

Build new products that “deliver” history experiences

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort’s success • Continue revitalization of downtown, with a focus on heritage buildings • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga’s history-related event economy • Guide the local culture, especially the younger generation, to be more hospitality minded • Guide the local culture, especially the younger generation, to be more entrepreneurial
Action:	Build new products that “deliver” history experiences
Responsible Players:	
Timeline:	
Expected Outcomes:	<p>With the sawmill, Ticonderoga is expected to be in an excellent place to pitch itself as a heritage destination. Every new history related product and experience adds to that credibility and extends the length of visitor stays. As each new product is announced and later comes on line, there is a renewal of media attention on Ticonderoga and its unique connection to history, reinforcing reasons to visit – and come back again.</p> <p>Products yield jobs and revenues that stay in the local economy.</p>
Notes and Details:	<ul style="list-style-type: none"> • Special emphasis on interactive experiences • Products that turn existing experiences into conduits for visitor dollars into local economy • Products that expand Ti’s image as a heritage destination
Related Actions:	<ul style="list-style-type: none"> • Continue the restoration and revitalization of historic downtown • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Strengthen Ticonderoga’s image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti’s history experience as interactive

Continue the restoration and revitalization of historic downtown

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy • Guide the local culture, especially the younger generation, to be more hospitality minded • Guide the local culture, especially the younger generation, to be more entrepreneurial
Action:	Continue the restoration and revitalization of historic downtown
Responsible Players:	
Timeline:	
Expected Outcomes:	<p>Combined with the sawmill, the expansion of the La Chute trail, the potential of new downtown based lodging, and the potential of an ongoing timber framing demonstration, restoration of historic downtown creates a focus for visitor activity.</p> <p>Successful generation of sawmill-related craft and artisan businesses can create demand for downtown retail space.</p> <p>The increase in visitor activity downtown will spur new dining and retail demand for downtown space.</p>
Notes and Details:	<ul style="list-style-type: none"> • Recruit new tourism-related retail and dining businesses for downtown • Encourage existing tourism-related businesses to move to downtown and/or to expand in downtown
Related Actions:	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Create incentives for new lodging development • Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment

Expand lodging

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Build supporting outdoor recreation economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy • Guide the local culture, especially the younger generation, to be more hospitality minded
<p>Action:</p>	<p>Expand lodging offerings, both in terms of numbers of rooms and amenities</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>A number of new products will draw visitors to Ticonderoga – and keep them coming back. Ticonderoga greatly increases income from visitors when they are able to lodge locally.</p> <p>More local lodging will also generate more local employment – and enable more people to stay in Ticonderoga where they can purchase more meals, engage in more activities, and spend in retail shops.</p>
<p>Notes and Details:</p>	<ul style="list-style-type: none"> • Secure the development of new appropriately scaled, current, and competitive lodging • Encourage existing lodging establishments to “raise the value” of rooms
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Continue the restoration and revitalization of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • 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 Ticonderoga's implementation track record – to attract new tourism investment

Cluster tourism-related businesses in downtown

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Make the economy more year round • Strengthen Ticonderoga’s history-related event economy
Action:	Cluster tourism-related businesses in one section of historic downtown
Responsible Players:	
Timeline:	
Expected Outcomes:	Clustering tourism-related retail helps visitors figure out where to land, and gives them a sense that there is a critical mass of retail they might be interested in. It also tends to generate the appearance of more visitors on the sidewalks – which is the best way to pull others out of their cars.
Notes and Details:	This should be seen as a slow, voluntary migration, with encouragement and cheerleading.
Related Actions:	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Expand on visitor-related dining and retail • Strengthen Ticonderoga’s image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti’s history experience as interactive • Use the completed plan – and Ticonderoga’s implementation track record – to attract new tourism investment

Conduct tourism training for residents

Related Goals:	<ul style="list-style-type: none">• Generate jobs and business opportunities• Make the economy more year round• Guide the local culture, especially the younger generation, to be more hospitality minded• Guide the local culture, especially the younger generation, to be more entrepreneurial
Action:	Conduct tourism training for residents
Responsible Players:	
Timeline:	
Expected Outcomes:	Residents have a better understanding of the economic benefits of having visitors passing through Ticonderoga. Residents are more welcoming of visitors. Residents are more likely to seek tourism employment or start new tourism-related businesses.
Notes and Details:	
Related Actions:	<ul style="list-style-type: none">• Bring in hospitality training (and repeat periodically)• Incubate new tourism businesses• Create incentives for new lodging development

Rebuild and open the historic French Sawmill

<p>Related Goals:</p>	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy • Guide the local culture, especially the younger generation, to be more entrepreneurial
<p>Action:</p>	<p>Rebuild and open the historic French Sawmill as a working sawmill at the top of the falls in the park</p>
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>The sawmill becomes a tremendous driver of the Ticonderoga history-based tourism economy, drawing visitors, engaging them for extended periods of time, attracting them back for winter views, spawning a number of related businesses (from traditional logging to both traditional and contemporary crafts based on sawmill output), supporting additional lodging, keeping people in town long enough to need dining, stimulating an interest in traditional timber framing, anchoring one end of the La Chute River Trail, and adding a human side to the story told at the fort.</p>
<p>Notes and Details:</p>	<p>It will be important to design the organizational structure of this entity in such a way that it is perpetually guided in a way that serves Ticonderoga – and operated in a way that draws a steady flow of visitors.</p> <p>The process of constructing the sawmill is a huge tourism experience to market – and to use to fill rooms.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Incubate new tourism businesses

	<ul style="list-style-type: none">• Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment• Establish legal entities as needed to accomplish various components of this plan
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Coordinate sawmill-related tourism business opportunities

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Action:	Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings
Responsible Players:	
Timeline:	
Expected Outcomes:	<p>The sawmill opens a whole raft of potential visitor-related businesses, starting with the harvest of logs for the mill, continuing through to the sale of lumber and beams generated by the mill, including traditional timber frame construction, and culminating in both traditional and contemporary crafts and woodworking products that incorporate (or base off) wood products from the sawmill.</p> <p>Each of these businesses has the opportunity to reap economic rewards from the visitors drawn to Ticonderoga by the sawmill – and to engage those visitors further so they are inclined to use local lodging and dining opportunities.</p> <p>Further, these businesses should be encouraged to base in historic downtown buildings reconstructed to bring Ti's historic downtown to life!</p> <p>Given time, Ticonderoga can leverage these sawmill-related tourism businesses into a reputation as a center for arts and crafts.</p>
Notes and Details:	
Related Actions:	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination

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Extend the river walk upstream

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Action:	Extend the river walk upstream along the La Chute
Responsible Players:	
Timeline:	
Expected Outcomes:	<p>Extends trail from the park to Lake George, showcasing the exciting history of the La Chute River.</p> <p>Strengthens the case for Ticonderoga as a history-related destination</p> <p>Reinforces downtown as the hub for visitor activities</p>
Notes and Details:	
Related Actions:	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Create incentives for new lodging development • Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment

Recruit a timber-framing business

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Action:	Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites
Responsible Players:	
Timeline:	
Expected Outcomes:	<p>Combined with the sawmill, timber framing creates an ongoing “circus” of history-related “live” tourism experiences. Visitors will be able to watch new structures come to life and see how traditional construction techniques and tools work.</p> <p>With a constant flow of new timber framing projects, there will always be something new to see in Ticonderoga – driving return visits and building long term relationships between some visitors and the destination.</p>
Notes and Details:	No direct revenues need to flow between visitors and timber framers to make this an incredible draw for Ticonderoga.
Related Actions:	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment

Expand on visitor-related dining and retail

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Action:	Expand on visitor-related dining and retail
Responsible Players:	
Timeline:	
Expected Outcomes:	Expanded and diversified offerings will help channel more visitor dollars into the local economy, support jobs, and add to the reasons that visitors return in the future.
Notes and Details:	<ul style="list-style-type: none"> • Recruit new visitor-related retail and dining businesses • Encourage existing dining a retail to expand and upgrade services
Related Actions:	<ul style="list-style-type: none"> • Build new products that "deliver" history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can "construct" new structures between downtown and the river walk and then move them to permanent sites. • Grow "history-related" events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment

Grow “history-related” events

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Action:	Grow “history-related” events
Responsible Players:	
Timeline:	
Expected Outcomes:	Events, coupled with the new year-round draws, will pull new visitors into the Ticonderoga economy and introduce them to the collection of new retail, lodging, and dining businesses that are developed.
Notes and Details:	<ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments
Related Actions:	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Expand on visitor-related dining and retail • Strengthen Ticonderoga’s image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti’s history experience as interactive • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Ticonderoga’s implementation track record – to attract new tourism investment

Grow outdoor products and experiences, including fishing tournaments

Related Goals:	<ul style="list-style-type: none"> • Build supporting outdoor recreation economy • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Guide the local culture, especially the younger generation, to be more hospitality minded • Guide the local culture, especially the younger generation, to be more entrepreneurial
Action:	Grow outdoor products and experiences, including fishing tournaments
Responsible Players:	
Timeline:	
Expected Outcomes:	<p>Outdoor products and experiences will be more viable when history-related tourism supports development of key tourism infrastructure (lodging, dining, retail, etc.).</p> <p>Those outdoor products and experiences provide a diversity to the local economy that helps it function year round – and makes it more resilient than a single focus economy.</p>
Notes and Details:	Some outdoor experiences can also tie direct to history.
Related Actions:	<ul style="list-style-type: none"> • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Expand on visitor-related dining and retail • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment

Strengthen Ticonderoga's image as a history destination

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<p>Action:</p>	<ul style="list-style-type: none"> • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive
<p>Responsible Players:</p>	
<p>Timeline:</p>	
<p>Expected Outcomes:</p>	<p>As the sawmill comes on line as a key anchor, and other history-related products and experiences are developed, marketing will have repeated opportunities to focus travelers and travel media on Ticonderoga as a unique history-related travel destination.</p> <p>Repeated exposure will strengthen the destination and allow the town and fort to reinforce each other's products and the overall sense of destination, driving more history-related traffic over more months of the year.</p>
<p>Notes and Details:</p>	<p>The graphic nature of the reconstructed sawmill will create a situation where others will create and distribute images that add to this marketing effort.</p>
<p>Related Actions:</p>	<ul style="list-style-type: none"> • Build new products that "deliver" history experiences • Continue the restoration and revitalization of historic downtown • Cluster tourism-related businesses in one section of historic downtown • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can "construct" new structures between downtown and the river walk and then move them to permanent sites. • Grow "history-related" events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Incubate new tourism businesses • Create incentives for new lodging development • Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment

Establish a base-line of data

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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:	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"> • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Track changes in visitor quantities, spending, demographics • Use the completed plan – and Ticonderoga's implementation track record – to attract new tourism investment • Establish an ongoing "Ticonderoga Tourism Council" <ul style="list-style-type: none"> ○ to execute this plan, ○ coordinate between public and private sectors, ○ guide the renewal of the plan, ○ and to be the voice for tourism in Ticonderoga

Track changes in visitor quantities, spending, demographics

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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"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Bring in hospitality training (and repeat periodically) • Conduct tourism training for residents • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • 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 Ticonderoga's implementation track record – to attract new tourism investment • Establish an ongoing “Ticonderoga Tourism Council” <ul style="list-style-type: none"> ○ to execute this plan, ○ coordinate between public and private sectors, ○ guide the renewal of the plan,

	<ul style="list-style-type: none">○ and to be the voice for tourism in Ticonderoga• Oversee the execution of this plan• Meet annually to “renew” this plan
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Incubate new tourism businesses

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Build supporting outdoor recreation economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy • Guide the local culture, especially the younger generation, to be more hospitality minded • Guide the local culture, especially the younger generation, to be more entrepreneurial
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"> • Build new products that "deliver" history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Bring in hospitality training (and repeat periodically) • Conduct tourism training for residents • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can "construct" new structures between downtown and the river walk and then move them to permanent sites. • Grow "history-related" events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics • Create incentives for new lodging development

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

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Build supporting outdoor recreation economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy
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"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Bring in hospitality training (and repeat periodically) • Conduct tourism training for residents • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • 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 Ticonderoga's implementation track record – to attract new tourism investment

Attract new tourism investment

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Build supporting outdoor recreation economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy • Guide the local culture, especially the younger generation, to be more entrepreneurial
Action:	Use the completed plan – and Ticonderoga'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 sawmill project, coupled with downtown restoration, the new Best Western, the La Chute trail, and other contemplated developments demonstrate an ongoing momentum. 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"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Bring in hospitality training (and repeat periodically) • Conduct tourism training for residents • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences

	<ul style="list-style-type: none">○ Build that reputation without dependence on Fort Ticonderoga○ Help visitors see Ti's history experience as interactive● 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
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Establish a "Ticonderoga Tourism Council"

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Build supporting outdoor recreation economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy • Guide the local culture, especially the younger generation, to be more hospitality minded • Guide the local culture, especially the younger generation, to be more entrepreneurial
Action:	<ul style="list-style-type: none"> • Establish an ongoing "Ticonderoga Tourism Council" <ul style="list-style-type: none"> ○ to execute this plan, ○ coordinate between public and private sectors, ○ guide the renewal of the plan, ○ and to be the voice for tourism in Ticonderoga
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 • Ticonderoga is in charge of its future in tourism
Notes and Details:	TQD can serve as a nucleus for the council
Related Actions:	<ul style="list-style-type: none"> • Build new products that "deliver" history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Bring in hospitality training (and repeat periodically) • Conduct tourism training for residents • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can "construct" new structures between downtown and the river walk and then move them to permanent sites. • Grow "history-related" events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination

	<ul style="list-style-type: none">○ Based on both history and current experiences○ Build that reputation without dependence on Fort Ticonderoga○ Help visitors see Ti's history experience as interactive● 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 Ticonderoga's implementation track record – to attract new tourism investment● Oversee the execution of this plan● Meet annually to “renew” this plan● Establish legal entities as needed to accomplish various components of this plan
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Oversee the execution of this plan

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Build supporting outdoor recreation economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort's success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga's history-related event economy • Guide the local culture, especially the younger generation, to be more hospitality minded • Guide the local culture, especially the younger generation, to be more entrepreneurial
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"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Bring in hospitality training (and repeat periodically) • Conduct tourism training for residents • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • Strengthen Ticonderoga's image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti's history experience as interactive • Establish a base-line of data on visitor quantities, spending, demographics • Track changes in visitor quantities, spending, demographics

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Meet annually to “renew” this plan

Related Goals:	<ul style="list-style-type: none"> • Build strong history-based tourism economy • Build supporting outdoor recreation economy • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Build a better tourism partnership with Fort Ticonderoga but not be dependent on the fort’s success • Continue revitalization of downtown, with a focus on heritage buildings • Expand lodging • Generate jobs and business opportunities • Make the economy more year round • Strengthen Ticonderoga’s history-related event economy • Guide the local culture, especially the younger generation, to be more hospitality minded • Guide the local culture, especially the younger generation, to be more entrepreneurial
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"> • Build new products that “deliver” history experiences • Continue the restoration and revitalization of historic downtown • Expand the lodging offerings, both in terms of numbers of rooms and amenities • Cluster tourism-related businesses in one section of historic downtown • Bring in hospitality training (and repeat periodically) • Conduct tourism training for residents • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Extend the river walk upstream along the La Chute • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments • Expand on visitor-related dining and retail • Strengthen Ticonderoga’s image as a history destination <ul style="list-style-type: none"> ○ Based on both history and current experiences ○ Build that reputation without dependence on Fort Ticonderoga ○ Help visitors see Ti’s history experience as interactive

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Establish legal entities

Related Goals:	<ul style="list-style-type: none"> • Rebuild French sawmill as centerpiece of new economy • Attract artisans to build woodcraft and other Adirondack crafts, especially those related to sawmill • Strengthen Ticonderoga’s history-related event economy • Guide the local culture, especially the younger generation, to be more entrepreneurial
Action:	Establish legal entities as needed to accomplish various components of this plan
Responsible Players:	
Timeline:	
Expected Outcomes:	New organizations are founded to execute the development and operation of key new tourism products, potentially including the sawmill, new events, and other like development
Notes and Details:	It will be important to “charter” these new organizations in a way that commits them to serving the tourism future and social and economic well-being of Ticonderoga
Related Actions:	<ul style="list-style-type: none"> • Build new products that “deliver” history experiences • Rebuild and open the historic French Sawmill at the top of the falls in the park • Coordinate sawmill-related tourism business opportunities, including both experiences and sawmill-related tourism retail offerings • Recruit a timber-framing business (or school) that can “construct” new structures between downtown and the river walk and then move them to permanent sites. • Grow “history-related” events <ul style="list-style-type: none"> ○ Fall Festival ○ Woodsmen competition ○ Reenactments • Grow outdoor products and experiences, including fishing tournaments