

Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures

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| Related Goals: | <ul style="list-style-type: none"> • Maintain small town atmosphere – and keep Schroon Lake a place residents want to live • Grow tourism economy • Become a base camp for Adirondack adventures • Increase number and competitiveness of lodging opportunities in Schroon Lake • Generate jobs and business opportunities • Make that economy function much of the year • Generate higher return per visitor • Have a higher percentage of visitors sleeping in Schroon Lake • Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination |
| Action: | Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Schroon Lake will establish a flow of multi-night visitors that engage in a variety of Adirondack products and experiences around Schroon Lake and within the range of a day outing. |
| Notes and Details: | Success is dependent upon upgrading lodging, improving curb appeal, and bringing tourism to the lakefront. |
| Related Actions: | <ul style="list-style-type: none"> • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment |

Evolve lodging to be more current and competitive

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| <p>Action:</p> | <ul style="list-style-type: none"> • Evolve lodging to be more current and competitive <ul style="list-style-type: none"> ○ Secure the development of new competitive, appropriately scaled and designed lodging ○ Evolve the existing lodging products to be more competitive and current |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <ul style="list-style-type: none"> • Longer stays • Higher nightly rates • More spending in dining and retail • More experience-based tourism activities • More jobs and business opportunities |
| <p>Notes and Details:</p> | <p>Success in this is dependent on success in cleaning up curb appeal – and directly related</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using architectural standards • Improve curb appeal between Northway entrances north and south of Schroon Lake • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment |

Bring tourism to the Lakeshore

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| <p>Action:</p> | <ul style="list-style-type: none"> • Bring tourism to the Lakeshore (lodging, dining, experiences) <ul style="list-style-type: none"> • Expand opportunities for visitors to be “on” the lake <ul style="list-style-type: none"> • Rental equipment • Float Plane • Touring Boat |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <p>Opens the door for Schroon Lake to claim the identity of Adirondack Lakeside Resort</p> <p>Raises the likelihood of success in other crucial areas (upgrading lodging, becoming base camp, raising spending per arrival)</p> |
| <p>Notes and Details:</p> | <p>The competition has lakeside lodging and dining – Schroon Lake has to achieve this to successfully compete</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Increase outdoor events year-round and make them profitable for Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar |

Strengthen destination appeal using music and arts

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| Action: | Strengthen destination appeal using music and arts |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <ul style="list-style-type: none"> • Rounds out the sense of destination • Creates opportunities for visitor spending that stays in the economy |
| Notes and Details: | This step does not pay well until there are good opportunities for visitors to sleep in Schroon Lake |
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Strengthen destination appeal using architectural standards

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| <p>Action:</p> | <p>Strengthen destination appeal using architectural standards</p> |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <p>Will build an iconic view of Schroon Lake that will underline Schroon Lake's identity as an Adirondack Lakeside Resort.</p> |
| <p>Notes and Details:</p> | <p>Remember the classic Schroon Lake resort look? It's time to recreate that look – as translated to the present.</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Improve curb appeal between Northway entrances north and south of Schroon Lake • Package lodging with experiences • Create incentives for new lodging development |

Build a closer relationship between the destination and Word of Life

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| Action: | Build a closer, more symbiotic relationship between the destination and Word of Life |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | There are many opportunities for the town and Word of Life to live together symbiotically. If the relationship improves, local facilities can expand Word of Life capacity – and those visiting Word of Life can become patrons of Schroon Lake businesses. Similarly, there might be events that could be held jointly, using town and organization facilities. |
| Notes and Details: | |
| Related Actions: | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Increase outdoor events year-round and make them profitable for Schroon Lake • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar |

Make better use of state land

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| Action: | Make better use of state land |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <p>Better opportunities for guided tourism More opportunities for recreation on state land Opportunities to make Schroon Lake a true year-round destination</p> |
| Notes and Details: | Needs to be a two-way partnership |
| Related Actions: | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Bring tourism to the Lakeshore (lodging, dining, experiences) • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar |

Increase outdoor events year-round

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| <p>Action:</p> | <p>Increase outdoor events year-round and make them profitable for Schroon Lake</p> |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <ul style="list-style-type: none"> • Events are good tools to bring visitors to a destination when demand is low • Good planning can raise occupancy, keep dining establishments open, boost retail, and prevent slow season layoffs of tourism and retail employees • Events can also bring a community closer together |
| <p>Notes and Details:</p> | <p>Need to pick events that residents are excited about and willing to work on together</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Make better use of state land • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar |

Improve curb appeal

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| <p>Action:</p> | <p>Improve curb appeal between Northway entrances north and south of Schroon Lake</p> |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <p>If this one thing could be accomplished it makes every other action much more likely to succeed</p> |
| <p>Notes and Details:</p> | <ul style="list-style-type: none"> • Celebrate, publicly, loudly, every bit of progress • Get everyone behind this • Volunteer to help those who can't afford to make the needed changes |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using architectural standards • Increase outdoor events year-round and make them profitable for Schroon Lake • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses |

Expand equipment rentals

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| Action: | Expand equipment rentals (bikes, power boats, kayaks, canoes, snowshoes, etc.) |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <ul style="list-style-type: none"> • Opens the door for more visitors, based in Schroon Lake, to engage in outdoor activities • Opens the door for guided adventures • Opens the door for learning new outdoor skills • More activities directly translate into more nights lodging, more dining, more retail |
| Notes and Details: | Start small and grow as demand grows |
| Related Actions: | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Bring tourism to the Lakeshore (lodging, dining, experiences) • Make better use of state land • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Incubate new tourism businesses • Create incentives for new lodging development |

Build a repertoire of tourism experiences & products close to Schroon Lake

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| Action: | Build a repertoire of tourism experiences and products close to Schroon Lake |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <ul style="list-style-type: none"> • Visitors have exciting options for outdoor experiences (and experience-based products) that give them reasons to base in Schroon Lake • Residents have business opportunities and jobs that get them out into the forest and on the lake doing things they love |
| Notes and Details: | These are outings that are run by local businesses – generating jobs and profits that stay in Schroon Lake – and become the core reasons for coming to Schroon Lake. |
| Related Actions: | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Expand equipment rentals • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Incubate new tourism businesses • Create incentives for new lodging development |

Build repertoire of tourism experiences and products that are within the range of a day trip

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| <p>Action:</p> | <p>Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake)</p> |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <p>These experiences expand the options for visitors basing out of Schroon Lake, making it a more desirable choice – and leading to longer stays.</p> |
| <p>Notes and Details:</p> | <p>Need to be careful to choose products that don’t constitute competition for similar offerings in Schroon Lake – or you’ll end up supporting competition for your local businesses.</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake’s tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Create incentives for new lodging development |

Package lodging with experiences

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| Action: | Package lodging with experiences |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | <ul style="list-style-type: none"> • Visitors come to view Schroon Lake as a destination – the sum of the exciting experiences one can have and the desirable lodging one can base from. Experiences help sell lodging – lodging reinforces businesses. • Visitors can “buy everything” at one web site or with one call – rather than having to go here and there to figure out how to do what they want. |
| Notes and Details: | Paint an image of the vacation they want, and show them you have thought of all the details. |
| Related Actions: | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Create incentives for new lodging development |

Establish online list of visitor experiences that can be achieved from a Schroon Lake base camp

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| Action: | Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Visitors come to see Schroon Lake as THE place they want to base for their Adirondack adventures. Then all they have to choose is which of the great lodging choices (that will evolve) and which dates they want to come. |
| Notes and Details: | This list should be rich in images – not just words |
| Related Actions: | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Incubate new tourism businesses |

Establish a base-line of data

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| <p>Action:</p> | <p>Establish a base-line of data on visitor quantities, spending, demographics</p> |
| <p>Responsible Players:</p> | |
| <p>Timeline:</p> | |
| <p>Expected Outcomes:</p> | <p>If you know where you are at a given point, then you can chart progress</p> |
| <p>Notes and Details:</p> | <p>Primary data is very important – and the collection of it can draw together a set of volunteers and local businesses</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Build a closer, more symbiotic relationship between the destination and Word of Life • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment • Meet annually to "renew" this plan |

Track changes

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| 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"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Build a closer, more symbiotic relationship between the destination and Word of Life • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Establish a base-line of data on visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment • Establish an ongoing “Schroon Lake Tourism Council” under the Schroon |

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| | <p>Lake Chamber of Commerce</p> <ul style="list-style-type: none">• Meet annually to “renew” this plan |
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Incubate new tourism businesses

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| 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"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment |

Create incentives for new lodging development

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| Related Goals: | <ul style="list-style-type: none"> • Maintain small town atmosphere – and keep Schroon Lake a place residents want to live • Grow tourism economy • Become a base camp for Adirondack adventures • Increase number and competitiveness of lodging opportunities in Schroon Lake • Generate jobs and business opportunities • Make that economy function much of the year • Generate higher return per visitor • Have a higher percentage of visitors sleeping in Schroon Lake • Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination |
| Action: | Create incentives for new 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"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment |

Attract new tourism investment

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| Related Goals: | <ul style="list-style-type: none"> • Maintain small town atmosphere – and keep Schroon Lake a place residents want to live • Grow tourism economy • Become a base camp for Adirondack adventures • Increase number and competitiveness of lodging opportunities in Schroon Lake • Generate jobs and business opportunities • Make that economy function much of the year • Generate higher return per visitor • Have a higher percentage of visitors sleeping in Schroon Lake • Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination |
| Action: | Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment |
| Responsible Players: | |
| Timeline: | |
| Expected Outcomes: | Success in landing new tourism investment |
| Notes and Details: | <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.</p> |
| Related Actions: | <ul style="list-style-type: none"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Establish an ongoing "Schroon Lake Tourism Council" under the Schroon Lake Chamber of Commerce |

Establish an ongoing “Schroon Lake Tourism Council”

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| <p>Related Goals:</p> | <ul style="list-style-type: none"> • Maintain small town atmosphere – and keep Schroon Lake a place residents want to live • Grow tourism economy • Become a base camp for Adirondack adventures • Increase number and competitiveness of lodging opportunities in Schroon Lake • Generate jobs and business opportunities • Make that economy function much of the year • Generate higher return per visitor • Have a higher percentage of visitors sleeping in Schroon Lake • Recapture Schroon Lake’s status as a leading Adirondack Lakeside Destination |
| <p>Action:</p> | <ul style="list-style-type: none"> • Establish an ongoing “Schroon Lake Tourism Council” under the Schroon Lake Chamber of Commerce <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 Schroon Lake |
| <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 • Schroon Lake is in charge of its future in tourism |
| <p>Notes and Details:</p> | <p>The planning group can serve as a nucleus for the council</p> |
| <p>Related Actions:</p> | <ul style="list-style-type: none"> • Establish Schroon Lake’s tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Build a closer, more symbiotic relationship between the destination and Word of Life • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics |

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| | <ul style="list-style-type: none">• Incubate new tourism businesses• Create incentives for new lodging development• Use the completed plan – and Schroon Lake’s implementation track record – to attract new tourism investment• Oversee the execution of this plan• Meet annually to “renew” this plan |
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Oversee the execution of this plan

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| Related Goals: | <ul style="list-style-type: none"> • Maintain small town atmosphere – and keep Schroon Lake a place residents want to live • Grow tourism economy • Become a base camp for Adirondack adventures • Increase number and competitiveness of lodging opportunities in Schroon Lake • Generate jobs and business opportunities • Make that economy function much of the year • Generate higher return per visitor • Have a higher percentage of visitors sleeping in Schroon Lake • Recapture Schroon Lake's status as a leading Adirondack Lakeside 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"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Build a closer, more symbiotic relationship between the destination and Word of Life • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment • Establish an ongoing "Schroon Lake Tourism Council" under the Schroon Lake Chamber of Commerce |

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Meet annually to “renew” this plan

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| Related Goals: | <ul style="list-style-type: none"> • Maintain small town atmosphere – and keep Schroon Lake a place residents want to live • Grow tourism economy • Become a base camp for Adirondack adventures • Increase number and competitiveness of lodging opportunities in Schroon Lake • Generate jobs and business opportunities • Make that economy function much of the year • Generate higher return per visitor • Have a higher percentage of visitors sleeping in Schroon Lake • Recapture Schroon Lake's status as a leading Adirondack Lakeside 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"> • Establish Schroon Lake's tourism identity as an Adirondack Lakeside Resort and Base Camp for Adirondack Adventures • Evolve the lodging product to be more current and competitive • Bring tourism to the Lakeshore (lodging, dining, experiences) • Strengthen destination appeal using music and arts • Strengthen destination appeal using architectural standards • Build a closer, more symbiotic relationship between the destination and Word of Life • Make better use of state land • Increase outdoor events year-round and make them profitable for Schroon Lake • Improve curb appeal between Northway entrances north and south of Schroon Lake • Expand equipment rentals • Build a repertoire of tourism experiences and products close to Schroon Lake • Expand on tourism “products” that relate to outdoor experiences close to Schroon Lake • Build (and keep updated) repertoire of tourism experiences and products that are within the range of a day trip (lodging in Schroon Lake) • Package lodging with experiences • Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Schroon Lake's implementation track record – to attract new tourism investment |

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