

Brand Saranac Lake as an independent destination

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Strengthen relationship with neighboring destinations • Increase diversity and number of dining options • Foster public/business/resident partnerships to share homegrown fun with visitors • Work to make this a sustainable destination • Build a reputation as a safe, fun and friendly destination |
| Action: | Brand Saranac Lake as an independent destination under the Adirondack brand umbrella |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Saranac Lake will be considered for its strong tourism strengths, leading visitors to plan a vacation that is based in Saranac Lake. Saranac Lake will have more self respect as a destination if it doesn't see itself as an overflow market for Lake Placid. |
| Notes and Details: | <ul style="list-style-type: none"> ○ Use learning vacations to establish the destination as unique ○ Build on great outdoor experiences ○ Ground the destination in wellness, history, and arts ○ Establish the destination as “forever green” ○ Establish the destination as outside “the shadow” of Lake Placid ○ Highlight the multi-season nature of the destination |
| Related Actions: | <ul style="list-style-type: none"> • Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents • Promote and sell local products • Build a critical mass of “learning vacation” components • Increase guided tourism • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors • Tap into existing demand for learning vacations • Erase the county line in terms marketing and online sales • Establish a new point to disburse visitor information and make visitor contact • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Build a strong practice of stewardship

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| Related Goals: | <ul style="list-style-type: none">• Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts• Make sure tourism contributes to quality of life in Saranac Lake• Work to make this a sustainable destination |
| Action: | Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Bonding tourism practices to sustainable use of natural resources is a natural with this kind of destination – it's good for the ecosystem, it builds the right kind of relationship between local people and nature, and it sets a tone that recruits the right visitors and has them oriented to fit in the right way. |
| Notes and Details: | |
| Related Actions: | <ul style="list-style-type: none">• Brand Saranac Lake as an independent destination under the Adirondack brand umbrella• Build a critical mass of “learning vacation” components• Increase guided tourism• Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors• Work with DEC on winter access to trails |

Promote and sell local products

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase guided tour options • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake • Foster public/business/resident partnerships to share homegrown fun with visitors |
| Action: | Promote and sell local products |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Tourism functions in such a way that it reinforces visitor spending on products that are locally owned and operated. |
| Notes and Details: | Local products keep profits and decision making in the immediate area, helping ensure that business decisions take into account local economic and social needs. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Build a critical mass of “learning vacation” components • Increase guided tourism • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Tap into existing demand for learning vacations • Establish a new point to disburse visitor information and make visitor contact • Incubate new tourism businesses • Market to campground visitors • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Expand Dining Options

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Improve approaches to Saranac Lake • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake |
| Action: | Expand Dining Options |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Visitors and locals will have more choices, better quality, and more diversity in dining options. Visitors will value that set of options and be inclined to stay longer, spend more dining dollars in Saranac Lake, and return. |
| Notes and Details: | <ul style="list-style-type: none"> • Dining with a view is a must if Saranac Lake intends to establish itself as an outdoor-oriented destination. • Dining that is integrated into the downtown/Riverwalk/lakefront zone is also very important. |
| Related Actions: | <ul style="list-style-type: none"> • Promote and sell local products • Expand Nightlife Options • Add two shoulder season events • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Establish a new point to disburse visitor information and make visitor contact • Incubate new tourism businesses • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Expand Nightlife Options

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| Action: | Expand Nightlife Options |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Visitors and residents will have a greater selection of evening activities. This will add to the sense of destination for visitors – and will be related to tourism delivering something residents want. |
| Notes and Details: | Nightlife should be a good match for the target markets – not just any nightlife will do. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Add two shoulder season events • Build a critical mass of “learning vacation” components • Make Saranac Lake arrival more welcoming • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Add two shoulder season events

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| <p>Action:</p> | <p>Add two shoulder season events</p> |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <p>Events, when well managed, bring a host community together. Events can also serve to draw people into a destination in a period of time when occupancy is typically low.</p> |
| <p>Notes and Details:</p> | <p>Choose events that support the overall quest to stand as an independent destination focused on the outdoors, learning, wellness, history, and the arts.</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Build a critical mass of “learning vacation” components • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Erase the county line in terms marketing and online sales • Establish a new point to disburse visitor information and make visitor contact • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Build a critical mass of “learning vacation” components

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| Action: | Build a critical mass of “learning vacation” components |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <ul style="list-style-type: none"> • Learning vacations become a key component of both the local tourism economy and Saranac Lake’s tourism identity. • These vacations reinforce guided tourism in the region, generating jobs and business opportunities. • Learning vacations build lasting relationships between a key group of visitors and Saranac Lake. • Learning vacations cast a critical relationship between visitors and stewardship of resources. • They also provide a key marketing differentiator between Saranac Lake and other regional destinations. |
| Notes and Details: | <ul style="list-style-type: none"> ○ Guided experiences ○ Retreats ○ Reservation process |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Increase guided tourism • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors • Work with DEC on winter access to trails • Tap into existing demand for learning vacations • Erase the county line in terms marketing and online sales • Establish a new point to disburse visitor information and make visitor contact • Incubate new tourism businesses • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Expand the selection of current and competitive lodging

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| Action: | Expand the selection of current and competitive lodging |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Saranac Lake hosts more overnight visitors and an increasing rate per stay, ushering a new flow of economic return into the local economy. Increased overnight stays support the expansion of dining, retail, guided tourism, and nightlife by enabling a critical mass of visitors to support those economic endeavors. Competitive lodging is a must to compete for visitors who will support the dining, retail, and experience-based products. |
| Notes and Details: | <ul style="list-style-type: none"> ○ Some within the village ○ Others (including ecolodges) oriented to resources |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Build a critical mass of “learning vacation” components • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Increase guided tourism • Pursue hotel/small conference center • Erase the county line in terms marketing and online sales • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Pursue hotel/small conference center

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| Action: | Pursue hotel/small conference center |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Provides meeting space for small groups, including some of the learning vacation products. Opens opportunities to recruit nature, wellness, sustainable and other related small conferences. |
| Notes and Details: | Could be resource-oriented or could tie into downtown/Riverwalk/lakefront |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Build a critical mass of “learning vacation” components • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Cluster dining and retail in downtown area

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| Related Goals: | <ul style="list-style-type: none"> • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Increase accessibility • Improve approaches to Saranac Lake • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake |
| Action: | Cluster dining and retail in downtown area |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Clustered tourism services enable visitors to move through a tourism zone as pedestrians. These pedestrians are more likely to duck into more shops – and their very presence invites other visitors to stop and join them. |
| Notes and Details: | Clustering should be an encouraged trend, not a heavy-handed move. Once there is a nucleus, market forces will draw most other businesses closer. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Make Saranac Lake arrival more welcoming • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors • Establish a new point to disburse visitor information and make visitor contact • Incubate new tourism businesses • Engage in website development (www.saranaclake.com) |

Complete Riverwalk and line it with visitor-related retail and dining

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| <p>Action:</p> | <p>Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings)</p> |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <p>The Riverwalk opens a key opportunity (as discovered by numerous other destinations) to tie dining and retail to a positive water-oriented outdoor environment. Saranac Lake can build this into such a positive experience that it will be difficult for other regional destinations to compete.</p> |
| <p>Notes and Details:</p> | <p>The ability to have an outdoor meal, grab an ice cream, shop for local crafts, etc. while wandering the Riverwalk gives Saranac Lake an economic return on the Riverwalk.</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors |

Create a pedestrian-friendly, visitor-friendly downtown

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| Action: | Create a pedestrian-friendly, visitor-friendly downtown |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Visitors who move through a destination on their feet usually have more fun than those who have to find a new parking place for every stop. That fun translates into spending and repeat visits. The view of visitors walking through a friendly-looking tourism zone stimulates others to participate – much more than advertising or promotion. |
| Notes and Details: | Link downtown to lakefront and Riverwalk – with no traffic barriers. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors • Establish a new point to disburse visitor information and make visitor contact • Engage in website development (www.saranaclake.com) |

Improve and/or establish public transportation

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| Action: | Improve and/or establish public transportation |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Visitors are able to move easily, without their own vehicles, around the destination and to and from trains and airports. Those seeking guided experiences may not need a local vehicle at all. |
| Notes and Details: | <ul style="list-style-type: none"> ○ To and from Lake Placid ○ To and from airport ○ To and from Amtrak |
| Related Actions: | <ul style="list-style-type: none"> • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors |

Make parking easily available and easy for visitors to find

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| Related Goals: | <ul style="list-style-type: none"> • Make historic downtown more inviting to visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase accessibility • Improve approaches to Saranac Lake • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake • Foster public/business/resident partnerships to share homegrown fun with visitors • Work to make this a sustainable destination • Build a reputation as a safe, fun and friendly destination |
| Action: | Make parking easily available and easy for visitors to find – signage, add to maps |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | People can easily find parking and move into a pedestrian relationship with downtown, riverwalk, lake front, and nearby lodging. |
| Notes and Details: | Parking without tolls would be a refreshing discovery for visitors. |
| Related Actions: | <ul style="list-style-type: none"> • Make Saranac Lake arrival more welcoming • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Enhance accessibility, downtown and trails, for visitors and residents • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors • Establish recreational path between Saranac Lake and Lake Placid • Establish a new point to disburse visitor information and make visitor contact |

Enhance accessibility

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| Related Goals: | <ul style="list-style-type: none">• Make historic downtown more inviting to visitors• Increase accessibility• Make sure tourism contributes to quality of life in Saranac Lake• Build a reputation as a safe, fun and friendly destination |
| Action: | Enhance accessibility <ul style="list-style-type: none">○ downtown○ trails |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Saranac Lake is accommodating of the needs of those who are physically challenged and develops a reputation that draws a good response from this market niche. |
| Notes and Details: | for visitors and residents |
| Related Actions: | <ul style="list-style-type: none">• Make Saranac Lake arrival more welcoming• Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings)• Create a pedestrian-friendly, visitor-friendly downtown• Improve and/or establish public transportation• Make parking easily available and easy for visitors to find – signage, add to maps• Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors• Establish recreational path between Saranac Lake and Lake Placid• Establish a new point to disburse visitor information and make visitor contact |

Develop Trail Masterplan

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| Action: | Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | There is a full understanding among residents, those involved in delivering tourism experiences, and visitors related to trails, usage and limits on each (both public and commercial), dates of usage, and how those trails connect with each other. |
| Notes and Details: | Include water trails. |
| Related Actions: | <ul style="list-style-type: none"> • Increase guided tourism • Enhance accessibility, downtown and trails, for visitors and residents • Establish recreational path between Saranac Lake and Lake Placid • Accommodate road biking opportunities |

Establish recreational path between Saranac Lake and Lake Placid

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| Action: | Establish recreational path between Saranac Lake and Lake Placid |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Residents and visitors have a route to and from Lake Placid for running, biking, cross country skiing, etc. |
| Notes and Details: | There may be more benefit to residents than visitors on this. |
| Related Actions: | <ul style="list-style-type: none">• Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents• Enhance accessibility, downtown and trails, for visitors and residents• Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors• Accommodate road biking opportunities• Work with DEC on winter access to trails |

Work with DEC on winter access to trails

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| Action: | Work with DEC on winter access to trails |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Visitors and guided groups have access to more trails in the winter. This strengthens the potential of the winter season (guided experiences, lodging occupancy, dining, retail). |
| Notes and Details: | |
| Related Actions: | <ul style="list-style-type: none">• Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents• Build a critical mass of “learning vacation” components• Increase guided tourism• Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors• Establish recreational path between Saranac Lake and Lake Placid |

Tap into existing demand for learning vacations

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| Action: | Tap into existing demand for learning vacations |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | There is already a strong national and international demand for learning vacations. Saranac Lake intends to develop products that respond to this demand and then use conversion marketing to focus this demand on Saranac Lake products. |
| Notes and Details: | <ul style="list-style-type: none"> • Could partner with national/international organizations that specialize in learning vacations. • Good reasons to involve the college and maybe other nearby universities. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents • Build a critical mass of “learning vacation” components • Increase guided tourism • Expand the selection of current and competitive lodging • Pursue hotel/small conference center |

Erase the county line in terms marketing and online sales

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| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Tourism planning, development, and marketing see the same Saranac Lake that visitors do – one community. |
| Notes and Details: | In tourism, there is a time for partnerships – and this is it! |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Make Saranac Lake arrival more welcoming • Develop coop advertising opportunities with the private sector |

Establish a new point to disburse visitor information & make visitor contact

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Improve approaches to Saranac Lake • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake • Foster public/business/resident partnerships to share homegrown fun with visitors • Build a reputation as a safe, fun and friendly destination |
| Action: | Establish a new point to disburse visitor information and make visitor contact |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Visitors have expanded opportunities to learn about Saranac Lake's tourism offerings, public infrastructure, events, etc. |
| Notes and Details: | This is underway. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Make Saranac Lake arrival more welcoming • Make parking easily available and easy for visitors to find – signage, add to maps • Erase the county line in terms marketing and online sales • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Establish a base-line of data

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| Related Goals: | <ul style="list-style-type: none">• Grow existing tourism economy• Create jobs and business opportunities• Grow quantity and quality of local lodging• Enhance nightlife for residents and visitors• Encourage people who recreate in Saranac Lake to lodge in Saranac Lake• Increase guided tour options• Increase diversity and number of dining options• Make sure tourism contributes to quality of life in Saranac Lake• Work to make this a sustainable destination |
| Action: | Establish a base-line of data on visitor quantities, spending, demographics |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | If you know where you are at a given point, then you can chart progress |
| Notes and Details: | <ul style="list-style-type: none">• Primary data is very important – and the collection of it can draw together a set of volunteers and local businesses• Collect info from visitors to existing events: rugby, carnival, canoe races as well as ongoing data relative to visitors |
| Related Actions: | <ul style="list-style-type: none">• Expand Dining Options• Expand Nightlife Options• Increase guided tourism• Expand the selection of current and competitive lodging• Pursue hotel/small conference center• Track changes in visitor quantities, spending, demographics• Meet annually to “renew” this plan |

Track changes

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase guided tour options • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake • Work to make this a sustainable destination |
| Action: | Track changes in visitor quantities, spending, demographics |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <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 |
| Notes and Details: | Collection and processing of data does not need to be an expensive process |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Meet annually to “renew” this plan |

Incubate new tourism businesses

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Increase guided tour options • Increase diversity and number of dining options • Foster public/business/resident partnerships to share homegrown fun with visitors • Work to make this a sustainable destination • Build a reputation as a safe, fun and friendly destination |
| 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"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Develop coop advertising opportunities with the private sector • Engage in website development (www.saranaclake.com) |

Market to campground visitors

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| Related Goals: | <ul style="list-style-type: none">• Grow existing tourism economy• Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts• Create jobs and business opportunities• Enhance nightlife for residents and visitors• Increase guided tour options• Increase diversity and number of dining options• Foster public/business/resident partnerships to share homegrown fun with visitors• Work to make this a sustainable destination• Build a reputation as a safe, fun and friendly destination |
| Action: | Market to campground visitors |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Build a relationship between Saranac Lake and those patronizing campgrounds in the area. |
| Notes and Details: | |
| Related Actions: | <ul style="list-style-type: none">• Brand Saranac Lake as an independent destination under the Adirondack brand umbrella• Tap into existing demand for learning vacations• Erase the county line in terms marketing and online sales• Establish a new point to disburse visitor information and make visitor contact• Develop coop advertising opportunities with the private sector• Engage in website development (www.saranaclake.com) |

Develop coop advertising opportunities with the private sector

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase guided tour options • Increase diversity and number of dining options • Foster public/business/resident partnerships to share homegrown fun with visitors • Build a reputation as a safe, fun and friendly destination |
| Action: | Develop coop advertising opportunities with the private sector |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Create a mechanism that promotes Saranac Lake as a destination and enables private sector enterprises to promote themselves in conjunction. |
| Notes and Details: | This can be web based, advertising buys or even a printed piece for distribution to arriving visitors. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Tap into existing demand for learning vacations • Erase the county line in terms marketing and online sales • Establish a new point to disburse visitor information and make visitor contact • Engage in website development (www.saranaclake.com) |

Engage in website development

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase guided tour options • Increase diversity and number of dining options • Work to make this a sustainable destination • Build a reputation as a safe, fun and friendly destination |
| Action: | Engage in website development (www.saranaclake.com) |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Upgrade the current website to reflect the new market position that Saranac Lake intends to occupy, and make that website perform well with the target markets. |
| Notes and Details: | Needs to link strongly (and fairly) to area tourism businesses. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Promote and sell local products • Make Saranac Lake arrival more welcoming • Tap into existing demand for learning vacations • Erase the county line in terms marketing and online sales • Establish a new point to disburse visitor information and make visitor contact • Market to campground visitors • Develop coop advertising opportunities with the private sector |

Establish an ongoing “Saranac Lake Tourism Council”

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase accessibility • Improve approaches to Saranac Lake • Increase guided tour options • Strengthen relationship with neighboring destinations • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake • Foster public/business/resident partnerships to share homegrown fun with visitors • Work to make this a sustainable destination • Build a reputation as a safe, fun and friendly destination |
| Action: | <p>Establish an ongoing “Saranac Lake Tourism Council”</p> <ul style="list-style-type: none"> ○ to execute this plan, ○ coordinate between public and private sectors, ○ guide the renewal of the plan, ○ and to be the voice for tourism in Saranac Lake |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <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 • Saranac Lake is in charge of its future in tourism |
| Notes and Details: | This committee can serve as the nucleus for the council. |
| Related Actions: | <ul style="list-style-type: none"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Build a critical mass of “learning vacation” components • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Increase guided tourism • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown |

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| | <ul style="list-style-type: none">• Improve and/or establish public transportation• Make parking easily available and easy for visitors to find – signage, add to maps• Enhance accessibility, downtown and trails, for visitors and residents• Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors• Establish recreational path between Saranac Lake and Lake Placid• Accommodate road biking opportunities – county actions• Work with DEC on winter access to trails• Tap into existing demand for learning vacations• Erase the county line in terms marketing and online sales• Establish a new point to disburse visitor information and make visitor contact• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics• Incubate new tourism businesses• Market to campground visitors• Develop coop advertising opportunities with the private sector• Engage in website development (www.saranaclake.com)• Oversee the execution of this plan• Meet annually to “renew” this plan |
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Oversee the execution of this plan

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase accessibility • Improve approaches to Saranac Lake • Increase guided tour options • Strengthen relationship with neighboring destinations • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake • Foster public/business/resident partnerships to share homegrown fun with visitors • Work to make this a sustainable destination • Build a reputation as a safe, fun and friendly destination |
| 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"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Build a critical mass of “learning vacation” components • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Increase guided tourism • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps • Enhance accessibility, downtown and trails, for visitors and residents • Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors |

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| | <ul style="list-style-type: none">• Establish recreational path between Saranac Lake and Lake Placid• Accommodate road biking opportunities – county actions• Work with DEC on winter access to trails• Tap into existing demand for learning vacations• Erase the county line in terms marketing and online sales• Establish a new point to disburse visitor information and make visitor contact• Establish a base-line of data on visitor quantities, spending, demographics• Track changes in visitor quantities, spending, demographics• Incubate new tourism businesses• Market to campground visitors• Develop coop advertising opportunities with the private sector• Engage in website development (www.saranaclake.com)• Establish an ongoing “Saranac Lake Tourism Council”• Meet annually to “renew” this plan |
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Meet annually to “renew” this plan

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| Related Goals: | <ul style="list-style-type: none"> • Grow existing tourism economy • Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts • Create jobs and business opportunities • Make historic downtown more inviting to visitors • Grow quantity and quality of local lodging • Enhance nightlife for residents and visitors • Encourage people who recreate in Saranac Lake to lodge in Saranac Lake • Increase accessibility • Improve approaches to Saranac Lake • Increase guided tour options • Strengthen relationship with neighboring destinations • Increase diversity and number of dining options • Make sure tourism contributes to quality of life in Saranac Lake • Foster public/business/resident partnerships to share homegrown fun with visitors • Work to make this a sustainable destination • Build a reputation as a safe, fun and friendly destination |
| 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"> • Brand Saranac Lake as an independent destination under the Adirondack brand umbrella • Build a strong practice of stewardship for those protected resources important to the tourism economy and local residents • Promote and sell local products • Expand Dining Options • Expand Nightlife Options • Add two shoulder season events • Build a critical mass of “learning vacation” components • Make Saranac Lake arrival more welcoming • Engage in hospitality training • Increase guided tourism • Expand the selection of current and competitive lodging • Pursue hotel/small conference center • Cluster dining and retail in downtown area • Complete Riverwalk and line it with visitor-related retail and dining (shops in backs of existing buildings) • Create a pedestrian-friendly, visitor-friendly downtown • Improve and/or establish public transportation • Make parking easily available and easy for visitors to find – signage, add to maps |

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