

## Actions

The actions, as follow, are those specific steps the destination intends to take to accomplish the goals described above.

Each of these actions is tied directly to goals, has a demonstrated relationship to other actions, has a timeline, and has individuals and/or organizations who have taken on the responsibility of pushing those actions to completion by the specified timeline.

Note that one of the actions is to form a "Schroon Lake Tourism Council" which will be responsible for overseeing the execution, review, and renewal of this plan. The structure and duties of that tourism council are described in the first addendum. Expect that council to push each "team" to complete its action.

Each "action" is presented as a detailed description. Those descriptions are followed by the "action tracker" which plots the actions against time, outlines responsible parties, and makes it easy for the destination to follow progress.

## 1. Establish an ongoing "Schroon Lake Tourism Council"

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	<ul style="list-style-type: none"> <li>• Establish an ongoing "Schroon Lake Tourism Council" under the Schroon Lake Chamber of Commerce to oversee the execution of this Plan and to meet annually to "renew" this Plan</li> </ul>
<b>Responsible Players:</b>	(Chamber will be keeper of the Plan) Roger Friedman, Town, Chamber, GFN, O/D activities person, lodging, retail, restaurant, camps, WOL, A&C, seasonal resident, TBC member, IDA, Architectural Standards
<b>Timeline:</b>	Within 6 months
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>• The plan gets executed</li> <li>• This plan gets renewed</li> <li>• There is a line of communication among residents, tourism businesses, and government</li> <li>• The momentum carries forward through plan renewal and goal evolution</li> <li>• Schroon Lake is in charge of its future in tourism</li> </ul>
<b>Notes and Details:</b>	The planning group can serve as a nucleus for the council
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Build a closer, more symbiotic relationship between the destination and Word of Life</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> </ul>

	<ul style="list-style-type: none"><li>• Create incentives for new lodging development</li><li>• Attract new tourism investment and incubate new businesses</li></ul>
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## 2. Evolve lodging product to be more current and competitive

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	<ul style="list-style-type: none"> <li>• Evolve lodging product to be more current and competitive with an increase of current and competitive rooms of 100 by 2012               <ul style="list-style-type: none"> <li>○ Secure the development of new competitive, appropriately scaled and designed lodging</li> <li>○ Evolve the existing lodging products to be more competitive and current</li> </ul> </li> </ul>
<b>Responsible Players:</b>	Roger Friedman, Shawn Baker, TC, Chamber, Town
<b>Timeline:</b>	24 months
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>• Longer stays</li> <li>• Higher nightly rates</li> <li>• More spending in dining and retail</li> <li>• More experience-based tourism activities</li> <li>• More jobs and business opportunities</li> </ul>
<b>Notes and Details:</b>	Success in this is dependent on success in cleaning up curb appeal – and directly related
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand on tourism “products” that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> <li>• Create incentives for new lodging development</li> <li>• Attract new tourism investment and incubate new businesses</li> </ul>

### 3. Improve curb appeal

<p><b>Related Goals:</b></p>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake’s status as a leading Adirondack Lakeside Destination</li> </ul>
<p><b>Action:</b></p>	<p>Improve curb appeal between Northway entrances north and south of Schroon Lake</p>
<p><b>Responsible Players:</b></p>	<p>TBC</p>
<p><b>Timeline:</b></p>	<p>6 months</p>
<p><b>Expected Outcomes:</b></p>	<p>If this one thing could be accomplished it makes every other action much more likely to succeed</p>
<p><b>Notes and Details:</b></p>	<ul style="list-style-type: none"> <li>• Celebrate, publicly, loudly, every bit of progress</li> <li>• Get everyone behind this</li> <li>• Volunteer to help those who can’t afford to make the needed changes</li> </ul>
<p><b>Related Actions:</b></p>	<ul style="list-style-type: none"> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Web Presence</li> <li>• Attract new tourism investment and incubate new tourism businesses</li> </ul>

## 4. Web Presence

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	<p>Web Presence:</p> <ol style="list-style-type: none"> <li>1. Establish online, constantly updated, list of visitor experiences that can be achieved from a Schroon Lake base camp, tied to calendar</li> <li>2. Package lodging with experiences</li> <li>3. Establish base line of visitor data and track changes</li> </ol>
<b>Responsible Players:</b>	<p>Chamber, LPECVB/Kim Rielly</p>
<b>Timeline:</b>	<p>1 year</p>
<b>Expected Outcomes:</b>	<p>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.</p>
<b>Notes and Details:</b>	<p>This list should be rich in images – not just words</p>
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Establish an ongoing "Schroon Lake Tourism Council"</li> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Build a closer, more symbiotic relationship between the destination and Word of Life</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Create incentives for new lodging development</li> <li>• Attract new tourism investment and incubate new businesses</li> </ul>

## 5. Build and expand on tourism products and experiences that relate to the outdoors and are close or within the range of a day trip of Schroon Lake

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake’s status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Build and expand on tourism products and experiences that relate to the outdoors and are close or within the range of a day trip of Schroon Lake
<b>Responsible Players:</b>	Laura/Chamber, LPECVB/Kathy Berghorn, John Huston
<b>Timeline:</b>	6 months
<b>Expected Outcomes:</b>	These experiences expand the options for visitors basing out of Schroon Lake, making it a more desirable choice – and leading to longer stays.
<b>Notes and Details:</b>	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.
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Establish an ongoing “Schroon Lake Tourism Council”</li> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Build a closer, more symbiotic relationship between the destination and Word of Life</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Web Presence</li> <li>• Create incentives for new lodging development</li> <li>• Attract new tourism investment and incubate new businesses</li> </ul>

## 6. Bring dining, lodging, activities and tourism to the Lakeshore

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Bring dining, lodging, activities and tourism to the Lakeshore
<b>Responsible Players:</b>	Bob Mehm, John Huston, Steve Bowen, Marina, Snowmobile Club, Kristin/LPECVB
<b>Timeline:</b>	Ongoing
<b>Expected Outcomes:</b>	<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>
<b>Notes and Details:</b>	The competition has lakeside lodging and dining – Schroon Lake has to achieve this to successfully compete
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Establish Schroon Lake's tourism identity as an Adirondack Lakeside Destination</li> <li>• Establish an ongoing "Schroon Lake Tourism Council"</li> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Build a closer, more symbiotic relationship between the destination and Word of Life</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> <li>• Create incentives for new lodging development</li> <li>• Attract new tourism investment and incubate new businesses</li> </ul>

## 7. Create incentives for new lodging development

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake’s status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Create incentives for new lodging development
<b>Responsible Players:</b>	Mark Whitney, Town, IDA-pilot program, GFN
<b>Timeline:</b>	By 18 months
<b>Expected Outcomes:</b>	Will help in recruiting new investment in lodging – which will benefit all sectors
<b>Notes and Details:</b>	Will take support from residents for Town or Village to create incentives
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Establish an ongoing “Schroon Lake Tourism Council”</li> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Build a closer, more symbiotic relationship between the destination and Word of Life</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Expand on tourism “products” that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> <li>• Attract new tourism investment and incubate new businesses</li> </ul>

## 8. Attract new tourism investment and Incubate new tourism businesses

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Attract new tourism investment and incubate new tourism businesses
<b>Responsible Players:</b>	Town, IDA, TC, Chamber
<b>Timeline:</b>	1 Year
<b>Expected Outcomes:</b>	Success in landing new tourism investment
<b>Notes and Details:</b>	<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>
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Establish an ongoing "Schroon Lake Tourism Council"</li> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Build a closer, more symbiotic relationship between the destination and Word of Life</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> <li>• Create incentives for new lodging development</li> <li>• Track changes in visitor quantities, spending, demographics</li> <li>• Incubate new tourism businesses</li> </ul>

	<ul style="list-style-type: none"><li>• Create incentives for new lodging development</li><li>• Establish an ongoing "Schroon Lake Tourism Council" under the Schroon Lake Chamber of Commerce</li></ul>
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## 9. Hospitality Training

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Recapture Schroon Lake’s status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	<ul style="list-style-type: none"> <li>• Participate in County Wide Hospitality Training Program</li> </ul>
<b>Responsible Players:</b>	LPECVB
<b>Timeline:</b>	Within 6 months
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>• Tourism staff and other front liners have improved skills in working with visitors</li> </ul>
<b>Notes and Details:</b>	Program to be coordinated by the Visitor Bureau
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Build a closer, more symbiotic relationship between the destination and Word of Life</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Expand on tourism “products” that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> <li>• Create incentives for new lodging development</li> <li>• Attract new tourism investment and incubate new businesses</li> </ul>

## 10. Expand equipment rentals

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Expand equipment rentals (bikes, power boats, kayaks, canoes, snowshoes, etc.)
<b>Responsible Players:</b>	John Huston, Bob Mehm, marina
<b>Timeline:</b>	6 months
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>• Opens the door for more visitors, based in Schroon Lake, to engage in outdoor activities</li> <li>• Opens the door for guided adventures</li> <li>• Opens the door for learning new outdoor skills</li> <li>• More activities directly translate into more nights lodging, more dining, more retail</li> </ul>
<b>Notes and Details:</b>	Start small and grow as demand grows
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Establish an ongoing "Schroon Lake Tourism Council"</li> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Strengthen destination appeal using architectural standards</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> <li>• Create incentives for new lodging development</li> <li>• Attract new tourism investment and incubate new businesses</li> </ul>

<b>11. Strengthen destination appeal using architectural standards</b>	
<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake’s status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Strengthen destination appeal using architectural standards
<b>Responsible Players:</b>	Shawn Baker, Roger Friedman, HS, Town codes enforcement
<b>Timeline:</b>	24 months
<b>Expected Outcomes:</b>	Will build an iconic view of Schroon Lake that will underline Schroon Lake’s identity as an Adirondack Lakeside Resort.
<b>Notes and Details:</b>	Remember the classic Schroon Lake resort look? It’s time to recreate that look – as translated to the present.
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Web Presence</li> <li>• Create incentives for new lodging development</li> </ul>

## 12. Strengthen destination appeal using music and arts

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Strengthen destination appeal using music and arts
<b>Responsible Players:</b>	Arts Council, Tony KostECKI, A&C
<b>Timeline:</b>	Ongoing
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>• Rounds out the sense of destination</li> <li>• Creates opportunities for visitor spending that stays in the economy</li> </ul>
<b>Notes and Details:</b>	This step does not pay well until there are good opportunities for visitors to sleep in Schroon Lake
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Make better use of state land</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Web Presence</li> </ul>

### 13. Build a closer relationship between the destination and Word of Life

<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Recapture Schroon Lake’s status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Build a closer, more symbiotic relationship between the destination and Word of Life
<b>Responsible Players:</b>	Shawn Baker, Roger Friedman
<b>Timeline:</b>	Ongoing
<b>Expected Outcomes:</b>	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.
<b>Notes and Details:</b>	In progress
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Expand on tourism “products” that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> </ul>

<b>14. Make better use of state land</b>	
<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Make better use of state land
<b>Responsible Players:</b>	Shawn Baker, Roger Friedman, Bob Mehm, Scouts, F&G, John Huston, Snowmobile Club, DEC
<b>Timeline:</b>	Ongoing
<b>Expected Outcomes:</b>	<p>Better opportunities for guided tourism</p> <p>More opportunities for recreation on state land</p> <p>Opportunities to make Schroon Lake a true year-round destination</p>
<b>Notes and Details:</b>	Needs to be a two-way partnership
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Increase outdoor events year-round and make them profitable for Schroon Lake</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Build a repertoire of tourism experiences and products close to Schroon Lake</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to Schroon Lake</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> </ul>

<b>15. Increase outdoor events year-round</b>	
<b>Related Goals:</b>	<ul style="list-style-type: none"> <li>• Maintain small town atmosphere – and keep Schroon Lake a place residents want to live</li> <li>• Grow tourism economy</li> <li>• Become a base camp for Adirondack adventures</li> <li>• Increase number and competitiveness of lodging opportunities in Schroon Lake</li> <li>• Generate jobs and business opportunities</li> <li>• Make that economy function much of the year</li> <li>• Generate higher return per visitor</li> <li>• Have a higher percentage of visitors sleeping in Schroon Lake</li> <li>• Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination</li> </ul>
<b>Action:</b>	Increase outdoor events year-round (especially off peak) and make them profitable for Schroon Lake
<b>Responsible Players:</b>	Nancy Belluscio, Chamber, Marathon, Snowmobile Club, F&G, golf course
<b>Timeline:</b>	Ongoing
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>• Events are good tools to bring visitors to a destination when demand is low</li> <li>• Good planning can raise occupancy, keep dining establishments open, boost retail, and prevent slow season layoffs of tourism and retail employees</li> <li>• Events can also bring a community closer together</li> </ul>
<b>Notes and Details:</b>	Need to pick events that residents are excited about and willing to work on together
<b>Related Actions:</b>	<ul style="list-style-type: none"> <li>• Evolve the lodging product to be more current and competitive</li> <li>• Bring tourism to the Lakeshore (lodging, dining, experiences)</li> <li>• Strengthen destination appeal using music and arts</li> <li>• Make better use of state land</li> <li>• Improve curb appeal between Northway entrances north and south of Schroon Lake</li> <li>• Expand equipment rentals</li> <li>• Expand on tourism "products" that relate to outdoor experiences close to and within the range of a day trip to Schroon Lake</li> <li>• Web Presence</li> </ul>

## Schroon Lake Destination Master Plan Action Tracker

Updated 9-16-2009

#	Action	Key Actions	Priority	Timeline	Status	Responsible Players
1	Establish an ongoing "Schroon Lake Tourism Council" under the Schroon Lake Chamber of Commerce to oversee the execution of this Plan and to meet annually to "renew" this Plan	1	1	1	Roger will bring new people to the table at October meeting	(Chamber will be keeper of the Plan) Roger Friedman, Town, Chamber, GFN, O/D activities person, lodging, retail, restaurant, camps, WOL, A&C, seasonal resident, TBC member, IDA, Architectural Standards
2	Evolve the lodging product to be more current and competitive with an increase of current and competitive rooms of 100 by 2012	1	1	4	incentives holding this up	Roger Friedman, Shawn Baker, TC, Chamber, Town
3	Improve curb appeal between Northway entrances north and south of Schroon Lake	1	1	2		TBC
4	Web presence - 1-online list of visitor experiences, tied to calendar, that can be achieved from a Schroon Lake base camp, 2-package lodging with experiences, 3-establish base line of visitor data and track changes	1	1	2	will be set up after 1/1/10 and be a 6 months process	Chamber, LPECVB/Kim Rielly
5	Build and expand on tourism products & experiences that relate to the outdoors and are close to or within a day trip of Schroon Lake	1	1	1		Laura/Chamber, LPECVB/Kathy Berghorn, John Huston

## Schroon Lake Destination Master Plan Action Tracker

Updated 9-16-2009

#	Action	Key Actions	Priority	Timeline	Status	Responsible Players
6	Bring dining, lodging, activities and tourism to the Lakeshore	1	1	7		Bob Mehm, John Huston, Steve Bowen, Marina, Snowmobile Club, Kristin/LPECVB
7	Create incentives for new lodging development		1	3	incentives not available right now	Mark Whitney, Town, IDA-pilot program, GFN
8	Attract new tourism investment and incubate new tourism businesses		1	2	When plan is done, Town will ask IDA	Town, IDA, TC, Chamber
9	Hospitality Training		1	2		LPECVB
10	Expand equipment rentals		2	1		John Huston, Bob Mehm, marina
11	Strengthen destination appeal using architectural standards		2	4		Shawn Baker, Roger Friedman, HS, Town codes enforcement
12	Strengthen destination appeal using music and arts		2	7		Arts Council, Tony Kostecki, A&C
13	Build a closer, more symbiotic relationship between the destination and Word of Life		2	7	in progress	Shawn Baker, Roger Friedman
14	Make better use of state land		2	7		Shawn Baker, Roger Friedman, Bob Mehm, Scouts, F&G, John Huston, Snowmobile Club, DEC
15	Increase outdoor events year-round (especially off peak) and make them profitable for Schroon Lake		2	7		Nancy Belluscio, Chamber, Marathon, Snowmobile Club, F&G, golf course

***Key to Timeline***

By 6 months	1
By 12 months	2
By 18 months	3
By 24 months	4
By 3 years	5
By 5 years	6
Ongoing	7

***Legend to group initials***

TC	Schroon Tourism Council
O/D	outdoor
IDA	Industrial Development Agency
TBC	Town Beautification Committee
LPECVB	Lake Placid Essex County Visitors Bureau
GFN	Glens Falls National Bank
A&C	Arts and Culture
WOL	Word of Life
DEC	Department of Environmental Conservation
F&G	Fish & Game Club
HS	Historical Society

