

Support continued funding for Olympic venues

Related Goals:	<ul style="list-style-type: none"> • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events
Action:	<ul style="list-style-type: none"> • Support continued funding for Olympic venues (management, renewal, upgrading, etc.)
Responsible Players:	
Timeline:	
Expected Outcomes:	Continued state support for Olympic venue renewal and programs Stronger relationship between Lake Placid and ORDA
Notes and Details:	Will be important to develop a symbiotic relationship between ORDA and the community, probably with a line of communications through the new sports council
Related Actions:	<ul style="list-style-type: none"> • Facilitate tourism education for community • Open a direct and ongoing channel of communications between the tourism community and local government • Build a new sports council • Build a better system for rewarding volunteers • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Create a paved bike lane on the Ironman route and other routes • Continue to pursue sporting events that are a match for Lake Placid • Use marketing to reinforce Lake Placid's association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Facilitate tourism education for community

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Recreate passion/engage community • Regain community support for events • Contribute to a reasonable cost of living for Lake Placid residents • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	<ul style="list-style-type: none"> • Facilitate tourism education for community and create ongoing stream of public information that demonstrates the good tourism does for residents and quality of life
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Residents understand the role of tourism in their community • Development of a tolerance for those moments when an event temporarily overwhelms Lake Placid • Residents better able to make tourism work for them • Residents feel listened to • Residents feel positive impacts of tourism on Lake Placid
Notes and Details:	<ul style="list-style-type: none"> • Start at school age • Need to develop a channel for communications • Need to be credible, but constant in talking about the benefits of tourism
Related Actions:	<ul style="list-style-type: none"> • Facilitate tourism education for community • Hospitality training • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Bring the tourism community behind a day care solution for Lake Placid • Add tourism's energy and resources to the push for affordable housing • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion

Hospitality training

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Improve quality of life for all residents • Build a year-round economy • Regain community support for events • Raise spending per arrival • Improve visitor experience
Action:	Hospitality training
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Increases the likelihood of positive interactions with visitors • Improves visitor experience • Helps Lake Placid be more competitive • Develops relationships between visitors and Lake Placid that lead to repeat and referral tourism
Notes and Details:	<ul style="list-style-type: none"> • Everyone in Lake Placid that ever interfaces visitors (on the job or in general) should be given the opportunity to participate • Needs to be repeated regularly and frequently • Should co-develop with rest of Essex County
Related Actions:	<ul style="list-style-type: none"> • Facilitate tourism education for community • Make tourism a factor in the success of local schools • Work with nearby communities to “raise” regional success in tourism • Improve Lake Placid dining experience • Improve Lake Placid retail • Evolve all lodging products to be more current, competitive and green • Find opportunities in current economic crisis to build relationships with new visitors

Open direct communications between tourism and local government

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Contribute to a reasonable cost of living for Lake Placid residents • Improve visitor experience • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
<p>Action:</p>	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government <ul style="list-style-type: none"> ○ Help government understand how to work with tourism for mutual benefit ○ Open dialogue with all municipal departments to improve visitor experience and make tourism a better municipal partner ○ Rally tourism behind public infrastructure actions
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Better understanding on both sides • Able to jointly develop initiatives and infrastructure projects that benefit both tourism and community • Undo misunderstandings quickly • Improve visitor experience • Mitigate tourism impacts
<p>Notes and Details:</p>	<p>This needs to be an open and frequently used two way communication channel</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Build a new sports council • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Work with nearby communities to "raise" regional success in tourism • Bring the tourism community behind a day care solution for Lake Placid • Add tourism's energy and resources to the push for affordable housing • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Improve public access to waterways • Create a paved bike lane on the Ironman route and other routes • Repair the walk around Mirror Lake

	<ul style="list-style-type: none">• Add infrastructure to support year-round tourism economy• Establish an ongoing "Lake Placid Tourism Council" led by the Essex County/Lake Placid Convention and Visitors Bureau
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Build a new sports council

Related Goals:	<ul style="list-style-type: none"> • Develop a better partnership between tourism and the community • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Build a better system for rewarding volunteers
Action:	Build a new sports council
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Lake Placid has a venue for those interested in competitive sports • Lake Placid has a voice in its sports future • Lake Placid has a mechanism for interfacing ORDA • Lake Placid has a mechanism for getting behind a sports initiative or event • The old Lake Placid sports spirit is coaxed back to life
Notes and Details:	This must be handled carefully in a way that builds partnerships all around
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Open a direct and ongoing channel of communications between the tourism community and local government • Build a better system for rewarding volunteers • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Create a paved bike lane on the Ironman route and other routes • Add infrastructure to support year-round tourism economy • Continue to pursue sporting events that are a match for Lake Placid • Use marketing to reinforce Lake Placid's association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Build a better system for rewarding volunteers

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Improve quality of life for all residents • Recreate passion/engage community • Regain community support for events • Build a better system for rewarding volunteers • Improve visitor experience
Action:	Build a better system for rewarding volunteers
Responsible Players:	
Timeline:	
Expected Outcomes:	Volunteers (both local and regional) are easier to find, more reliable, and more willing to repeat
Notes and Details:	Volunteerism, like committee work, has the tendency to wear out those who participate
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Build a new sports council • Build a better system for rewarding volunteers • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Create a paved bike lane on the Ironman route and other routes • Continue to pursue sporting events that are a match for Lake Placid • Use marketing to reinforce Lake Placid's association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Evolve the retail district

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Raise spending per arrival • Improve visitor experience
Action:	<ul style="list-style-type: none"> • Evolve the retail district <ul style="list-style-type: none"> ○ Dining with a view ○ Update some of the buildings ○ Cleaner presentation ○ Waterfront walkway ○ Fill retail district with strong tourism-related businesses ○ Match business hours with outdoor active tourism style
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Happier visitors, dining with a view, shopping more eagerly, spending more, staying longer • More profitable downtown merchants and restaurateurs
Notes and Details:	Change should be led, not mandated
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid retail • Improve Lake Placid nightlife • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Repair the walk around Mirror Lake • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy • Balance drive market with some fly market • Increase percentage of "leisure" travelers • Market the Adirondack strengths of Lake Placid

Develop a drive to become a greener community and tourism industry

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Contribute to a reasonable cost of living for Lake Placid residents • Reduce tourism's negative impacts and engineer positive benefits on the park • Be a greener destination
Action:	Develop a drive to become a greener community and tourism industry
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Lake Placid has a more sustainable future • Lake Placid is able to better compete for visitors • Lake Placid's visitors go home, more determined to reduce their own impacts
Notes and Details:	<ul style="list-style-type: none"> • Develop a drive to become a greener community and tourism industry <ul style="list-style-type: none"> ○ Facilitate programs to support industry greening ○ Become a greener and carbon-neutral community (Lake Placid) <ul style="list-style-type: none"> ▪ Work with government to institute green policies in Lake Placid ▪ Facilitate education (adults and in schools) ▪ Reduce carbon usage by tourism industry in Lake Placid ○ Create greening incentives <ul style="list-style-type: none"> ▪ Water ▪ Energy ▪ Recycling ▪ Reduction of paper consumption ▪ Organic and locally produced ▪ Other impact reductions ○ Join or create certification programs related to greening ○ Grow "green products and experiences" ○ Develop tools to educate visitors before and after arrival ○ Secure funding to support tourism's impact mitigation, greening initiatives, conservation efforts and infrastructure development (and maintenance)
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Evolve all lodging products to be more current, competitive and green • Showcase moves toward a greener destination

Forge a partnership among tourism, conservation, and park management

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Strengthen the Adirondack side of the Lake Placid brand • Reduce tourism's negative impacts and engineer positive benefits on the park • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Forge a proactive partnership among tourism, conservation, and park management
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Adirondack Park is managed sustainably, providing the basis for Adirondack lifestyles and Lake Placid's tourism economy well into the future • Tourism decisions (by both destination and individual businesses) will be made in an environment of understanding • Adirondack Park can count on the tourism industry as a partner, rallying to its defense and becoming an army of energy when needed • Tourism will not ask to do that which is in conflict with park management • Tourism will actively mitigate impacts • Adirondack Park will manage tourism activities with a priority for the long term health of the resources
Notes and Details:	This takes a lot of listening and flexibility – but the payback is enormous
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Evolve all lodging products to be more current, competitive and green • Strengthen public transportation • Improve public access to waterways • Create a paved bike lane on the Ironman route and other routes • Showcase moves toward a greener destination • Market the Adirondack strengths of Lake Placid

Manage growth

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Build a year-round economy • Raise spending per arrival • Contribute to a reasonable cost of living for Lake Placid residents • Reduce tourism's negative impacts and engineer positive benefits on the park • Be a greener destination
<p>Action:</p>	<ul style="list-style-type: none"> • Manage growth of industry and support community efforts to manage growth <ul style="list-style-type: none"> ○ Seek more spending per arrival rather than larger visitor peak counts ○ Manage peak days ○ Grow by filling in gaps, creating more value for the product, and recruiting higher spending visitors
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>Tourism can grow profits while reducing negative consequences for those who live in Lake Placid</p>
<p>Notes and Details:</p>	<p>It's important to measure tourism success in revenues rather than quantities of visitors</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Make tourism a factor in the success of local schools • Work with nearby communities to "raise" regional success in tourism • Bring the tourism community behind a day care solution for Lake Placid • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Showcase moves toward a greener destination

Make tourism a factor in the success of local schools

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Contribute to a reasonable cost of living for Lake Placid residents • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
<p>Action:</p>	<ul style="list-style-type: none"> • Make tourism a factor in the success of local schools <ul style="list-style-type: none"> ○ Help increase number of students enrolled ○ Cultivate a relationship between students and competitive sports
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • As tourism becomes a more solid year-round employer, young families are able to come to or stay in Lake Placid, providing new students for the school system • Students are able to capitalize on the great opportunity of growing up in Lake Placid's world class competitive sports destination
<p>Notes and Details:</p>	<ul style="list-style-type: none"> • Tourism has a lot to give • Students can become volunteers – that should be handled as an opportunity, not an obligation
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Facilitate tourism education for community • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Bring the tourism community behind a day care solution for Lake Placid • Add tourism's energy and resources to the push for affordable housing • Repair the walk around Mirror Lake

Raise regional success in tourism

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Raise spending per arrival • Reduce tourism's negative impacts and engineer positive benefits on the park • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
<p>Action:</p>	<p>Work with nearby communities to "raise" regional success in tourism</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>Lake Placid and the surrounding Adirondack communities work together to improve visitor experiences, raise demand for Adirondack vacations, and improve profitability</p>
<p>Notes and Details:</p>	<p>As other parts of the Adirondacks raise capacity, the nature of the partnership will change</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Facilitate tourism education for community • Hospitality training • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Add tourism's energy and resources to the push for affordable housing • Strengthen public transportation • Create a paved bike lane on the Ironman route and other routes • Market the Adirondack strengths of Lake Placid

Bring the tourism community behind a day care solution for Lake Placid

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Contribute to a reasonable cost of living for Lake Placid residents • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	Bring the tourism community behind a day care solution for Lake Placid
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • A functional day care makes it easier to residents to take tourism responsibilities – and makes them more dependable employees • It is an easy step to take to show that tourism cares about community and employees
Notes and Details:	Tourism is the largest employer in Lake Placid – and it should contribute to the solution of this problem
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Add tourism's energy and resources to the push for affordable housing • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Fill gaps and valleys to achieve true year-round economy

Improve Lake Placid's dining experience

Related Goals:	<ul style="list-style-type: none"> • Improve quality of life for all residents • Build a year-round economy • Raise spending per arrival • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Improve Lake Placid's dining experience (more diversity, more with a view)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Happier visitors • More repeat visits • More referrals • Better ability to compete for visitors • More jobs and business revenues
Notes and Details:	<ul style="list-style-type: none"> • Lake Placid ranks below its competitive set on dining at this point • If you are selling an Adirondack experience, a view is important
Related Actions:	<ul style="list-style-type: none"> • Evolve the retail district • Improve Lake Placid retail • Improve Lake Placid nightlife • Evolve all lodging products to be more current, competitive and green • Strengthen public transportation • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Repair the walk around Mirror Lake • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy • Establish/reinforce LP as a healthy and healthful destination • Market the Adirondack strengths of Lake Placid

Improve Lake Placid retail

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Raise spending per arrival • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Improve Lake Placid retail (evolve to match changing visitor profiles)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • As lodging and dining improve to compete for a higher spending clientele, retail needs to adjust to offer what the new clientele seek • As Lake Placid markets its Adirondack opportunities harder, visitors will expect more authentic Adirondack retail opportunities (and will be disappointed with international knock-offs of Adirondack crafts)
Notes and Details:	Local retail is very skilled at adjusting to changing event clientele
Related Actions:	<ul style="list-style-type: none"> • Evolve the retail district • Improve Lake Placid dining experience • Improve Lake Placid nightlife • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Repair the walk around Mirror Lake • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy • Market the Adirondack strengths of Lake Placid

Improve Lake Placid nightlife

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Build a year-round economy • Raise spending per arrival • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Improve Lake Placid nightlife
Responsible Players:	
Timeline:	
Expected Outcomes:	After visitors have a great outdoor day, they can engage in Lake Placid nightlife – spawning longer stays, repeat and referral, better spending for retail, and more interest in quality dining
Notes and Details:	Needs to reinforce destination themes and resonate with target markets
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve sporting events for both spectators and participants • Strengthen public transportation • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy

Improve sporting events

Related Goals:	<ul style="list-style-type: none"> • Build a year-round economy • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Build a better system for rewarding volunteers • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	Improve sporting events for both spectators and participants
Responsible Players:	
Timeline:	
Expected Outcomes:	Spectators and participants rave about their Lake Placid experience, driving organizers to repeat, leveraging higher year round occupancy, dining, retail, and patronage of other experiences
Notes and Details:	Invest in happy participants and spectators
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Build a new sports council • Build a better system for rewarding volunteers • Improve Lake Placid nightlife • Renew, maintain, upgrade, and develop new competitive venues • Strengthen public transportation • Continue to pursue sporting events that are a match for Lake Placid • Use marketing to reinforce Lake Placid's association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Push for affordable housing

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Contribute to a reasonable cost of living for Lake Placid residents • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	Add tourism's energy and resources to the push for affordable housing
Responsible Players:	
Timeline:	
Expected Outcomes:	Tourism employees (and others) find affordable housing readily available as they seek jobs in Lake Placid
Notes and Details:	Tourism, as the largest employer, has a vested interest in solving this issue in a way that helps employees become members of the community – and have successful lives on tourism salaries
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Bring the tourism community behind a day care solution for Lake Placid • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Improve public access to waterways • Repair the walk around Mirror Lake

Evolve lodging to be more current, competitive and green

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Raise spending per arrival • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	<ul style="list-style-type: none"> • Evolve all lodging products to be more current, competitive and green <ul style="list-style-type: none"> ○ Support upgrading of older lodging establishments to current standards and competitiveness where possible ○ Support dignified endings for older lodging establishments which cannot be brought to current standards and competitiveness (and help them be removed to support destination curb appeal)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Happy visitors who appreciate the value of their lodging experience and come back for more, stay longer, refer, and spend more at dining and retail • Lake Placid's reputation continues to improve, making it easier to compete for new visitors • Lake Placid becomes known for its "green" practices and standards and draws a new set of visitors seeking those values • Lake Placid looks more upbeat as tired properties are either refreshed or removed from the landscape
Notes and Details:	<ul style="list-style-type: none"> • Lodging is amazingly competitive around the world and among Lake Placid's comp set • Tired properties drag down the value of the destination
Related Actions:	<ul style="list-style-type: none"> • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve Lake Placid nightlife • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Improve public access to waterways • Facilitate better air and train access to Lake Placid • Create a paved bike lane on the Ironman route and other routes • Repair the walk around Mirror Lake • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy

	<ul style="list-style-type: none">• Balance drive market with some fly market• Increase percentage of “leisure” travelers• Use marketing to support air and train arrivals• Showcase moves toward a greener destination• Create incentives for new/upgraded lodging development
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Renew, maintain, upgrade, and develop new competitive venues

Related Goals:	<ul style="list-style-type: none">• Build a year-round economy• Recreate passion/engage community• Strengthen facilities and programs related to competitive events• Regain community support for events• Build a better system for rewarding volunteers• Improve visitor experience
Action:	Renew, maintain, upgrade, and develop new competitive venues
Responsible Players:	
Timeline:	
Expected Outcomes:	Lake Placid will continue to be a Mecca for those interested in competitive sports
Notes and Details:	If Lake Placid is to continue to attract competitive sports events and those who would test themselves where the best compete, it needs to always have the best facilities possible
Related Actions:	<ul style="list-style-type: none">• Destination support for continued funding for Olympic venues• Build a new sports council• Build a better system for rewarding volunteers• Improve sporting events for both spectators and participants• Create a paved bike lane on the Ironman route and other routes• Add infrastructure to support year-round tourism economy• Continue to pursue sporting events that are a match for Lake Placid• Use marketing to reinforce Lake Placid's association with competitive sports• Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Strengthen public transportation

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Build a year-round economy • Contribute to a reasonable cost of living for Lake Placid residents • Be a greener destination • Improve visitor experience
<p>Action:</p>	<ul style="list-style-type: none"> • Strengthen public transportation <ul style="list-style-type: none"> ○ Solidify social and economic support ○ Increase local patronage ○ Extend routes ○ Introduce trolley to visitors before they arrive ○ Get visitors on trolley sooner after they arrive
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Visitors and residents are able to move around Lake Placid and between Lake Placid and neighboring communities without using private vehicles • Reduction of congestion • People are able to take tourism jobs in Lake Placid while living in neighboring communities, without the costs of driving • Region is poised to deliver tourism in an era when personal vehicles are not the main mode of transportation
<p>Notes and Details:</p>	<p>As many benefits for residents as visitors</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Facilitate tourism education for community • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Work with nearby communities to "raise" regional success in tourism • Bring the tourism community behind a day care solution for Lake Placid • Add tourism's energy and resources to the push for affordable housing • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Facilitate better air and train access to Lake Placid • Add infrastructure to support year-round tourism economy

Make Lake Placid bicycle friendly

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Contribute to a reasonable cost of living for Lake Placid residents • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
<p>Action:</p>	<p>Make Lake Placid bicycle friendly for residents and visitors</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>Visitors and residents are able to move about Lake Placid by bicycle safely, and have places to securely park bicycles when they stop</p>
<p>Notes and Details:</p>	<p>A big match for the outdoor healthy lifestyle</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Strengthen public transportation • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Create a paved bike lane on the Ironman route and other routes

Work on traffic routing to reduce congestion

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Build a year-round economy • Improve visitor experience
Action:	<ul style="list-style-type: none"> • Work on traffic routing to reduce congestion (especially related to downtown shopping area) <ul style="list-style-type: none"> ○ Build the Town Center Project
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Improve visitor experience • Reduce tourism impacts on residents • Raise the value of the destination
Notes and Details:	<p>Frustrated visitors don't spend as much and are less likely to return</p>
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Upgrade arrival routes and tourism corridors • Repair the walk around Mirror Lake

Upgrade arrival routes and tourism corridors

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Improve quality of life for all residents • Build a year-round economy • Raise spending per arrival • Improve visitor experience
<p>Action:</p>	<ul style="list-style-type: none"> • Upgrade arrival routes and tourism corridors <ul style="list-style-type: none"> ○ Clean up arrival routes and tourism corridors ○ Increase occupancy along tourism corridors ○ Make signage efficient and helpful <ul style="list-style-type: none"> ▪ Re-evaluate existing signage ▪ Conform to 511 usage ▪ Green up signage ▪ Build a signage master plan
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Visitors come into Lake Placid and find the approach welcoming, clean, and devoid of derelict buildings, unkept properties, and empty storefronts • Raises the quality of visitor experience • Raises the value of all visitor products • Visitors notice important signage – and find parking well before they reach downtown
<p>Notes and Details:</p>	<p>This action encompasses a lot of little things, which, when combined, detract from visitor experience and destination quality</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve sporting events for both spectators and participants • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion

Improve public access to waterways

Related Goals:	<ul style="list-style-type: none"> • Improve quality of life for all residents • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Reduce tourism's negative impacts and engineer positive benefits on the park • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Improve public access to waterways (and add natural history/environmental info)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Visitors find their way to and onto Adirondack waterways (streams, ponds, and lakes) • Visitors get a more complete Adirondack experience • There is a unique opportunity to deliver natural history interpretation and to orient visitors to appropriate outdoor behavior
Notes and Details:	Based on partnership with Adirondack Park and conservation organizations
Related Actions:	<ul style="list-style-type: none"> • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Improve public access to waterways • Repair the walk around Mirror Lake • Add infrastructure to support year-round tourism economy • Establish/reinforce LP as a healthy and healthful destination • Market the Adirondack strengths of Lake Placid

Facilitate better air and train access to Lake Placid

Related Goals:	<ul style="list-style-type: none"> • Improve quality of life for all residents • Build a year-round economy • Raise spending per arrival • Contribute to a reasonable cost of living for Lake Placid residents • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Facilitate better air and train access to Lake Placid
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • More visitors arrive by airplane and train • Lake Placid has more opportunities with markets that are further away • Lake Placid has more opportunities with people who come without vehicles or rent vehicles at the point of arrival by plane or car
Notes and Details:	<ul style="list-style-type: none"> • This can be helped by packaging • Requires partnerships between car rental companies and local lodging • Encourages guided tourism
Related Actions:	<ul style="list-style-type: none"> • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Strengthen public transportation • Add infrastructure to support year-round tourism economy • Balance drive market with some fly market • Find opportunities in current economic crisis to build relationships with new visitors • Use marketing to support air and train arrivals

Create a paved bike lane on the Ironman route and other routes

Related Goals:	<ul style="list-style-type: none"> • Reduce congestion from visitor traffic • Improve quality of life for all residents • Strengthen facilities and programs related to competitive events • Regain community support for events • Improve visitor experience • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	Create a paved bike lane on the Ironman route and other routes favored for riding bikes
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Increased safety • Increased opportunities for visitors to test themselves on competitive routes • More scenic ride opportunities
Notes and Details:	Will take a concerted county-wide effort
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Open a direct and ongoing channel of communications between the tourism community and local government • Work with nearby communities to "raise" regional success in tourism • Improve sporting events for both spectators and participants • Make Lake Placid bicycle friendly for residents and visitors • Establish/reinforce LP as a healthy and healthful destination • Use marketing to reinforce Lake Placid's association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Repair the walk around Mirror Lake

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Improve quality of life for all residents • Improve visitor experience
Action:	Repair the walk around Mirror Lake
Responsible Players:	
Timeline:	
Expected Outcomes:	Visitors and residents will spend more time walking around Mirror Lake – and enjoy the walk more
Notes and Details:	Need to manage when repairs are made so they don't interfere with visitors already in Lake Placid
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Make Lake Placid bicycle friendly for residents and visitors • Improve public access to waterways • Add infrastructure to support year-round tourism economy • Increase percentage of "leisure" travelers • Establish/reinforce LP as a healthy and healthful destination • Market the Adirondack strengths of Lake Placid

Add infrastructure to support year-round tourism economy

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Contribute to a reasonable cost of living for Lake Placid residents • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Add infrastructure to support year-round tourism economy
Responsible Players:	
Timeline:	
Expected Outcomes:	New infrastructure, coupled with focused marketing efforts, will enable Lake Placid to develop a true year-round tourism economy. This will mean that tourism businesses can employ employees for multiple years, giving them a chance to stay around and become members of the community. Multiple year employees raise the quality of the visitor experience. A year round flow of revenues into the destination is valuable, as most tourism businesses have year round expenses.
Notes and Details:	
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve Lake Placid nightlife • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Improve public access to waterways • Facilitate better air and train access to Lake Placid • Create a paved bike lane on the Ironman route and other routes • Repair the walk around Mirror Lake • Fill gaps and valleys to achieve true year-round economy

Fill gaps to achieve true year-round economy

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Contribute to a reasonable cost of living for Lake Placid residents • Achieve a balance among event-related, recreational, and leisure tourism patronage
<p>Action:</p>	<ul style="list-style-type: none"> • Fill gaps and valleys in current tourism patronage to achieve true year-round economy <ul style="list-style-type: none"> ○ Mid-Week Winter ○ Late Fall/Early Winter ○ Late Spring/Early Summer ○ Need mix of sports events, health events, green events and leisure travel ○ Recruit events that come with their own audiences
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>New infrastructure, coupled with focused marketing efforts, will enable Lake Placid to develop a true year-round tourism economy. This will mean that tourism businesses can employ employees for multiple years, giving them a chance to stay around and become members of the community. Multiple year employees raise the quality of the visitor experience. A year round flow of revenues into the destination is valuable, as most tourism businesses have year round expenses.</p>
<p>Notes and Details:</p>	<p>It will take a combination of various targets, focused marketing, and strategic events to accomplish this flow.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Evolve the retail district • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve Lake Placid nightlife • Add tourism's energy and resources to the push for affordable housing • Evolve all lodging products to be more current, competitive and green • Renew, maintain, upgrade, and develop new competitive venues • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Work on traffic routing to reduce congestion • Upgrade arrival routes and tourism corridors • Improve public access to waterways • Facilitate better air and train access to Lake Placid • Repair the walk around Mirror Lake • Add infrastructure to support year-round tourism economy • Balance drive market with some fly market • Find opportunities in current economic crisis to build relationships with new visitors • Increase percentage of "leisure" travelers

	<ul style="list-style-type: none">• Engage in cutting edge electronic marketing techniques• Establish/reinforce LP as a healthy and healthful destination• Use marketing to support air and train arrivals• Showcase moves toward a greener destination• Continue to pursue sporting events that are a match for Lake Placid• Use marketing to reinforce Lake Placid's association with competitive sports• Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)• Brand Lake Placid for all entities to buy into• Market the Adirondack strengths of Lake Placid• Establish a base-line of data on visitor quantities, spending, demographics, broken down by season• Track changes in visitor quantities, spending, demographics
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Balance drive market with fly market

Related Goals:	<ul style="list-style-type: none"> • Manage tourism growth and support community's effort to manage community growth • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Raise spending per arrival • Contribute to a reasonable cost of living for Lake Placid residents • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	<ul style="list-style-type: none"> • Balance drive market with some fly market <ul style="list-style-type: none"> ○ To bring in mid-week visitors ○ To attract more high-value customers
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • The combo of drive and fly markets should lead to greater average occupancy and should offer more resilience in stressful tourism times • Fly visitors tend to stay longer and value the destination more
Notes and Details:	<ul style="list-style-type: none"> • Drive markets tend to generate weekend bulges in occupancy • Fly markets tend to generate longer stays with weekends as the low points
Related Actions:	<ul style="list-style-type: none"> • Strengthen public transportation • Facilitate better air and train access to Lake Placid • Fill gaps and valleys to achieve true year-round economy • Find opportunities in current economic crisis to build relationships with new visitors • Increase percentage of "leisure" travelers • Engage in cutting edge electronic marketing techniques • Use marketing to support air and train arrivals

Find opportunities to build relationships with new visitor groups

Related Goals:	<ul style="list-style-type: none"> • Build a year-round economy • Raise spending per arrival • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Find opportunities in current economic crisis to build relationships with new visitors
Responsible Players:	
Timeline:	
Expected Outcomes:	Lake Placid can build new relationships that pay in repeat and referral tourism for years
Notes and Details:	When tough economic times disrupt tourism patterns there is a unique opportunity to create new relationships with new travelers
Related Actions:	<ul style="list-style-type: none"> • Fill gaps and valleys to achieve true year-round economy • Balance drive market with some fly market • Increase percentage of “leisure” travelers • Engage in cutting edge electronic marketing techniques • Establish/reinforce LP as a healthy and healthful destination • Use marketing to support air and train arrivals • Showcase moves toward a greener destination • Continue to pursue sporting events that are a match for Lake Placid • Use marketing to reinforce Lake Placid’s association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment) • Brand Lake Placid for all entities to buy into • Market the Adirondack strengths of Lake Placid

Increase percentage of “leisure” travelers

Related Goals:	<ul style="list-style-type: none"> • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Raise spending per arrival • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Increase percentage of “leisure” travelers
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Multi-targeted tourism economy is more resilient • Leisure travelers tend to stay longer and spend more per day • Lake Placid is able to capitalize on its Adirondack heritage coupled with its competitive image
Notes and Details:	This market segment is important for Lake Placid to recruit
Related Actions:	<ul style="list-style-type: none"> • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve Lake Placid nightlife • Evolve all lodging products to be more current, competitive and green • Facilitate better air and train access to Lake Placid • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy • Balance drive market with some fly market • Find opportunities in current economic crisis to build relationships with new visitors • Engage in cutting edge electronic marketing techniques • Establish/reinforce LP as a healthy and healthful destination • Use marketing to support air and train arrivals • Showcase moves toward a greener destination • Market the Adirondack strengths of Lake Placid

Engage in cutting edge electronic marketing techniques

Related Goals:	<ul style="list-style-type: none"> • Build a year-round economy • Raise spending per arrival • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Engage in cutting edge electronic marketing techniques (such as twitter and facebook)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Recruitment of techno-savvy travelers (tend to be younger) • Energizing “connected” travelers who are already in Lake Placid
Notes and Details:	<ul style="list-style-type: none"> • Twitter and Facebook are booming in tourism conversion right now • Others will emerge • This market is constantly shifting and will take dedicated attention
Related Actions:	<ul style="list-style-type: none"> • Fill gaps and valleys to achieve true year-round economy • Find opportunities in current economic crisis to build relationships with new visitors • Engage in cutting edge electronic marketing techniques • Establish a base-line of data on visitor quantities, spending, demographics, broken down by season • Track changes in visitor quantities, spending, demographics

Establish/reinforce LP as a healthy and healthful destination

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Improve quality of life for all residents • Build a year-round economy • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Establish/reinforce LP as a healthy and healthful destination
Responsible Players:	
Timeline:	
Expected Outcomes:	A new wave of health-oriented visitors, events, conferences
Notes and Details:	Needs to be backed up with healthful dining, great bike and walking routes, and associated retail
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Improve Lake Placid dining experience • Make Lake Placid bicycle friendly for residents and visitors • Improve public access to waterways • Create a paved bike lane on the Ironman route and other routes • Repair the walk around Mirror Lake • Find opportunities in current economic crisis to build relationships with new visitors • Establish/reinforce LP as a healthy and healthful destination • Showcase moves toward a greener destination • Use marketing to reinforce Lake Placid's association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Use marketing to support air and train arrivals

Related Goals:	<ul style="list-style-type: none"> • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Reduce tourism's negative impacts and engineer positive benefits on the park • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Use marketing to support air and train arrivals
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • More visitors plan and take vacations to Lake Placid arriving by plane and train • New efforts to provide air, train, and associated services are reinforced
Notes and Details:	Will take a lot of coordination – the website will be very important
Related Actions:	<ul style="list-style-type: none"> • Develop a drive to become a greener community and tourism industry • Strengthen public transportation • Work on traffic routing to reduce congestion • Facilitate better air and train access to Lake Placid • Add infrastructure to support year-round tourism economy • Balance drive market with some fly market • Find opportunities in current economic crisis to build relationships with new visitors • Increase percentage of "leisure" travelers

Showcase moves toward a greener destination

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Contribute to a reasonable cost of living for Lake Placid residents • Reduce tourism's negative impacts and engineer positive benefits on the park • Be a greener destination
<p>Action:</p>	<ul style="list-style-type: none"> • Showcase moves toward a greener destination <ul style="list-style-type: none"> ○ Use marketing to prepare visitors for more environmentally compatible behavior and practices ○ Build green traveler packages (lodging, dining, arrival transportation, local transportation, activities) ○ Recruit and host green conferences and events
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Green moves are rewarded • Others are stimulated to go green too • Each bit of progress reinforces Lake Placid's green image
<p>Notes and Details:</p>	<p>This is all about creating a trend, reinforcing that trend, and courting visitors who value that trend</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Evolve all lodging products to be more current, competitive and green • Strengthen public transportation • Make Lake Placid bicycle friendly for residents and visitors • Facilitate better air and train access to Lake Placid • Use marketing to support air and train arrivals • Market the Adirondack strengths of Lake Placid

Continue to pursue sporting events that are a match for Lake Placid

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Develop a better partnership between tourism and the community • Improve quality of life for all residents • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Build a better system for rewarding volunteers • Achieve a balance among event-related, recreational, and leisure tourism patronage
<p>Action:</p>	<ul style="list-style-type: none"> • Continue to pursue sporting events that are a match for Lake Placid <ul style="list-style-type: none"> ○ Recruit sporting events that local athletes can compete in ○ Involve local government and residents in the process of recruiting events ○ Go after events that have their own following (so Lake Placid doesn't have to recruit audiences) ○ Gradually upgrade to events that generate more spending in the destination ○ Bring in events that are a match for evolving lodging/dining products
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Sports events become better "tools" for the success of the Lake Placid tourism economy • Residents become better supporters of the events • Rekindling of local passion for competitive events
<p>Notes and Details:</p>	<p>Lake Placid has the infrastructure and the reputation to choose events that match community and tourism agendas</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Open a direct and ongoing channel of communications between the tourism community and local government • Build a new sports council • Build a better system for rewarding volunteers • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Create a paved bike lane on the Ironman route and other routes • Fill gaps and valleys to achieve true year-round economy • Use marketing to reinforce Lake Placid's association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Use marketing to reinforce Lake Placid's association with competitive sports

Related Goals:	<ul style="list-style-type: none"> • Build a year-round economy • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Achieve a balance among event-related, recreational, and leisure tourism patronage • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	Use marketing to reinforce Lake Placid's association with competitive sports
Responsible Players:	
Timeline:	
Expected Outcomes:	Lake Placid "owns" the competitive sports image it wants – and can use that image to land the events it wants
Notes and Details:	
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Build a new sports council • Build a better system for rewarding volunteers • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Continue to pursue sporting events that are a match for Lake Placid • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)

Market region as place to test oneself against the same challenges world class athletes face

Related Goals:	<ul style="list-style-type: none"> • Build a year-round economy • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Achieve a balance among event-related, recreational, and leisure tourism patronage • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Lake Placid creates a significant flow of visitors who come to test themselves on the same courses and infrastructure that the world's top athletes use • This reinforces the image of Lake Placid as a competitive Mecca • This generates spectators for events • These visits are supported by new experience and retail businesses
Notes and Details:	Using Lake Placid's history and image to leverage a strong flow of those who wish they could compete
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Build a new sports council • Build a better system for rewarding volunteers • Improve sporting events for both spectators and participants • Renew, maintain, upgrade, and develop new competitive venues • Create a paved bike lane on the Ironman route and other routes • Establish/reinforce LP as a healthy and healthful destination • Continue to pursue sporting events that are a match for Lake Placid • Use marketing to reinforce Lake Placid's association with competitive sports

Brand Lake Placid for all entities to buy into

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Raise spending per arrival • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Brand Lake Placid for all entities to buy into
Responsible Players:	
Timeline:	
Expected Outcomes:	Lake Placid is able to succeed with several important target markets – and the various segments of the Lake Placid tourism economy see themselves as represented
Notes and Details:	Cover all the important facets of Lake Placid tourism in brand identity
Related Actions:	<ul style="list-style-type: none"> • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy • Balance drive market with some fly market • Find opportunities in current economic crisis to build relationships with new visitors • Increase percentage of “leisure” travelers • Establish/reinforce LP as a healthy and healthful destination • Use marketing to support air and train arrivals • Showcase moves toward a greener destination • Continue to pursue sporting events that are a match for Lake Placid • Use marketing to reinforce Lake Placid’s association with competitive sports • Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment) • Market the Adirondack strengths of Lake Placid

Market the Adirondack strengths of Lake Placid

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	<ul style="list-style-type: none"> • Market the Adirondack strengths of Lake Placid <ul style="list-style-type: none"> ○ Adirondack setting ○ Environment for outdoor activities ○ Products and experiences ○ Adirondack culture and mystique
Responsible Players:	
Timeline:	
Expected Outcomes:	Lake Placid is seen as a true year-round Adirondack destination resort community – and captures the stream of visitors that seek related experiences
Notes and Details:	Balances nicely with the competitive sports market, creating two key strengths
Related Actions:	<ul style="list-style-type: none"> • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Work with nearby communities to “raise” regional success in tourism • Make Lake Placid bicycle friendly for residents and visitors • Improve public access to waterways • Repair the walk around Mirror Lake • Fill gaps and valleys to achieve true year-round economy • Balance drive market with some fly market • Find opportunities in current economic crisis to build relationships with new visitors • Increase percentage of “leisure” travelers • Establish/reinforce LP as a healthy and healthful destination • Use marketing to support air and train arrivals • Showcase moves toward a greener destination

Establish a base-line of data

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Build a year-round economy • Raise spending per arrival • Reduce tourism's negative impacts and engineer positive benefits on the park • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Establish a base-line of data on visitor quantities, spending, demographics, broken down by season
Responsible Players:	
Timeline:	
Expected Outcomes:	If you know where you are at a given point, then you can chart progress
Notes and Details:	Primary data is very important – and the collection of it can draw together a set of volunteers and local businesses
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Facilitate tourism education for community • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Make tourism a factor in the success of local schools • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve Lake Placid nightlife • Evolve all lodging products to be more current, competitive and green • Balance drive market with some fly market • Increase percentage of "leisure" travelers • Use marketing to reinforce Lake Placid's association with competitive sports • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Use the completed plan – and Lake Placid's implementation track record – to attract new tourism investment

Track changes

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Manage tourism growth and support community's effort to manage community growth • Build a year-round economy • Raise spending per arrival • Achieve a balance among event-related, recreational, and leisure tourism patronage
<p>Action:</p>	<p>Track changes in visitor quantities, spending, demographics</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • Progress is understandable – and can be used to recruit and justify tourism investment • Residents can see that actions are yielding results • Businesses can spot trends and market into them • Marketers can see the results of actions, and plan future campaigns
<p>Notes and Details:</p>	<p>Collection and processing of data does not need to be an expensive process</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Facilitate tourism education for community • Open a direct and ongoing channel of communications between the tourism community and local government • Manage growth of industry and support community efforts to manage growth • Fill gaps and valleys to achieve true year-round economy • Establish a base-line of data on visitor quantities, spending, demographics, broken down by season • Incubate new tourism businesses • Create incentives for new/upgraded lodging development • Use the completed plan – and Lake Placid's implementation track record – to attract new tourism investment

Incubate new tourism businesses

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Raise spending per arrival • Contribute to a reasonable cost of living for Lake Placid residents • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Incubate new tourism businesses
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Higher chances that new tourism businesses will survive and thrive • Good atmosphere to encourage investment in new businesses • Builds a stronger relationship among local businesses
Notes and Details:	Some of the incubation actions can be accomplished with retired volunteers
Related Actions:	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve Lake Placid nightlife • Upgrade arrival routes and tourism corridors • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy • Establish a base-line of data on visitor quantities, spending, demographics, broken down by season • Track changes in visitor quantities, spending, demographics

Create incentives for new/upgraded lodging development

Related Goals:	<ul style="list-style-type: none">• Manage tourism growth and support community's effort to manage community growth• Build a year-round economy• Raise spending per arrival• Be a greener destination• Improve visitor experience• Achieve a balance among event-related, recreational, and leisure tourism patronage
Action:	Create incentives for new/upgraded lodging development
Responsible Players:	
Timeline:	
Expected Outcomes:	Will help in recruiting new investment in lodging – which will benefit all sectors
Notes and Details:	Will take support from residents for Town or Village to create incentives
Related Actions:	<ul style="list-style-type: none">• Develop a drive to become a greener community and tourism industry• Evolve all lodging products to be more current, competitive and green• Showcase moves toward a greener destination• Continue to pursue sporting events that are a match for Lake Placid• Use the completed plan – and Lake Placid's implementation track record – to attract new tourism investment

Attract new tourism investment

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Build a year-round economy • Raise spending per arrival • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage
<p>Action:</p>	<p>Use the completed plan – and Lake Placid's implementation track record – to attract new tourism investment</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>Success in landing new tourism investment</p>
<p>Notes and Details:</p>	<p>The best investment comes from nearby</p> <p>When a destination can show that it has a rich selection of visitor experiences and is working (and making progress) toward a tourism future, it makes it easier to invest. The collection of data, the environment for promotion, the incubation, a strong chamber, and a dedicated effort to execute the plan all send a clear message. Lake Placid has a clear momentum toward a year-round, green, double pronged (competitive events and Adirondack) tourism economy.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Open a direct and ongoing channel of communications between the tourism community and local government • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Manage growth of industry and support community efforts to manage growth • Improve Lake Placid dining experience • Improve Lake Placid retail • Improve Lake Placid nightlife • Evolve all lodging products to be more current, competitive and green • Facilitate better air and train access to Lake Placid • Add infrastructure to support year-round tourism economy • Fill gaps and valleys to achieve true year-round economy • Continue to pursue sporting events that are a match for Lake Placid • Market the Adirondack strengths of Lake Placid • Establish a base-line of data on visitor quantities, spending, demographics, broken down by season • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new/upgraded lodging development • Use the completed plan – and Lake Placid's implementation track record – to attract new tourism investment

Establish an ongoing “Lake Placid Tourism Council”

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community’s effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Raise spending per arrival • Contribute to a reasonable cost of living for Lake Placid residents • Build a better system for rewarding volunteers • Reduce tourism’s negative impacts and engineer positive benefits on the park • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage • Bring tourism’s energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
<p>Action:</p>	<ul style="list-style-type: none"> • Establish an ongoing “Lake Placid Tourism Council” led by the Essex County/Lake Placid Convention and Visitors Bureau <ul style="list-style-type: none"> ○ to execute this plan, ○ lead and police the brand ○ coordinate between public and private sectors, ○ guide the renewal of the plan, ○ and to be the voice for tourism in Lake Placid
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<ul style="list-style-type: none"> • The plan gets executed • There is a line of communication among residents, tourism businesses, and government • The momentum carries forward through plan renewal and goal evolution • Lake Placid is in charge of its future in tourism
<p>Notes and Details:</p>	<p>The Essex County/Lake Placid Convention and Visitors Bureau, coupled with the planning teams associated with this plan, and the bureau board provide key players for this council</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Facilitate tourism education for community • Hospitality training • Open a direct and ongoing channel of communications between the tourism community and local government • Build a new sports council • Build a better system for rewarding volunteers • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park

management

- Manage growth of industry and support community efforts to manage growth
- Make tourism a factor in the success of local schools
- Work with nearby communities to “raise” regional success in tourism
- Bring the tourism community behind a day care solution for Lake Placid
- Improve Lake Placid dining experience
- Improve Lake Placid retail
- Improve Lake Placid nightlife
- Improve sporting events for both spectators and participants
- Add tourism’s energy and resources to the push for affordable housing
- Evolve all lodging products to be more current, competitive and green
- Renew, maintain, upgrade, and develop new competitive venues
- Strengthen public transportation
- Make Lake Placid bicycle friendly for residents and visitors
- Work on traffic routing to reduce congestion
- Upgrade arrival routes and tourism corridors
- Improve public access to waterways
- Facilitate better air and train access to Lake Placid
- Create a paved bike lane on the Ironman route and other routes
- Repair the walk around Mirror Lake
- Add infrastructure to support year-round tourism economy
- Fill gaps and valleys to achieve true year-round economy
- Balance drive market with some fly market
- Find opportunities in current economic crisis to build relationships with new visitors
- Increase percentage of “leisure” travelers
- Engage in cutting edge electronic marketing techniques
- Establish/reinforce LP as a healthy and healthful destination
- Use marketing to support air and train arrivals
- Showcase moves toward a greener destination
- Continue to pursue sporting events that are a match for Lake Placid
- Use marketing to reinforce Lake Placid’s association with competitive sports
- Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)
- Brand Lake Placid for all entities to buy into
- Market the Adirondack strengths of Lake Placid
- Establish a base-line of data on visitor quantities, spending, demographics, broken down by season
- Track changes in visitor quantities, spending, demographics
- Incubate new tourism businesses
- Create incentives for new/upgraded lodging development
- Use the completed plan – and Lake Placid’s implementation track record – to attract new tourism investment
- Oversee the execution of this plan
- Meet annually to “renew” this plan

Oversee the execution of this plan

Related Goals:	<ul style="list-style-type: none"> • Protect character of Lake Placid (small town, friendly place to live and visit) • Develop a better partnership between tourism and the community • Reduce congestion from visitor traffic • Manage tourism growth and support community's effort to manage community growth • Improve quality of life for all residents • Become a factor in helping Lake Placid achieve affordable housing • Build a year-round economy • Strengthen the Adirondack side of the Lake Placid brand • Recreate passion/engage community • Strengthen facilities and programs related to competitive events • Regain community support for events • Raise spending per arrival • Contribute to a reasonable cost of living for Lake Placid residents • Build a better system for rewarding volunteers • Reduce tourism's negative impacts and engineer positive benefits on the park • Be a greener destination • Improve visitor experience • Achieve a balance among event-related, recreational, and leisure tourism patronage • Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community
Action:	Oversee the execution of this plan
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Progress is made in a measured manner, based on priorities established in the plan • Positive reinforcement enables each set of actions to be accomplished
Notes and Details:	It will be important to pick people to lead each action that can accomplish the actions – but to spread out the responsibility beyond a small group of people.
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Facilitate tourism education for community • Hospitality training • Open a direct and ongoing channel of communications between the tourism community and local government • Build a new sports council • Build a better system for rewarding volunteers • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Work with nearby communities to "raise" regional success in tourism • Bring the tourism community behind a day care solution for Lake Placid • Improve Lake Placid dining experience • Improve Lake Placid retail

- Improve Lake Placid nightlife
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- Establish an ongoing "Lake Placid Tourism Council" led by the Essex County/Lake Placid Convention and Visitors Bureau
- Meet annually to "renew" this plan

Meet annually to “renew” this plan

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Action:	Meet annually to “renew” this plan
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • Accomplished goals and actions are checked off – and celebrated • New goals and actions are identified • Priorities are re-assessed • Timelines are adjusted • Changes are made, where needed, among responsible parties
Notes and Details:	The renewal process should involve public input – and can be a great cause for celebration
Related Actions:	<ul style="list-style-type: none"> • Destination support for continued funding for Olympic venues • Facilitate tourism education for community • Hospitality training • Open a direct and ongoing channel of communications between the tourism community and local government • Build a new sports council • Build a better system for rewarding volunteers • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Forge a proactive partnership among tourism, conservation, and park management • Manage growth of industry and support community efforts to manage growth • Make tourism a factor in the success of local schools • Work with nearby communities to “raise” regional success in tourism • Bring the tourism community behind a day care solution for Lake Placid

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