

Build more products and experiences to support family visitors

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Strengthen Wilmington’s position in the family vacation market • Build a partnership between Whiteface Mountain and Santa’s Workshop
Action:	Build more products and experiences to support family visitors
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Each new set of products and experiences give visitors another set of reasons to be in Wilmington and spend tourism dollars in Wilmington’s economy • New products will generate new jobs and business opportunities • Each new family product adds to the critical mass of Wilmington’s family oriented tourism
Notes and Details:	
Related Actions:	<ul style="list-style-type: none"> • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Work to coordinate various trail-related activities and maintenance • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses • Enhance demand for Wilmington as a family destination • Rebrand Whiteface as a family-friendly recreational ski resort • Develop a daily activity listing (within a day’s drive from Wilmington) that is easy to get to visitors in a variety of formats • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Wilmington’s implementation track record – to attract new tourism investment

Build a new Whiteface/Santa's Workshop Partnership

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Strengthen Wilmington's position in the family vacation market • Build a partnership between Whiteface Mountain and Santa's Workshop • Attach Wilmington's name to Whiteface Mountain, Santa's Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington's tourism businesses
Action:	Build a new Whiteface/Santa's Workshop partnership to create new products and experiences
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Both products become more viable • Wilmington builds a stronger reputation in the family tourism market • New products generate new jobs • New seasonal products increase demand for lodging when Wilmington needs it
Notes and Details:	<ul style="list-style-type: none"> • This action is key to helping Whiteface position itself as a good winter family experience. • The joint development (with broader Wilmington participation) of a Halloween season would add income for both entities and increase demand for lodging, dining and retail.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa's Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Work to coordinate various trail-related activities and maintenance • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Enhance demand for Wilmington as a family destination • Rebrand Whiteface as a family-friendly recreational ski resort

Create more family-oriented winter experiences at Whiteface

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Strengthen Wilmington’s position in the family vacation market • Build a partnership between Whiteface Mountain and Santa’s Workshop • Attach Wilmington’s name to Whiteface Mountain, Santa’s Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington’s tourism businesses
Action:	Create more family-oriented winter experiences at Whiteface
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Some broadening of Whiteface’s winter market base • Setting stage to position Whiteface as a winter destination for families • Some increase in Wilmington-based lodging for Whiteface winter activities (especially as the lodging profile improves) • Linking of themes with Santa’s Workshop • New products create new jobs
Notes and Details:	Discussions have included reindeer at the mountain, sleigh rides, dogsled rides, and a cross country ski trail to Santa’s Workshop.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Enhance demand for Wilmington as a family destination

Create a Wilmington party associated with opening days of skiing

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Stand as an independent destination• Strengthen Wilmington's position in the family vacation market• Generate business and employment revenue that stays in Wilmington• Increase civic pride• Build a partnership between Whiteface Mountain and Santa's Workshop• Attach Wilmington's name to Whiteface Mountain, Santa's Workshop, and the Ausable River• Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington's tourism businesses
Action:	Create a Wilmington party associated with the opening days of skiing at Whiteface
Responsible Players:	
Timeline:	
Expected Outcomes:	This would reinforce the relationship of Wilmington and Whiteface, for the town, the ski area, and visitors.
Notes and Details:	Early season dates will need to be chosen carefully to not conflict with Santa's Workshop events.
Related Actions:	<ul style="list-style-type: none">• Build more products and experiences to support family visitors• Build a new Whiteface/Santa's Workshop partnership to create new products and experiences• Create more family-oriented experiences in the winter at Whiteface• Use marketing to tie Wilmington to Whiteface Mountain (all seasons)

Build a new Halloween component to the fall economy

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Strengthen Wilmington's position in the family vacation market • Generate business and employment revenue that stays in Wilmington • Build a partnership between Whiteface Mountain and Santa's Workshop • Attach Wilmington's name to Whiteface Mountain, Santa's Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington's tourism businesses
Action:	Build a new Halloween component to the fall economy
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • New flow of visitors in a slow season • Employment income • Strengthening of Wilmington image as family destination • Income streams for local businesses and Whiteface • Building bonds between Whiteface and Santa's Workshop
Notes and Details:	While Whiteface and Santa's Workshop are key players in this, there are many reasons to spread the Halloween theme and experiences throughout Wilmington.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa's Workshop partnership to create new products and experiences • Enhance demand for Wilmington as a family destination • Use marketing to tie Wilmington to Whiteface Mountain (all seasons) • Rebrand Whiteface as a family-friendly recreational ski resort

Build services to support biking

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Generate business and employment revenue that stays in Wilmington• Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Build services to support biking (both road and mountain)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none">• More bike users find services in Wilmington• More bike users base in Wilmington• More bike users spend money in Wilmington• New jobs and business opportunities• New streams of revenue for existing businesses
Notes and Details:	While many people use established bike routes through Wilmington, there are few ways for those uses to yield tourism revenue to the Wilmington economy. Expanding services and making existing businesses more bike friendly should create opportunities for those using bikes to find more support and leave more in Wilmington's economy.
Related Actions:	<ul style="list-style-type: none">• Build more products and experiences to support family visitors• Work to coordinate various trail-related activities and maintenance• Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty• Expand available mountain bike routes• Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses

Assess the fly fishing market

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Generate business and employment revenue that stays in Wilmington• Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Assess the fly fishing market
Responsible Players:	
Timeline:	
Expected Outcomes:	This assessment is aimed at finding out whether there is a serious opportunity in fly fishing – or whether those who fish in area waters are not going to contribute to the local economy.
Notes and Details:	There has been some serious doubt among the planning team on whether the fly fishing market is, at this point, providing measurable benefit to Wilmington, other than at one property.
Related Actions:	<ul style="list-style-type: none">• Package lodging and experiences

Evaluate Events

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Maintain small town character (and livability)• Strengthen Wilmington's position in the family vacation market• Generate business and employment revenue that stays in Wilmington• Increase civic pride
Action:	Evaluate Events to see how they contribute to the economy
Responsible Players:	
Timeline:	
Expected Outcomes:	Wilmington will have good data upon which to base decisions about the development of future events.
Notes and Details:	The planning team was not sure whether events are paying Wilmington back for the investment – and wants to get a handle on whether an increase in event-related energy is justified.
Related Actions:	<ul style="list-style-type: none">• Build more products and experiences to support family visitors• Create a Wilmington party associated with the opening days of skiing at Whiteface• Build a new Halloween component to the fall economy• Package lodging and experiences• Develop a daily activity listing (within a day's drive from Wilmington) that is easy to get to visitors in a variety of formats

Coordinate trail-related activities and maintenance

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Strengthen Wilmington’s position in the family vacation market • Generate business and employment revenue that stays in Wilmington • Build a partnership between Whiteface Mountain and Santa’s Workshop • Keep Wilmington’s strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Coordinate various trail-related activities and maintenance
Responsible Players:	
Timeline:	
Expected Outcomes:	Information will be available to visitors, locals, and tourism businesses on all trails, their condition, their connections, and their approved uses.
Notes and Details:	Various trail related development, designations, and maintenance are underway on public lands in and around Wilmington. Information on how each trail has its use designated and what shape it is in is not easily available.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes

Build a trail map

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Stand as an independent destination• Strengthen Wilmington's position in the family vacation market• Generate business and employment revenue that stays in Wilmington• Build a partnership between Whiteface Mountain and Santa's Workshop• Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty
Responsible Players:	
Timeline:	
Expected Outcomes:	A completed map can be a valuable resource for local businesses planning tourism experiences on public lands. It can also be reprinted and distributed (perhaps even for a fee) to visitors, enabling them to plan outings that make use of the trails.
Notes and Details:	
Related Actions:	<ul style="list-style-type: none">• Build more products and experiences to support family visitors• Build services to support biking (both road and mountain)• Work to coordinate various trail-related activities and maintenance• Expand available mountain bike routes

Expand mountain bike routes

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Stand as an independent destination• Strengthen Wilmington's position in the family vacation market• Generate business and employment revenue that stays in Wilmington• Build a partnership between Whiteface Mountain and Santa's Workshop• Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Expand available mountain bike routes
Responsible Players:	
Timeline:	
Expected Outcomes:	Visitors will make use of the routes, stay longer, spend more and develop a relationship that brings them back to Wilmington.
Notes and Details:	To make more routes "pay" for Wilmington, mountain biking needs to be supported by expanded services (retail, repair, trail lunches, lodging that accommodates mountain biking).
Related Actions:	<ul style="list-style-type: none">• Build more products and experiences to support family visitors• Build services to support biking (both road and mountain)• Work to coordinate various trail-related activities and maintenance• Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty• Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses

Develop lodging

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Maintain small town character (and livability) • Strengthen Wilmington’s position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Establish a pedestrian visitor-oriented retail and dining zone • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington’s tourism businesses
Action:	Secure the development of appropriately scaled, current and competitive lodging
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Wilmington will have more lodging inventory, and the cross section of that inventory will begin to catch up with current travelers’ expectations and levels of amenities. • More lodging, adequately marketed, yields more people staying in Wilmington, which implies more revenues, jobs, and business opportunities.
Notes and Details:	Developing a core of current and appropriately scaled lodging is critical for Wilmington to become a destination in its own right – and to prevent becoming a place where people spending their money in Lake Placid come to play and leave their impacts.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Develop a pedestrian-friendly retail/dining zone • Enhance demand for Wilmington as a family destination • Package lodging and experiences • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Wilmington’s implementation track record – to attract new tourism investment

Develop a pedestrian-friendly retail/dining zone

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Maintain small town character (and livability) • Strengthen Wilmington's position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Increase civic pride • Establish a pedestrian visitor-oriented retail and dining zone • Attach Wilmington's name to Whiteface Mountain, Santa's Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington's tourism businesses
<p>Action:</p>	<p>Develop a pedestrian-friendly retail/dining zone</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>Visitors will find a congregation of retail shops, dining establishments, and other tourism offerings in a pedestrian friendly area in Wilmington.</p>
<p>Notes and Details:</p>	<p>This area will take time to develop and may need support in the sense of incentives, a recognized plan, the establishment of some core businesses, and some public infrastructure.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Secure the development of appropriately scaled, current and competitive lodging • Enhance demand for Wilmington as a family destination • Incubate new tourism businesses • Create incentives for new lodging development

Increase public transportation between Wilmington and Lake Placid

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<p>Action:</p>	<p>Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>This will enable visitors staying in Wilmington to engage in the broader dining and retail offerings of Lake Placid. It will also enable those staying in Lake Placid to come to Wilmington for a day – or bus down and bike back.</p>
<p>Notes and Details:</p>	<p>This also opens more opportunities for Wilmington residents to take employment in Lake Placid.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build services to support biking (both road and mountain) • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Incubate new tourism businesses

Enhance demand for Wilmington as a family destination

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Strengthen Wilmington's position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Build a partnership between Whiteface Mountain and Santa's Workshop • Attach Wilmington's name to Whiteface Mountain, Santa's Workshop, and the Ausable River
Action:	Enhance demand for Wilmington as a family destination
Responsible Players:	
Timeline:	
Expected Outcomes:	Marketing of Wilmington's family related experiences can be ratcheted up as those experiences expand or improve.
Notes and Details:	It will be important to ramp up both products and marketing simultaneously.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa's Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Work to coordinate various trail-related activities and maintenance • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses • Package lodging and experiences • Use marketing to tie Wilmington to Whiteface Mountain (all seasons) • Rebrand Whiteface as a family-friendly recreational ski resort • Develop a daily activity listing (within a day's drive from Wilmington) that is easy to get to visitors in a variety of formats • Create incentives for new lodging development

Generate positive press

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Action:	Generate positive press releases as positive changes develop
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Positive developments are showcased locally and that energy helps generate more such developments. • Positive developments are showcased in the travel press and it stimulates new travel – or repeat business from those who are reminded of what a great place Wilmington is.
Notes and Details:	Build a sense that things are happening – in a good way – in Wilmington.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Assess the fly fishing market • Evaluate Events to see how they contribute to the economy • Work to coordinate various trail-related activities and maintenance • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses • Enhance demand for Wilmington as a family destination • Package lodging and experiences • Use marketing to tie Wilmington to Whiteface Mountain (all seasons) • Rebrand Whiteface as a family-friendly recreational ski resort • Develop a daily activity listing (within a day’s drive from Wilmington) that is easy to get to visitors in a variety of formats • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development

	<ul style="list-style-type: none">• Use the completed plan – and Wilmington’s implementation track record – to attract new tourism investment• Establish an ongoing “Wilmington Tourism Council”<ul style="list-style-type: none">○ to execute this plan,○ coordinate between public and private sectors,○ guide the renewal of the plan,○ and to be the voice for tourism in Wilmington• Oversee the execution of this plan• Meet annually to “renew” this plan
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Package lodging and experiences

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Strengthen Wilmington’s position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Keep Wilmington’s strong position in fly fishing, outdoor recreation, and bicycling markets • Attach Wilmington’s name to Whiteface Mountain, Santa’s Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington’s tourism businesses
<p>Action:</p>	<p>Package lodging and experiences</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>Visitors will choose Wilmington lodging in conjunction with the experiences they plan to have. Packaging makes it easier for the visitor – one booking gets a vacation under control (e.g. lodging and lift tickets, lodging and Santa’s Workshop and High Falls Gorge entries)</p>
<p>Notes and Details:</p>	<p>This can be done business by business – or through the chamber. It can also be done online with the new website capabilities.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Assess the fly fishing market • Evaluate Events to see how they contribute to the economy • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Secure the development of appropriately scaled, current and competitive lodging • Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses • Enhance demand for Wilmington as a family destination • Package lodging and experiences • Develop a daily activity listing (within a day’s drive from Wilmington) that is easy to get to visitors in a variety of formats

Use marketing to tie Wilmington to Whiteface Mountain

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Action:	Use marketing to tie Wilmington to Whiteface Mountain (all seasons)
Responsible Players:	
Timeline:	
Expected Outcomes:	Visitors seeking Whiteface Mountain experiences (year round) will automatically think of Wilmington – and look to Wilmington for lodging, dining, etc.
Notes and Details:	This action is important for tourism – and also for local pride.
Related Actions:	<ul style="list-style-type: none"> • Build a new Whiteface/Santa's Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Enhance demand for Wilmington as a family destination • Rebrand Whiteface as a family-friendly recreational ski resort

Rebrand Whiteface as a family-friendly recreational ski resort

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Strengthen Wilmington’s position in the family vacation market • Generate business and employment revenue that stays in Wilmington • Build a partnership between Whiteface Mountain and Santa’s Workshop • Attach Wilmington’s name to Whiteface Mountain, Santa’s Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington’s tourism businesses
Action:	Rebrand Whiteface as a family-friendly recreational ski resort
Responsible Players:	
Timeline:	
Expected Outcomes:	More families will ski Whiteface – or come to Wilmington as a family (some skiing and others participating in family oriented experiences beyond skiing).
Notes and Details:	Whiteface will need to bring new family-related products and experiences online as it increases its efforts to market to families.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Enhance demand for Wilmington as a family destination • Package lodging and experiences • Use marketing to tie Wilmington to Whiteface Mountain (all seasons)

Develop a daily activity listing

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Strengthen Wilmington’s position in the family vacation market • Generate business and employment revenue that stays in Wilmington • Keep Wilmington’s strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Develop a daily activity listing (within a day’s drive from Wilmington) that is easy to get to visitors in a variety of formats
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Visitors (before booking, before arriving, and once they are in Wilmington) will be able to explore a host of possible experiences to have (both on their own and as paid products) within a day’s outing based in Wilmington. • This will yield more reasons to choose Wilmington and enable people to plan longer stays.
Notes and Details:	It will be important to have everyone on board with making this readily available to visitors.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Enhance demand for Wilmington as a family destination

Establish a base-line of data

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Strengthen Wilmington's position in the family vacation market• Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Establish a base-line of data on visitor quantities, spending, demographics
Responsible Players:	
Timeline:	
Expected Outcomes:	One will be able to track changes, find trends, and measure progress
Notes and Details:	Primary data is much more valuable than interpolated data from a broad source. It will take participation at a local level to generate primary data.
Related Actions:	<ul style="list-style-type: none">• Enhance demand for Wilmington as a family destination• Use marketing to tie Wilmington to Whiteface Mountain (all seasons)• Rebrand Whiteface as a family-friendly recreational ski resort• Develop a daily activity listing (within a day's drive from Wilmington) that is easy to get to visitors in a variety of formats• Track changes in visitor quantities, spending, demographics

Track changes

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Action:	Track changes in visitor quantities, spending, demographics
Responsible Players:	
Timeline:	
Expected Outcomes:	This will enable marketers, the industry, and the public to see results from new developments and initiatives.
Notes and Details:	This will also be a key tool in attracting new tourism investment.
Related Actions:	<ul style="list-style-type: none">• Enhance demand for Wilmington as a family destination• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics• Meet annually to "renew" this plan

Incubate new tourism businesses

Related Goals:	<ul style="list-style-type: none">• Grow tourism economy• Maintain small town character (and livability)• Strengthen Wilmington's position in the family vacation market• Revitalize lodging• Generate business and employment revenue that stays in Wilmington• Establish a pedestrian visitor-oriented retail and dining zone• Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets
Action:	Incubate new tourism businesses
Responsible Players:	
Timeline:	
Expected Outcomes:	New businesses will grow in a supportive environment, getting technical business help and the support of both community and a cadre of related businesses.
Notes and Details:	This action is also a county level action.
Related Actions:	<ul style="list-style-type: none">• Build more products and experiences to support family visitors• Build services to support biking (both road and mountain)• Secure the development of appropriately scaled, current and competitive lodging• Develop a pedestrian-friendly retail/dining zone• Create incentives for new lodging development• Use the completed plan – and Wilmington's implementation track record – to attract new tourism investment

Create incentives for new lodging development

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Action:	Create incentives for new lodging development
Responsible Players:	
Timeline:	
Expected Outcomes:	Incentives, along with other factors outlined in this plan, will create an environment that can help investors choose Wilmington as the home for new development.
Notes and Details:	Incentives, in addition to monetary value, show that a destination is behind new tourism development.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Create more family-oriented experiences in the winter at Whiteface • Build a new Halloween component to the fall economy • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Enhance demand for Wilmington as a family destination • Package lodging and experiences • Develop a daily activity listing (within a day’s drive from Wilmington) that is easy to get to visitors in a variety of formats • Incubate new tourism businesses • Use the completed plan – and Wilmington’s implementation track record – to attract new tourism investment

Attract new tourism investment

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Maintain small town character (and livability) • Strengthen Wilmington’s position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Establish a pedestrian visitor-oriented retail and dining zone • Keep Wilmington’s strong position in fly fishing, outdoor recreation, and bicycling markets • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington’s tourism businesses
Action:	Use the completed plan – and Wilmington’s implementation track record – to attract new tourism investment
Responsible Players:	
Timeline:	
Expected Outcomes:	New products will be added to Wilmington’s assembly of tourism offerings and investment will be made in existing products – all working together to create a better experience for visitors – and to capture more revenue for the local economy.
Notes and Details:	This is also a county wide action. There will be some benefits to pooling efforts to recruit new investment.
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Create more family-oriented experiences in the winter at Whiteface • Build a new Halloween component to the fall economy • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Enhance demand for Wilmington as a family destination • Package lodging and experiences • Develop a daily activity listing (within a day’s drive from Wilmington) that is easy to get to visitors in a variety of formats • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development

Establish an ongoing “Wilmington Tourism Council”

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Maintain small town character (and livability) • Strengthen Wilmington’s position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Increase civic pride • Establish a pedestrian visitor-oriented retail and dining zone • Build a partnership between Whiteface Mountain and Santa’s Workshop • Keep Wilmington’s strong position in fly fishing, outdoor recreation, and bicycling markets • Attach Wilmington’s name to Whiteface Mountain, Santa’s Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington’s tourism businesses
Action:	<p>Establish an ongoing “Wilmington Tourism Council”</p> <ul style="list-style-type: none"> ○ to execute this plan, ○ coordinate between public and private sectors, ○ guide the renewal of the plan, and to be the voice for tourism in Wilmington
Responsible Players:	
Timeline:	
Expected Outcomes:	<p>A core group will guide tourism as it moves into the future, facilitating opportunities and protecting community values.</p>
Notes and Details:	<p>The planning team may be the best place to start this council.</p>
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Assess the fly fishing market • Evaluate Events to see how they contribute to the economy • Work to coordinate various trail-related activities and maintenance • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses • Enhance demand for Wilmington as a family destination • Generate positive press releases as positive changes develop • Package lodging and experiences • Use marketing to tie Wilmington to Whiteface Mountain (all seasons) • Rebrand Whiteface as a family-friendly recreational ski resort

	<ul style="list-style-type: none">• Develop a daily activity listing (within a day's drive from Wilmington) that is easy to get to visitors in a variety of formats• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics• Incubate new tourism businesses• Create incentives for new lodging development• Use the completed plan – and Wilmington's implementation track record – to attract new tourism investment• Oversee the execution of this plan• Meet annually to "renew" this plan
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Oversee the execution of this plan

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Maintain small town character (and livability) • Strengthen Wilmington's position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Increase civic pride • Establish a pedestrian visitor-oriented retail and dining zone • Build a partnership between Whiteface Mountain and Santa's Workshop • Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets • Attach Wilmington's name to Whiteface Mountain, Santa's Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington's tourism businesses
Action:	Oversee the execution of this plan
Responsible Players:	
Timeline:	
Expected Outcomes:	Actions will be accomplished, goals will be reached, and Wilmington's tourism will grow, yielding more dollars in the economy, more jobs, and new business opportunities.
Notes and Details:	Will need a point person!
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa's Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Assess the fly fishing market • Evaluate Events to see how they contribute to the economy • Work to coordinate various trail-related activities and maintenance • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses • Enhance demand for Wilmington as a family destination • Generate positive press releases as positive changes develop • Package lodging and experiences • Use marketing to tie Wilmington to Whiteface Mountain (all seasons) • Rebrand Whiteface as a family-friendly recreational ski resort • Develop a daily activity listing (within a day's drive from Wilmington) that is easy to get to visitors in a variety of formats

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Meet annually to “renew” this plan

Related Goals:	<ul style="list-style-type: none"> • Grow tourism economy • Stand as an independent destination • Maintain small town character (and livability) • Strengthen Wilmington’s position in the family vacation market • Revitalize lodging • Generate business and employment revenue that stays in Wilmington • Increase civic pride • Establish a pedestrian visitor-oriented retail and dining zone • Build a partnership between Whiteface Mountain and Santa’s Workshop • Keep Wilmington’s strong position in fly fishing, outdoor recreation, and bicycling markets • Attach Wilmington’s name to Whiteface Mountain, Santa’s Workshop, and the Ausable River • Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington’s tourism businesses
Action:	Meet annually to “renew” this plan
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Wilmington will be able to celebrate “checking off” some actions as completed • Wilmington will re-evaluate actions and goals, prioritizing • Wilmington will add new actions • An important time to review changing tourism trends and climates
Notes and Details:	This should be a positive, one day retreat, with all key players present
Related Actions:	<ul style="list-style-type: none"> • Build more products and experiences to support family visitors • Build a new Whiteface/Santa’s Workshop partnership to create new products and experiences • Create more family-oriented experiences in the winter at Whiteface • Create a Wilmington party associated with the opening days of skiing at Whiteface • Build a new Halloween component to the fall economy • Build services to support biking (both road and mountain) • Assess the fly fishing market • Evaluate Events to see how they contribute to the economy • Work to coordinate various trail-related activities and maintenance • Build a trail map that integrates all existing trails, designates uses, and is coded for difficulty • Expand available mountain bike routes • Secure the development of appropriately scaled, current and competitive lodging • Develop a pedestrian-friendly retail/dining zone • Increase frequency of public transportation between Wilmington and Lake Placid and add bike racks to buses • Enhance demand for Wilmington as a family destination • Generate positive press releases as positive changes develop • Package lodging and experiences • Use marketing to tie Wilmington to Whiteface Mountain (all seasons) • Rebrand Whiteface as a family-friendly recreational ski resort

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