

Workgroup 14: Cali Brooks

Arts, Culture & Heritage for Park Revitalization

Vision Excerpts

We strengthen our communities, centered in hamlets and villages that work collaboratively across the Park and are more dynamic and welcoming of new comers. Part-time and full-time residents work together to enrich hamlet life. A vibrant visual and performing arts scene further enriches the quality of life here for visitors and residents.

Our core vision is of interdependent yet self-reliant communities that:

- *Leverage unique historical, cultural and natural features* to maintain their own unique character and appeal, while increasing identification with broader Adirondack brands
- *Support a variety of visual, performance and other arts* in networked collaborations across the Park that enrich our lives and stimulate local economies

The source of our strength is a diverse economy based on these pillars:

- *Recreational tourism* targeting a broader set of domestic and international visitors and offering greatly expanded services and goods for visitors to spend money on

We expand activities for a broader range of visitor groups, including families with small children, the physically challenged, senior citizens, multi-ethnic and international (non-English speaking) visitors. We target different visitor groups with a wide range of outdoor and indoor activities that fit the character and geography of our region.

Diverse programs help us adapt to changing interests of the public and give our economy resilience in the face of no snow winters or extended droughts.

This strategy updates our approach to tourism across the region, *modernizing and supplementing visitor amenities* like places to eat, sleep, shop in order to attract more visitors and have them spend more while here. Achieving an expansion in visitor numbers and diversity requires much *better branding and marketing*. We've been a pretty well-kept secret. A unified brand experience makes it clear to visitors that they are in a special place.

With investment by the for-profit, non-profit and governmental sectors, we will sustainably expand and diversify the tourism portion of our economy. At the same time, investment will be directed toward modernizing traditional sectors such as timber and agriculture while growing new sectors in high-tech manufacturing and the online economy.

Events

#19 Adirondack Heritage Tourism Proves to be a Major Attraction

#90 Arts Centers Produce Integrated Park-Wide 12 Month Season

#89 The Arts are a Large Growing Source of Jobs in the Park

#69 ADK Pass Program Widely Marketed

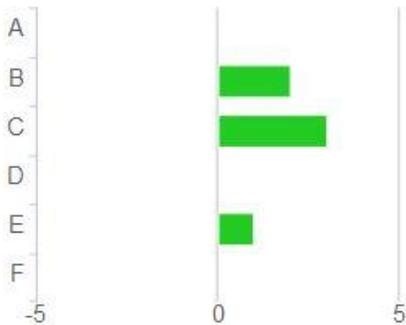
#73 Broader Marketing Changes the Profile of Visitors

#120 Park Wide Tourism Portal Operational

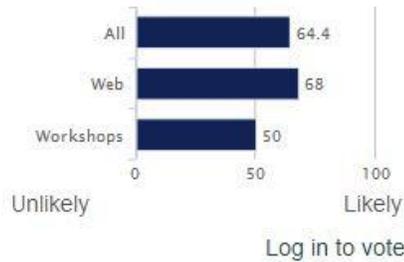
Adirondack Heritage Tourism Proves to be a Major Attraction

The region has done a good job of promoting its history and culture, including the Great Camps and other architectural attractions.

Influenced Scenarios



Likelihood



Evidence

3 Warren Cty Towns Win \$554k for Heritage Corridor Work

This includes a number of park project, a white water area, and rest rooms in Hadley, Lake Luzerne and Stony Creek.

Turn to page 97 of the 2013 REDC booklet here.

Lake-to-Locks Geo Tourism Trail Effort Wins \$100k Grant

Ski Museum Being Proposed for Gore Mtn

ADK Museum Gets \$1.4m for New Exhibits

Restoration Work at Former Mining Village of Adirondac

Students Overlay Old County Maps to Produce Historic Data

ADK Museum in Blue Mtn Lake gets NCREDC grants for display renovations

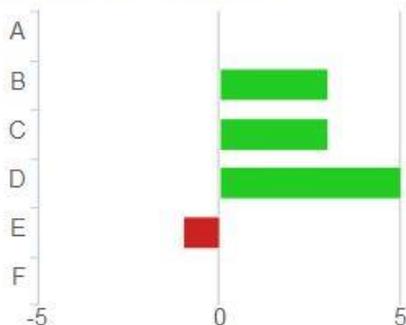
Great Camp Sagamore gets REDC grants for restoration

Ft Ticonderoga Wins a Big Grant

Arts Centers Produce Integrated Park-Wide 12 Month Season

Three major arts centers (e.g., Blue Mtn Lake, Lake Placid and Old Forge) have begun planning integrated production calendars that enable the movement of productions from each center around to the others. The movement of people and programs leverages the production budgets of all of them and supports bringing productions to small towns as well as the larger stages in bigger villages. The program is called "Connecting Communities Through Art".

Influenced Scenarios



Likelihood



Evidence

ADK Center for the Arts Wins \$74k for New Shows/Season

Based in Blue Mtn Lake, the theater produces traveling shows with 60 performances in 20 towns in the region.

Turn to page 78 of the 2013 REDC booklet here.

ADK Lakes Summer Theater Festival funded for 3 yearsThe NCREDC grant will support a touring company presenting shows in many towns

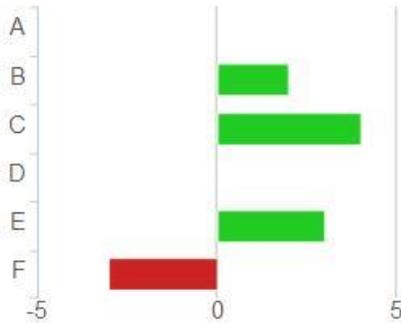
Adk Shakespeare Expands into Fall and Spring

Log in to add evidence

The Arts are a Large Growing Source of Jobs in the Park

All sorts of arts employment had been showing up around the Park. But now it is clear that this is more than just an amenity. The arts, in their many forms, have become a large and recognized source of new jobs. More than the jobs in the arts organizations themselves, the arts attract residents and visitors to town restaurants, stores, etc. They are part of breathing life into hamlets.

Influenced Scenarios



Likelihood



Evidence

ADK Center for Writing Begins Residency program

The program has received an endowment to operate one week a year in the fall.

Read about the new program here.

Report Shows Development Impact of Non-Profits

Seagle Music Colony Gets \$118k Grant for Improvements

Adk Regional Arts Trails Project Wins \$52k Grant

Westport Economic Dev Plan Proposes "Adk Art Town"

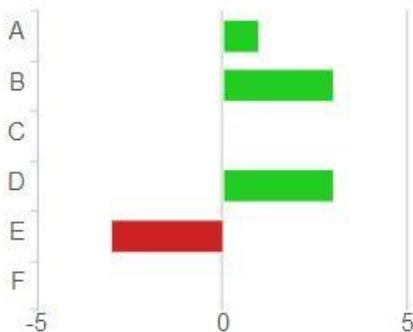
Traditional Arts of Upstate NY (TAUNY) and ANCA get NCREDC grant

Log in to add evidence

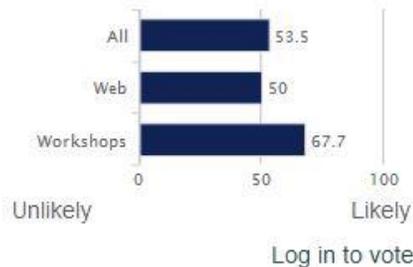
ADK Pass Program Widely Marketed

The Adirondack Park Pass grants visitors admission to a wide variety of cultural/historical/scenic institutions (e.g., Wild Center, Adk Museum, Sagamore, Ticonderoga, Whiteface Highway, etc.), making the larger Park a vacation destination with many attractions on a par with New England. Now the Pass is being widely marketed through the I Love NY campaign, local Chambers of Commerce, tour operators and hotels.

Influenced Scenarios



Likelihood



Evidence

State Boating, Hunting, Fishing Doc Can be on your Driver's License

NYS hunting and fishing permits, a boating safety certificate and certain state park passes will be listed on a driver license, eliminating the need to carry multiple documents.

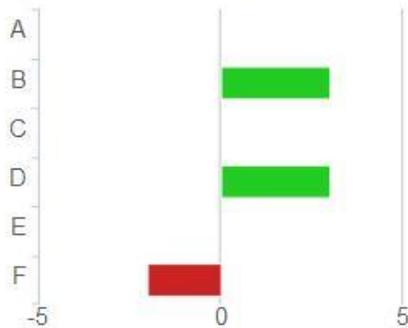
The program, known as the New York State Adventure License.

Log in to add evidence

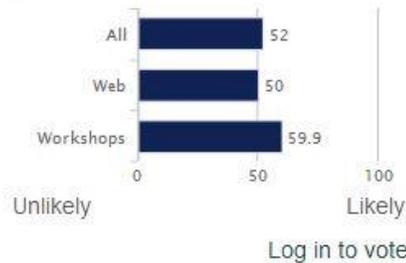
Broader Marketing Changes the Profile of Visitors

Efforts to brand and market the region to Asian, Latino and other non-white communities are working, as are efforts to attract more international visitors. Non-white and foreign people are now 25% of visitors to the Park and their numbers are still climbing. To many international visitors, especially Canadians, the US is an affordable vacation destination. The issue is attracting them to the Park versus other US destinations.

Influenced Scenarios



Likelihood



Evidence

NYS Tourism Promotion Budget Doubles

The State's promotion budget for tourism will hit \$45m, higher than any other State. Only a few years ago it was just \$4m

[Read the announcement here.](#)

Promoting the Adks as a "Wellness Destination"

Cuomo Brings a Winter Sports Challenge to the Park

Cuomo's whitewater challenge brings press to Indian Lake

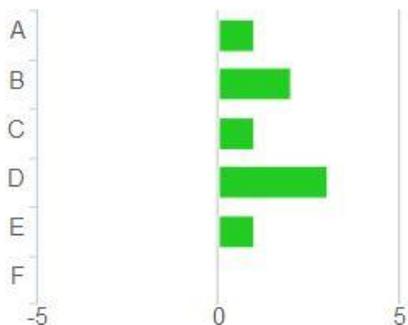
Fishing Tournaments Aim to Broaden Exposure

National Parks Do Not Appeal to Minorities

Park Wide Tourism Portal Operational

An online information system provides conditions on trails (ski, hiking, biking, snowmobile, x-country, etc.), downhill skiing, campsite availability, overcrowding, etc. It is used by visitors and government departments at all levels. The information is accurate and constantly updated and it is widely publicized and used by the public. Visitors want to know the conditions before they leave home. The info helps spread out visitors across the Park. The site also contains info on all events in the Park.

Influenced Scenarios



Likelihood



Evidence

High Peaks Digital Trail Guides Available Now

The 46 high peaks now have digital trail guide. Download any one or the whole set to your phone. GPS tracks, photos, descriptions and turn-by-turn guidance included.

[Get your digital trail guide here.](#)

ARTC Get's \$75k for Paddling Events

New Recreational Portal is Now a Mobile App

New ADK Visitor Web Portal Online Now

Portal Work Wins \$82k for Phase 2 Work

ROOST Takes on Marketing Work for Essex and Hamilton

Work on the Portal Moving Ahead

AATV awarded \$108,000 to build Park wide recreation portal