

## Preliminary Schroon Lake Tourism Actions

- Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures
- Evolve the lodging product to be more current and competitive
- Bring tourism to the Lakeshore
- Strengthen destination appeal using music and arts
- Strengthen destination appeal using architectural standards
- Build a closer, more symbiotic relationship between the destination and Word of Life
- Make better use of state land
- Increase outdoor events year-round and make them profitable for Schroon Lake
- Improve curb appeal between Northway entrances north and south of Schroon Lake
- Expand equipment rentals
- Build a repertoire of tourism experiences and products close to Schroon Lake
- Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake
- Build repertoire of tourism experiences and products that are within the range of a day trip
- Package lodging with experiences
- Establish online list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar
- Establish a base-line of visitor data
- Track changes
- Incubate new tourism businesses
- Create incentives for new lodging development
- Attract new tourism investment
- Establish an ongoing "Schroon Lake Tourism Council" under the Schroon Lake Chamber of Commerce
- Oversee the execution of this plan
- Meet annually to "renew" this plan

**Template for Actions in Plan**

| <b>Secure the development of current and competitive lodging</b> |   |
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| <b>Related Goals:</b>  | <ul style="list-style-type: none"> <li>• Raise spending per arrival</li> <li>• Raise destination appeal</li> <li>• Position Schroon Lake as Adirondack Lakeshore Base Camp for Adventures</li> <li>• Keep the small town appeal of Schroon Lake</li> </ul>  |
| <b>Action:</b>   | <ul style="list-style-type: none"> <li>• Secure the development of new competitive and current lodging</li> </ul>   |
| <b>Responsible Players:</b>                                      |   |
| <b>Timeline:</b>   | <ul style="list-style-type: none"> <li>• X units by 2010 season</li> <li>• Y units more by 2012 season</li> <li>• Z units more by 2015 season</li> </ul>  |
| <b>Expected Outcomes:</b>  | <ul style="list-style-type: none"> <li>• Visitors will seek Schroon Lake as a base camp for Adirondack adventures</li> <li>• Visitors will spend more per person and per arrival in Schroon Lake</li> </ul>   |
| <b>Notes and Details:</b>  | <ul style="list-style-type: none"> <li>• Several opportunities are in the works, which need to be nurtured</li> </ul>   |
| <b>Related Actions:</b>  | <ul style="list-style-type: none"> <li>• Create incentives for new lodging development</li> <li>• Create a toolbox of support upgrading present lodgings               <ul style="list-style-type: none"> <li>○ Economic support</li> <li>○ Expertise</li> <li>○ Positive press for accomplishments</li> <li>○ Coordinate through new 501-c3</li> </ul> </li> <li>• Use the completed plan – and Schroon Lake’s implementation track record – to attract new tourism investment</li> <li>• Build a Schroon Lake Tourism Identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures</li> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Package lodging with experiences</li> </ul> |