

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!
Robert Harte	Revolution Rail Co	I plan to attend the Workshop in person	I've shared thoughts in an earlier email. Look forward to meeting everyone tmw. -Rob
Suzanne Tyler	Warrensburg Chamber of Commerce	I plan to attend the Workshop in person	See Attached
Brian Parr	Just a concerned resident	I do not plan to participate directly in this Workshop	See Attached
Ed Larkin	LakeGeorge.TV	I plan to attend the Workshop in person	
Laura Moore	Warrensburgh Museum	I plan to view the Workshop on YouTube	Looing for avenues for small venues such as the Museum(s) to work with larger venues to generate more foot traffic in the museum itself and community. We have several small museums in the Warren County and border of Hamilton & Essex County that are open or available to be open as a tour.
Rosemarie Smith	Saratoga Federal Credit Union	I plan to attend the Workshop in person	I think that Lake George and the surrounding areas does a good job, yes, there is always room for improvement. This is not a political statement but a realistic one. I am a 4th generation Lake Placid person and I have friends/family all the way to the Canadian border. Canadian Tourism plays a big part in the North County and I have heard from different areas (NY, out west, Florida, etc) the lack of it is affecting them. I think we need to really look at what other area's along the border, NY, New England and beyond are doing to make up the difference and still trying to grow. I don't have the answer but creativity and out of the box thinking is key
Bennet Driscoll, Jr.	Warren County Board of Supervisors - City of Cl	I plan to attend the Workshop in person	Development of universal signage with a map of Warren County listing each municipality and an invitation for county residents and guests to add this to their list of sites/locations to visit. Ideally, a sign would be posted on, in front of or near city/county halls/centers throughout Warren County.
Gary Thornquist	Lake George RV Park	I plan to attend the Workshop in person	More marketing efforts for campgrounds/RV parks. Lure already established convention/events away from other areas with Bed Tax funds. Continue this process of reaching out to stakeholders/tourism businesses for input

Suzanne Tyler

Warrensburg Chamber of Commerce

To the Warren County Board of Supervisors and the Warren County Tourism Department,

The Warrensburg Chamber of Commerce appreciates this opportunity to contribute to the discussion on enhancing tourism in Warren County. As the "Gateway to the Adirondacks," Warrensburg plays a unique role, and we advocate for our specific needs and the shared challenges and opportunities of neighboring Northern Warren County communities like North Creek, Chestertown, and Thurman.

While LakeGeorgeArea.com is a central hub, our focus is on new or enhanced strategies that directly benefit and better integrate the diverse experiences offered by Warrensburg and our northern neighbors. We believe existing platforms can be better utilized and supplemented to truly drive visitors across the entire county. Our suggestions also aim to enhance LakeGoreTV.com's integration and impact as an unbiased video resource.

Here are our specific ideas to make the Lake George Area, and all of Warren County, even more inviting to visitors, with a focus on Warrensburg's strengths and addressing current imbalances, often shared by our northern neighbors:

1. Promote Year-Round Rural Tourism

Beyond summer, significant untapped potential exists in the shoulder and off-seasons for our northern communities. We need targeted marketing that highlights activities beyond typical lake experiences.

- **Expand Fall Foliage & Craft Experiences:** Market Warrensburg's "World's Largest Garage Sale" and develop a broader "Fall Foliage & Artisan Trail" that guides visitors to local shops, Thurman's farm stands, and eateries across Northern Warren County.
- **Winter Sports & Cozy Getaways:** Promote Warrensburg as a base for accessible winter recreation and North Creek as a skiing hub (Gore Mountain), combined with cozy lodging, local breweries, restaurants, and unique winter events like Chestertown's festivals.
- **Specialized "Off-Season" Packages:** Collaborate with northern town lodging (B&Bs, motels, cabins) to offer themed packages encouraging longer stays during quieter periods.

2. Enhance Connectivity and Visitor Flow Beyond Lake George Village

Many visitors stay exclusively in Lake George Village. We need better wayfinding and promotional efforts to encourage them to explore the wider county, including Warrensburg, North Creek, Chestertown, and Thurman.

- **Address Northway Signage Deficiencies:** Critically, there's a distinct lack of adequate signage along the Northway (I-87) directing visitors to the numerous attractions, communities, and services in

northern Warren County beyond the immediate Lake George Village exits. The Tourism Department must actively lobby NYSDOT to install more prominent, clear, and strategically placed signage for exits serving Warrensburg, Chestertown, and North Creek, highlighting key attractions (e.g., "Gore Mountain Ski Center," "Warrensburg: Gateway to the Adirondacks," "Loon Lake"). This is vital for passive wayfinding and encouraging spontaneous exploration.

- "Explore the Gateway & Beyond" Digital Campaign: Develop specific digital marketing campaigns (social media, targeted ads) highlighting the unique offerings of Warrensburg, North Creek, Chestertown, and Thurman as distinct, yet interconnected, destinations just minutes from Lake George. This would complement LakeGeorgeArea.com's existing content, driving traffic to its deeper pages for these specific areas.
- Improved Local Signage & Information: Install clearer, more attractive local directional signage in and around the downtowns and key attractions of Warrensburg, Chestertown, and North Creek, emphasizing their proximity to Lake George. Distribute dedicated "Northern Warren County Visitor Guides" at Lake George Area visitor centers and popular lodging sites, showcasing all these communities, serving as a physical extension of the digital information.
- "Adirondack Loop" Itineraries: Create curated itineraries that encourage multi-day exploration beyond Lake George Village, explicitly including Warrensburg, North Creek, Chestertown, and Thurman for specific activities (e.g., "Antiques & Artisans Loop," "River & Rail Trail Adventure," "Mountain & Main Street Exploration"). These could be prominently featured content on LakeGeorgeArea.com.

3. Support Local Businesses & Community Authenticity

Visitors increasingly seek authentic, local experiences. The small businesses and community events in Warrensburg, North Creek, Chestertown, and Thurman offer this, but they need stronger support to shine.

- Direct Financial Support for Local Chambers & Business Alliances: Provide increased, direct funding to local Chambers of Commerce and other business alliances (like those in Warrensburg, North Creek, and Chestertown). This support would enable them to hire "boots on the ground" workforce – individuals who truly understand the local rural business community and can provide direct, personalized outreach, support, and advocacy. This fosters a more engaged and representative tourism ecosystem.
- Local Events & Festivals Promotion: Provide more robust county-level marketing and logistical support for established local events like Warrensburg's World's Largest Garage Sale, Chestertown's summer festivals, Brant Lake's Winter Carnival, Thurman's fall events, and North Creek's related Gore Mountain events, helping them draw even larger regional and national audiences. Events listed on LakeGeorgeArea.com need stronger, proactive promotion.

4. Invest in and Promote Outdoor Recreation Infrastructure

Warrensburg, North Creek, Chestertown, and Thurman are uniquely positioned with river access, lakes, and proximity to numerous trails. Enhancing these assets is critical for attracting active visitors.

- **River & Lake Access & Water Sports Promotion:** Improve public access points to the Schroon, Hudson, and Loon Lake (Chestertown). Actively market all these communities as prime destinations for kayaking, canoeing, fishing, white water rafting (North Creek), and lake recreation, perhaps creating interconnected "Water Trails" guides. Information on these should be prominent and easily discoverable on LakeGeorgeArea.com.
- **Hiking & Biking Trail Development/Promotion:** Collaborate on maintaining existing trails (like the Chester Challenge trails) and potentially developing new ones across the northern towns. Crucially, promote these communities as basecamps for exploring regional hiking, mountain biking, and snowmobiling trails suitable for various skill levels, with dedicated sections and interactive maps on LakeGeorgeArea.com.

5. Optimize and Market the Warren County Fairgrounds

The Warren County Fairgrounds in Warrensburg represents a significant, underutilized asset for year-round tourism and economic diversification for the entire county.

- **Expanded Year-Round Event Utilization:** Invest in targeted infrastructure upgrades (e.g., climate control for indoor spaces, improved accessibility, enhanced parking, modernized electrical/utility hookups) to facilitate a broader, more diverse range of events beyond the annual fair. This could include large-scale craft and artisan fairs, agricultural expos, outdoor concerts and music festivals, regional sporting events (e.g., equestrian shows, car shows), and specialized tourism-drawing festivals throughout the shoulder and off-seasons. These events would not only attract visitors but also generate direct and indirect economic benefits county-wide.
- **Proactive, Dedicated Marketing of Fairgrounds as an Event Venue:** The Warren County Tourism Department, NOT Warren County Parks and Recreation, should be the primary vehicle for actively marketing the Fairgrounds as a premier, multi-purpose event venue. This requires a professional, targeted approach:
 - o **Develop a Comprehensive Event Organizer Package:** Create a dedicated marketing kit that includes detailed specifications, capacity charts, available amenities, high-quality photography, virtual tours, and testimonials from past event organizers.
 - o **Targeted Outreach:** Actively engage with regional and national event planners, trade show organizers, festival promoters, and specialized industry associations (e.g., equestrian, antique shows, agricultural groups). This involves attending industry-specific trade shows, direct mail/email campaigns, and personalized outreach.
 - o **Highlight Unique Selling Propositions:** Emphasize the Fairgrounds' large, adaptable spaces, strategic location within the Adirondack Gateway, and Warren County's appeal as a host destination, including access to diverse lodging, dining, and outdoor activities for attendees.

- o Dedicated Web Presence on LakeGeorgeArea.com: Ensure a highly visible, detailed, and easily searchable section or dedicated landing page on LakeGeorgeArea.com specifically for event organizers. This distinct marketing effort is crucial for positioning the Fairgrounds as a revenue-generating event hub for the entire county, moving beyond its traditional annual fair use.
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6. Enhance Digital Tools and Coordination for Visitor Experience

Warren County Planning has developed extensive digital tools and recreation maps that are invaluable, but their full tourism potential is not being realized on platforms like LakeGeorgeArea.com.

- Integrated Digital Resource Hub: Foster much stronger collaboration between Warren County Planning, the Tourism Department, and local Chambers. This should involve creating a seamlessly integrated online portal or app that links directly from or is embedded within LakeGeorgeArea.com, combining Planning's detailed recreation maps (hiking, biking, water trails, snowmobiling) with up-to-date tourism event calendars, and comprehensive local business directories (especially for areas like Warrensburg, North Creek, Chestertown, Thurman). This integration would make LakeGeorgeArea.com a true one-stop shop for exploring the entire county.
 - Unbiased Community Video Integration (LakeGoreTV.com): Critically, enhance the integration of LakeGoreTV.com with LakeGeorgeArea.com. This should move beyond simple links to create an unbiased, easily navigable resource of videos directly from the communities and local businesses. The goal is for LakeGoreTV.com to serve as the primary video hub, featuring authentic, user-generated or locally-produced content showcasing the real experiences and unique character of places like Warrensburg, North Creek, Chestertown, and Thurman. This provides visitors with genuine visual insights directly from the source, complementing official marketing.
 - Proactive Digital Promotion of Local Assets: Actively market and direct visitors to these comprehensive digital resources. Ensure businesses in northern Warren County are prominently featured and easily searchable within these tools and on LakeGeorgeArea.com, allowing tourists to effortlessly discover and plan activities that truly round out their experience of visiting the entire area, rather than just the main hotspots.
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7. Improve Communication and Ensure Equitable Community Attention

To address past communication gaps and ensure all communities receive appropriate focus:

- Increased, Regular Communication between Tourism and Stakeholders: Implement a structured schedule for regular, direct communication from the Warren County Tourism Department to all local Chambers of Commerce and business alliances. This should go beyond large, infrequent meetings, incorporating regular updates, feedback channels, and opportunities for individualized support.
- Implement County Liaisons for Community Engagement: Establish a system of dedicated County Liaisons within the Tourism Department or a related county agency. These liaisons would be assigned to specific geographic areas (e.g., Northern Warren County, including Warrensburg, North Creek, Chestertown, Thurman). Their primary role would be to proactively work with local communities,

businesses, and chambers to understand their unique tourism needs, ensure equitable attention, facilitate resource access, and provide direct, personalized support. This "boots on the ground" approach to county-level support is critical for building trust and ensuring balanced growth.

By implementing these specific ideas, the Warren County Tourism Department can not only enhance the Lake George Area's appeal but also ensure that vibrant communities like Warrensburg, North Creek, Chestertown, and Thurman are integral to the visitor experience, leading to more dispersed economic benefit and a richer, more authentic impression of our entire county.

Thank you for the opportunity to contribute to this vital discussion.

Sincerely,

The Warrensburg Chamber of Commerce

Brian Parr

Just a Concerned Resident

The village needs:

1. Street Performers. (Magicians, musicians, comedians, dancers).
2. Everything needs to be painted. It looks run down. Nothing has improved since I was here as a kid in the 1980s. Paint the post office facade and replace the street signs! People don't want to visit a depressed run-down town. All my visitors tell me how bad everything looks from the great escape to the abandoned businesses and the old school outdated hotels. Times have changed. This generation does not want to stay in dirty depressed hotels with zero amenities.
3. String lights on the village poles during the entire summer not just Christmas. It looks gorgeous and creates a vision of a fun and well kept place that's inviting.
4. Have a movie night where every sat or Sunday a kids movie is projected outdoors somewhere on a wall like Fort William Henry or on the water slide world grounds. Parents want free things to do with their kids.
5. Have a uniformed cop on a foot post in the village like the old days. People want to feel safe and kids love to take pictures with role models! Also Its nice for tourists to have someone to say hi to and ask a question. Community policing.
6. Bring back fun things like the old time photo store where people dress up and bring places like the axe throwing store in aviation mall into the village. People need things to do with their family that's fun, not expensive, and something that they cannot do when back home.
7. The CBD stores are disgusting! I will leave it at that! Not family friendly.
8. Have a farmers market every weekend or a few times a week in the village where tents set up by Shepards park and sell things. The village does this everyonce in a while but it should be a constant

thing. Maybe set up a courtyard where the McDonald's was instead of an abandoned concrete area. The vendors adds such a nice look to the village and they get to sell stuff that's not available in the shops. Custom made local items.

9. Kids love Frankenstein when he's outside in the village so how about another character or two walking around the village for photo ops with families and shaking hands with kids.

10. The village should have music playing constantly! Put speakers on the poles and play music to bring the place alive! Maybe some country music. Maybe an occasional announcement of what the area has to offer such as "the painted pony rodeo is tonight", etc...

11. Replace and/or paint the benches. They look horrible.

12. Put more garbage cans out! There is always garbage laying around because people are slobs but at the same time there isn't enough cans and they are always full. Get rid of those old metal small round cans and get modern big square cans. All these little details help make a place look more maintained instead of neglected.

13. Something needs to be done about the food here. It's horrible. People I speak with including myself are horrified by the food here and I am not saying a bad meal every-once in a while. It's the majority of the time at 95% of the food places. Locals may think it's Great but trust me when I say downstaters (which is a huge part of visitors I imagine) are mortified. Everything is under cooked and just not the way it should be. Restaurants really need to research this. With that said, food vendors are needed. Hot dog carts, gyro cart, etc... There are no walk-up carts or trucks. People love that because the food is usually very good and cheap and kid friendly. Grill cheese and fries cart, etc...

14. The hotels are basically equivalent to homeless shelters. Other than the Marriott, what modern properties does lake George offer in the village. That is catching up with us now and the next generation will not be coming here. It was fun as a kid but not anymore. People want clean, comfortable, modern places to stay.

15. Get rid of the parking meters! It's a turn off to tourists and just a money grab for the village. Stop with charging for parking and more people will come. It's hard enough to park and then to have to play with that machine and figure how

Much time you have shouldn't be a stress while on vacation. Bolton doesn't charge and neither should we.

16. Maybe a small petting zoo on the weekends or a day or two during the week in sheppards park? Have someone come with a few goats and let the kids pet and take pictures. Maybe even feed them. Again, something fun for families, free, and creates memories. City kids don't get to see things like that and parents will love seeing their kids smile.

17. Rental spot for chairs and umbrellas and blankets, towels, at Sheppards park beach so parents can take their kids without hauling all sorts of gear. Make it easy for them.

Ok so that's my recommendations and thoughts. Please don't take any of these comments as insults. It is really meant to ignite change in a positive way. I love lake George and made the move here from NYC three years ago being that it was my "happy place" since visiting several times a year every single year since I was a small child. I would like to see this generation have the same experiences as I did as a kid and promote lake George to others to visit. I can't help but to

Look around and notice all the neglect and the missing opportunities and it's embarrassing when people visit and don't come back and describe to me how nice things did not look other than the lake itself. Yes, it costs money to upgrade but I'm sure if our tax dollars and government funds and whatever other incomes the village gets is allocated properly that things would improve 100% and all business including the village will experience a financial gain from any investment because the tourists will come!