbucks
- Movie theater
- More things to do
- Better public transportation. I work at a hotel and the lack of an established Uber is a frequent complaint.
- Better/more retail stores, target, movie theatre, usable race track
- More things to do, such as a skate park, movie theater, ect. More sit down restaurants, an

- Applebees would be perfect, not too pricey for residents.
- Movie theatre
 - More stuff for kids to do
 - Shopping centers, movie theater, more youth activities
 - Movie Theater
 - Less people who don't care about our town! And the historical value it has! Our town has absolutely beautiful value. Maybe a fun center or more youth group where these young kids have something to keep themselves occupied.
 - Movie theater, trampoline park, better gym facilities
 - Entertainment things to do.
 - More to do for families and teens. All we currently have is a bowling alley. We need more fun businesses or community events.
 - More things for people to do, better restaurants,
 - Do something with all the abandoned buildings and lots, maybe an incentive for buisness to come to town? Maybe make some residents In town fix up some of the dumpy houses
 - More businesses, cleaner atmosphere
 - More things to do, specifically for kids/teens/families. A cleaner/nicer town/environment for everyone to be in. to even make the run down buildings either look nicer or take them away. Bring more businesses. Open the roller skating rink back up, help out the animal shelters (maybe do find raises for them, volunteer dog walks), i don't know if Malone would have the funds for it but even a trampoline place (also know as get air at some places) we need more things for families and kids to do other than go bowling. I'm not quite sure what else but, we need FUN THINGS TO DO! And need to get the community to be involved
 - More entertainment, a few more restaurants, more places to shop
 - Mall
 - More unique stores
 - We need more things to do besides fast food places and Walmart. More things involving the community. We need a movie theater or a club teens can go and have fun.
 - Movie theater. Things for teens to do. Roller skate ring, go kart and indoor skating and game ring. Nicer sit down restaurants
 - I think Malone needs to work on supporting smaller businesses and the upkeeping of buildings. Main Street looks like a ghost town!
 - More restaurants
 - More restaurants/fast food, better scenery building wise. Broken down buildings should be removed
 - More places to go to and spend time at besides Titus mountain, because that seems to be the only

Segment: Malone Residents	Question: What do you think Malone needs to be a better destination?
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place I ever see advertised for. There aren't many places for kids to go either, that's why they get themselves into trouble because there's nothing else for them to do with their time. We need something that brings more money into the town because Malone is in a downward spiral, and when I drive down main street all I see are worn down ratty houses that aren't attractive and make Malone look bad, Malone used to be a nice place. Maybe a community recreation center for kids and adults, besides the YMCA, to go to that has different activities going on a few nights a week, that isn't costly to go to and doesn't require you to have a membership.

- Yes there needs to be more outdoor attractions.
- Stores! Nothing left
- More stores and activities for kids to do
- A gander mountain
- Better shopping and food!
- Mall
- Atv trails/snowmobile
- More restaurants
- more store
- 1) Demolish the abandon and dilapidated buildings. Fix those that are inhabitable. 2) Make downtown look attractive-don't have a laundromat on the main drive! 3) Make a parking lot.
- Better food choices, movie theaters, less drugs
- Cleaning it up, nicer buildings, less strict on people trying to live in town and more strict on people slumming there
- More options for restaurants , grocery stores, retail stores
- More and better roads
- It's great already!
- Better infrastructure Political vision with a long term plan and adjusting to it every year
- Family centers...skating, movie theatre, public pools, trampoline park, etc.
- More things for families to do
- More programs and activities and local stores
- more jobs to keep people in our area ,more places to shop, less gas stations .less convenience stores ,a good family place to eat not fancy where people feel comfortable bringing children and handicap where they won't feel judged by doing so and not so expensive.If we want Malone to grow and be a place we want people to vacation at we need things to draw them .
- More activities for children.
- To expand like Plattsburgh. Malone needs some industry back.
- Clean up Main Street removing old buildings that are burnt or vacant
- Movie Theatre, Clothing stores, dining variety, better customer service

- Movie Theater Get rid of Flannagan monstrosity
Indoor water park Public swimming pool
Amusement park
- We have a beautiful 36 hole Golf Course. If Malone had more motels, I am sure the PGA would love this club.
- Water Park at Titus
- More places for kids/ young adult activities. Movie theater clean up old abandoned buildings, more stores and businesses on main street. Absolutely nothing here.
- Better traffic pattern, downtown parking, shopping, movie theater
- A more motivated citizenry