



Welcome to New York's
Capital of Outdoor Adventure:

The
**NORTH WARREN
REGION**

THE PROBLEM

**No branding + No signage =
NO AWARENESS**

A lack of deliberate placemaking creates confusion, leading to below-average visitation of Brant Lake, Chestertown, and North Creek.



NEGATIVE EFFECTS

Visitors not finding North Warren Region.

Losing out to Essex Co., less area investment, and viable businesses become less so as people go elsewhere.



THE SOLUTION

Brand Together.

Strengthen County tourism by adding a destination-within-a-destination, which promises more to explore.



THE PLAYERS

- **Chester** (Chestertown)
- **Horicon** (Brant Lake)
- **Johnsburg** (North Creek)

Key assets: Ski area, trails, mountains, lakes, quaint downtowns, rivers, firetowers, lodging.



WHY DO THIS?

Impressions. Awareness. Earned Media.

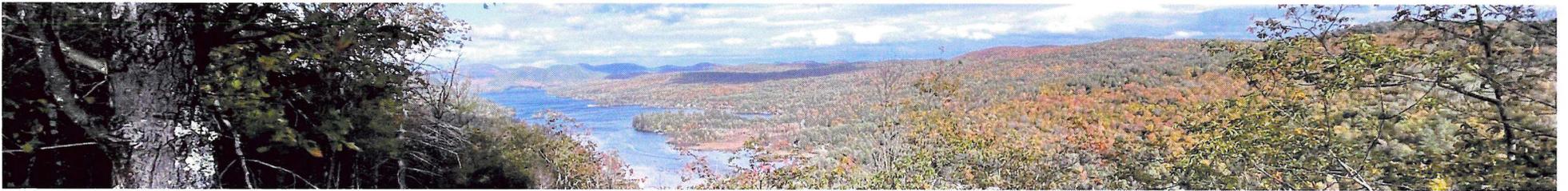
People want to discover new experiences!
By presenting a compelling brand, the North
Warren Region will attract visitors and extend
time and \$ spent in the region.



AREA STUDY

**An abundance of
adventure and allure is there.**

Visitors don't realize this.



CATEGORY #3: COMMUNITIES

GOAL #11: Hamlets and downtown districts see increased community and economic benefit from outdoor recreation activity.

ACTION AREA 11A: Make hamlets and downtown districts the hubs of outdoor recreation experiences and travel.

OUTDOOR ECONOMY PILLARS: INFRASTRUCTURE / ASSETS + BUSINESSES + COMMUNITIES

| Involved Parties | Core County Actions | Strategies |
|---|---|---|
| Warren County, Municipalities, Chambers of Commerce | <ul style="list-style-type: none"> • Coordination • Planning & Technical Assistance | <ul style="list-style-type: none"> • Establish physical connections between hamlets/downtowns and nearby recreation offerings, including wayfinding signage (Action Area 1B). • Establish and advertise in-town parking options. • Promote/advertise seamless recreation experiences involving outdoor activities and in-town food, beverage, and accommodations. • Offer community events that start and end in-town in partnership with local businesses. • Encourage the development of anchor businesses in hamlets and downtown districts, such as breweries, bakeries, and small hotels. |



STRATEGY

Introduce a credible and guaranteed good time.

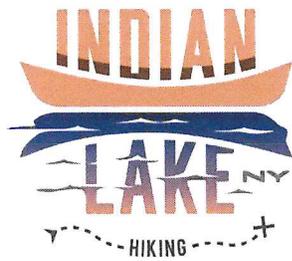
Create an exciting brand, wayfinding signage, engaging website, and a digital footprint.

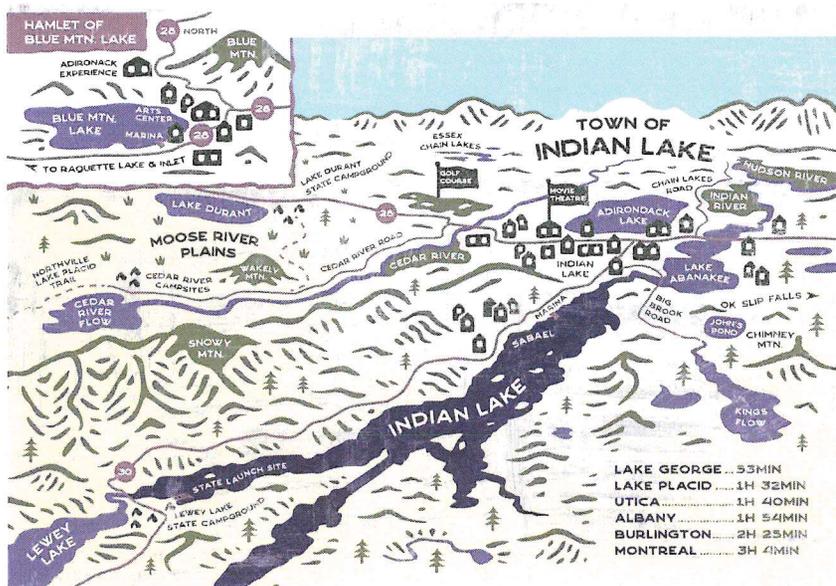


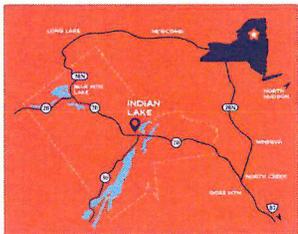
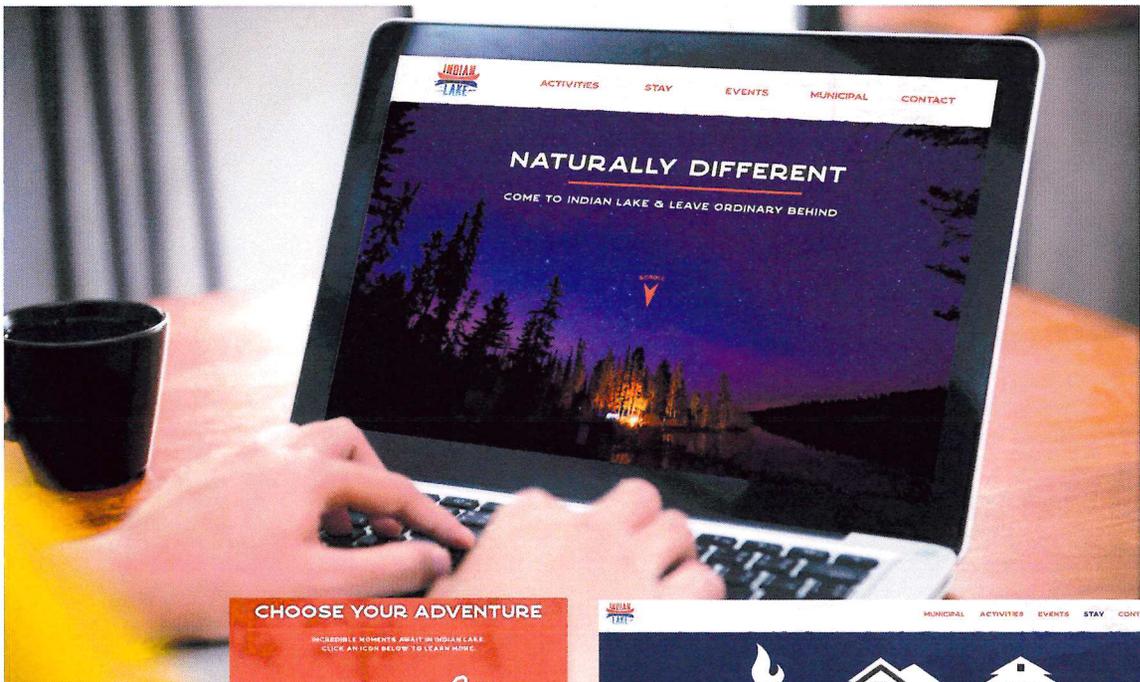


CREATE

INDIAN LAKE^{NY}







CHOOSE YOUR ADVENTURE

INCREDIBLE MOMENTS AWAIT IN INDIAN LAKE
CLICK AN ICON BELOW TO LEARN MORE



EXPLORE



SHOP



BIKE



FISH

INDIAN LAKE

MUNICIPAL ACTIVITIES EVENTS STAY CONTACT



CAMP



LODGE



RESORT

BE SURE TO BOOK WELL IN ADVANCE OF YOUR STAY. CAMPSITES, ROOMS, AND LODGES FILL UP QUICK!

EXPERT TIP:



INDIAN LAKE

TOWN OF INDIAN LAKE

25-554-3800
257 Patten Road, PO Box 750
Hazelton, BC V2A 7B5

SIGN UP FOR OUR NEWSLETTER

Big changes are coming to Indian Lake in 2021 — stay tuned!

✕

MUNICIPAL
ACTIVITIES
EVENTS
STAY
CONTACT



NATURALLY DIFFERENT

COME TO INDIAN LAKE & LEAVE ORDINARY BEHIND

SCROLL

The macron over the Ō starts the long “oh” sound, houses the subtitle, and becomes the abbreviated profile, titled the *Standing O*

Upward crescendo represents an aspirational and vibrant community, its future growth, and a nod to the surrounding hills

Customized typeface and its variation in shape represents the City’s quirky nature, frequently mentioned in focus groups



Color breaks up the syllables to help pronunciation and represents the area’s colleges, hills, and the Susquehanna River

Phonetic pronunciation of “on to” highlights the brand’s casual nature and reinforces the City’s name



ONEONTA
City of the Hills

↑ Hartwick College
SUNY Oneonta
Oneonta High School
Job Corps
Oneonta Airport

← Historic Downtown
Ball Park

← Hartwick College
SUNY Oneonta
Oneonta High School

→ Job Corps
Oneonta Airport

ONEONTA
City of the Hills

WELCOME TO

ONEONTA
City of the Hills

FOF
Future for Oneonta
Foundation Inc.

WELCOME TO

ONEONTA
City of the Hills

FOF

P
Public Parking
→

P
Public Parking

ONEONTA
City of the Hills

Wayfinding

Gateway

Parking

POSITIVE EFFECTS

The value of Warren County as a destination increases.

When one community thrives, the neighboring communities have a greater prospect of thriving as well. Build enthusiasm amid locals and visitors alike.



COMPETITION

Keep up with the Joneses.

[Lodging](#) [What to Do](#) [Events](#) [Outdoors](#) [Plan](#) [Our Towns](#) [Live](#)

The Adirondack Hub is ... your next getaway

In the Adirondack Hub, we're proud of our long history of combining epic [adventure](#) with our small and mighty creative arts communities. The Adirondack Hub boasts some of New York's best [fall](#) scenery, rugged [wilderness](#), hikeable forested mountaintops, and an extraordinary network of interconnected trails. From paddling and cycling to historic sites and renowned music, there are plenty of reasons to make the Adirondack Hub your next destination!

The charming villages of [Newcomb](#), [North Hudson](#), [Minerva](#), and [Schroon Lake](#) welcome you to experience fall foliage from a new perspective, where you'll discover a variety of seasonal activities and planned [events](#), cozy and comfortable [lodging](#), [restaurants](#) serving up creative, tasty meals, [breweries](#) creating the area's best drinks, and [local shops](#) brimming with delightful and unique items.

Experience a little or a lot of the Adirondack's best in the Adirondack Hub, your perfect basecamp for adventure!

Our Towns





THE NORTH WARREN REGION IS READY

Placemaking is investing in the future.

The success of the North Warren Region will also be the success of Warren County.



