

## Preliminary Ticonderoga Tourism Actions

- Build new products that “deliver” history experiences
- Continue the restoration and revitalization of historic downtown
- Expand the lodging offerings
- Cluster tourism-related businesses in one section of historic downtown
- Bring in hospitality training
- Conduct tourism training for residents
- Rebuild and open the historic French Sawmill at the top of the falls in the park
- Coordinate sawmill-related tourism business opportunities
- Extend the river walk upstream along the La Chute
- Recruit a timber-framing business
- Grow “history-related” events
- Grow outdoor products and experiences, including fishing tournaments
- Expand on visitor-related dining and retail
- Strengthen Ticonderoga’s image as a history destination
- 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 “Ticonderoga Tourism Council”
- Oversee the execution of this plan
- Meet annually to “renew” this plan
- Establish legal entities as needed to accomplish various components of this plan