



THE LODGE ^{AT}
SCHROON LAKE

ADIRONDACK RESORT & CABINS

Town of Schroon Town Board
Meeting

Presentation on IDA PILOT

August 14, 2023

Presented by:

Libby Clark, Esq. & Kate Jarosh

Townwide Revitalization Strategy

February 2018



TOWN OF SCHROON
TOWNWIDE REVITALIZATION STRATEGY



Loss of more than 150 rooms
in the last 20 years.



Primary need is for *new, modern*
accommodations



Work on ways to improve the way visitors
participate in local events and contribute
to local businesses and services

Actions Needed:

1. Advance the feasibility of attracting a developer to construct a medium size hotel in the hamlet.

2. Explore options for providing financial assistance to upgrade existing accommodation businesses . . . Consider its function to be able to partner with other local, regional and state funding entities to provide funding assistance for recommendations in this plan.

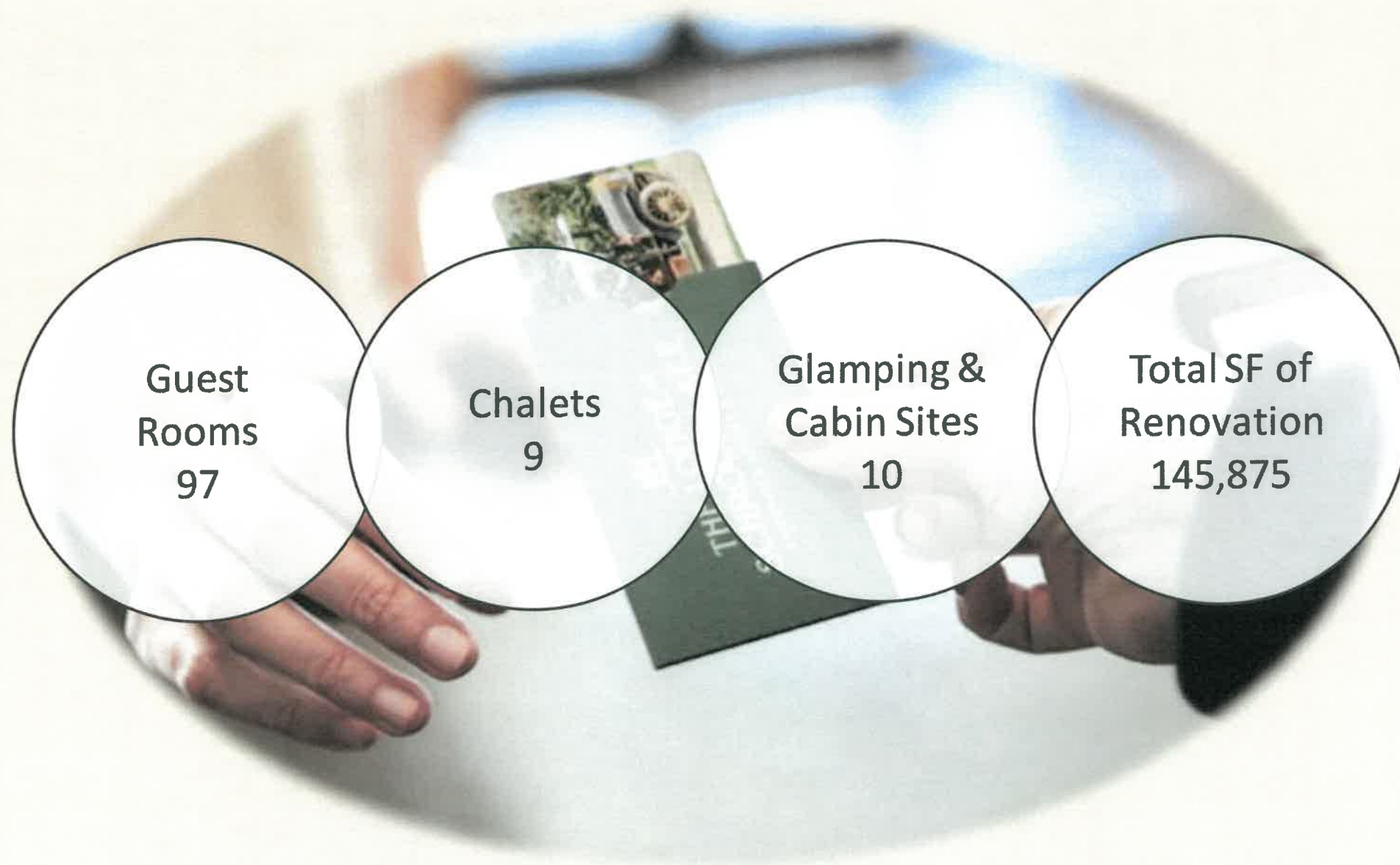
Project Timeline



Purchased- July 2022 | Construction Starts- August 2022 | Resort Opened- June 2023



Transforming Guest Accommodations & Amenities



Creating New Food & Beverage



The Brown Swan
(Open to the Public)



The Bevy
(Open to the public)



High Peaks Ballroom
(Coming Soon!)



The Trailhead
(Mobile onsite food & beverage)

Investment in **The Lodge** has grown . . .



Seasonal to Year-Round Operations

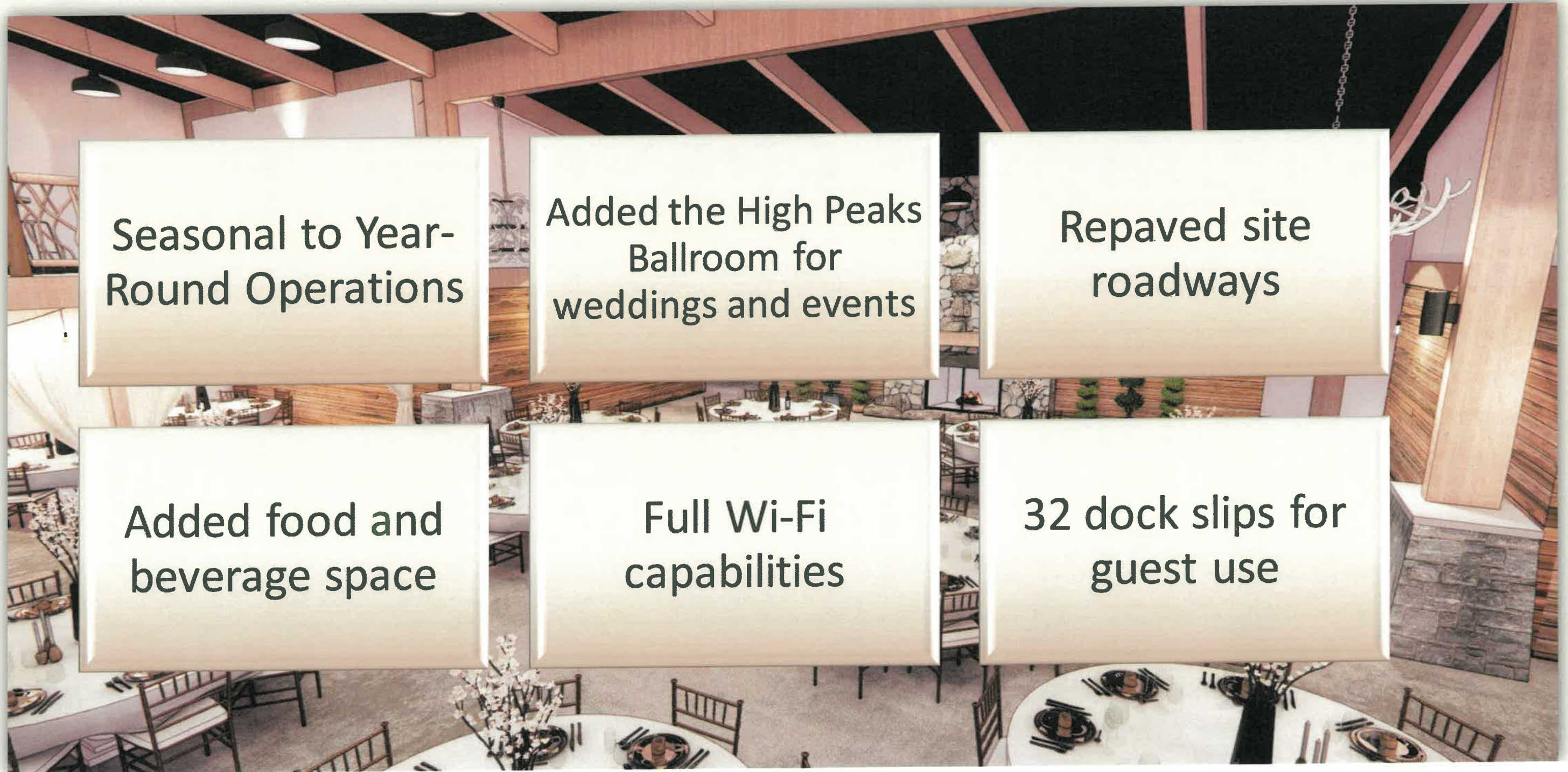
Added the High Peaks Ballroom for weddings and events

Repaved site roadways

Added food and beverage space

Full Wi-Fi capabilities

32 dock slips for guest use



Future Investments in The Lodge . . .



Spa and Wellness Facility

Tasting Room above the Brown Swan

Renovations of Historic Buildings

More family amenities on site

Renovated beach front

Hiring additional staff for growth

6 FEET DEEP - NO DIVING

Investment in regional tourism drastically increased between 2021 and 2023



Fort William Henry
\$14 million

Dunham's Bay/Bayside
\$TBD

The Wylder
\$21 million

Windham Mountain
\$70-90 million



Bluebird Lake Placid
\$21 million

Grand Adirondack
Hotel
\$24 million

The Cambria Hotel
\$25 million

Lodge at Schroon
Lake
\$25 million

Competition for drive-to tourism dollars has never been more fierce

<https://www.bizjournals.com/albany/news/2023/02/02/lake-placid-hotels-investors.html>

So why a PILOT?



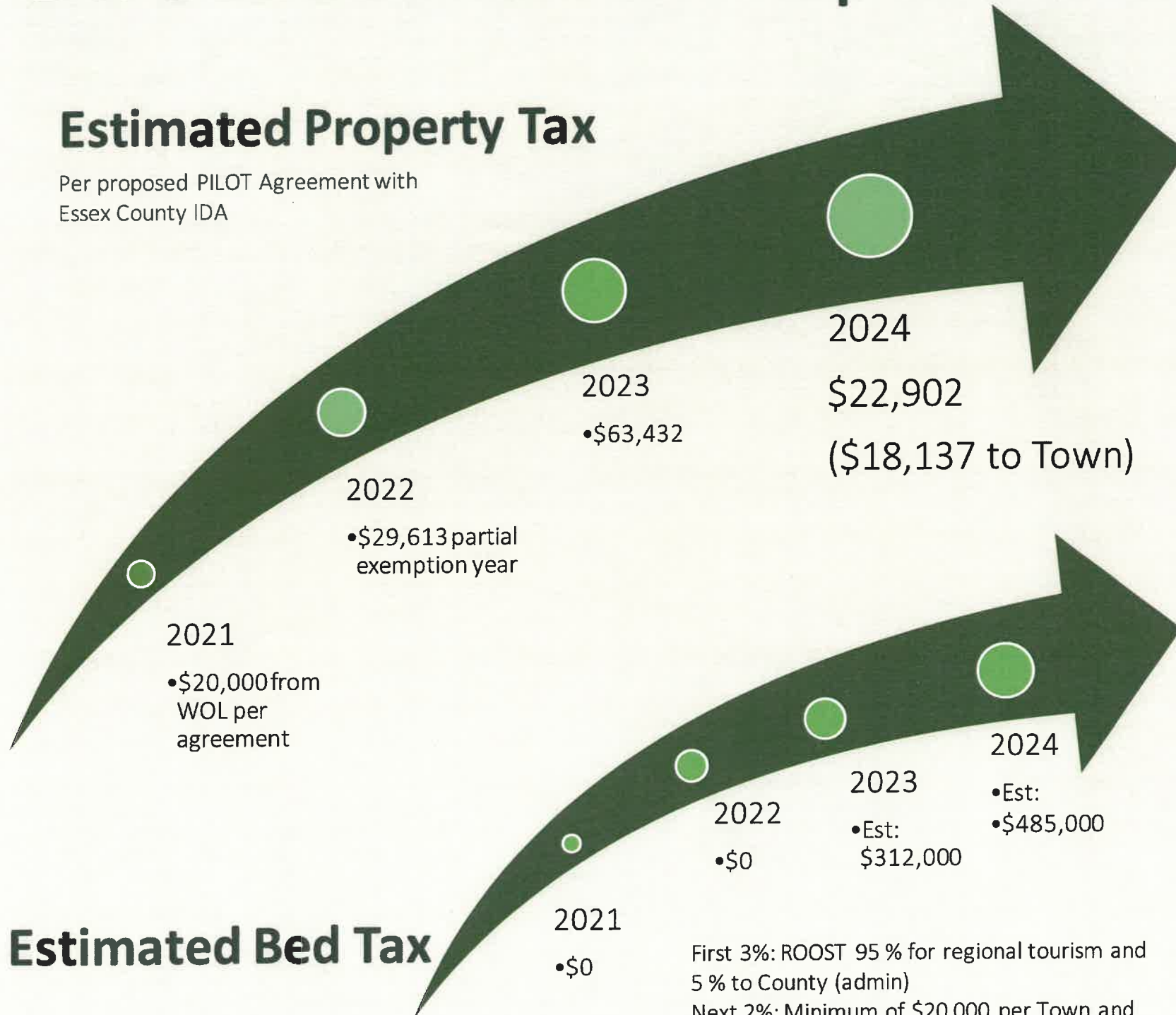
- Predictability in allocation future resources
- Financial assistance set out in Town's Revitalization Plan
- Adequately providing for necessary staffing
- Continue growth of wedding venue space
- Maintain substantial benefits to community

Direct Economic Impact from The Lodge

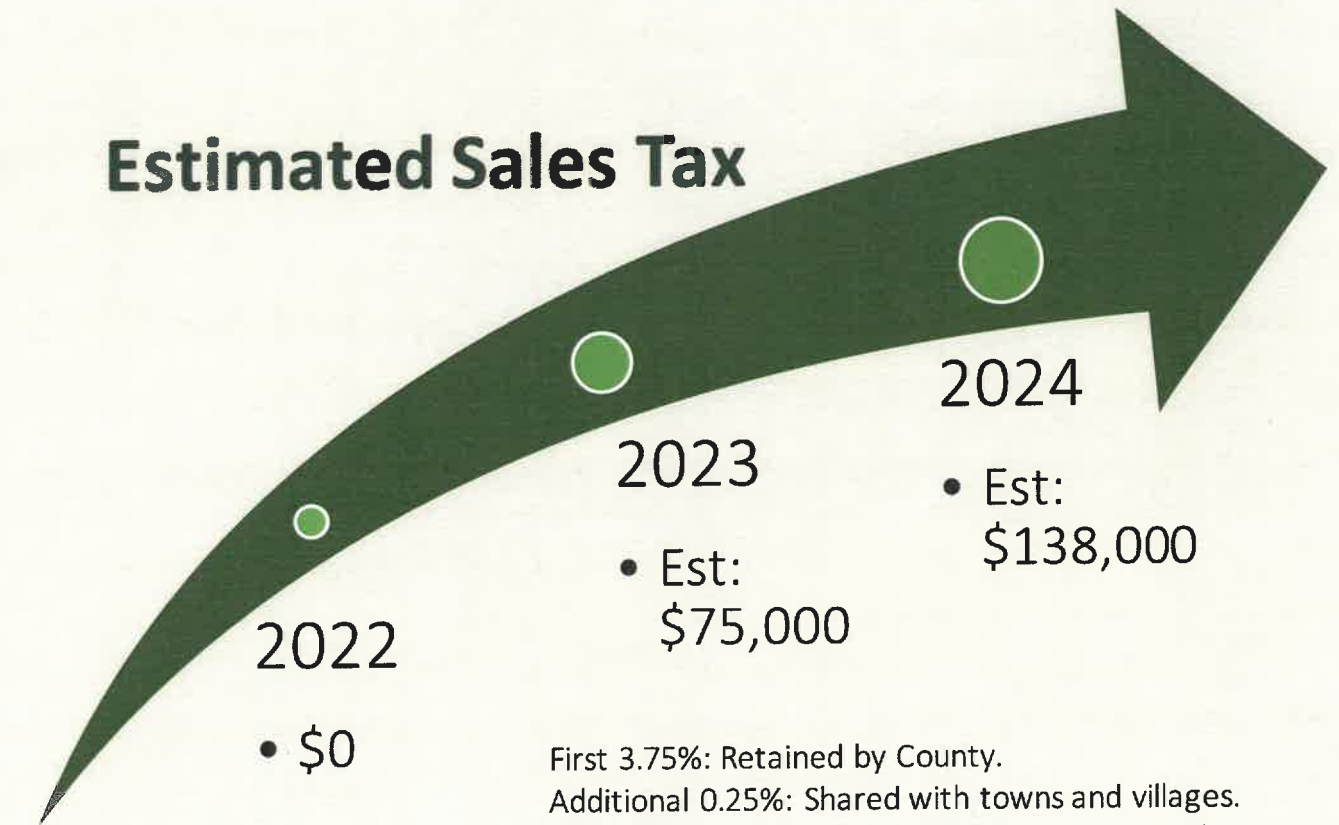


Estimated Property Tax

Per proposed PILOT Agreement with Essex County IDA



Estimated Sales Tax



First 3.75%: Retained by County.
 Additional 0.25%: Shared with towns and villages.
 Town shares are based 50% on assessment and 50% on population.

Estimated Bed Tax

First 3%: ROOST 95 % for regional tourism and 5 % to County (admin)
 Next 2%: Minimum of \$20,000 per Town and then split based on amount of revenue collected.

Estimated 2024 TOTAL Tax Impact : \$640,000

THE LODGE AT SCHROON LAKE
ADIRONDACK RESORT & CABINS

A- DINING
-THE OVERLOOK ROOM
-THE BROWN SWAN RESTAURANT
-THE BROWN SWAN TAVERN

B- PAVILION

C- FIRE PIT

D- WEST LODGE

E- OWL'S NEST

F- BIRD'S NEST CABINS

G- LONG HOUSE

H- BATHHOUSE

-RESTROOMS
-CUB'S DEN

I- POND
- SLA 

J- RECREATION COMPLEX

K- Decrease in Room Count
& GALLERY

L- MAIN LODGE

Before: 226 guest rooms


After: 116 guest rooms

- POOL
- GAME ROOM
- WHITE PINE MEETING ROOM
- BOARD ROOM

M- CHALETS

N- MARINA & BEACH

O- FIRE PIT

 - DRIVING ROADS

 - WALKING PATHS

No New Infrastructure Impact



No new Buildings

All improvements were made to existing structures



No new Site Roads

All renovations completed were to improve existing site roads



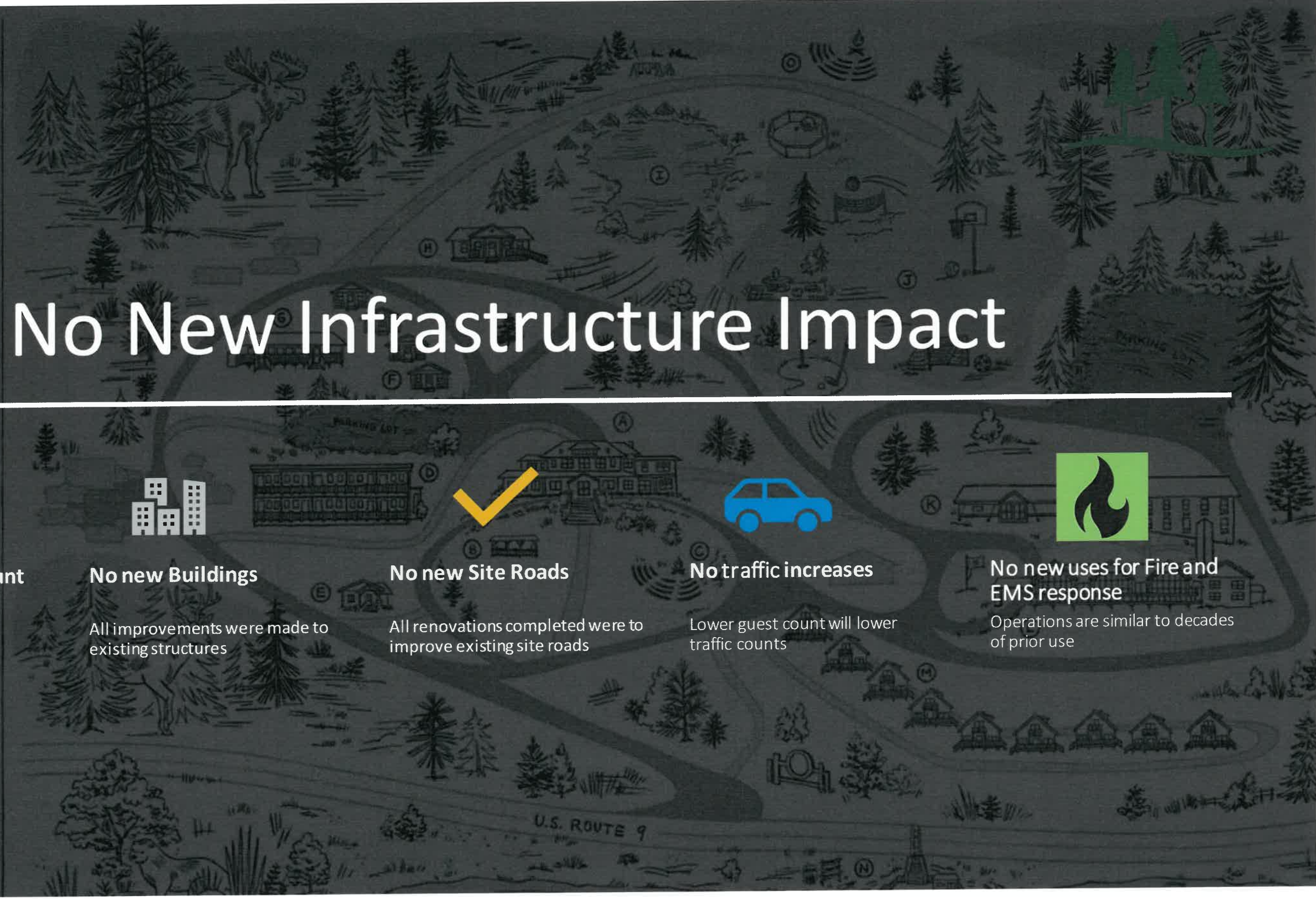
No traffic increases

Lower guest count will lower traffic counts



No new uses for Fire and EMS response

Operations are similar to decades of prior use



Increase **Secondary** economic impact . . .



“Work on ways to improve the way visitors participate in local events and contribute to local businesses and services.” - Townwide Revitalization Strategy 2018



Community Impact and Focus



**Front of House Staff
Training**



Community Spending



**Monthly Community
Night at The Brown
Swan Tavern**

Workforce Impact from **The Lodge**



Original Jobs Projected

Actual Jobs Created

Local Employees to date

Total J1/H2B Employees

26 New Full Time Permanent Employees

47.5 New Full Time Permanent Employees

30 total and 5 Full Time

20 Seasonal and working other shifts at local businesses



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