



ADIRONDACK TOURISM STRATEGY

PATHWAY FORWARD

ROOST

June 10, 2020

Agenda

1. Elected Officials/Department of Health Update
2. Guidelines for Phase 3 Reopening
3. Resident Sentiment Survey (*initial results*)
4. Adirondack Diversity Initiative
5. North Country Chamber Training Update
6. Local Kickstart Initiatives
7. Summer Events
8. Questions

To be considerate, please keep your phone on mute.

Send your questions anytime via the “Chat” button at the bottom of the screen, or by texting (518) 637-7188.



Phases to Opening the Region

Businesses in each region will re-open in phases.

Phase One

Construction, Manufacturing and Wholesale, Select Retail Using Curbside Pickup

Phase Two

Professional Services, Finance and Insurance,
Retail, Administrative, Real Estate and Rental

Phase Three

Restaurants/Food Service

Phase Four

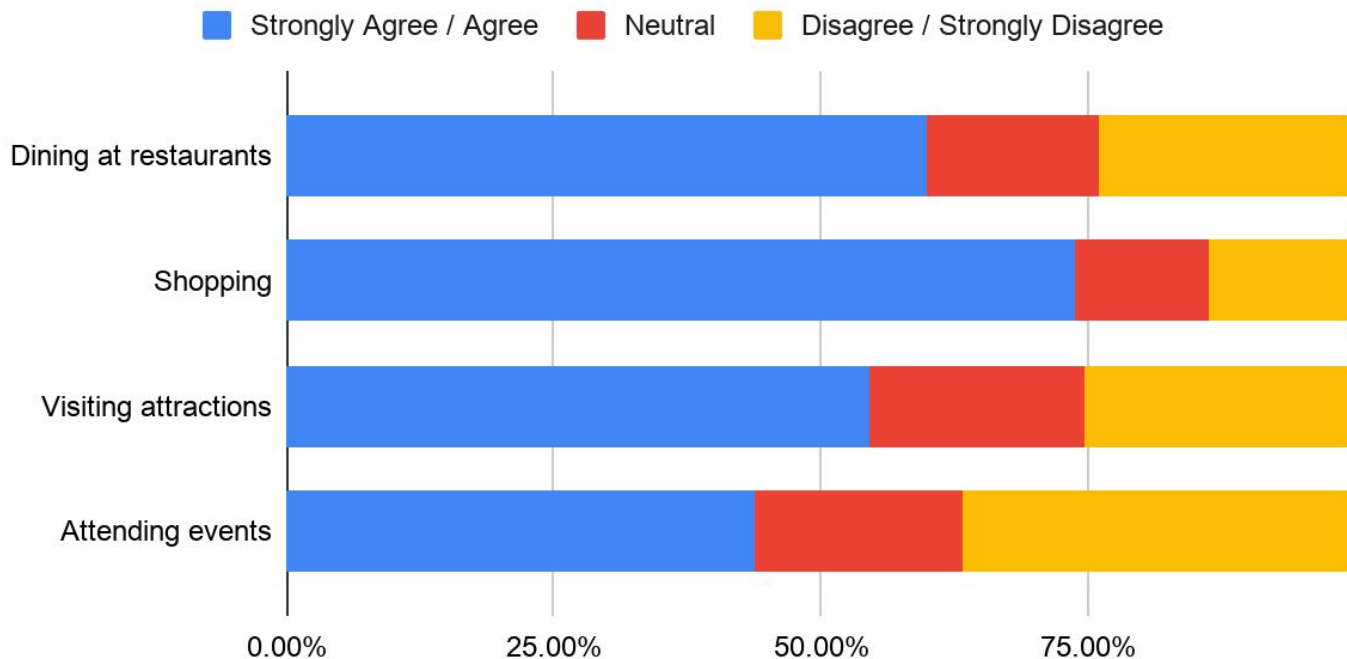
Arts, Entertainment, Recreation, Education

Resident Sentiment Survey

Initial Results (June 10, 2020)

Overall, I feel safe in my community

N=872

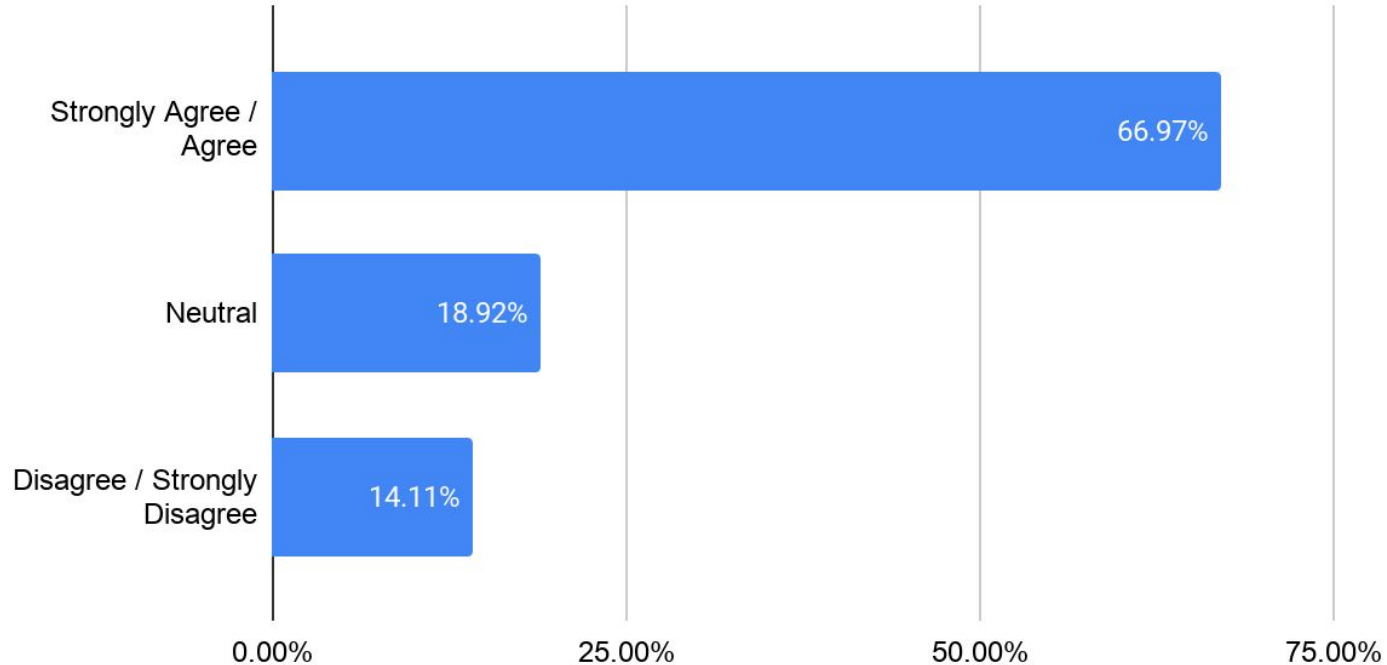


Resident Sentiment Survey (cont.)

Initial Results (June 10, 2020)

Overall, I feel safe traveling to other neighboring communities

N=872

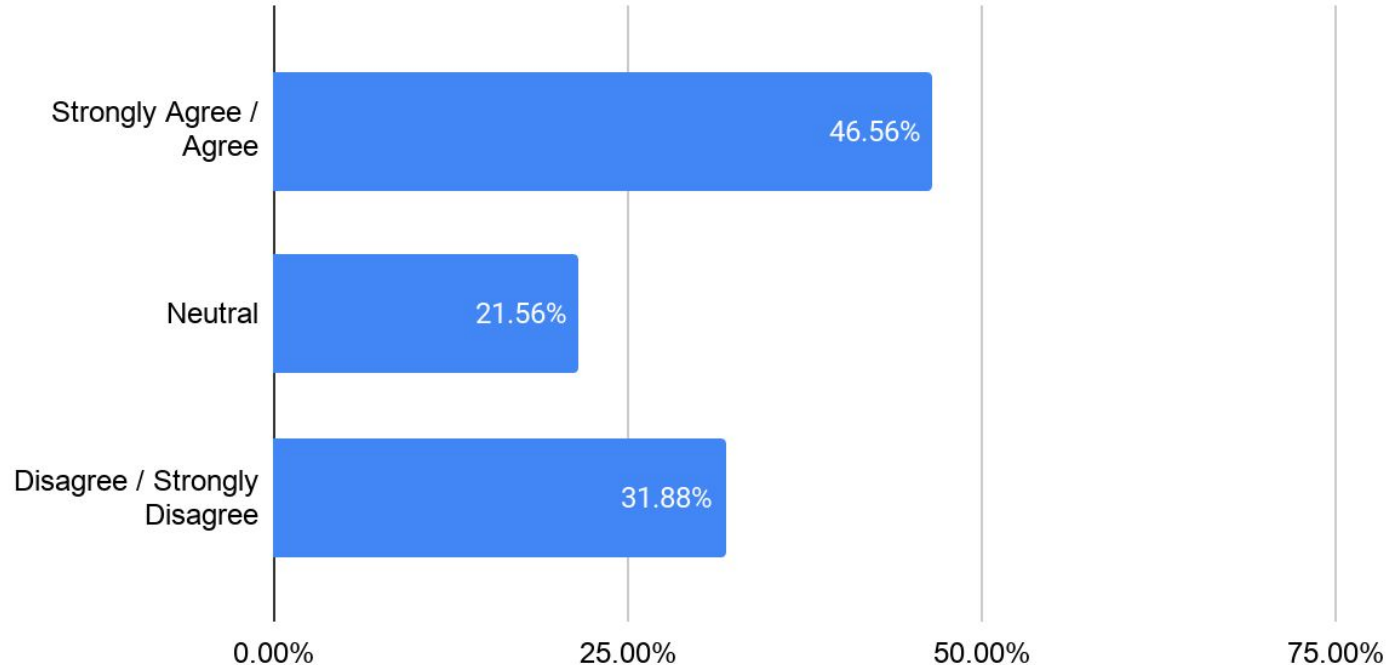


Resident Sentiment Survey (cont.)

Initial Results (June 10, 2020)

Overall, I feel safe welcoming visitors back to my community

N=872



Resident Sentiment Survey (cont.)

Initial Results (June 10, 2020)

What precautions or measures would increase your comfort level with visitors coming to the area?







Guidelines for Community & visitors Safety

1. Guidelines Distributed Throughout the Communities
2. Welcome Signs Coming into the Communities
3. Flyers for Lodging & Rental
4. Welcome Cards for Distribution
5. Hand Sanitizing stations



Adirondack Diversity Initiative

MISSION

The mission of ADI is to develop and promote strategies to help the Adirondack Park become more welcoming and inclusive of all New Yorkers, both visitors and permanent residents. A more inclusive Adirondack Park will benefit not only the citizens of New York but the economic and political health of the Park as well.

THE ADI VISION



ECONOMIC



EDUCATIONAL



RECREATIONAL

CULTURAL CONSCIOUSNESS PROGRAM

1. Welcomeness Audit
2. Four Courses
 1. Introduction to Cultural Consciousness
 2. Implicit Bias & Micro Aggression
 3. Active Bystander & Allyship
 4. Critical Consciousness & Community Activism
3. Cultural Consciousness Toolkit

ANTIRACIST MOBILIZATION & ACTION PLAN



Series of Listen-ins & Teach-ins



Antiracism workshops for white allies/activists



Affinity community groups for Black & POC



Oral Narrative Project: Race in the Adirondacks



Recruit & train dialog facilitators



Collaborate with community groups

Contact Information

Address: 67 Main St #201, Saranac Lake, NY
12983

Web: Diversityadk.org

Email: diversity@adirondack.org

Phone: 518-897-9004

North Country Chamber Upcoming Training

Getting Back to Business

- **Coasting Forward:** An Updated Plan to Market and Promote the Adirondack Coast During and After the COVID-19 Pandemic" - June 10th - 1pm
- **Lunch & Learn:** Navigating and Updating your Marketing Strategies in Uncertain Times June 11th - 12pm
- **Recreation:** COVID-19 Training & Navigating a New Business Environment - June 16th 2pm
- **USDA CORONAVIRUS FOOD ASSISTANCE PROGRAM:** provides direct relief to producers who faced price declines and additional marketing costs due to COVID-19 June 23rd 7pm

Local Kickstart Initiatives



- **As we enter into Phase 3 of reopening**
 - “Experience your favorites again”
 - Primary Target: Local and regional community members
 - Be part of the community jumpstart - All participating businesses have something special for you
 - Continuing to utilize the Insider emails
 - Local advertising (print, radio, social media, in-market flyers, etc.)
 - Building community and consumer confidence
- **Next phases**
 - Road trip itineraries
 - Include open spaces, fresh air activities, affordable/incentives
 - Setting expectation

Setting Expectations



Events Update





Resources:

Reopening Guidelines: forward.ny.gov

Resource Toolkit: roostadk.com/toolkit

Updates: roostadk.com/updates

Back to Business Webinars: northcountychamber.com

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