

Name	Business/Agency Name	To what extent will you be participating?	Please share with us some of your ideas on how to make the Lake George Area even more inviting to visitors. Please share specifics!
Jamie Johnson	Adirondack Extreme	I plan to attend the Workshop in person	
Jaime Rozell	Tubby Tubes River Co	I plan to attend the Workshop in person	
Dani Taylor	The Lodge at Schroon Lake	I plan to attend the Workshop in person	Ideas to Make the Lake George Area Even More Inviting to Visitors (Apologies if some of these are already in progress, just sharing from a fresh perspective!).Extend the Season: Consider more shoulder-season events like fall harvest weekends or spring wellness retreats. Promote bundled “stay + experience” packages for quieter months. Improve Regional Access: Explore a seasonal shuttle or trolley connecting Lake George, Schroon Lake, Bolton Landing, and Ticonderoga. Add more signage for scenic routes, trailheads, and lesser-known attractions. Strengthen Regional Marketing: A unified tourism campaign could showcase the variety of experiences across the region—from luxury stays to rustic escapes. Shared branding tools and digital assets could help local businesses market more effectively. Encourage Bookable Local Experiences: Things like guided hikes, boat tours, tasting events, or artisan pop-ups could give visitors more reasons to explore. Support Workforce Sustainability: Seasonal workforce housing and incentives for businesses to remain open year-round could make a big difference.
Steven Greene	Adirondack Axe LLC	I plan to attend the Workshop in person	
Tanya Tobias	Lake George Arts Project	I plan to attend the Workshop in person	Warren County is rich in arts experiences for visitors. Arts-centric marketing and cohesive communication about museums, galleries, performances, festivals, and public art can amplify the region’s appeal, encourage longer stays, and increase tourism revenue. By showcasing cultural assets and popular events the county can position itself as a vibrant cultural destination. An arts committee where collaboration among local arts organizations, the tourism board, and businesses, etc..could be beneficial.
Ardie Russell	Feeder Canal Alliance	I plan to attend the Workshop in person	On and off-road trail connections! Biking, walking, strollers (children), handicap accessible transitions and routes. Promote "bike-friendly" businesses adjacent to or near existing trails.
Chris Ristau	Park Theater Foundation, Inc.	I plan to view the Workshop on YouTube	
Lindsey Butler	Silver Bay YMCA	I plan to view the Workshop on YouTube	
Ken Pugh	South Warren Snowmobile Club	I plan to attend the Workshop in person	I will be able to attend in person.
Paula Slayton	Trampoline Design	I plan to attend the Workshop in person	
Christian Ryan	Springbrook Hollow Farm Distillery	I plan to view the Workshop on YouTube	
Hal Raven	Saratoga Corinth & Hudson Railway	I plan to attend the Workshop in person	We would like to see Corinth included in more activities that are close to lake George and have the SC&H Railway have more access to Warren County.
Katelyn Moskos	Northern Living	I plan to attend the Workshop in person	We are thinking of building collaborative travel packages that unite local businesses to deliver an elevated, all-inclusive experience for our guests.
Amy T. Collins	City of Glens Falls	I plan to attend the Workshop in person	Always using a regional campaign for every season to attract visitors from near and far...add value by creating collaboration and planning for new events and activities!
Sasha Pardy	Adirondack Winery	I plan to attend the Workshop in person	See Attached
Christine Powers	Revolution Rail Co.	I plan to attend the Workshop in person	I will be chatting with our exec team and will circle back to share thoughts ahead of time. Thank you for this opportunity to come together.
Patti Silipigno	Boathouse Waterfront Lodging	I plan to view the Workshop on YouTube	
Sam Luciano	Fort William Henry Corporation	I plan to attend the Workshop in person	
Sue Catana	Hickory	I plan to attend the Workshop in person	For decades the county has supported Lake George events offered by private companies, some successful (Americade, Car show, etc.) some not (2 different winter attractions). A discussion of how to leverage access to local privately owned recreational resources close to Lake George by funding infrastructure would be informative. The development of infrastructure through public-private partnerships would provide consistent and enduring attractions year-round for the tourist population, a benefit to our regional community residents, an economic stimulus for local small businesses, and expanded employment opportunities.
Jim Siplon	EDC	I plan to attend the Workshop in person	Long term strategic focus on the investments needed to build a more robust, year round tourism economy. Examples include transportation linkage to Gore/North Creek, investment in shoulder season events, evaluation of larger scale events and facilities. Continued work on long term, common tourism market challenges like seasonal worker housing, workforce housing and public transportation expansion are also elements. The EDC will continue to advocate for healthy long term growth of our baseline experience economy.
Alexander Lombard	Lake George Music Festival, Inc.	I plan to attend the Workshop in person	See Attached
Kim Chapman	Lake George Steamboat Company	I plan to attend the Workshop in person	Need to bring back the focus of being a family friendly destination and bring in some new ideas for family type events (Strawberry Festival, Renaissance Festival, Craft Show, Xmas Show, Chicken wing contest, farmers market,Glamping (different camping equipment to try out-tents etc) People want new ideas. Not the same old car show, americade, etc. Who would be responsible for creating these and in charge of these.
Tyler Herrick	Spruce Hospitality Group	I plan to attend the Workshop in person	
Cam Cardinale	Southern Adirondack Independent Living	I plan to attend the Workshop in person	

Jennifer Mance	Six Flags Great Escape Resort	I plan to view the Workshop on YouTube	
Chandler Atkins	The Elms Waterfront Cottages	I do not plan to participate directly in this Workshop	I'm sorry my schedule does not allow me to attend. I do have a couple of thoughts. Before we had bed tax, or cared much about our shoulder seasons it was all hands on deck to promote our summers in Lake George. I know we have a dual mandate to build our summer traffic and our shoulder seasons. It occurs to me, that the best way to do that is to make a deep dish apple pie of customers in the summer time that will spill over to the shoulders. If we had 30% more customers visit us in the summer, I believe they would see our beauty and want to come back for fall foliage or winter skiing. Succinctly, don't take the marketing dollars and invest them in the shoulders, take the marketing dollars and grow the summer business which will grow the shoulders. If that makes any sense. With a robust marketing push for the summer, we will enrich the businesses, the county sales and bed tax revenues, that will as President Kennedy said, "raise the tide for everyones boat", summer and shoulders together. Thanks, Chandler

**Sasha Pardy**

**Adirondack Winery**

Making it easier to hold an event at Wood Park for event planners would be a huge improvement that would generate more events and thereby generate more visitors. Wood park is very underutilized and part of the reason is that it is very costly and difficult to put an event on.

1) Parking - visitors get frustrated with the lack of parking - the village or town should provide a shuttle service that takes people back and forth from one or two large parking areas. We used to have access to a free green trolley years ago run by the town and that was great.

2) the cost to rent the grounds, especially combined with the cost to rent Westbrook is way too high when nothing is included like it is at a civic center or SPAC or other better serviced event facility - we have to source our own traffic direction, security, trash service, additional restrooms because there isn't enough on property and more. Also there is only one village employee to tend to the entire grounds when there is thousands of people at an event - so we have to hire staff to keep bathrooms clean and to keep up with trash hauling etc.

3) there needs to be at least 1 covered pavilion - the cost to rent and erect tents for every event is exorbitant and there are areas of the grounds that are always issues due to wet spots

4) more care needs to be put into keeping the grass in great shape

5) the electrical is sub par - there is not electric at every light pole and the poles are always blowing because the amps can't handle multiple vendors plugging into them -

Wood park is just really really tough because you are expecting an event planner to start from scratch and do everything logistics wise to run the event - think about that compared to going to a hotel or convention center.

Aside from this I think we have gone astray in focusing too much money on the winter. May through October is where it's at for lake george and our foot traffic has been faltering for years now - we need to spend our marketing dollars on making sure we keep the great thing we have in the summer and stop assuming everyone will come and that they know how Great Lake george is. We need to work harder to attract younger visitors - the future generations that we need coming for the next 50 years - and we are not doing that. I think we focus too much on international travel when we have people in the northeast who don't even know what Lake George is, etc.

I also think enforcement of Marijuana use and smoking in areas where smoking is not allowed is a big problem - if you walk down the strip it smells like you're in a marijuana shop in the summer - this brings down our reputation and hurts return visits with people who spend money.

## Alexander Lombard

### Lake George Music Festival

Thank you for this opportunity to share some thoughts with you. I have two major points to bring to your attention — both deeply tied to the future success, sustainability, and cultural enrichment of the Lake George Area.

#### 1. One-Off Events Aren't Enough — and Americade Has Skewed Our Strategy

Right now, local management remains heavily focused on transient, one-off events — car shows, fireworks, winters dream, ice castles, bike rallies. This approach largely stems from the outsized success of Americade, but we must recognize that this model is not scalable or sustainable.

Here's why:

1. Americade's Success Skews Perception
  - o Americade reliably brings in huge numbers, but it's the exception, not the rule.
  - o Leaders have come to believe success lies in single, explosive events — ignoring long-term cultural investments.
  
2. Short-Term Wins vs. Long-Term Impact
  - o Events like Americade bring cash and media attention, but disappear in a week.
  - o A Performing Arts Center (PAC) would create year-round economic and cultural return — but requires vision, commitment, and patience.
  
3. Events Offer Immediate Metrics
  - o Easy to measure hotel spikes and parking revenue.
  - o But cultural institutions offer deeper, sustained value: local jobs, education, tourism diversification, and regional pride.
  
4. Narrow Tourism Vision
  - o We've become stuck in a cycle of loud, outdoor spectacle.

- o We risk alienating visitors who seek enriching, authentic, quieter experiences.

## 5. Cultural Lag

- o Many decision-makers come from a generation where mega-events were the backbone of tourism.

- o But today's travelers — especially younger, higher-spending visitors — want more: music, art, depth, and quality.

## 6. No Cultural Anchor — Yet

- o Without a PAC or similar institution, we default to the quick fix of events.

- o Other towns (e.g., Tanglewood in Lenox, Glimmerglass in Cooperstown) have made the leap — and thrived.

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### Summary of Topic 1:

Lake George's leadership is not lacking vision — it's caught in a feedback loop created by Americade's undeniable success. But this model is fragile. It depends on weather, aging demographics, and trends that may not hold up in 10 years.

We need a resilient, cultural cornerstone to carry the region forward. A Performing Arts Center is that cornerstone — offering lasting returns for residents, artists, visitors, and the local economy alike.

Let's move from speculative events to sustainable vision. Let's build something that generations will thank us for!

## 2. We Need to Invest in a Performing Arts Center —

A Strategic, Long-Term Asset Improving the Lake George Area's appeal to visitors requires a forward-thinking approach that goes beyond short-term event spikes. A year-round Performing Arts Center (PAC) is a strategic investment in cultural infrastructure that builds local pride, fosters consistent tourism, and positions our region as a destination for the arts — not just recreation.

### Key Elements of This Vision:

- A State-of-the-Art Venue
  - o A mid-sized (1,600 seat) indoor-outdoor facility, ideally located at the former Waterslide World property.
  - o Designed with excellent acoustics, flexible staging, and integrated with natural surroundings.
  - o Includes breakout rooms, meeting/office space, and community gardens — making the venue itself a destination.
- Diverse, World-Class Programming
  - o Host to orchestras, jazz ensembles, rock legends, film festivals, touring theater, dance, and lectures.
  - o Serve as a local space for school plays, community theater, and civic events — tying in the year-round population.
- Complementary Arts Calendar
  - o Coordinate with existing venues: Wood Park for major outdoor ticketed festivals; Shepard Park for free public events.
  - o Ensure events do not compete but rather reinforce each other, creating a cohesive cultural experience throughout the year.
- Sustainable Revenue Models
  - o Focus on memberships, local patronage, and second-homeowner involvement.
  - o Pursue grants from NYSCA, NEA, and secure private-public partnerships.
  - o Offer naming rights and donor opportunities for long-term financial viability.
- Brand the Region as a Cultural Destination
  - o Market Lake George as "The Cultural Jewel of the Adirondacks."
  - o Tie performances to nature-based tourism: Arts & Nature retreats, fine dining packages, wellness weekends.
  - o Anchor annual events like the Lake George Music Festival and Jazz Weekend as signature draws.

### Summary of Topic 1+2:

A Performing Arts Center is more than just a venue — it is a transformative anchor that redefines the Lake George Area from a summer-only destination to a vibrant, year-round cultural hub. It nurtures local

talent, fosters civic pride, and offers residents and visitors alike meaningful, shared experiences that endure beyond the season.

Unlike one-off events — which are fleeting, weather-dependent, and increasingly competitive — a PAC provides long-term stability and substance. One-off events may fill hotel rooms for a weekend, but they don't build lasting identity, deepen community engagement, or provide consistent economic return. They represent a narrow vision of tourism, based on short-term gains rather than sustainable growth.

In contrast, a performing arts center offers a broader, future-focused vision: one that attracts new audiences, diversifies tourism beyond spectacle and season, and elevates Lake George as a cultural destination in its own right. This is not just an investment in entertainment — it's an investment in who we are and what we want this region to become.