

2017 Legislative

*Roundtable Reception*

LAKE PLACID

*Thursday, April 27, 2017*

5:30 - 7:00 p.m.

*Golden Arrow Lakeside Resort*

co-sponsored by:



Lake Placid Legislative Roundtable

Thursday, April 27, 2017

Golden Arrow Lakeside Resort

5:30 - 7:00 p.m.

Program

5:30 p.m.

Registration & Reception

6:15 - 7:00 p.m.

Welcome:

Introduction of State & Local Leaders

Presentation of State Issues

Mark Dorr, President, NYS Hospitality & Tourism Association

Presentation of Local Issues

James McKenna, CEO, Regional Office of Sustainable Tourism

Roundtable Discussion with State and Local Elected Officials

Sponsors



# LEGISLATIVE

# Roundtable Reception

## New York State Hospitality & Tourism Association

The New York State Hospitality & Tourism Association (NYSH&TA) is a not-for-profit trade organization representing nearly 1,000 lodging properties, totaling over 122,000 guest rooms. The Association provides: **representation and advocacy** on behalf of the industry before state lawmakers and regulatory agencies; **resources** in the form of money-saving programs and networking opportunities; **educational offerings** that help members best serve their customers.

## 2017-2018 Enacted Budget Tourism Funding

- Matching Grants - \$4,515,000 (an additional \$700,000). *Special thank you to Senate Tourism Chair, Richard Funke, for making this possible and working on this issue since January.*
- Taste NY - \$1,100,000
- Market New York - \$7,000,000
- Market New York funding \$8 million (for State Operations from previous projects)
- REDC Round 7 funding: \$150 million
- Cultural arts and Public Spaces fund, including for tourism purposes: \$10 million
- I Love NY: \$2.5million
- Economic development initiatives in the State, including efforts to promote New York as a tourist destination - \$69.5 million
- Finger Lakes Tourism Alliance - \$200,000

### Ridesharing

This issue is a big win for the tourism industry statewide. NYSH&TA supported this item provided there were common-sense regulations in place. This was an issue at all of the Legislative Breakfasts held throughout the state, and NYSH&TA is glad to see this get done.

### Small Business Package

NYSH&TA is working to introduce legislation that will benefit the tourism industry as a whole, and small businesses particularly. Topics for this package may include:

- Training Wage/Seasonal Workforce;
- Ski Equipment Tax Credit;
- Tax Credits for Hiring Youth or Seasonal Workers

### Short-term Rentals

A special thank you to NYSH&TA's  
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## Regional Office of Sustainable Tourism

The Regional Office of Sustainable Tourism/Lake Placid CVB is a 501c6 not-for-profit corporation. ROOST is the accredited Destination Marketing Organization (DMO) for Essex, Franklin, and Hamilton counties in New York and is contracted with Essex County, Hamilton County, Franklin County, Town of North Elba, Village of Lake Placid, Town of Harrietstown, Village of Saranac Lake, Town of Tupper Lake, Malone, Village of Tupper Lake, and Town of Piercefield. ROOST also contracts with the Saranac Lake Area Chamber of Commerce, Tupper Lake Chamber of Commerce, Whiteface Mountain Regional Visitors Bureau, Schroon Lake Area Chamber of Commerce, and the Ticonderoga Area Chamber of Commerce.

ROOST has continuously evolved to stay ahead of the changing destination marketplace. Our Destination Marketing focus is based in traditional advertising, digital marketing, public relations, and by harnessing the power of electronic media. In-house staff manage all facets of our tourism marketing initiatives for the 10 website regions served including website production, photography, content development and search engine optimization.

Additionally, we service our regions with destination development planning strategies and a hands on approach to foster and promote growth. We provide small business marketing education and assistance out of a main office in Lake Placid, and staff visitors centers in Crown Point, Lake Placid, Saranac Lake, and Tupper Lake.

## Tourism Infrastructure

In order to effectively use tourism as an economic driver that keeps our rural communities sustainable, the proper tourism infrastructure must be in place.

I. Lodging: The Adirondacks have seen some success in this area with the building of a few new and renovated lodging facilities in key destination locations, but programs are needed to continue to add lodging rooms with up-to-date amenities that will attract visitors.

II. Cycling: Long-range DOT planning for cycling routes on roadways throughout the Adirondacks is also a significant infrastructure priority. With scenic vistas and rural roadways, the Adirondacks are well-placed to become a premier cycling destination. Cycling is a growth market, as health travel has been trending in recent years, and active families and recent retirees are looking for places with cycling infrastructure that connects communities and has the relevant appropriate amenities. Forest Preserve issues come into play with cycling routes.

Adding regular bicycle cars to Amtrak trains would further encourage cycling in the region.

III. Rail: Higher-speed rail between Albany and Montreal will help draw people to the Adirondacks. The local stops in Westport, Port Henry and Ticonderoga are significant connections for the Adirondack region, with a shuttle extending to the Adirondacks. Improvements to the Adirondack line would help develop the Lake Champlain Region as a destination as well as help increase traffic to the Adirondacks.

Oil tank rail cars carried through the Adirondacks pose a threat to the flora and fauna of our forests and waterways, which are the greatest asset the area has to increase tourism. An ill-timed accident could have disastrous effects for tourism on Lake Champlain.

IV. Air: Continue to support Adirondack Regional Airport in Lake Clear and recognize the strong role it plays in air access to the Adirondack Park. Work with the North Country Chamber of Commerce to support the advancement of Plattsburgh's airport as an important national/international commercial hub.

## Cellular and Broadband Coverage

There have been great strides in cell service coverage throughout the Adirondack Park, but plenty of areas still exist that have weak or no cell service. The state has committed several rounds of funding to improving broadband Internet connections throughout the Park, and work is now underway, but there are still areas in need.

## Canadian Welcome Signs

Canada represents a significant market to draw visitors, and French-speaking Quebec is the closest market to much of the country. DOT-placed signs with both French and English welcoming visitors would help encourage Quebec travelers and make them feel more at home.

## I Love NY Marketing, Tourism Matching Funds, Market NY

I Love NY, Tourism Matching Grants, and Market New York programs have been important to developing tourism destinations throughout the Adirondacks.

## Agritourism

One of the biggest hurdles for agritourism is understanding what it is. The term covers everything from aesthetic, bucolic pastures with animals grazing and red barns as tourists drive through rural areas to farmers markets, direct-to-consumer sales and added-value products at farm stands like Meier's Artisan Cheese Curd in Fort Covington, to touring large production facilities like McCadam Cheese Plant. It's also wine tasting and visiting breweries. As the local food movement intensifies, tourists are redirecting their destinations to include agritourism and young farmers are starting their own farms.

Any and all legislation which allows, expands, permits growth in this segment of tourism helps keep farming alive and growing in the North Country.

## Border Crossings

Continue to work with representatives in Washington, as well as the North Country Chamber of Commerce and Quebec, on increasing the freedom of flow of residents back and forth over the border.

## State Involvement In Hospitality Development

## World Events To Build Adirondack Brand



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