
EDC STANDING COMMITTEE
07/27/2009

MEETING AGENDA

- I. Activities
 - THUD Appropriation Congressman Murphy
 - Fall Luncheon – September 18, 2009
 - NY Loves Nanotech - San Francisco - Semicon West
 - Common Ground Meeting

- II. Armory

- III. Adirondack Park Regional Assessment Project May 2009

- IV. Hickory Hill Ski Center

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Congressman Murphy Secures Funding For Critical Infrastructure Improvements

July 23, 2009 8:00 PM

THUD Act Includes Funding For Four Area Projects

Washington, DC – Today, Congressman Scott Murphy voted to pass the Transportation, Housing, and Urban Development Appropriations (THUD) Act that will address the challenges of keeping our transportation system safe, secure and up-to-date. The THUD Act provides funding for four projects in the 20th District, providing essential transportation improvements and infrastructure upgrades.

"This bill will make critical improvements to our aging infrastructure, creating jobs while making our roads and bridges safer," said, Rep. Murphy. "It is imperative that as Upstate New York continues to build a foundation to become a leader in the 21st century economy, we don't attempt to do so with a 19th century infrastructure."

At the request of Congressman Murphy, the THUD Act includes funding for four 20th district projects, including:

- \$850,000 for the upgrade and renovation of the Floyd Bennett Memorial Airport in Warren County;
- \$40,000 for upgrades to the sidewalks on East Main Street in Sidney;
- \$100,000 for the Greene County Rails-to-Trails Project; and
- \$200,000 for the restoration and repair of the Hudson Area Library.

The bill encourages economic development in rural communities by establishing a fund to drive rural innovation and entrepreneurship and support small businesses. It also invests in counseling to help families who are at risk of foreclosure stay in their homes and weather the mortgage crisis.

To increase Americans' use of public transportation and help break our addiction to foreign oil, the THUD Act invests in the next generation of high-speed passenger rail and new commuter rail and light rail systems. To ensure that all Americans have access to housing and shelter during this economic crisis, the bill increases funding for rental vouchers and housing assistance for the neediest Americans – the disabled, elderly and homeless veterans.

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Today, Congressman Scott Murphy voted to pass the Transportation, Housing, and Urban Development Appropriations (THUD) Act that will address the challenges of keeping our transportation system safe, secure and up-to-date. The THUD Act provides funding for four projects in the 20th District, providing essential transportation improvements and

Elaine Behlmer

From: editor@edcwc.org
Sent: Tuesday, July 21, 2009 2:02 PM
To: Elaine Behlmer
Subject: Sept. 18 Lunch with Congressman Scott Murphy

SAVE THE DATE**SEPTEMBER 18****Luncheon with Congressman Scott Murphy**

Congressman Scott Murphy will share his views on national and local issues affecting the 20th Congressional District:

- Building Small Businesses
- Economic Recovery
- 21st Century Job Creation

Event Details

Friday, September 18, 11:30 - 1:30 p.m.
Queensbury Hotel, 88 Ridge Street, Glens Falls, New York

Sponsor Benefits

A \$1,000 sponsorship for this luncheon includes:

- Reserved table for 10
- Company logo in all event-related marketing materials including website, e-mail announcements, and program
- Recognition during event remarks
- Recognition in EDC e-newsletter
- Tax-deductible donation

Interested in being a sponsor? E-mail ebehlmer@edcwc.org by August 10.

Reservations

Advance paid reservations required. Check-in begins at 11:30.
Cost: \$45 per person / \$400 table of 10

Reserve today to save your place!

REGISTRATION



Luncheon with Congressman Scott Murphy

Friday, September 18, 2009

Queensbury Hotel, 88 Ridge St., Glens Falls, 11:30 - 1:30 pm

Please reply by September 11, 2009

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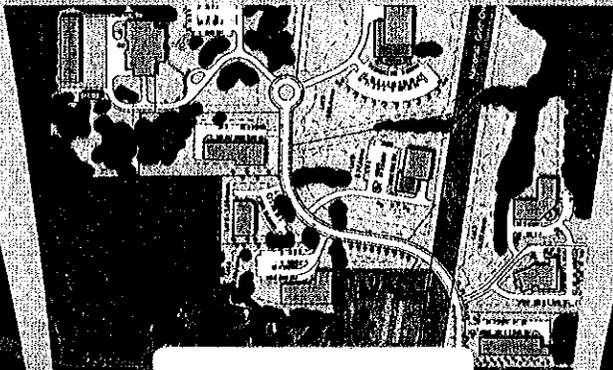
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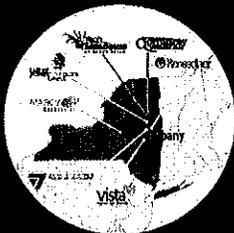
Tech Meadows at Glens Falls

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25 minutes north of new GLOBALFOUNDRIES
facility in Luther Forest, Malta, NY

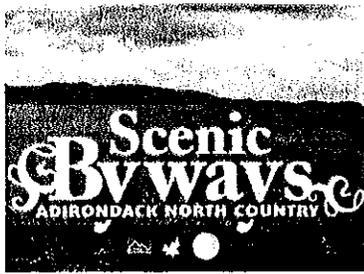
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Adirondack North Country Scenic Byways Market Trend Assessment

Executive Summary

Research sponsored by:

Adirondack North Country Association (ANCA)

Research & analysis by:

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Reporting by:

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Susan Fuller, Fuller Communications**

Project design & management provided by:

**Susan Fuller, Fuller Communications
Sharon O'Brien, Scenic Byways Coordinator, ANCA**

Financial support provided by:

**A grant to the New York State Department of Transportation's Scenic
Byways Program through the Federal Highway Administration**

June, 2009

full report online at: <http://adirondackscenicbyways.org/info-for-partners.html>

Adirondack North Country Scenic Byways Market Trend Assessment 2008 Visitor Survey along the Scenic Byways in Northern New York Adirondack North Country Association

Executive Summary

Satisfied customers and word-of-mouth advertising are considered to be among the most powerful advantages in tourism and destination marketing. Marketing success and customer loyalty can be measured in a number of ways. One is "share of customer" — the degree your customer uses your offering compared to competitors' products. A second is "customers for life" — repeat visitation throughout the ages and stages of their existence. A third is your customer's willingness to recommend your destination or experience to a friend or colleague.

Based on the results of the Adirondack North Country Association's (ANCA) Adirondack North Country Region Scenic Byways 2008 Visitors Survey, communities, attractions, the Adirondack North Country region, and the Scenic Byways are clear winners!

From more than 300 visitors, we now have, in their own words, key information that can be used to develop and support Scenic Byways brand identities, marketing strategies, themes, promotional campaigns, and tourism products.

About the Survey

In 2008 the Adirondack North Country Association (ANCA) completed the **Adirondack North Country Scenic Byways Market Trend Assessment**. The foundation of the research was a face-to-face survey of travelers who visited a wide variety of communities and attractions along the Scenic Byways in 12 of the 14 counties that comprise the Adirondack North Country region.

Research on travelers is an important step in learning what needs to be done to maintain the competitiveness of a region's tourism economy. This is the first qualitative survey research project to focus specifically on those travelers using the interconnected system of State Scenic Byway touring routes in northern New York. The anticipated benefit of the project is to maximize return on investment for the promotional expenditures made by ANCA, the Byway communities, and the many tourism businesses.

The project was funded by a grant from the New York State Scenic Byways Program as supported by the Federal Highway Administration and the Transportation Equity Act for the 21st Century of 1998. Holmes & Associates of Saranac Lake directed the survey research and reporting, while Susan Fuller of Fuller Communications assisted ANCA with project development and interpretation of the findings.

Goals & Objectives

The main goal of the Scenic Byways Market Trend Assessment was to:

Identify visitation trends that have the greatest potential for future success of Scenic Byway tourism for the region and that will optimize the return on marketing investments for ANCA, the Scenic Byway communities and for the many businesses serving travelers within those communities.

The main activity used to address those objectives was a detailed questionnaire survey of travelers while they were visiting communities and attractions along the Scenic Byways.

Methodology

Holmes & Associates used a tested intercept or sidewalk survey approach that relied on locally hired and trained research assistants (RAs) who lived in or near the communities where the surveys occurred. We collaborated with major attractions (i.e., museums, Olympic venues, scenic railroads, popular businesses, etc.) that allowed the RAs to work on their premises. The RAs were instructed to approach different types of travelers (i.e., families, couples, singles, seniors, etc.) and ask their participation in a brief survey in exchange for a small incentive, such as a coupon for an ice cream cone at a local shop. The RAs also were instructed to target first-time and occasional visitors as much as possible. A total of five RAs worked on completing the face-to-face questionnaires with travelers.

The survey work progressed during late summer and early fall, beginning on August 15 and completed on October 15, 2008. A number of attractions and organizations generously allowed the research assistants to approach visitors at their facilities and we appreciate their assistance with the survey effort.

What We've Learned and Why It's Important

Implications for Adirondack North Country Scenic Byways Stakeholders' Success

Through this one-of-a-kind, open-ended, qualitative survey process, we now understand reasons these representative visitors have come to the region for the first time, and perhaps more importantly, what brings them back year, after year, after year. We know what they consider most memorable about their Adirondack North Country Scenic Byways experiences, and what they would tell friends and family about the best parts of their visits. Equally important, we have their recommendations for ways to improve their Scenic Byways experiences, how they use the Internet and web sites for travel planning, and their level of awareness of Scenic Byways designations and programs.

All this information will be used by ANCA and is available to all Adirondack North Country Scenic Byways. With it we can make sure we make the most of the tremendous opportunities tourism provides, as one of the top three economic drivers in every state in the United States. The information will help tourism-focused businesses, organizations, and attractions throughout the region plan, promote, and deliver the types of experiences our visitors value most. The ensuing success will support sustainable economic development and community revitalization that will benefit residents throughout the region.

In our region, where tourism is an essential economic force, tourism stakeholders include far more than those obviously involved in tourism such as chambers of commerce, tourism officials, visitor services industries, and meal and lodging providers. Tourists are likely to shop in grocery and drug stores, buy products from local artists, farmers and food producers, use guide services and purchase sporting goods, stop at gas stations, and buy clothing, maps, and books. In addition to direct tourism revenues, the economics of "multiplier effects" benefit tourism "stakeholders." These include the businesses that supply services and goods to tourism businesses, incomes earned by people employed in the tourism industry who spend their wages on a wide variety of goods and services in their communities, and governments that earn tax revenues on the sale of goods and services. Stakeholders also include everyone who has an interest in the sustainability of the Adirondack North Country region: state, regional, and local planners; agency and government representatives; organizations; educational institutions; concerned residents.

Using the survey results, tourism stakeholders can

- clearly focus messages to ensure/enhance the number of visitors who actually come to visit compared to those who are considering a visit (conversion rates)
- be sure their brand experience, product offerings, and “look” resonate with target customers in target markets
- plan collaborative, cooperative inter- and intra- Scenic Byways experiences that will increase visitor length of stay and expand visitation to more Adirondack North Country Scenic Byways communities.
- allocate marketing resources most effectively

Overview of Key Findings

Finding 32% of respondents said this was their first visit to the Adirondack North Country region.

Importance--We now have insight into what attracts first-time visitors and most importantly, what they like about the area once they get here. This information can be used to develop effective web site content and campaigns to attract additional new visitors.

Finding 59% of respondents indicated that they have visited the region from 2 to as many as 10+ times previously.

Importance--Repeat visitations are tremendous demonstrations of customer satisfaction and loyalty. Satisfied customers are key resources for “Word-of-Mouth” promotion. In tourism, Word-of-Mouth is among the first three sources of information people use to make travel plans and decisions. It is one of the most powerful, cost effective, easily implemented marketing initiatives available. Every tourism stakeholder in the Adirondack North Country Region can take advantage of Word-of-Mouth by ensuring positive, memorable, quality experiences for their customers.

Finding Visitors have strong emotional connections to the Adirondack North Country region. Many respondents mentioned first coming here when they were children and wanting to relive those experiences. Others were in the area to attend weddings, reunions, for honeymoons and anniversaries, and to fulfill annual traditions.

Importance—Positive emotions, including nostalgia, play key roles in ways consumers make decisions on experiential products including vacations. Tourism stakeholders in the Adirondack North Country can take advantage of this in their promotional and program planning.

Finding 70% of visitors surveyed stated they were drawn to the region in general, rather than to a specific destination.

Importance—With this level playing field there are opportunities for all stakeholders. Collaboration and coordinated planning in creating experiences that take visitors to several Scenic Byway communities will be far more productive than thinking in terms of competition between Adirondack North Country Scenic Byway destinations.

Finding We know our respondents are travelers who also enjoy vacation experiences in some of the world’s most highly rated tourism destinations, including the Caribbean, the Alps, Hawaii, Italy, Ireland, Cape Cod, and Vermont. We know that more than 80% attended college, graduate school or higher, and that nearly 70% have household incomes over \$50,000 annually.

Importance—These well-traveled, sophisticated, intelligent, well-to-do visitors value authentic quality experiences. This means that tourism development projects in Adirondack North Country Scenic Byways communities can have positive impacts on quality of life for all residents. Tourism can contribute directly to economic prosperity through decent hospitality jobs and support of entrepreneurial ventures including crafts, recreation and wildlife related businesses, and locally produced value-added products. Additional, often substantive, benefits result from the “multiplier effect.” This occurs when the restaurant or lodging owner buys supplies from local dealers; employees of these establishments spend their wages in the community for their own food, retail goods, and services, for example.

Finding When rating the activities most important to their overall experience and enjoyment, respondents said that driving through the area, and enjoying the scenery, views of lakes, forests, and mountains were the most important activities while traveling in the Adirondack North Country region, and the reasons they have memorable visits.

Importance—These experiences are based on intrinsic values that exist in the Adirondack North Country region, and that are made possible by, and sustained by, the Scenic Byways designation. We don’t have to “build it so they will come.” It’s already here! Communities, venues, attractions, hospitality providers, and anyone with an interest in having visitors as customers can use their association with Scenic Byways designation to make the most of the intrinsic values of the byways.

Finding After the importance of scenery and views, the next most important general category visitors identified related to outdoor activities: recreation (gentle activities), wildlife viewing, and adventure (more challenging activities).

Importance—These nature based and outdoor activities—hiking, bicycling, paddling, camping, hunting and fishing, winter activities, and wildlife viewing—contribute \$38 billion to the Northeast U.S. economy annually. Numerous low-cost, diverse, and easy-access opportunities for outdoor recreation are provided by the many trailheads, wildlife viewing areas, and water access sites that are readily available along the Scenic Byways. Much of that valuable infrastructure exists because of, and is maintained by, local governments or the State of New York.

Finding Visitors’ motivations in coming to the region are mainly to pursue their own interests, rather than coming here to visit family and friends.

Importance—Visitors are not constrained by the need to spend “appropriate” amounts of time with relatives, so they have plenty of time to enjoy our many attractions and venues. This creates more opportunities for customers for lodgings and restaurants since visitors are not staying and dining with friends.

Finding Because of the open-ended qualitative interview process, respondents were encouraged to provide anecdotal comments. We know that 97% of those who completed the survey would recommend the area to others. We know based on their own experiences they would speak about the beautiful scenery, the friendliness of local people, easy access to nature, and the peaceful and relaxing environment, to name just a few.

Importance—We know what actual visitors say and value about their experiences. We do not have to surmise or make up themes based on what we think they like. In their own words we know what makes traveling in the Adirondack North Country region different and special from their other travel experiences. These comments are a gold mine of messages, themes, and images that should be used to develop the Adirondack North Country Scenic Byways Brand and strategic marketing campaigns.

Finding We know how visitors get information that attracts them to select the Adirondack North Country region as a vacation destination. We know what materials and methodologies they use while planning their trips. We know what types of website information are most useful to them. We know what resources are most helpful while they are in the area. We know they value information and suggestions they receive from friendly, helpful, local people.

Importance—Scenic Byways stakeholders can use the information to make sure they develop useful cost-effective marketing materials, and know what's needed to supplement existing materials, and fill gaps. Stakeholder websites can also assist travelers by including a link to the new ANCA Adirondack North Country Scenic Byways website that provides information for the Adirondack Trail, Olympic Trail, and Central Adirondack Trail Scenic Byways.

Finding Levels of awareness about Scenic Byways in general, as well as those in the Adirondack North Country region, are limited. For many, participating in the survey itself was the first time they had heard anything about Scenic Byways.

Importance—ANCA needs significantly more resources to make the most of the advantages of the Scenic Byways program in the Adirondack North Country and its benefits to stakeholders and travelers.

Finding Visitors surveyed said more promotional pieces, better signage, more historic markers and interpretive signage, improved web sites, better and more accessible maps, and more information about the Adirondack Park in general, would improve their understanding and enjoyment of the region.

Importance—These are all solutions the Adirondack North Country Scenic Byways program is intended to address. Again, the Byways Program needs significantly more resources to meet these needs and enhance customer experiences. Projects that are underway, with funding from the Federal Scenic Byways program, include the new ANCA Adirondack Scenic Byways website, scheduled for release in 2009. ANCA is also preparing a large format map featuring all New York State Scenic Byways on one side and Adirondack North Country Scenic Byways on the reverse.

Finding Although there were very few complaints registered by the respondents, disappointments expressed include: some venues were closed after Labor Day; high prices in some locations; lack of nightlife in others; the weather.

Importance—Byway stakeholders may have opportunities to extend the tourism season by identifying ways to attract and keep visitors during shoulder seasons. Stakeholders should commit to consistent high quality service, and quality and value for the money of all experiences of Adirondack North Country Scenic Byways visitors.

Finding Purchases of items or goods that were locally produced (“Nothing made in China”) and had specific relevance to the Adirondack North Country region were most memorable.

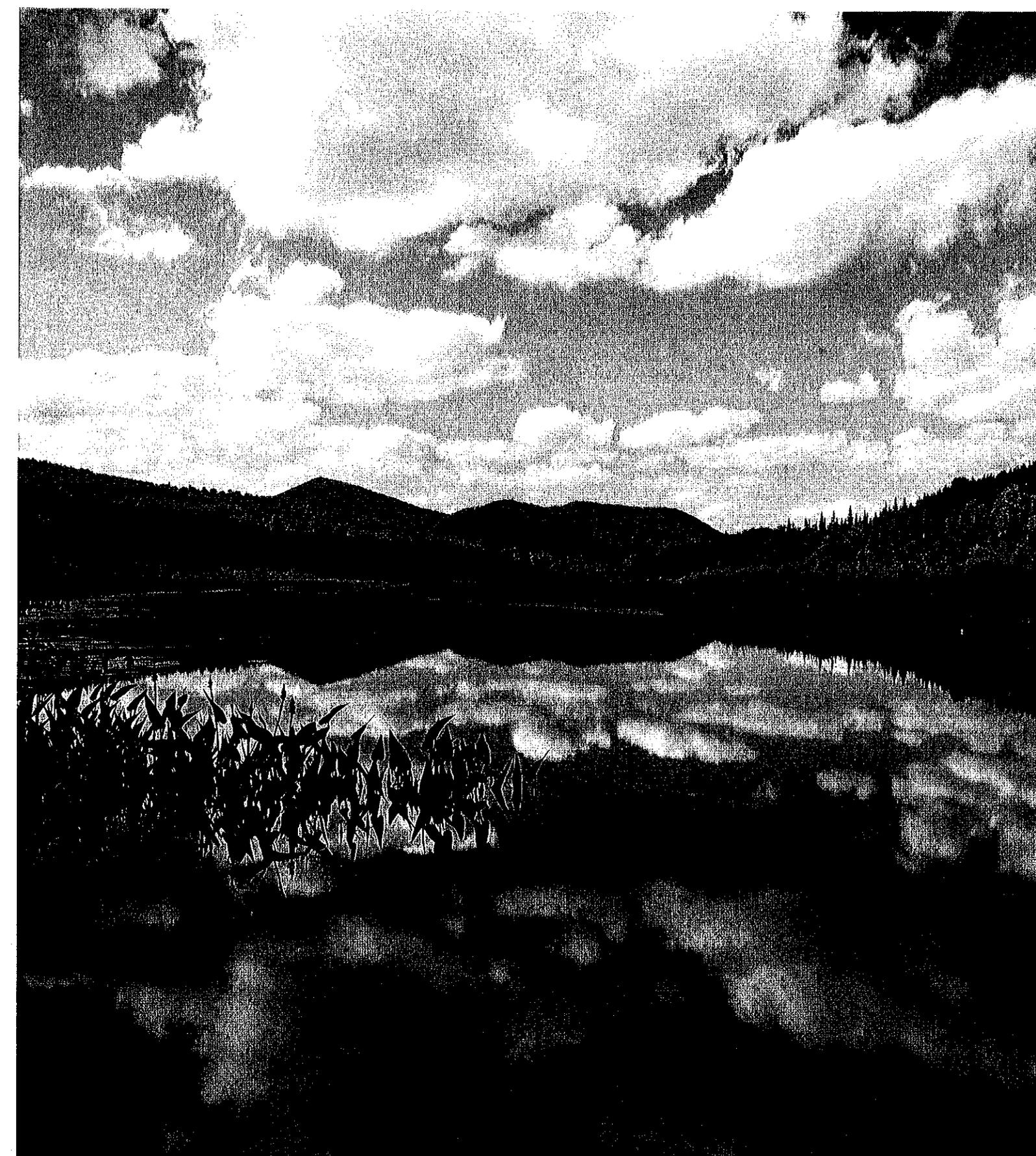
Importance—In many tourism surveys, shopping is ranked as one of the top five most important activities. There are tremendous business development opportunities for quality one-of-a-kind, locally created and produced goods, and for the shops and restaurants that offer them.

BENEFITS OF THE ADIRONDACK NORTH COUNTRY REGION SCENIC BYWAYS 2008 VISITORS SURVEY

ANCA, community partners, and tourism stakeholders can use the 2008 market survey outcomes to support the promotion and interpretation of the Scenic Byways. Specific applications include the following:

- Building new campaigns based on knowledge of what motivates our regional visitors, and to identify opportunities ANCA can provide to enhance Scenic Byway experiences
- Ensuring messages are clearly focused and developed to optimize conversions (number of actual visits as outcomes of inquiries). The information can be used to refine and hone marketing messages and website content.
- Guiding improvement of Scenic Byway enhancements such as roadside signage, scenic pull-offs, recreation access
- Helping tourism stakeholders work collaboratively and effectively to plan and implement sustainable Scenic Byway experiences to maximize visitor satisfaction
- Ascertaining that the Scenic Byway brands and marketing identities resonate in our target markets to ensure that marketing and program dollars are spent most effectively
- Providing specific primary qualitative information to augment and complement other/previous relevant research findings (Longwood's, conversion studies, etc.)
- Providing information that all Scenic Byway stakeholders can use to make the most of all the distinct advantages of the Scenic Byway designation

ANCA made immediate and tangible use of the survey findings in 2008 and 2009 during development of the new Adirondack North Country Scenic Byways website (<http://adirondackscenicbyways.org>). The website's layout, design, features, and heavy use of scenic photography are all in response to the visitors interests and preferences gleaned from the 2008 survey work.

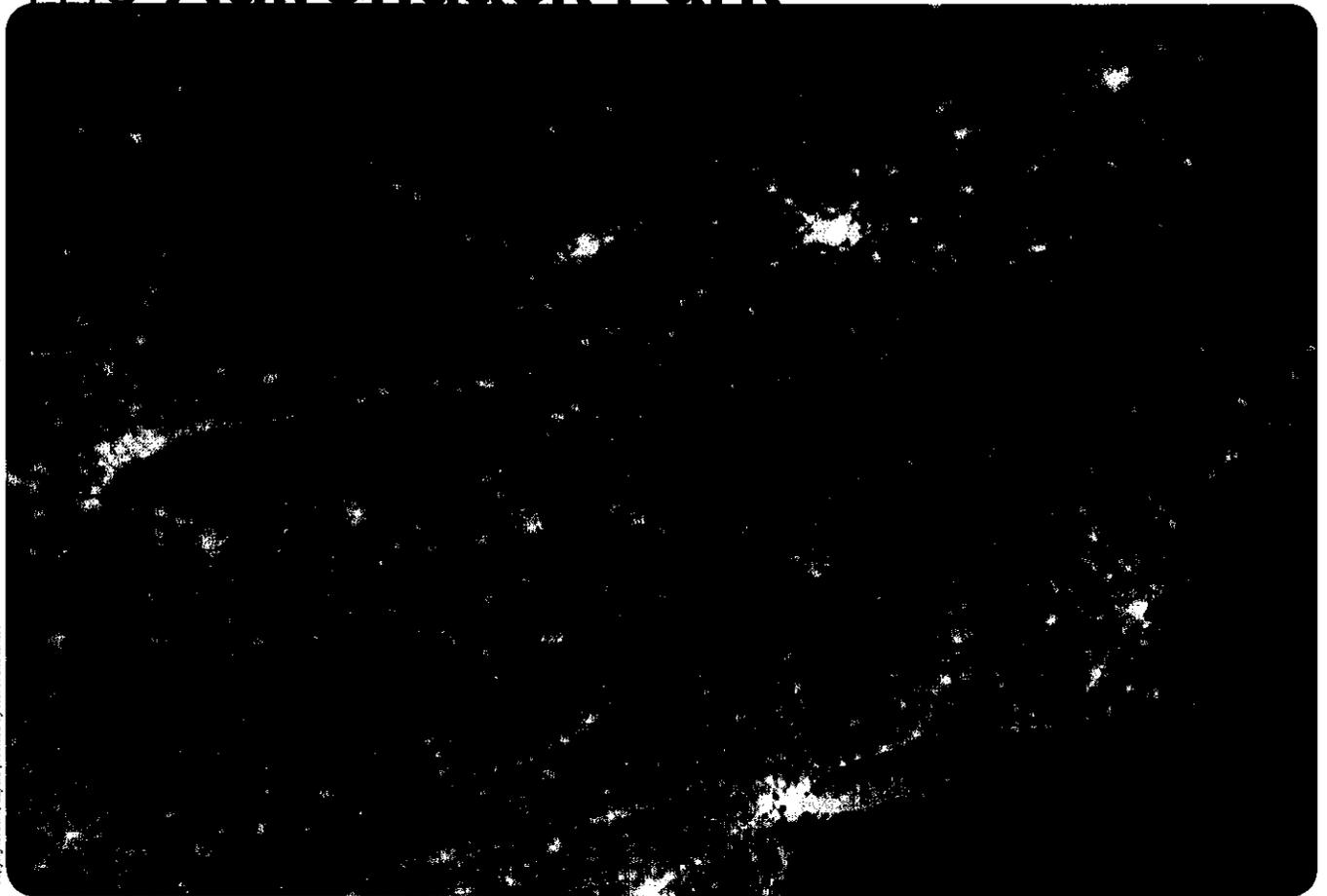
A black and white halftone photograph of a landscape. In the foreground, there are reeds or grasses growing in a shallow area of water. The middle ground shows a calm lake reflecting the sky and the mountains. The background consists of a range of mountains under a sky filled with large, fluffy clouds. The entire image has a grainy, dotted texture characteristic of halftone printing.

Adirondack Park Regional Assessment Project
Executive Summary • May 2009

The photo on the opposite page is a composite image of layers provided by NASA and NOAA. Nighttime lights and the Blue Line were superimposed on a daylight image of the northeastern United States and the Provinces of Quebec and Ontario. Seventy million people live within the bounds of the image. Only 132,000 people live within the Blue Line. APRAP would like to thank NOAA, NASA and Congressman John McHugh for their assistance in the creation of this photo.

The Adirondack Park

Copyright AATY. Layers provided by NOAA and MSA



THE HISTORY OF THE Adirondack Park can be divided into a series of overlapping eras from the constitutional protection of the Forest Preserve, to the creation of the park, its incremental expansions, and the eventual regulation of land use within the park. The Adirondack Forest Preserve was originally created by the New York State Legislature in 1885. Two diverse groups—preservationists and merchants—agreed that this mountainous region of upstate New York needed protection. The preservationists were concerned about the environmental effects of large scale timber harvesting, while influential

New York City merchants feared that the same timber cutting would reduce water flows to the Hudson River and Erie Canal. These waterways were major transportation corridors, and such disruption would have had an adverse effect on their commercial interests. Together, they achieved one of the earliest acts of public land protection in the country.

The Adirondack Park was established in 1892. After some attempts to weaken the enabling legislation that created the forest preserve, the state gave the area even stronger protection in 1894 by amending the New York State Constitution, Section 7, Article

Seven. The following words were added:

“The lands of the state, now owned or hereafter acquired, constituting the Forest Preserve as now fixed by law, shall be kept as wild forest lands. They shall not be leased, sold or exchanged, or be taken by any corporation, public or private, nor shall the timber thereon be sold, removed or destroyed.”

During the 1938 Constitutional Convention, these words were

The Adirondack Park

reaffirmed as Article Fourteen, the guiding principle for the Adirondack and Catskill forest preserves.

The Adirondack Park's boundary has expanded several times, eventually encompassing a land mass of nearly 6 million acres. The park is comprised of 12 counties and 103 municipalities with approximately 132,000 residents. The region

abounds with mountains, lakes and rivers scattered throughout a unique natural landscape. The Adirondack Park lies within a five hour drive for 50 million people who live in the urban centers of New York City, Boston, Montreal and Toronto. In 1971, New York State passed the Adirondack Park Agency Act which called for the development of two plans: the Adirondack Park State

Land Master Plan and the Adirondack Park Land Use and Development Plan. These plans regulate use and development on all land—public and private—within the park.

Executive Summary

Introduction

THE ADIRONDACK PARK REGIONAL ASSESSMENT PROJECT (APRAP) is a study by and for park communities. The project was conceived in 2006 by member communities of the Adirondack Association of Towns and Villages in collaboration with the Adirondack North Country Association. Research was conducted to gather information about the park from the perspective of community leaders within the “Blue Line” and from outside data sources. The intent of the project is to provide a factual baseline quantifying various trends for use in strategic planning and assessment updates.

The final report marks the culmination of a sizable research project involving the 103 towns and villages that comprise the park. As an area recognized for its unique ecological qualities, the park includes diverse communities amid abundant state-owned lands constitutionally protected as “forever wild.” The report, along with its appendices, will provide a factual basis for ensuing discussion on park issues and planning. A deliberate effort was made to avoid excessive interpretation or to arrive at conclusions, beyond the obvious.

Findings

THE RESULTS OF THE RESEARCH EFFORT AFFIRM how Adirondack communities share in the challenge of providing services for their residents and visitors, while simultaneously serving as gateways to the park’s public lands. The findings from the assessment provide important information with respect to community life, park demographics, education, local government, emergency services, land use and infrastructure.

what we found

The Adirondack Park has **doubled in size since its creation in 1892**, to more than nine thousand square miles. Private lands were first included in the definition of the park in 1912.

The Adirondack Park **represents one-fifth of New York’s land area**, and includes less than one percent of the state’s total population.

Two-thirds of all state-owned lands in New York State are **in the Adirondack Park**.

Ninety percent of the Adirondack Forest Preserve is **located in just 40 percent of the towns** in the Adirondack Park.

The Office of Real Property Services lists 76 percent of the Adirondacks as **“Wild, Forested, Conservation Lands and Public Parks.”**

Responses from community leaders to the APRAP Community Survey show that while they generally respect DEC & APA staff, they **often disagree with the policies guiding these agencies**.

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Executive Summary

what we found

From 1980 to 2006, **real property tax** as a portion of total revenue has **decreased in the average Adirondack Park community**.

Individuals with mailing addresses **outside the park own about 40 percent** of the parcels listed as residential which constitute **half of the total** residential property value.

Government sector jobs account for more than 30 percent of all employment in Hamilton, Essex, Lewis and Washington counties. In 2007, **an estimated 44 percent of employees worked in the public sector** in Franklin County.

These jobs do not include employment in public education.

The regional economy is highly dependent on correctional services. **One of every 26 people** counted as living in the Adirondack Park **resides in a correctional facility**.

There are more than **5,000 miles of public roads in the park**, half of which are maintained by the towns and villages. State and county highways make up the remainder in roughly equal amounts. **Nine New York State Scenic Byways traverse the park**.

continued on page vii

Implications for the Park

THE APRAP REPORT PROVIDES A COMPARATIVE baseline and detailed picture of the park. Many in-park trends differ from the rest of New York State, even in other rural areas. The decline in school enrollment is steeper and the median age of the population is rising more rapidly than elsewhere. Household incomes are lower than in much of New York State. There is an out-migration of young families and an in-migration of semi-retired and retired persons. Approximately 40 percent of the homes are owned by people whose primary residence is outside of the Blue Line. The mines and mills of the Adirondacks are largely shuttered. Sparse populations and regulatory practices have contributed to a lag in private sector investment of broadband communication and data transfer infrastructure. The park-wide loss of private sector jobs has been offset temporarily by job increases in public health care, education and government employment.

The study provides essential information for the discussion of the following issues:

» **How to provide quality employment in places that have suitable development opportunities inside the Blue Line?**

» **What is the effect of continued state land acquisitions, the use of easements, and private land use regulations on the social fabric and economy of park communities?**

Executive Summary

The obvious need to merge long-term economic revitalization with environmental protection must occur soon for the towns and villages within the Adirondack Park. Bold new strategies and investment will be required to address the complex needs of communities within a protected landscape. Such strategies must support sustainable development of communities consistent with both quality of life and environmental stewardship. The data presented assesses the need for targeted and timely utilization of resources to address the questions listed above and to drive the planning process to meet the fundamental needs of the people of the Adirondack Park.

what we found

Only **7 park communities have complete cell phone coverage**, while the remainder have limited or no service at all.

Park residents **average just under 43 years of age**, older than any state for median age. By 2020, only the west coast of Florida will exceed the Adirondacks as the oldest region in America.

In the park, **K-12 students represent 13.5 percent** of the population, as **compared to 18 percent nationally**.

School enrollments in the park have **decreased by 329 students annually** throughout the current decade, which is equivalent to the loss of one average size Adirondack school district **every 19 months**.

The Saranac Lake School District (**1,536 students**) **covers an area nearly the size of Suffolk County** (69 districts and 254,629 students).

From 1970 to 2007, the number of **teachers in Adirondack school districts increased by 34 percent**, while the student population dropped by 31 percent.

About The Study

THE ADIRONDACK ASSOCIATION of Towns and Villages, the Adirondack North Country Association, and the Towns of Chester and Arietta partnered in securing funding for this project through the NYS Department of State Quality Communities Grant Program. Matching funds were provided by the park communities. Donations from Stewart's Shops and the Arrow Financial Corporation made it possible to extend research in certain critical areas. The project was managed by the partner organizations sharing a common interest in "fact-based" analysis as a foundation for all future policy discussions.

The LA Group was responsible for an extensive study of secondary data sources. They produced the Community Survey, a Final Report, the community profiles and

appendices. Their skills were evident throughout the charting, mapping and analysis of enormous amounts of data. Outreach and interviews were conducted with town and village officials, school superintendents, and emergency service coordinators. Eighty-five communities completed the Community Survey, while several state agencies contributed valuable information, including the Adirondack Park Agency, the Office of Real Property Services, the Department of Environmental Conservation, the Department of Labor, the Department of Education and the Department of Correctional Services. The Siena Research Institute, the Center for Government Research, and the Technical Assistance Center at SUNY-Plattsburgh also played important roles in providing and analyzing data.

Due to the fact that a third of the towns and most of the counties of the park are divided by the park boundary, data related to those communities partially within the park was especially difficult to collect and assess. All efforts were made to aggregate data specific to the towns and villages of the park.

Extensive demographic, finance and socio-economic data for every community in the park is presented in 103 individual municipal profiles. Printed and digital copies of the profiles, project report and appendices, including a digital database, are available at the Adirondack Association of Towns and Villages, at www.aatvny.org.

—The APRAP Steering Committee



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