



LAKE GEORGE
LAND CONSERVANCY

BOLTON RECREATION HUB STRATEGY

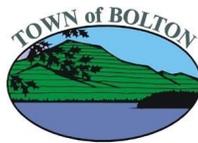
A COORDINATED LAND CONSERVATION & RECREATION STRATEGY
FOR THE TOWN OF BOLTON

FEBRUARY 2019

ACKNOWLEDGMENTS

The Lake George Land Conservancy (LGLC) and Town of Bolton would like to thank the many stakeholders that helped make this plan possible. This includes representatives from the NYS Department of Environmental Conservation, Warren County Soil & Water Conservation District, Upper Hudson Woodlands property managers, and a number of residents, business owners, and outdoor recreation enthusiasts.

This report was prepared for the Lake George Land Conservancy
in partnership with the Town of Bolton



This report was made possible through a generous grant from the
Land Trust Alliance's New York State Conservation Partnership Program



Report Prepared by The Chazen Companies



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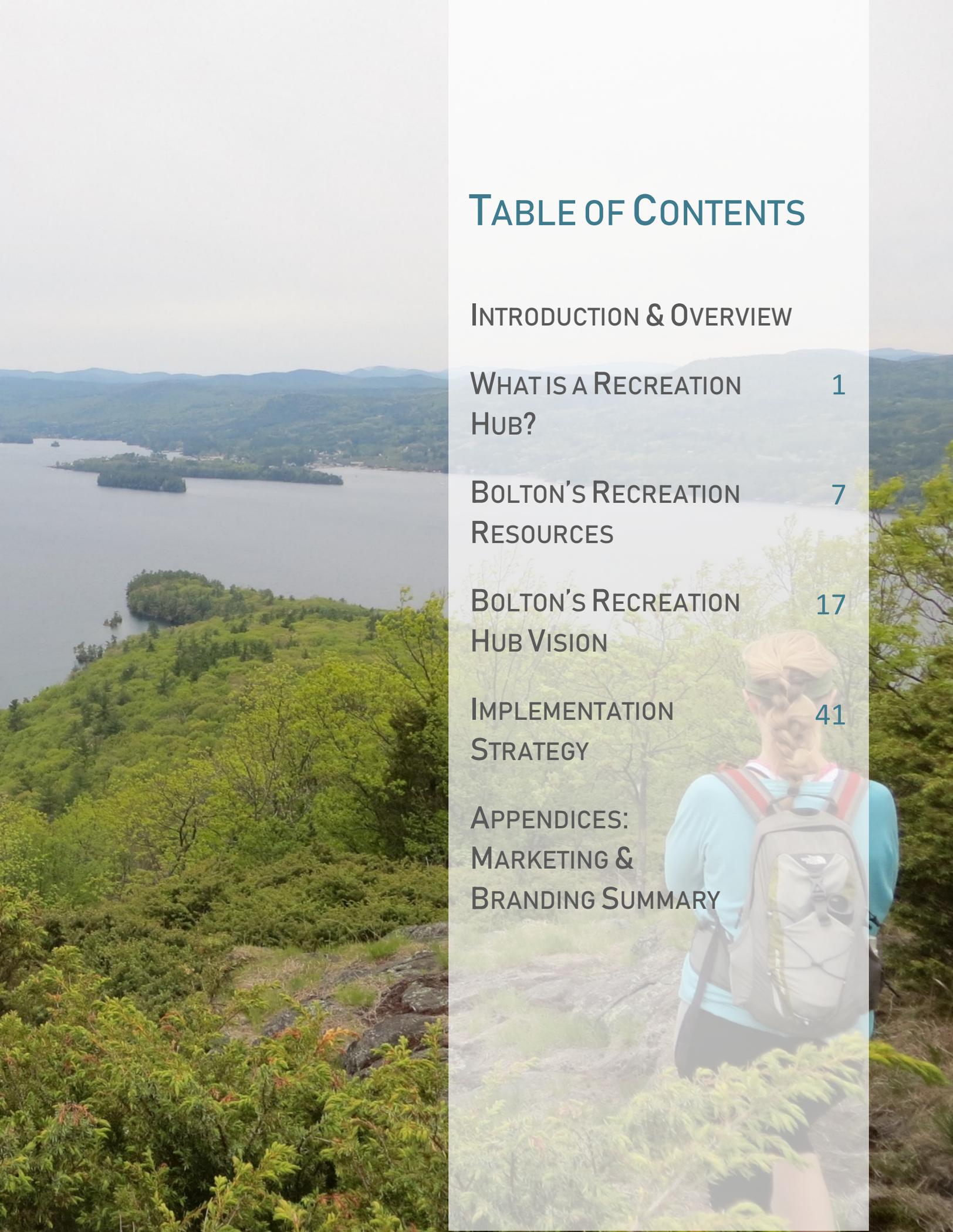
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A photograph of a forest scene. In the foreground, a path is covered in a layer of snow, leading into a dense thicket of trees and bushes. The trees are mostly evergreens, with some deciduous trees showing signs of autumn. The sky is overcast and grey. The text "INTRODUCTION & OVERVIEW" is overlaid in the center of the image in a white, bold, sans-serif font.

INTRODUCTION & OVERVIEW

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What's This Plan All About...

This is the first plan, on behalf of the Lake George Land Conservancy (LGLC) and the Town of Bolton, that explicitly outlines a coordinated approach to enhancing recreational resources in a manner that furthers conservation efforts to protect Lake George and promotes the idea of recreation as an economic development strategy. More simply said, it represents a strategy that is intended to develop a “hub” of outdoor recreation that simultaneously fosters a culture of conservation and supports local businesses by attracting a population encompassing multiple generational cohorts (e.g., Baby Boomers, Millennials, etc.). In doing so, this initiative seeks to demonstrate that conservation and economic development are not mutually exclusive but, rather, are inextricably linked with one another.

The origin of this plan is multifaceted and its goals diverse. However, its principle goal is to “protect the lands that protect the lake,” a tenet of the LGLC. Simultaneously, though, it acknowledges the LGLC’s positive contribution to recreational opportunities within the Town of Bolton. It also acknowledges the Town’s desire to expand these recreational resources from both a quality-of-life and economic development perspective. As such, this plan seeks to align these interests so that decisions regarding conservation and recreation are not made in vacuum.

It is worth noting that in addition to representing a collaboration between the LGLC and the Town of Bolton, this plan has also garnered support from the Bolton

Landing Chamber of Commerce. While the LGLC has funded a significant portion of this plan, the Town of Bolton and the Bolton Landing Chamber of Commerce have collaborated on select marketing research that is referenced in the plan.

Ultimately, the success of this strategy will be measured by an increase in land conservation, the provision of new recreation opportunities (particularly trails and related amenities), and an increase in visitation from outdoor recreation enthusiasts (in turn supporting new businesses and events). Comparable communities that were brought up during the planning process, such as Woodstock, Vermont and Bar Harbor, Maine, or larger recreation destinations, such as Boulder, Colorado and Bend, Oregon, will serve benchmarks for this effort.



Lake George Kayak Company is an example of a successful outdoor recreation-based business that caters to paddling enthusiasts and more (Photo Credit: Lake George Kayak Company via Instagram).

About the Planning Process

The development of this plan began in the summer of 2018 when representatives from the LGLC and the Town of Bolton met to discuss their existing recreation resources and outline broad goals for this initiative. Since the beginning of the planning process, multiple field visits were conducted, stakeholders were engaged, concept plans were developed, and recommended strategies were prepared. To avoid repeating the work of previous plans, the planning process began with an in-depth review of past plans, and was able to incorporate any relevant work and quickly identifying new opportunities in order to “hit the ground running.” Throughout the process, as new opportunities were identified, they were tested for their feasibility with respects to practicality, costs, logistics, and return of investment with respect to conservation and contribution to the recreation hub vision. Remarkably, the many potentially involved

property owners (both public and private), appear to be broadly supportive of the concepts outlined in this plan, and, in some instances, consulting with these owners has since resulted in a willingness to advance select projects.



LGLC’s Alex Novick talks with Warren County Soil & Water Conservation District’s Jim Lieberum about parking improvements at LGLC’s Godwin Preserve.

A photograph of a forest scene. On the left, a tree trunk is covered in moss and has a red circular marker with a black silhouette of a bird on it. In the center, a person is climbing a rock face. The background is filled with trees and a rocky cliff. The text "WHAT IS A RECREATION HUB?" is overlaid in the center.

WHAT IS A RECREATION HUB?

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A Legacy of Conservation...

The Lake George Land Conservancy (LGLC) has been working to “protect the lands that protect the lake” since its inception in 1988. To date, the LGLC has conserved nearly 11,000 acres of land within and around the Lake George watershed. These lands provide vital ecosystem-based services, including the conservation of important Lake George tributaries, undisturbed land cover, and critical habitat. These lands also preserve important cultural resources and treasured viewsheds, as well as offering much enjoyed recreational opportunities. This nexus between conservation, cultural resource protection, and recreation is a vital part of any land trust’s mission.



LGLC Hike-A-Thon popularity illustrates people passion for conservation and recreation (Photo Credit: Carl Heilman II)

For the LGLC, this mindset not only speaks to the importance of protecting lands for their ecological value, like water quality benefits, but acknowledges that community-based conservation often derives its support from a diversity of interests and user groups; and

exposure to the outdoors through recreational access affords an opportunity to educate the public about the importance of conservation and helps foster support for the LGLC’s mission. Events such as the Hikeathon and the popularity of the Pinnacle are a testament to this. Furthermore, by coupling conservation with recreation, the argument for linking conserved lands (thereby mitigating landscape fragmentation) is bolstered because of the recreation opportunities it affords (e.g., expanded trail networks, increased hunting access, etc.).

So, what is a recreational hub? Simply said, a recreational hub community has three basic components that differentiate it from other destinations: 1) robust, world-class, and well-planned outdoor recreational experiences, 2) a marketing strategy that advertises these experiences, and 3) a thoughtfully planned wayfinding signage program. This approach is intended to enhance the quality of life for residents, foster an authentic outdoor recreation culture that is aligned with the area’s heritage, and satisfy the growing appetite for outdoor recreation opportunities, particularly among Baby Boomers, Millennials, and Generation Z. This strategy is contingent on a more coordinated land use conservation effort, often enjoys broader support from the community, and helps build a year-round economy that consists of direct and indirect business opportunities.



The popularity of the Pinnacle is celebrated by the Bolton Landing Brewing Company

The success of this strategy (whether deliberate or not) can be seen throughout the country. Nearby communities such as Lake Placid, New York and Woodstock, Vermont offer diverse and world-class outdoor recreation opportunities to residents and visitors alike, which is apparent in the “local vibe” and clearly benefits their economy. Perhaps some of the most well-known communities include places like Boulder, Colorado and Bend,

Key themes and Guiding Principles...

While developing this plan, several key concepts continued to be discussed throughout the process. In addition to the interrelationship between outdoor

Oregon. While these communities vary in size and location, what they have in common is a strong partnership between local and state government, non-profits, engaged citizens, and local businesses, in addition to success in conserving lands that are important to their respective community character and natural resources.

While this plan has been prepared for Bolton, the idea of a recreational hub is not unique to the Town and is certainly transferable to other nearby communities. However, Bolton is uniquely positioned to establish itself as a recreational hub given its existing resources and community character. Therefore, given LGLC’s mission to “protect the lands that protect the lake,” this plan is intended to outline a recreation-based, land use conservation strategy that builds off LGLC’s and the Town’s existing resources, strengthen partnerships among the various stakeholders and user groups, and create a shared vision that positions the Town of Bolton as an epicenter or “hub” for outdoor recreation activity in the region.

recreation and conservation, it was noted that the plan needed to acknowledge or address the following:

- Active Baby Boomers, Millennials, and Generation Z are expressing greater interest in outdoor recreation, spending a commensurate amount of money on associated goods and services, and are making up a larger portion of active visitors to the Adirondacks. Understanding these groups is key to ensuring that Bolton’s Recreation Hub is successful.
- Previous planning efforts by the LGLC, Town of Bolton, and various regional entities have resulted in valuable projects like the Pinnacle, as well as plans of regional significance like Hamlets to Huts.

- High user pressure on the Pinnacle and other places, like the High Peaks region, is prompting local government, non-profits and state agencies to develop strategies to dissipate users. This often means establishing and marketing new access points to recreational areas.
- As more land in the Adirondack Park is opened to recreational and public use there is a greater need to develop plans to ensure that parking areas and trails are ‘good neighbors’ within local communities. Land managers should evaluate how activities on their properties impact the existing communities.
- Collaboration is key to developing and maintaining high quality outdoor recreation facilities. Involving municipal government, the NYS Department of Environmental Conservation (NYSDEC), and not-for-profits like the LGLC in the planning process can leverage the strengths of each respective organization and help coordinate investments.
- Well considered plans are the basis for future funding opportunities and grant programs. This plan will serve as a stepping stone for future grant requests that will result in ongoing investments in the LGLC’s and Bolton’s recreational assets.



Recreational Hub Case Study: Woodstock, Vermont

Woodstock is a rural, historic town of 3,000 residents. The community attracts tourists from across the Northeast. Nestled in the Green Mountains at the convergence of three waterways, Woodstock is known for its farms, hiking trails, museums, and historic sites. Visitors are drawn to the Marsh-Billings-Rockefeller National Historical Park and Billings Farm and Museum, which are connected to each other, and to the Town center, by miles of carriage trails for hiking, biking, and skiing. A 30-minute jaunt up Mount Tom from the town center is one of the most popular visitor activities.

Woodstock's local economy has fully integrated the outdoor recreation theme and inns, bed and breakfasts, restaurants, and gear shops are thriving. The Woodstock Inn & Resort spearheaded a \$500,000 effort to work with forest managers to develop mountain bike trails on an existing ski

mountain. The result is an expanded tourism season and employment for local instructors, maintenance people, and guides.

The Woodstock Conservation Commission coordinates with the Town Board, the Planning Board, and various non-profits and land trusts that manage the Town's open space and recreational amenities. This lets groups align resources and keeps outdoor recreation on the forefront of decision making.

The Town and the National Park Service (NPS) collaboratively launched "Walk Woodstock," a trail map and branding effort that identifies over 30-miles of trails all close to the Town Center. The trails provide a seamless user experience while they crisscross lands owned by The Vermont Land Trust, Faulkner Trust, Town of Woodstock, and the NPS.



Recreational Hub Case Study: Bar Harbor, Maine

Bar Harbor, Maine is a coastal tourism destination, home to the internationally known Acadia National Park. Miles of carriage trails that allow for world class hiking and biking are complemented by a quaint downtown full of shops, restaurants, and gear stores.

The local government has long recognized the importance of recreational trails as a quality of life issue. As early as 1880, the Bar Harbor Village Improvement Association was designing and building high quality trails for the community. Now, the Friends of Acadia (FOA), a non-profit consortium of environmental, community, and business groups continues this trend. The Island Explorer exemplifies these efforts. It is a free shuttle service that relieves parking pressure and promotes access to various attractions, connecting Acadia National Park with its surrounding gateway communities.

Today, outdoor recreation is essential to Bar Harbor's overall economic development strategy as tourists to Acadia National Park fuel a thriving accommodation and service industry. In 2017, visitors to Acadia generated \$284 million in total economic benefits.

The top outdoor attractions in Bar Harbor and Acadia National Park are relatively short and accessible. From a parking area the hike up "The Beehive" is just under one-mile. "The Shoreline Trail" is one-mile long, and its downtown Bar Harbor location, scenic views and transportation utility make it extremely popular.

Each year, FOA works with Acadia National Park to identify places and projects where FOA's effective mix of private philanthropy, volunteerism, innovative leadership, and strong partnerships will most benefit the park's critical needs.

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BOLTON'S RECREATIONAL RESOURCES

Existing Recreation Landscape & Resources

Due to its natural advantage of undulating mountains and forested uplands, as well as its proximity to Lake George, the Town of Bolton is very fortunate when it comes to recreation opportunities. The Town of Bolton, along with the LGLC and State of New York, have diligently provided public access and recreational amenities. This effort has benefited the Town's residents and visitors and contributed to a unique outdoor-oriented character.

The Existing Recreation Use Map located at the end of this section provides an overview of the Recreational facilities with the Town. The Existing Recreation Use Chart below (next page) provides an overview of the various uses and amenities at these locations. These facilities are owned by the Town of Bolton, Warren County, New York State, and the LGLC. It is important to note, however, from a user's perspective, the ownership of recreation lands is relatively unimportant. As previously noted, providing a seamless user experience between lands under different ownership is an important part of this plan. With existing collaborations between the various stakeholders, the community already benefits from this approach. The link between LGLC's Godwin Preserve and New York State's Pole Hill Pond lands is a perfect example of this.

Conserved & Recreation Lands

The LGLC owns approximately 993 acres in the Town of Bolton. Most of this land is available for recreational purposes. However, in some areas public access and recreational activities are prohibited by the

terms of their conservation easements. Many land owners will donate easements to the LGLC for the explicit purpose of protecting upland water sources to Lake George for water quality purposes, but are not comfortable with public access.

New York State owns 14,495 acres (or 22.6 square miles) of land in the Town of Bolton, controlling most of the town's open space. This land includes islands on Lake George, the recently acquired Cat and Thomas tract, and the Tongue Mountain Range. These lands are patrolled and maintained by NYSDEC staff except for some parking areas that are maintained by the LGLC through Volunteer Stewardship Agreements (VSA).

Upper Hudson Woodlands owns 918 acres of land in the Town of Bolton on two separate parcels. This land is under conservation easement and owned by a Dutch pension fund. A forestry company manages the land and is tasked with generating income through sustainable forestry practices and recreational leases. The Dutch company who owns the land embraces sustainable activities and has leased land in Bolton for maple sugaring, sporting clubs, and timbering.

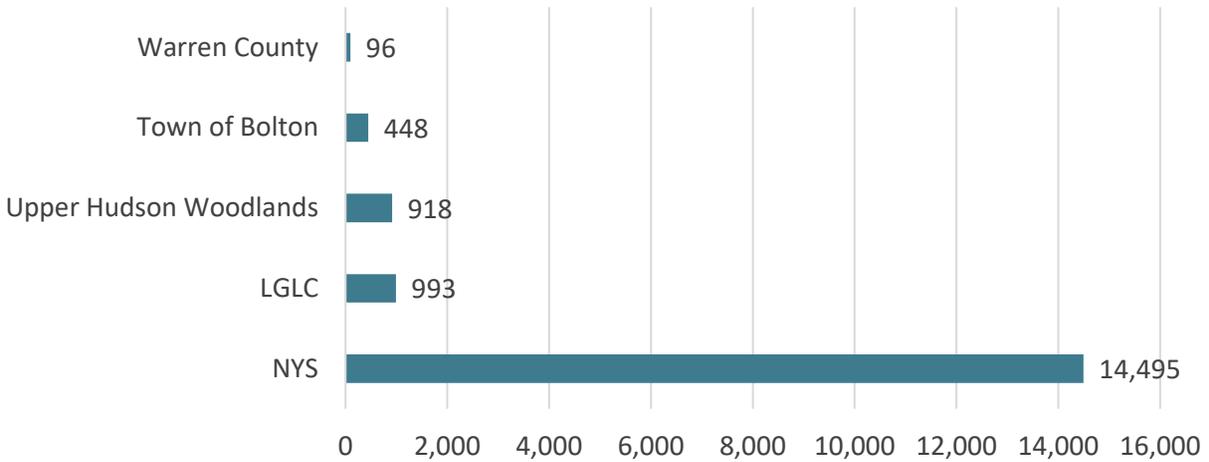
The Town of Bolton owns approximately 448 acres of recreation land, including public parks, the Conservation Park, and the Pinnacle. The Town owns various other properties, including land for infrastructure, rural cemeteries, and parking lot that could at some point be incorporated into the existing network of recreational facilities. Warren County owns 96 acres of recreation

Existing Recreation Use Chart

HIKING	FISHING	SCENIC VISTA	PADDLING	SWIMMING	PICKNICKING	ACCESSIBLE	CULTURAL	RESTROOM	PLAYGROUND		
										AMY'S PARK LGLC Nature Preserve with Hiking Trails and Canoe Launch	
										GODWIN LGLC Short Hike to Vista and Larger Trail Network	
										HIGH NOPIT TRAILHEAD LGLC Short Hike to Scenic Vista (Trail to be developed by NYSDEC)	
										THOMAS MOUNTAIN TRAILHEAD AT VALLEY WOODS ROAD NYS Moderate Hike up to Lakeview Vista	
										POLE HILL POND TRAILHEAD NYS Hiking area with connections to Amys Park via Godwin Preserve	
										WING POND NYS Secluded Pond Accessed Via Bushwack from Pole Hill Pond Trailhead	
										ALMA FARM NYS Roadside Historic Interpretive Site with Picnic Facilities	
										NORTHWEST BAY CANOE LAUNCH NYS Canoe PutIn and Fishing	
										CLAY MEADOWS TRAILHEAD NYS Extensive Hiking Trails and Access to Tounge Mountain Range	
										CIVILIAN CONSERVATION CORPS SITE & MORMON ROCK NYS Historic Sites along Northwest Bay Brook	
										PINNACLE T. OF BOLTON Short Hike to Lakeview Vista	
										CONSERVATION PARK T. OF BOLTON Multi-purpose Community Center	
										CAT MOUNTAIN TRAILHEAD AT EDGECOMB POND T. OF BOLTON Pondside Trailhead to Cat Mountain and Paddling Area	
										BOLTON RECREATION PARK T. OF BOLTON Playing Fields and Walking Area	
											ROGERS PARK T. OF BOLTON Public Waterfront Park and Swimming Area
											VETERANS MEMORIAL PARK T. OF BOLTON Public Waterfront Park and Swimming Area
											SCHROON RIVER (UPSTREAM FISHING LOCATION) T. OF BOLTON Canoe PutIn and Fishing
											SCHROON RIVER (DOWNSTREAM CANOE TAKEOUT) T. OF BOLTON Canoe PutIn and Fishing
											HUDDLE BEACH T. OF BOLTON Local Swimming Area
											BIXBY BEACH T. OF BOLTON Local Swimming Area
											UP YONDA FARM T. OF BOLTON Environmental Educational Facility with Childrens Activities and Hiking Trails

- NOTES:**
1. Not all swimming facilities/locations are formal or have life guards on duty.
 2. Dogs are not allowed at Rogers Park, Veterans Park, Up Yonda Farm, or any state owned island on Lake George. On LGLC properties, dogs are required to be leashed.
 3. This table does not capture all recreation facilities in the Town of Bolton. Please visit the LGLC website and the Warren County Recreation Mapper for the most current information.

Recreation Land Ownership in the Town of Bolton (acres)



And parkland in the Town of Bolton, including Up Yonda Farm and a Schroon River access point on the southwestern edge of the Town. In addition to the 96 acres of recreation and parkland, Warren County controls wide swaths of underutilized right-of-way alongside County Route 11 that could accommodate trails.

Hiking Trails

There are approximately 40-miles of official hiking trails located in Town of Bolton. These trails are located on land owned by the State, the Town, the County, and the LGLC. For a majority of the trail within Bolton, upkeep and maintenance is primarily the responsibility of NYSDEC or the LGLC Steward. The LGLC, however, has ongoing maintenance agreements with the NYSDEC to maintain some trailheads, and agreements with the Town of Bolton on select sites (e.g., Pinnacle Preserve).

Hikers of all ages and abilities will find trails to suit their needs in Bolton. Families with small children and limited time can visit Up Yonda Farm’s two-mile, gently sloping trail

system that connects hands-on interpretative displays and views of Lake George.

More adventurous hikers flock to the Tongue Mountain Range, accessed from the Clay Meadows Trailhead in the northern portion of Town. The range gets its name because a “Tongue” of rugged land protrudes out into Lake George and is surrounded on three sides by crystal clear water. Shorter out and back hikes up Fifth Peak and Deer Leap are excellent for hikers with only a few hours, but the crown jewel of hikes is a 14-mile loop that traverses the range all the way to its southern tip on Montcalm Point, offering panoramic views of Lake George and Northwest Bay.

Cat and Thomas Mountains form the ridge between the Lake George watershed to the east and the Schroon River Valley to the west. Moderate day hikers flock here and can hike Cat or Thomas individually, or connect the two with a loop. Both peaks provide lake views.

For visitors looking to incorporate a short hike into a full day of shopping, swimming, and dining, the one-mile hike to the summit of the Pinnacle is a perfect option. Since its opening in 2015, the Pinnacle has quickly become one of the most popular hikes in Bolton. Starting from a small trailhead on Edgecomb Pond Road next to the Bolton Conservation Park (a five-minute drive from downtown) the Pinnacle offers an incredible view of downtown Bolton and Lake George.

Amy's Park in north Bolton offers respite to those who are overwhelmed by the hustle and bustle of the tourist attractions and busier summit trails, almost five (5) miles of rolling trails, and a canoe launch allow visitors to explore the wetlands and woodlands that form the headwaters of Indian Brook, one of Lake George's primary tributaries.

Other Recreational Assets



Cross-Country Skiing: There are no officially designated cross-country ski trails in the Town of Bolton. However, the lower trail between Thomas Mountain Trailhead and Edgecomb Pond follows an old jeep trail and is suitable for skiing. The Wardsboro Trail connecting Bolton to the Town of Hague is groomed for snowmobiles and is an excellent option for those wishing to explore an abandoned historic settlement. More advanced skiers will find that many of the Town's hiking trails are traversable on skis.

Horseback Riding: There are no equestrian facilities in the Town of Bolton. However, Dude ranches and stables have been a



popular draw to the Adirondacks since the post-WWII tourism boom, and the surrounding region contains a range of public and private equestrian trails and facilities. Equestrians are the heaviest, widest, and tallest non-motorized user. Their trails require a wider corridor and higher ceiling than those for pedestrians and bikers.



Rock climbing: Rock climbing has become increasingly popular in the Lake George basin. While, for decades, the High Peaks Region of the Adirondacks received the most attention from climbers, in the early 2000s climbers started exploring the Lake George basin in earnest, and there are now hundreds of climbing routes. In the Town of Bolton, the primary climbing destination is on the Tongue Mountain Range. The climbs are rated as moderate to difficult and require a relatively long approach from Clay Meadows. More recently, climbing areas to the north of Clay Meadows have been developed. The two areas, Padanarum Cliff and Wild Pines, are easily accessible. Wild Pines has at least eight newly established routes, each approximately 70' high and rated as more difficult.



Snowmobiling occurs in the northern area of Bolton (in the portion of the Lake George Wild Forest straddling Bolton and the neighboring Town of Horicon to the north) and on Lake George when it freezes. Wardsboro Road is groomed for snowmobiling and connects Padanarum Road to the Town of Hague in the winter.

This trail is also used for Nordic skiing. Statewide, snowmobile registration numbers are in decline, and shortening winters caused by climate change are limiting the length of the riding season.



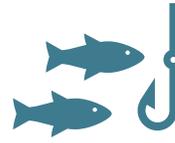
Mountain Biking: Land classified as Wild Forest by the Adirondack Park Agency (APA) generally permits mountain

biking. In the Town of Bolton there are no ‘official’ purpose-built mountain biking trails. There are, however, excellent opportunities to bike the lightly travelled dirt roads that cross through the Wild Forest lands in the northern portion of Town. The Warren County Safe and Quality Biking Organization lists the Northwest Bay Trail (from Clay Meadows trailhead to the southern-most tip of the Tongue Mountain Range) as a mountain biking option, but the trail is not designed for mountain biking. The APA and NYSDEC jointly released “Management Guidance: Siting, Construction, and Maintenance of Singletrack Bicycle Trails on Forest Preserve Lands in the Adirondack and Catskill Parks,” which outline the best practices for trail building and clarify what

Non-Motorized Waterfront Access

Bolton is a lake community known for its proximity to “the Narrows,” a popular, scenic portion of Lake George that has made the Town a popular launching point for boaters. Canoeing, kayaking, and stand-up paddle boarding on Lake George is more popular in the spring and fall when motorboat traffic is lighter. Aside from Lake George, Bolton is home to a variety of paddling options, including 12.7-miles of

technology/machinery is permitted in certain areas of the Adirondack Park.



Fishing: Lake George is prized for fishing, including Bass, Lake Trout, landlocked Salmon and Pike. Anglers can fish from

the pier at Rogers Park, launch their own boats, or charter an experienced guide. Lake George tributaries offer ample opportunities for native and stocked trout fishing. Various ponds offer secluded fishing destinations for those willing to hike. The Schroon River is also a well-stocked trout fishing designation that can be fished from various public access points.



Camping: There are two types of outdoor camping available to Bolton visitors: designated sites on the

NYSDEC island campgrounds and ‘primitive camping’ on Lake George Wild Forest Land. Primitive campers in the Lake George Wild Forest in Bolton will find no amenities, including no running water, tent platforms, or restrooms. Camping is prohibited on properties owned by the LGLC.

the Schroon River, listed as a Recreational River in the NYS Wild, Scenic, and Recreational River System. Water access in Bolton has primarily focused on Lake George, but there are many opportunities to enhance and expand existing access points. As water-based recreational amenities are expanded and enhanced, there should be ample information provided on how to prevent the spread of

aquatic invasive species. Additionally, signage could include the significance of smaller water bodies. Below is a summary

of non-motorized waterfront access opportunities within the Town:

- **Veterans Park:** non-motorized boat launch that provides paddlers access to Lake George via a universally accessible hand launch. Non-residents are required to pay a \$5 fee for day parking.
- **Trout Lake** (258 acres): hand launch that allows for small craft to be launched. Parking is extremely limited to one space and signage is nonexistent.
- **Edgecomb Pond** (36 acres): swimming and live bait is prohibited, but the pond is popular with hand launched fishing boats.
- **The Schroon River:** canoe launch and takeout at Exit 24 that provides access for tubing and paddling, but parking is limited. The canoe launch and takeout at the Warren County Fair Grounds at the southeastern corner of Bolton is owned by the County and has parking for approximately six cars.
- **Amy's Park** (25 acres): an LGLC preserve that has two canoe launches accessed via a foot trail.
- **Norowal Marina:** in downtown Bolton, can be used by paddlers, and unlike Veterans Park, overnight parking is allowed for a fee.
- **Conservation Park** (14 acres), small pond for paddling with limited popularity due to its small size.
- **Other Waterbodies** (including Wing Pond, Pole Pond, and countless other waterbodies): provide opportunities for those willing to hike or carry their canoes for fishing opportunities and secluded paddling.

Other Recreational Opportunities

In addition to the above opportunities, the Town of Bolton has many other resources that contribute to the recreation hub experience. While these facilities may not provide new trail links or offer such active recreation as mountain biking, hiking, skiing, etc. these resources contribute to the Town's depth of recreational opportunities. Golfers can play at the Sagamore Resort's renowned 18-hole course. When Lake George is frozen, snowmobilers, ice fishing enthusiast, skaters, and skiers explore the ice-covered landscape. Snowmobilers enjoy a select



Many outdoor enthusiasts enjoy Adirondack Extreme, a high ropes adventure course located in Bolton (Photo Credit: Adirondack Extreme via Instagram).

number of trails in North Bolton; however, new opportunities should be considered, particularly if there is way to provide access closer to downtown destinations) The Town of Bolton Recreation Department and Bolton Central School also offer a wide variety of programs and recreation facilities that many residents and visitors enjoy.

Finally, several local businesses, including a high ropes adventure course, an outdoor gear shop and watersports rental establishment, and a variety of merchants selling goods that celebrate Bolton's local or outdoor heritage, contribute to the community's overall recreation hub experience and culture.

Previous Related Planning Initiatives

Recreation has been a significant element of local and regional planning and economic development efforts for decades. However, this is the first plan on behalf of the LGLC and the Town of Bolton that explicitly outlines a coordinated approach to enhancing recreational resources in a

manner that furthers conservation efforts and promotes the idea of a recreation hub as an economic development strategy. The Town of Bolton has been involved in a series of local and regional plans and initiatives that address recreation including but not limited to:

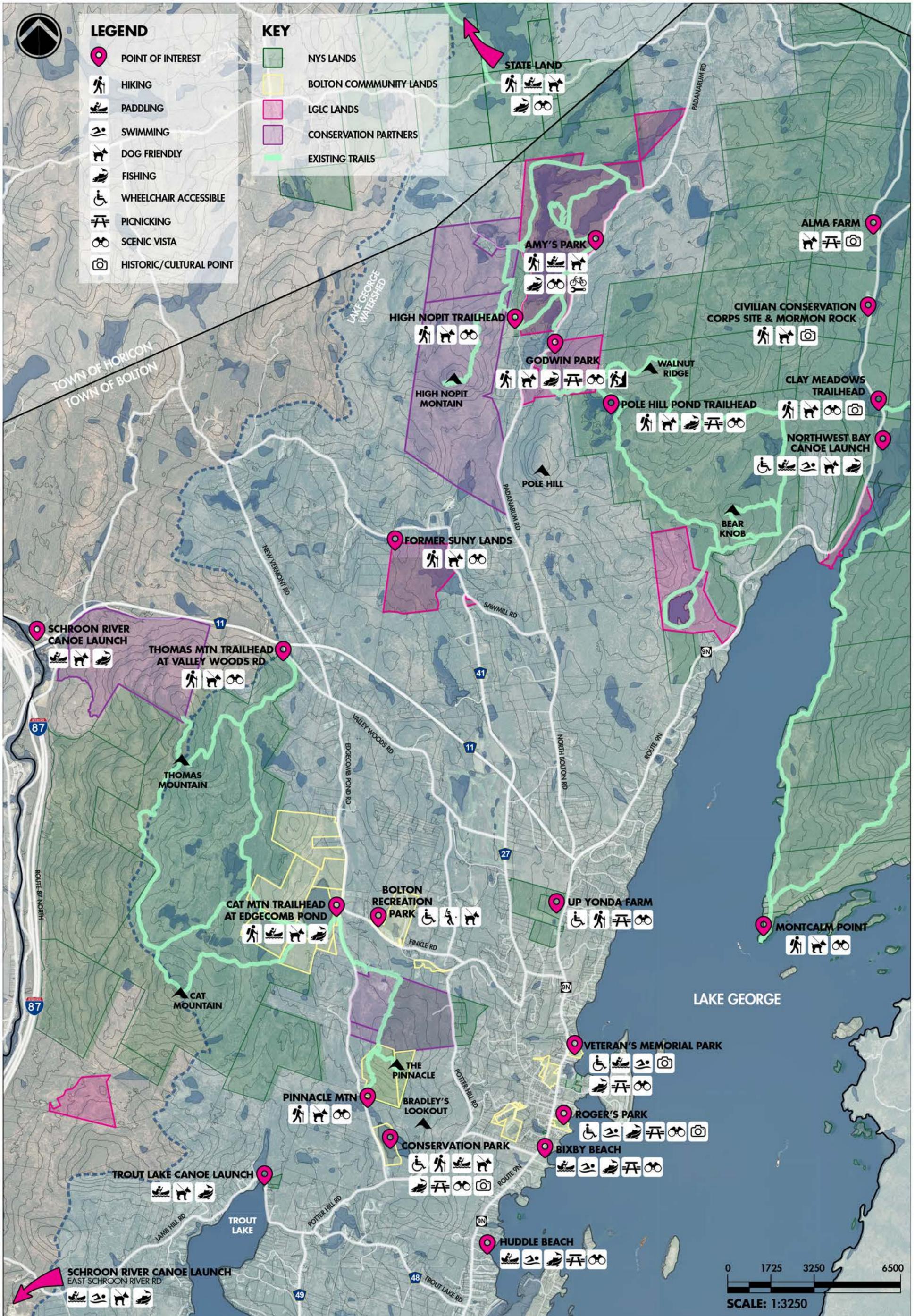
- **Adirondack Community-based Trails & Lodging System (2017):** This report provides a conceptual and practical foundation for developing a recreation-based tourism network of interconnected trails and lodging facilities, much like existing European models. Portions of this 'Hamlets to Huts' system are already operational.
- **Longwoods International Adirondacks, NY Visitor Report (2017):** This tourism study commissioned by the Regional Office of Sustainable Tourism (ROOST) found that visitation and spending is up in the Adirondacks and that 'outdoor trips' (involving activities such as camping, fishing, and hiking) are most prevalent.
- **Trails Master Plan for the West Side of Lake George (2013):** This report provides a high-level view of opportunities in the western Lake George Basin, including an inventory of existing facilities and strategies to enhance and expand existing recreational assets.
- **Town of Bolton Local Waterfront Revitalization Program (2006-2013):** This comprehensive land and water use plan for Bolton's natural, public, and developed waterfront resources, seeks to provide a balance of environmental, recreational, and economic development actions, while aspiring to coordinate local and state policies for a sustainable revitalization of the local waterfront and preservation of its unique character.
- **Statewide Comprehensive Outdoor Recreation Plan (2014-2019)- NYS Office of Parks, Recreation and Historic Preservation:** This report outlines the State's three overarching recreation initiatives: 1) enhance and revitalize the State outdoor recreation system, 2) improve connections between recreation, economics, sustainability, and healthy lifestyles, and 3) strengthen the link between people, nature, recreation, and resource stewardship.

- **Town of Bolton Comprehensive Plan and Hamlet Strategic Plan (2003):** This plan’s primary recommendation for parks and recreation is that, “Bolton’s recreational resources should continually be assessed, modified, and improved to ensure that the expectations, abilities, and interests of all residents, as well as visitors, are met to the greatest extent practicable.”

In addition to the above plans, lands owned by the State of New York are managed by the NYSDEC. The DEC develops Unit Management Plans (UMP) for its different areas to assess the natural and physical resources present within a land unit. They also identify opportunities for public use that are consistent with the classifications of these lands and consider the ability of the resources and ecosystems to accommodate such uses. In the

Adirondack Park, UMPs are developed with guidance from the APA to assure that the UMPs are developed in accordance with the Adirondack Park State Land Master Plan (APSLMP). The Lake George Wild Forest (of which the state lands in the Town of Bolton are included) does not have an official UMP as of the writing of this plan. However, as the NYSDEC develops a UMP for state land in the Town of Bolton, local plans will be taken into consideration.

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Existing Recreational Use Map

LGLC and Town of Bolton | Recreation Plan

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**BOLTON'S RECREATION
HUB VISION**

Recreational Hub Vision...

The Town of Bolton will become a year-round outdoor recreation hub. A quality network of trails and recreational attractions will provide amenities to residents, foster stewardship and awareness of the environment, create opportunities for sustainable economic development, and strengthen the Town's position as a high-quality tourism destination and place to live. Local government, the LGLC, and various regional and state agencies will align efforts to develop the outdoor recreation infrastructure necessary for Bolton to become a world-class destination, while at the same time protecting the land and water that makes the region a special place. Trends in outdoor recreation favor communities like Bolton. More specifically, communities that have a rich local history, a diversity of activities, an incredible natural setting, and a quality downtown full of shopping, accommodations, and restaurants offer an authentic experience that the outdoor recreation community

desires and is sought after. Working with the community partners, the LGLC and the Town of Bolton can take the next steps to build the physical and programmatic infrastructure required to build a reputation as an outdoor recreation destination that draws a greater share of regional visitors, spurs business development and draws residents.



The Sagamore Resort celebrates local outdoor recreation opportunities and markets them accordingly (Photo Credit: Sagamore Resort).

Project Themes & Key Initiatives

To transform Bolton into an outdoor recreation destination, the project identified themes and key initiatives during the planning process. The recommendations associated with each

theme are not assigned to individual partners in this effort, but are intended to guide the collective effort to develop Bolton as a Recreation Hub:

Capitalize on “Ambassador” Sites

Ambassador sites are central, readily accessible destinations that embody the mission of the LGLC. Simultaneously, they offer remarkable recreational, educational,

and scenic experiences. Ambassador sites instill a greater appreciation for the environment and win over supporters to the cause of land stewardship from a wide

range of backgrounds. This includes locations such as the Pinnacle Preserve and Amy's Park, two locations that are among the most frequented and celebrated outdoor assets within the community. Amazingly, they are relatively new open space opportunities. However, in their short window of existence, they have come to serve as epicenters of outdoor recreation in the community and highlight Bolton's potential as a Recreation Hub. As such, existing Ambassador sites should be enhanced, and potential new sites should be explored. Enhancements include utilizing best practices in sustainable trail design, including quality wayfinding signage (see below for more information), "good neighbor" policy consideration, and improvements to new and existing amenities and supporting infrastructure (see below for more detail). Prioritizing the implementation of best-practices at select Ambassador sites will maximize the number of users that come in contact with quality outdoor recreation facilities and provide buy-in for future enhancements elsewhere.

Amy's Park is an Ambassador site because it encourages visitors to explore a large wetland complex that serves as a giant

filtration system for water that eventually enters Lake George. The park highlights the connection between the preservation of upland areas and Lake George water quality. Amy's Park was previously overlooked until it was preserved by the LGLC and opened for recreational activities. The park now hosts an annual 5K race and educational and interpretative events that showcase the complementary objectives of conserving and preserving community amenities.

The Pinnacle serves as an Ambassador site because, in addition to attracting thousands of annual visitors to its panoramic summit, it highlights the power of collaboration between municipalities and environmental groups to not just prevent environmentally disruptive development, but to provide a positive alternative that benefits the community. The improvements needed to make the Pinnacle a true "Ambassador," including modifications to the current parking area, the addition of a loop trail, various wayfinding and trail upgrades, and physical and thematic connections to other outdoor recreation opportunities, making the site more durable and accessible to all users.

Improve and Expand Integrated Trail Network & Supporting Infrastructure

Bolton's trails vary from small footpaths used by locals to connect community points, to larger trail networks that host hundreds (or more) of annual users. There are currently over 40-miles of official trails that vary by design or have limited or no connectivity to a larger trail network. In the Adirondacks, as a renewed interest in outdoor recreation is bringing

unprecedented numbers of hikers into the area, municipalities and land managers who previously assumed the sufficiency of existing trails are quickly learning the limits of poorly designed trails. Erosion, proximity to private residences, and user conflicts are a few of the issues caused by improperly designed trails. Trails need to be built to accommodate the anticipated type and

number of users, avoid ecological impacts, and provide an interesting and engaging user experience. Therefore, as Bolton establishes itself as an outdoor Recreation Hub there will need to be a reevaluation of the adequacy of existing trail networks and the design of new ones. The following illustrates the trail design and location considerations that are identified in this plan.

Focus on quality of trail design and amenities:

Existing trails on Cat and Thomas Mountain preserves triggered the NYSDEC to close select segments once they took ownership of the property due to unintended impacts on the landscape. This highlights the importance of careful trail planning. In recognition of issues like this, the LGLC has focused on the design and quality of trails on its preserves. Ultimately, proper trail placement and design is often a professional skill. Individual trails and segments need to consider total user demands and incorporate design that caters to specific user groups (e.g., varying hiking abilities, mountain biking, backcountry skiing, etc.). There are user-specific design manuals that provide detailed design guidelines and best management practices. During the planning process, it was acknowledged that all future trail improvements should take this approach into consideration to ensure quality trails and user experience.

To achieve this, partners (Warren County, Town of Bolton, and the LGLC with input from NYSDEC) should develop trail standards or adopt standards from

organizations like the National Park Service (NPS) or the International Mountain Biking Association (IMBA). This will enhance the user experience and facilitate cooperative trail building and maintenance between stewards, volunteers, and municipal departments.

Finally, amenities that enhance the user experience, as well as increasing visitor appreciation and understanding of the area, are essential components of quality trail design. This may include supporting services (e.g. shuttles and guide services), restroom facilities, water bottle filling stations, and bike racks, which would all serve to bolster the strength of the trail network.

Thoughtfully placed amenities that align with the abovementioned Ambassador sites and trail network approach are included through the proposed concept plans.

Develop “Good Neighbor” Policies:

The Town and the LGLC should consider developing a “good neighbor” policy for trail development in order to mitigate potential impacts of new trails on existing neighborhoods. This includes siting trailheads away from existing residents, using landscaping and screening where necessary, routing trails in such a way that they avoid visual access or proximity to residences, abating noise, and involving landowners in the process of establishing new facilities. It may also include site-specific management approaches that take into consideration hours of operation, the types of access (e.g., gated), and other administrative protocols.

Develop a Robust Volunteer Stewardship Program:

Volunteer stewardship groups should be supported and facilitated by the Town of Bolton and the LGLC so that as more residents become passionate about outdoor recreation, their enthusiasm will have an outlet that contributes to the overall outdoor recreation vision. In the past, the Town and the LGLC have benefitted from volunteer trail. However, volunteer trail stewardship could be better coordinated so that it aligns with network-wide priorities. In addition to improving and maintaining trails, participation in volunteer groups encourages buy-in from residents,



The LGLC's NextGeneration Committee is a tremendous resource, building a long-term culture of conservation and leadership.

Develop Key Connections

As the LGLC and Town of Bolton continue to protect open spaces, there will be more chances to expand trail networks, offer new recreation opportunities, and provide critical connection between population centers and other open space resources.

and nurtures a sense of ownership and responsibility for community resources. The LGLC has worked to foster a culture of stewardship. However, participation has been somewhat limited. As such, the Town and other project partners should explore ways to assist the LGLC with this endeavor.

Ensure that Safety is Considered as Recreation Facilities are Developed:

Based on input from select stakeholders, communications with emergency responders about the development of outdoor recreation facilities should be considered. This would allow them to be aware of, and prepared for, emergency situations. As the LGLC, Town of Bolton, and other project partners increase the mileage of trails and variety of outdoor activities there will inevitably be an increase in search and rescue missions. First responders will need maps and accessibility information about existing and planned preserves. This will allow them to ensure that they have the proper equipment and trained staff to handle emergency situations. Visitors to outdoor recreation areas should also be made aware of safety considerations, including but not limited to the difficulty of terrain, equipment recommendations, water treatment advisories, emergency contacts, and weather-related alerts.

Connecting between activity centers and other outdoor recreation destinations offers an opportunity to leverage trails to attract a wider range of users. Political and administrative boundaries mean nothing to outdoor enthusiasts, so it will require

careful coordination between various landowners and managers to create a seamless user experience.

The Hamlet to Huts initiative seeks to link recreational trails to Adirondack communities and lodging so that hikers, skiers and paddlers can experience the Adirondacks in a similar fashion as the European ‘hut to hut’ model. The initiative resulted from the Adirondack Community-Based Trails and Lodging System Project (ACTLS), a regional effort (that began in 2014), and aims to enhance recreation-based tourism through a network of interconnected trails, lodging facilities, and community connections. Bolton has an opportunity to support this regional effort and establish a reputation as an important part of the Hamlets to Huts initiative. This will allow Bolton to benefit from the planning and marketing and branding efforts already underway by the ACTLS. In addition to Hamlets to Huts, there are significant opportunities to link existing trail networks within the Town, creating robust user experiences that connects almost all portions of the community. Below is a summary of these opportunities, which are depicted on the concept plans as well.

Downtown to the Pinnacle: A hallmark of many outdoor recreation destinations is the ability of visitors to start hikes directly from the town center. The Pinnacle is the closest peak to the hamlet area of Bolton Landing and could be connected via an approximately 2.5- to three-mile trail. This connection would provide the missing link between downtown Bolton Landing and the upland areas, in addition to creating a literal

and symbolic connection between the Lake and the surrounding hillsides.

Thomas Mountain to North Bolton: The LGLC, Town of Bolton, and NYS have expanded their holdings around the Pinnacle, Cat, and Thomas Mountains and have established miles of new trails. This tract of land has become an attractive destination for hikers seeking both short and long hikes. One crucial, approximately three-mile link between these lands and Amy’s Park, via High Nopit and LGLC lands formerly owned by SUNY, would greatly expand the trail network and draw a wider range of users. A conceptual route that involves a limited number of other properties has been identified. This includes lands that are currently for sale or land with property owners that have expressed tentative interest in providing access. This northern link would provide an excellent user experience for through hikers and serve as a critical access between central Bolton’s conserved lands and the conserved lands to the north.

Amy’s Park to Long Pond and Tongue Mountain: Amy’s Park provides the nucleus of access to the North Bolton area. Its northern boundary is a short distance across NYS Forest Preserve to the Long Pond Trailhead. Amy’s Park’s trail network already has a northern trail that could be easily linked with the Long Pond trail. In turn, Long Pond’s trail could easily be expanded further into Horicon and connect with Pharaoh Mountain Wilderness. In addition, since Amy’s Park opened, the LGLC has acquired Godwin Preserve and the NYSDEC has secured a recreational easement to establish a path from the

northwest parking area of Amy’s Park to the summit of High Nopit. From Amy’s Park, hikers can currently hike through Godwin Preserve and connect to the NYSDEC’s Pole Hill Pond Tract. Connecting the Pole Hill Pond trail network to the site of the Civilian Conservation Corps camp next to the Clay Meadows trailhead is possible via the establishment of a half-mile trail. This connection would open access to the 14-mile Tongue Mountain Range and allow Bolton to attract long distance trail runners, hikers, and overnight backpackers.

Riverbank (Exit 24) to Thomas Mountain:

Establishing a western approach to the Cat and Thomas Mountains from Exit 24 of the Adirondack Northway has the potential to greatly expand the trail network and to disperse user pressure on Thomas Mountain’s trailhead. The current land managers of the Upper Hudson Woodlot parcel along County Route 11 on the northern slope of Thomas Mountain indicate that recreational access is supported by the property owner and current lessee. The NYSDEC is willing to establish connections into their property

only after a trail has been fully established on the adjacent land leading into the NYSDEC property.

Bolton Landing to Lake George Village:

Historically, the Town of Bolton has worked with regional and municipal partners to identify a route that would connect Lake George Village at the southern end of Lake George with the Town of Bolton. Despite multiple studies, the prospects of developing a multi-use trail or even pedestrian access along Route 9 and Route 9N are daunting from both an expense and logistical perspective. High property values, select unique features (sings and historic stone walls), rocky terrain, and uncertain or vague limits of right-of-way make designing and building a trail a challenge. While these challenges should not deter the involved municipalities from continuing to explore a connection along the west side of Lake George, expanding the regional trail network elsewhere may have a more immediate and impactful results. This may include access from Cat Mountain down toward the Schroon River Valley or some other “ridgeline” alternative.

[Continue to Explore New Recreational Opportunities](#)

While people have been recreating and visiting the Adirondacks for hundreds of years, there are still many other new recreation opportunities to explore. If Bolton is to become a true outdoor recreation destination, the Town will need to offer a diversity of activities to accommodate users that engage in a number of outdoor recreation pursuits. Further, the market is constantly evolving, and new interests organically arise. Being

attuned and responsive to these changes is essential to maintaining relevancy.

This will require a concerted effort on the part of the Town of Bolton, local businesses, and the LGLC to stay abreast of new trends in outdoor recreation, to anticipate what new user demand will be, and identify how new trends could be smoothly incorporated into the existing network of outdoor recreation offerings. An awareness of trends in outdoor recreation will help the

Town and the LGLC proactively address potential opportunities and threats that could arise, such as environmental impacts or user conflicts. The following activities should be considered when developing outdoor recreation areas:

Mountain biking is increasingly popular throughout the country and the Adirondacks, but many existing trail networks were not designed specifically for mountain bikes, or do not permit them. Issues arise when mountain bikes cause ecological damage due to soil types, trail design, or grade or when there are user conflicts between mountain bikers, hikers, and equestrians. Elsewhere in the region, land managers are avoiding ecological damage and user conflicts by installing purpose-built mountain biking trails. Gurney Lane in the Town of Queensbury and The Brant Lake Bike Park in the Town of Horicon are two recently built mountain bike parks that utilize best practice trail design and are drawing visitors and residents. While this plan did not find a specific location for this activity, the Town of Bolton, or a strategic partner, should consider where mountain biking could be successful.

Nordic or Cross-Country Skiing is another popular activity that is well suited to the climate and terrain of the Adirondacks. As previously noted, Bolton does have some areas that are suitable for cross-country skiing. However, like mountain biking, Nordic skiing is an activity that benefits from purpose-built trails as opposed to simply utilizing existing hiking trails. Grooming ski trails with specialized machinery can greatly improve the Nordic



Nordic, touring, and cross-country skiing are popular winter activities. Many nearby communities provide opportunities for enthusiasts.

skiing experience but may be cost prohibitive. Smaller steps, such as identifying or developing select trails for cross-country skiing and utilizing signage to encourage trail users to not walk on established ski tracks could, also improve the Nordic skiing in Bolton. Historically, local businesses offered cross-country skiing to residents and visitors. Perhaps, through outreach or partnerships, this opportunity could be reestablished. As previously noted (see Woodstock, Vermont case study), the Woodstock Inn uses its golf course for cross-country skiing, which accounts for one of its most popular winter attractions.

Frozen Lake Activities like skating, snowshoeing, Nordic skiing, ice-boating, snowmobiling, skate-sailing, and icefishing serve to expand the variety of recreation options in the winter season. However, due to the unstructured nature of these activities, their seasonality, and the inherent risk associated with them, there

are fewer opportunities to develop and market these activities. Stakeholders indicated that the use of ice retardant systems to protect docks and boathouses may be causing unsafe ice conditions close to shore. Municipalities along Lake Hopatcong, NJ have enacted ordinances that limit the area of disturbance caused by ice retardant systems and require visible signage that alerts recreationists to the presence of thin ice. Bolton may want to consider a similar approach and more readily identify safe points of access, such as Veterans Park.

Other Considerations: There are other recreational opportunities that could

bolster the Town’s status as an outdoor recreation destination. These may include:

- Self-guided tours that allow visitors to explore historic and cultural sites using a digital platform;
- Frisbee golf courses;
- Paddle trails that link points of interest with paddling amenities like launches that are accompanied by camping and shuttle services (this may require strategic private partners); and,
- Universally accessible trails that are appropriate for wheelchairs and those with limited mobility.

Comprehensive & Coordinated Wayfinding

In order to establish a strong sense of place and help users navigate the community, it is recommended that the LGLC and Bolton develop an attractive, coordinated wayfinding signage system that visually links community resources and tourism infrastructure. This is an essential part of the Recreation Hub vision. Stakeholders noted during the planning process that many of the recreation facilities within the Town are signed differently (in part due to the number of involved land owners), non-existent, or devoid of directional signage. While many residents and long-term visitors know where the Town’s recreation opportunities are located, it is vital that all potential users can easily get to their

destination and enjoy their outing. Part of this strategy includes incorporating various marketing and branding design elements that are further discussed below. This will ensure that signage is visually attractive and promotes a select, outdoor-oriented image of the community. It will also ensure a degree of uniformity among all locations and between the various land owners.

The term “signage” encompasses an array of functionalities, including: regulations; warnings; directions and distances; services and amenities; and interpretation. Key features of the proposed wayfinding signage include:

- **Attractive and coherent fonts**, color contrast, logos, symbology, and the use of high-quality materials (e.g., custom woodwork, fabricated metals, stone, high grade polymers, etc.).
- **Appropriate scale and height** designed around the intended user (e.g., vehicular traffic, pedestrians, etc.).

- **Use of landmarks and key sites** to provide orientation cues and memorable locations.
- **Placement of signs** at decision points to help wayfinding decisions.

With respect to Bolton, the proposed wayfinding signage includes multiple components based on anticipated visitation to the site, centrality of the site, proximity to existing or proposed wayfinding, types of viewers (automotive or pedestrian), whether the sign is located in a populated activity center or in the Town’s more rural uplands. A figure depicting these signs follows this discussion. The proposed recreation concept plans located at the end of this section include proposed locations for these signs:



Wayfinding signage is an opportunity for a community to express local character and demonstrate a commitment to the outdoors.

- **Vehicular & Pedestrian Roadway Signs:** These signs are designed to be posted at key intersections and along roadways. They are intended to communicate which direction to turn, the presence of pedestrians and cyclists, and parking regulations.
- **Trail Interpretive Signs:** These signs highlight environmental, historical, or cultural points of interest. In places like Alma Farm and Clay Meadows, these signs can bring important historical events to light. Along the trail at the Pinnacle they could tell the story of how the parcel was preserved and how it represents a changing attitude towards development and collaboration between government and not-for-profits.
- **Entrance Signs:** These signs mark the entrance to a parking area or trailhead from a roadway. Currently there is a mix of different entrance signs throughout Bolton.
- **Trail Wayfinding:** These signs are posted at the beginning of a trail and should include activity-specific and trail rating information. It should also include general information such as emergency contact information, trail management information, regulations and allowed uses, ecological information, and Town-wide and regional recreation information. Trail wayfinding signs should be posted within easy view of a trailhead parking area.
- **Trail Kiosks:** Kiosks are the largest and most informative of the signs in the proposed wayfinding scheme. They should be reserved for the most popular Ambassador sites and trailheads due to the amount of space and funding required to install them. They should include not only the site-specific information noted above, but also regional recreation opportunities and other up-to-date information that may interest outdoor enthusiast (e.g., upcoming events, related businesses, etc.).

- **Downtown Wayfinding:** Downtown signs are more refined in appearance than the Trail Wayfinding Signs but provide a similar level of information.
- **Downtown Interpretative Signs:** Smaller signs intended to provide information about the site where they are placed.
- **Downtown Kiosks:** These signs are similar in size to Trail Kiosks and provide the widest range of information. They are intended to be located in focal points of the Town where there is greater foot traffic. Such signs should include not only information about the recreation opportunities in Town, but also information about local business and how to explore the hamlet.



Vehicular/Pedestrian
Roadway Signs

Trail
Interpretative Sign

Entrance Sign

Trail Wayfinding

Trail Kiosk



Trail Signage

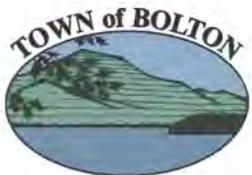
LGLC and Town of Bolton | Wayfinding



Downtown Wayfinding

Downtown Interpretative Sign

Downtown Kiosk



THE *Chazen* COMPANIES®

IGIC LAKE GEORGE
LAND CONSERVANCY

Downtown Signage

LGLC and Town of Bolton | Wayfinding

Bringing It All Together: Marketing & Branding Considerations

Much of this plan has focused on Bolton's many recreation opportunities. It also offers a robust vision for new, more interconnected, recreational resources to enhance user experiences and increase the diversity of activities. However, recreation opportunities are just one part of the equation when it comes to positioning the community as a recreation hub and differentiating Bolton from other marketplaces is important if the Town wants to be successful in the effort. Simply said, there is a basic need to let people know where Bolton is and what there is to do. Therefore, developing a complimentary marketing and branding strategy is essential. The following sections outline what would such a strategy look like.

Bolton Marketing Plan

Included in the appendices of this plan is a recreation trail marketing summary that was prepared with support from the Town of Bolton and the Bolton Landing Chamber of Commerce. The marketing summary provides an overview of existing local and regional marketing efforts, select aspects of a marketing framework for Bolton to consider, and several steps the Town could take towards implementing some basic features of the marketing initiative. Importantly, the document notes that "there is a strong competition for outdoor visitors in other parts of the state and country which makes it imperative for Bolton to continually assess and respond to shifts in recreational demand and visitor interest." It goes on to say that "Bolton has the opportunity to leverage its strong

existing visitor base and position itself as the center for outdoor recreation in the Lake George region."

Marketing Goals

Ultimately, the goal of a recreation-based marketing and branding strategy for Bolton is intended to: 1) increase awareness of its assets, and 2) distinguish itself from its competitors using various print and online material (e.g., brochures, press releases, web content, etc.) and an advertising campaign (e.g., media publications, target marketing, promotions, direct mailings, etc.). This requires a rebranded community or project partner website that incorporates branding logos, signal art, and fresh content, including integration with social media (e.g., Instagram, Facebook, Twitter, YouTube, etc.). These more traditional aspect of marketing and branding should be designed to integrate with corresponding digital wayfinding (e.g., smartphone and desktop mapping, etc.) and the proposed wayfinding signage outlined in this plan. In partnership with the Bolton Landing Chamber of Commerce, local businesses should be encouraged (if desired) to collaborate or integrate any of their respective marketing efforts with the Recreation Hub vision. Because marketing and branding efforts seek to increase visibility within target markets, collateral material, logos, and online content should include synergies between other successful regional and state-wide marketing efforts.

The Big Picture

While outdoor recreation is important to the community, Bolton is more than just an outdoor playground, and part of its brand encompasses its history as an Adirondack community and lakeside destination. This includes warm weather leisure, lake-based recreating (e.g., boating, etc.), resort-based tourism, historic and cultural interpretation, and Adirondack sightseeing. Many enjoy the community because it harkens back to a bygone era of the American family vacation. Capturing this sentiment remains an essential part of any marketing and branding strategy. However, this does not preclude a complimentary strategy that targets the outdoor recreation market. In fact, many community-based marketing and branding strategies include “breakout” marketing components that complement one another, but also allow for the community to market specific characteristics. Ultimately, in the absence of a dedicated marketing campaign that

captures the essence of Bolton or the Recreation Hub concept, the Town of Bolton should take a leadership role in developing one that can dovetail with other regional efforts, regardless if they are public, non-profit, or private.

Case Study: Newcomb, NY

Newcomb, New York is an Adirondack community that has developed its own successful, fully integrated marketing and branding strategy. Recognizing the need for a better, more tailored marketing and branding approach that was not subject to conflicting messaging, competing interest, or out of touch with decision makers, the Town secured grant funding to develop brand content, a marketing strategy, and an advertising campaign. Newcomb developed a compelling location identity, memorable taglines, a creative logo with breakout content for various aspects of the community, signal art designed for repeat print and online media impressions, and a



Note: Newcomb first prepared an in-depth marketing and brandy strategy (left). The strategy included logos (middle), breakout content, and memorable taglines. This effort culminated in a new, multifaceted, social media enhanced website (right) and advertising campaign.

new website that is fully integrated with social media.

The Town has since developed print and online wayfinding maps and signage that complements their logo and breakout content. Finally, they have executed their advertising campaign by buying ad space in local and national publications and websites. Today, you will see Newcomb ads that are tailored for hikers in *Backpacking* magazine, fishing ads in *Adirondack Life*, and mountain biking ads in *Adirondack Sports & Fitness*. This effort continues to pay off for the Town, with business owners suggesting that an increase in awareness and visitation has helped to support various businesses and a number of startups, including new lodging. Newcomb recently purchased ad space in a national equestrian magazine. The magazine became interested in the community and decided to write a full article on horseback riding in Newcomb (one of their target markets). The popularity of horseback riding continues to grow in Newcomb, and NYS continues to fund related initiatives, including a large trail network, an equestrian center, and complimentary marketing initiatives.

Final Thoughts on Marketing

With regards to Bolton, the community already has a “natural” marketing advantage when it comes to attracting such demographics as Baby Boomers and Millennials, who currently make up the greatest share of the tourism economy. Bolton’s walkable downtown and authentic hometown community are some of the more desired characteristics among the traveling public. A Cornell University on

tourism study found that most New York State tourists drive five (5) hours or less to their destination. The study also found that sightseeing, eating and shopping, visiting friends and family, staying at hotels, and participating in an outdoor activity were some of the main reasons one travels to a given location. Bolton offers all of these experiences, but they are not necessarily packaged and strategically marketed via professionally generated content to select target markets, particularly the outdoor community. Fortunately, the Bolton Landing Chamber of Commerce and businesses such as the Sagamore have had success with this approach for other target markets. Target markets include broader groups such as family vacationers, but also more specific groups such as women (Girlfriends Getaway is a great example). Therefore, the strategies employed for these markets should be emulated, at minimum, to attract the outdoor community in order to realize the Recreation Hub vision. On a regional scale, the Regional Office of Sustainable Tourism’s (ROOST) marketing and branding for the Lake Placid area is another great example of an outdoor-oriented strategy. With regards to target marketing, the Adirondack Wild Center’s Market to Millennials research offers thoughtful marketing strategies for that age cohort.

Using Newcomb as an example, Bolton should consider employing a professional marketing firm to help identify its “brand,” corresponding logo, breakout themes or categories, target audiences, specific advertising outlets, and ad space templates. Print material (e.g., brochures, etc.) and merchandise should be designed as well.

This strategy should be used to develop new, professionally designed website that serves both local residents and visitors alike. It should be streamlined, hip, attractive, and mobile- and social media-friendly. The website should help visitors figure out what to do, where to stay, and how to get there, including integrating information about local businesses and

events. While it is recommended that the Town take a leadership role in developing this strategy, ultimately, the final product and responsibility of maintaining the marketing and branding strategy may rest with another entity in the community (e.g., Bolton Landing Chamber of Commerce) or multiple partnerships.

Recreation Hub: A Closer Look...

As previously noted, it is essential that the Bolton community deliver on the experiences if it decides to execute the above marketing and branding strategy. As such, the following section details the ways in which the themes outlined above can be applied to specific locations in the Town of Bolton. In particular, the expansion of trail networks that link with existing trails, provision of quality amenities, and comprehensive wayfinding signage are intended to facilitate greater use and increased diversity of user types. This would allow a variety of outdoor user groups to enjoy all that Bolton has to offer and scale their excursion based on their availability and travel distances.

The series of maps located at the end of the section, and described below, were developed to illustrate conceptual trail connections, enhanced amenities, improved parking area arrangements, and wayfinding signage locations. Cost estimates for these site improvements were prepared so that the LGLC, the Town of Bolton, and other project partners can budget accordingly or prepare related funding requests (see the Recreation Hub Implementation Strategy section, below, for more information).

Similar to the marketing and branding initiatives, the Town of Bolton, and its project partners may need to take a more active role in managing its outdoor recreation facilities, as they do their park facilities. This may require the provision of additional resources (i.e., funds and staff) for its Recreation Department, and more clearly defined roles and responsibilities

with regards to maintenance, site access control, and enforcement.

OVERALL & KEY MAP

This map illustrates the connections between downtown Bolton, the Pinnacle, Cat and Thomas Mountains, High Nopit, Amy's Park, and NYS lands on the Tongue Mountain Range and in the Town of Horicon. It also shows where different wayfinding elements should be placed so that visitors can navigate to different points throughout the community and highlights areas where conservation efforts should be focused by working with willing landowners.

MAP 1: PINNACLE & CONSERVATION PARK

This combined area is considered an Ambassador site. The Pinnacle (1,300'



The Pinnacle's success is owned in part to its breathtaking views of Lake George (Photo Credit: James Flynn)

elevation) is a peak whose summit provides remarkable views of Lake George. The 73-acre preserve, owned by the Town of Bolton (with funding and technical support from the LGLC), was opened for public access in 2015 and its popularity as a hiking destination has grown exponentially each year as its reputation as a short and rewarding hike spreads. Because of its success, the Town may consider managing this facility more like a park by providing restrooms facilities (e.g., porta potties), trash receptacle, and gated access to mitigate impacts to the environment and the neighborhood. From the trailhead on Edgecomb Pond Road, the trail climbs 480 feet over 0.75-miles to the summit. A newly established 1.1-mile trail connects to the Edgecomb Pond trailhead for Cat Mountain. Because of the high volume of users to this area, impacts to and from the modest parking facility, eroded trails originally designed for light foot traffic, and disturbances to adjacent property owners should be addressed.

The Bolton Conservation Park is located at the base of the Pinnacle. The main building is a modern gathering facility complete with a commercial kitchen, restrooms, and community gardens. The Conservation Park is available to Town residents who can rent the facility for events ranging from weddings to yoga classes. Volunteers, with the Town of Bolton, established trails and multiple docks and observation decks along the Conservation Park Pond waterfront, but complete circumnavigation is not possible due to private land ownership on the far side. Continuing negotiations with willing landowners may provide an opportunity to

connect the Conservation Park with nearby Bradley's Lookout and the Pinnacle.

Proposed Trails and Trail Enhancements:

Create an additional 0.75-mile trail that proceeds west off the summit and connects with the existing summit trail to form a loop. Reroute the existing 0.25-mile portion of the trail, starting at existing trailhead. The existing trail grade is too steep, causing erosion and an unpleasant experience for many users. Consider further realignment to move the trail away from nearby residences and replant the former logging road to deter people from accidentally following this route. Create an additional one-mile trail connecting lower portion of the existing Pinnacle trail to Potter Hill Road or the Bolton Conservation Park via Bradley's Lookout. This segment could potentially link with a roadside trail along Potter Hill Road that extends to the downtown area. As an alternative to the Bradley's trail, the roadside trail could continue along Edgecomb Pond Road to the Conservation Park.

Parking Enhancements: The concept plan provides a number of parking alternatives. The corresponding letter next to each these alternatives connotes its priority. Currently, there is one parking area at the Pinnacle that is limited in size. At the Conservation Park, there is parking for approximately 30 vehicles, but these spaces are often utilized when events or classes are held at the facility. The preferred parking area would require working with a willing landowner and acquiring property. The other parking area alternative includes a possible lot at the far (north) end of the Conservation Park. This would require an improved

roadside trail linking to the current parking area for the Pinnacle; however, this a relatively short distance. The other alternative is located further north from the existing parking area. A nearby vacant lot is currently for sale and the adjoining landowner has expressed support for parking in this location. This location may provide future connection to the west, providing access to Cat Mountain. However, this alternative would provide the least amount of new parking and reduce the overall hiking experience. Finally, it is recommended that the Town prohibit parking along the section of road near the current Pinnacle parking area to reduce potential line-of-sight safety issues and impacts to adjacent land owners.

Proposed Wayfinding: As an Ambassador site, an enhanced kiosk should be installed at the trailhead and at the Conservation Park. Vehicle and pedestrian wayfinding should be placed strategically in the area. Trail wayfinding and interpretive signage should be installed as well.

Proposed Amenities: Add restrooms at the Pinnacle trailhead (at one of the alternative parking areas noted above) or at the Conservation Park. The existing restrooms are unavailable to the general public.

MAP 2: EDGECOMB POND & CAT MOUNTAIN TRAILHEAD

The Edgecomb Pond trailhead for Cat Mountain is situated on a 336-acre parcel of Town-owned land. Edgecomb Pond serves as a municipal water supply, so use of the pond is limited to paddling and fishing. There are two parking areas: one is a

narrow gravel strip leading to a dry hydrant for fire trucks, and the other is a recently expanded parking area that serves as a trailhead for Cat and Thomas Mountains. From the trailhead, hikers have access to over 8.5 miles of trails and multiple loop hikes. Access to Cat Mountain is via an unmaintained 0.7-mile Town road that is unofficially open to high-clearance motor vehicles. The roadway continues as a trail after the 0.7-mile mark, where the State's ownership begins. Since the Town owns all the land around Edgecomb Pond there is an opportunity to develop additional recreational facilities. However, any recreational development will need to be sensitive to the Town's water supply.

Proposed Trails and Trail Enhancements:

Consider building an additional 0.75-mile trail to complete a loop around Edgecomb Pond. This trail would begin off the existing trail that follows the southern shore of the pond. The trail would emerge from the forest directly north of the Town Water Treatment Plant, creating a 1.25-mile loop. This trail has the potential to provide residents and visitors with a short exercise loop that does not go up any steep grades and would be perfect for people of all ages and abilities. Approximately 0.3-miles of enhancements should be made to the roadside between the terminus of the Pinnacle Yellow Trail and existing Cat Mountain trailhead to better accommodate through hikers. Currently this connection is unclear to motorists and hikers, and there is no dedicated section along the road. This may include creating a trail along the shoulder of the road or widening the road shoulder and striping.

The 0.7-mile trail between Edgecomb Pond trailhead and the NYS-owned Cat Mountain parcel is in poor condition. This trail is an old roadway that is rutted and washed out in places. This roadway should be closed to motor vehicle traffic to avoid further damage, and portions of trail should be rerouted or redesigned for positive drainage. Closing this road to motor vehicles would allow the Town to remove a large stop barrier. Currently the barrier gives trail users the impression that the trail is closed and impedes mountain biking and skiing.

Proposed Parking Enhancements: The new parking area recently developed by the Town should serve as a model for all Recreation Hub-related parking areas. The parking area was designed in partnership with the Warren County Soil & Water Conservation District. The design includes proper subbase and surface materials and includes appropriate stormwater management controls. To enhance this area, a sign suggesting how people should park would ensure better utilization of spaces. Parking spaces at the dry hydrant access point should be delineated to ensure that emergency vehicles have unfettered access.

Proposed Wayfinding: Given the complexity of the nearby intersection and roadside trails, signage throughout this area should be enhanced. Vehicle wayfinding should be installed at the intersection of Edgecomb Pond and Finkle Road. A trail kiosk should be installed at the trailhead, as well as an entrance sign. An interpretative sign should be installed at Edgecomb Pond waterfront to convey the relationship

between land use, water-quality, and public services. Enhanced trail signage should be installed at the intersection of the proposed pondside trail and Cat Mountain Red trail as well. If the vehicle stop barrier is not removed, trail wayfinding signs should be added so that trail users are not deterred by the barrier. Currently there is no indication that the trail continues on to Cat and Thomas Mountains.

Proposed Amenities: Similar to the Pinnacle, the trailhead should be managed more as a park. As such, restroom facilities (e.g., porta potties) and trash receptacle should be considered (this is particularly important given the proximity of the Town’s water supply). A good example of this is along the Ausable River, where high visitation led to concerns about human waste. In response, the Ausable River Association started the Porta-John Program. This program allows local businesses and organizations to sponsor porta potties on a seasonal basis, which allows for cleaner water and cross-promotion of businesses and recreation areas. The NYSDEC allow for a somewhat similar approach through its Volunteer Stewardship Agreement (VSA) policy.

MAP 3: VALLEY WOODS TRAILHEAD (THOMAS MOUNTAIN)

The Valley Woods Road trailhead is the most popular access point for Thomas and Cat Mountains. The trailhead is just two (2) miles off exit 24 of the Adirondack Northway. The trailhead offers multiple routes up Thomas Mountain via an old logging road and footpaths and links to



Sunlight through the trees along Thomas Mountain trails (Photo Credit: Not Just for the View Instagram user)

Links to over eight (8) miles of trails to Cat Mountain. On weekends, the trailhead parking area frequently overflows, resulting in cars parked along both sides of Valley Woods Road and along an adjacent landowner's driveway. Portions of the Richard Hayes Phillips Trail, which started at current trailhead, was closed and rerouted 0.5-miles further up the logging road due to erosion.

Proposed Trails and Trail Enhancements:

To advance the theme of a connected trail network, a connector trail utilizing extensive Warren County right-of-way is recommended along Valley Woods Road and County Route 11. This trail would connect the Cat and Thomas Mountain preserve to the LGLC's SUNY property (via private property along County Route 11) and ultimately to Amy's Park. Given the amount of right-of-way, a dedicated roadside trail or an expanded shoulder with striping should be considered. In addition, any road crossing should be formally

highlighted as well to ensure pedestrian safety. The 1.4-mile main trail up Thomas Mountain is a former logging road and is in fairly stable condition. However, in various steep sections, where trail materials are being washed away, water-bars should be installed.

Proposed Parking Enhancements: the NYSDEC recently indicated that they are working on a final draft of the Lake George Wild Forest Area UMP. NYSDEC representatives noted that the UMP will include improvements to the existing Thomas Mountain parking area. However, they also noted there are no plans to expand the area significantly. As such, the Town of Bolton, in partnership with Warren County, should develop additional parking along Valley Woods Road. These improvements should include a planted buffer between the adjoining property owner's driveway and the proposed new parking.

Proposed Wayfinding: In addition to the proposed buffer, signage indicating that the adjacent driveway serves a private residence should be installed. The existing trail information kiosk (or a new one) should be relocated so that it is visible from the proposed new parking area. Currently hikers only encounter the the kiosk after they have started up the trail. Ideally visitors could review information contained at kiosk before committing to hiking the trail. Repositioning the kiosk would also make residents aware of the alternative trailhead at Edgecomb Pond or alternative hikes, such as the Pinnacle, thereby relieving pressure on this access point. Pedestrian wayfinding is essential for the

proposed roadside trail. Vehicular wayfinding signage, particularly along County Route 11, is important as well.

Proposed Amenities: Improve the existing outhouse so that it can be serviced and accessed easily. Consider the use a porta potty that is serviced more regularly. This may be achieved through a stewardship or adopt a porta john program similar to the AuSable River.

MAP 4: LGLC'S FORMER SUNY OWNED LANDS

Now owned by the LGLC, this 130-acre property once hosted SUNY Albany's 100-foot tall Fullman Radio Telescope. The now vacant site was purchased to protect an important wetland complex that serves as a tributary to Indian Brook. Wetlands cover nearly a third of the site making access difficult along the roadside portion of the property. The western portion of the property does not contain wetlands and could be developed for trails. However, there is no access along New Vermont Road. Currently there are no parking areas, signage, or official trails on the site.

Proposed Trails and Trail Enhancements: This parcel's location between the Valley Woods trailhead, High Nopit Mountain, and Amy's Park makes it a desirable location for a Town-wide connector trail. Establishing a trail along the western edge of the SUNY Preserve would fill a 0.25-mile segment of the approximately two-mile gap between the Thomas Mountain trailhead and the summit of High Nopit Mountain. The LGLC and Town of Bolton should work with willing landowners on the northern side of

New Vermont Road across from the proposed parking area to establish a through hike to High Nopit. The LGLC and the Town of Bolton should also work with willing landowners and Warren County to establish a 0.75-mile trail between the southern portion of the SUNY property and the Thomas Mountain trailhead. In addition to a connector trail, a one-mile loop trail that skirts the western edge of the wetlands on the site would provide opportunities for environmental education and interpretation.

Proposed Parking Enhancements: To allow access to the former SUNY parcel, project partners should work with a willing landowner to establish a parking area off New Vermont Road on the northern portion of the parcel. One parcel has been tentatively identified and includes an access road and established stream crossing. A small parking area at this location would allow access for the proposed loop trail and through hikers alike.

Proposed Wayfinding: Signage should be installed at the proposed parking area on the northern portion of the parcel. Interpretive signage should be installed along the proposed one-mile loop trail to educate visitors about the mission of the LGLC to protect sensitive upland areas and the ecological benefits of wetlands.

MAP 5: LGLC'S GODWIN PRESERVE

Godwin Preserve is located on Padanarum Road just 0.2-miles south from Amy's Park. The preserve contains a scenic overlook of Amy's Park and High Nopit, as well as trail connections to the NYSDEC's Pole Hill Pond

preserve. Godwin is the crucial link between Amy's Park and the vast tract of state land to the east, including Pole Hill Pond, and potential access to the Tongue Mountain Range. A 0.25-mile offshoot from the main trail leads to panoramic views of the entire nearby valley. This rewarding view is reached with just 0.75 miles of hiking. The west face of Godwin features a consistent ice formation in the winter, providing an opportunity for easy to moderate single pitch ice-climbing. During warmer months, local rock climbers have indicated that the same area has several routes to enjoy.

Proposed Trails and Trail Enhancements:

The existing trails on the Godwin Preserve were mainly built in the beds of old logging roads. Utilizing logging roads for recreational trails is complicated because they may not have taken hiking or long-term use into consideration, may be susceptible erosion, or may have an impact on various water resources. Because of these issues, trails built on logging roads may require constant maintenance and repairs, having long-term cost implication. For example, portions of the Godwin Red Trail regularly exceed slopes of 25 percent or greater, with limited switchbacks or erosion controls. A loop trail connecting the overlook to the new proposed parking area (see below for more information) would be possible with approximately 0.25-miles of new trail construction. This would allow users to travel a one-mile loop trail featuring an attractive overlook. This type of hike, with proper wayfinding and marketing, would capture the same type of hikers who have flocked to the Pinnacle,

thereby providing some relief from potential overuse.

Proposed Parking Enhancements: The existing parking lot off Padanarum Road is on uneven terrain and has underlying bedrock, making it difficult to maintain. It is recommended that this parking area be improved and expanded to allow for more parking. A new parking area is proposed at an existing pull-off approximately 500 feet north of the existing parking area. This parking area would serve as an alternate parking area and could provide access to the beginning of the proposed loop trail to the overlook. Site topography, hydrography, and the presence of bedrock would naturally limit the size and impact the design of this parking area.

Proposed Wayfinding: New signage include vehicular wayfinding and pedestrian wayfinding (to inform hikers of the connection between the existing and proposed parking, as well as the roadside connection to Amy's Park). New entrance signs and kiosk should also be included. The kiosk sign should provide information regarding through hiking opportunities to Amy's Park, Pole Hill, Wing Pond, and potentially Tongue Maintain' Clay Meadows trailhead (via the historic Civilian Conservation Corps' lands).

Proposed Amenities: A trail to the ice and rock-climbing area on the face of Godwin would expand the number of recreational opportunities available to residents and visitors. A trail could be complemented with information at the trailhead kiosk explaining the activity.

MAP 6: LGLC'S AMY'S PARK

PRESERVE

Amy's Park is a 490-acre preserve bordered by State lands, located deep in north Bolton. Given its central location to other outdoor recreation opportunities and robust natural resources, it should be considered as another Ambassador site. The park contains 4.5-miles of moderate loop trails and two canoe launches that allow visitors to explore the ponds and marshes that are the headwaters for Indian Brook. Amy's Park is used by many throughout the year and is the location for the annual Amy's Challenge, a 5K race lead by the LGLC's NextGeneration Committee.

The road network around Amy's Park has the potential to be a bicycling destination for intermediate riders comfortable on dirt and gravel roads. Padanarum Road is lightly trafficked and could be an attractive alternative to riding along the busier Route 9N or on the hillier roads leading out of downtown Bolton. Trout Falls Road, which bounds the western edge of Amy's Park, continues approximately 1.5-miles past the park at Padaranum Spur Trail before re-connecting with Padanarum Road in the Town of Horicon to the North. Padanarum Road is a narrow seasonal roadway at this intersection and it connects to Brant Lake to the northwest or circles back to Amy's Park to the east.

Proposed Trails and Trail Enhancements: A 0.1-mile connection between Amy's Park and Godwin Preserve would allow Amy's Park to serve as a central hub for access to the Pole Hill Pond area and eventually the

Tongue Mountain Range. This trail could be developed by working with willing landowners along the west side of Padanarum Road or providing signage along Padanarum Road. Additionally, trails extending beyond the Red Trail to the summit of High Nopit via the Upper Hudson Woodlands property, would complete the norther connection from Cat and Thomas Mountains. There is an existing NYSDEC easement for this segment of trail, and it is currently being developed. Finally, Amy's Park is bounded to the north by Lake George Wild Forest area, which is part of a nearly contiguous tract of land leading to the Pharaoh Lake Wilderness. Developing trails from the Amy's Park network to NYS land would open the possibility of connecting to a far larger trail network, including a direct link to Long Pond, which is a little over 0.5-miles away from the existing Red Trail. Historically, there was a larger network of horse, snowmobile, and jeep trails throughout this border area



Winter snow at Amy's Pond provide breathtaking views and solitude (Photo Credit: LGLC's Alex Novick)

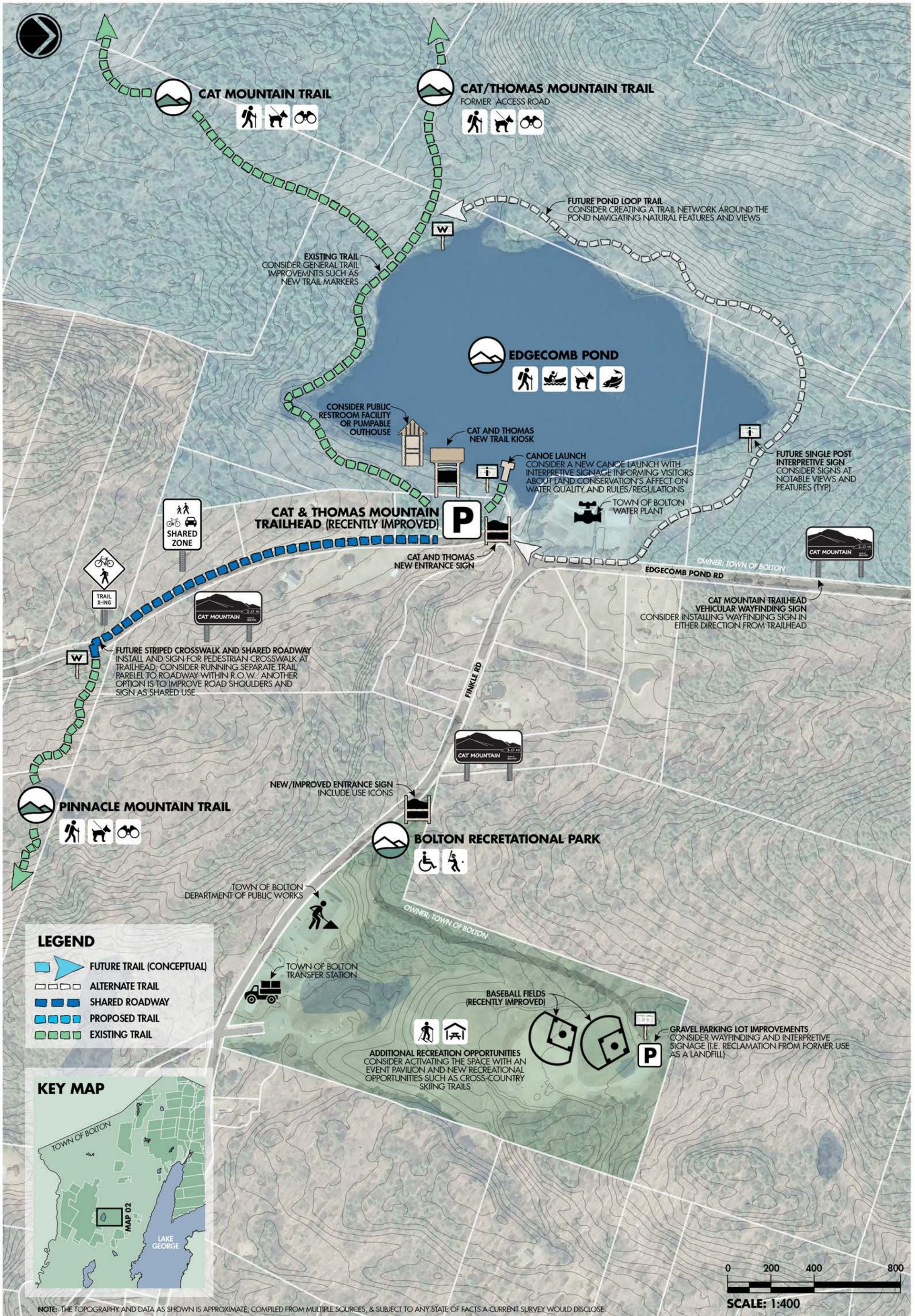
between the Town of Bolton and Horicon. For a variety of factors these old pathways have been abandoned by the State and municipalities, but, as Bolton's outdoor Recreation Hub vision becomes reality, there may be renewed interest in reclaiming them.

Proposed Parking Enhancements: Improve all four existing parking areas, one of which is the primary access point on the eastern side of Padanarum Road. This includes employing the same design standards used at Cat Mountain's trailhead. As an Ambassador site, Amy's Park has the potential to attract more visitors, thereby providing relief to other outdoor recreation opportunities (e.g., Pinnacle, etc.). With an increase in visitation and greater diversity of user types, it is important for parking areas to be designed accordingly.

Proposed Wayfinding: Wayfinding signage for Amy's Park is essential. Its location in north Bolton between two rural roads can be confusing to navigate for users. Well-placed vehicle wayfinding signage along

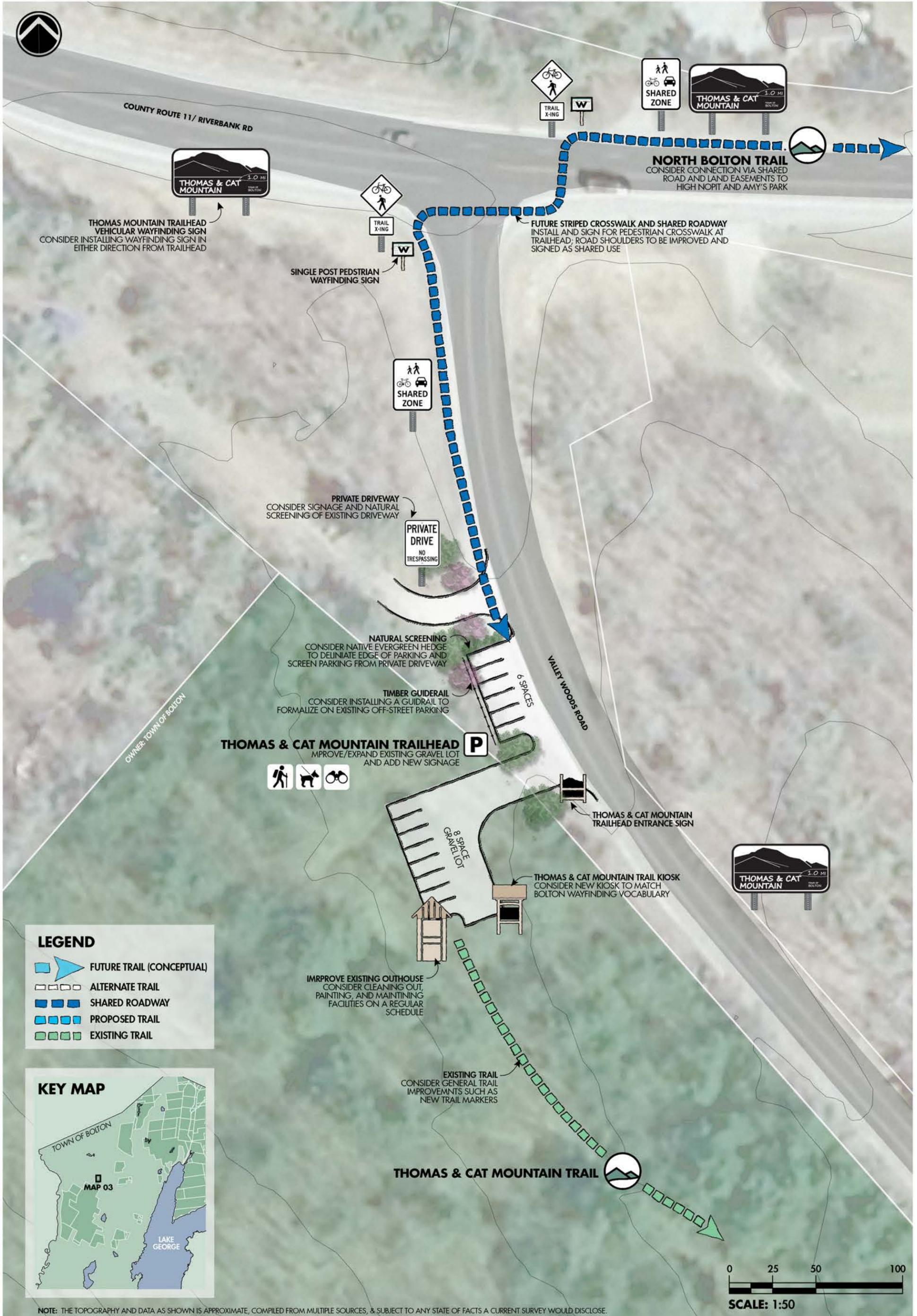
Route 9N, Country Route 11, and North Bolton Road would help visitors. Parking and entrance signage, as well as a kiosk at the primary parking area, should be installed. Finally, signage for proposed bike riding routes along Bolton and Horicon's various backroads should be considered.

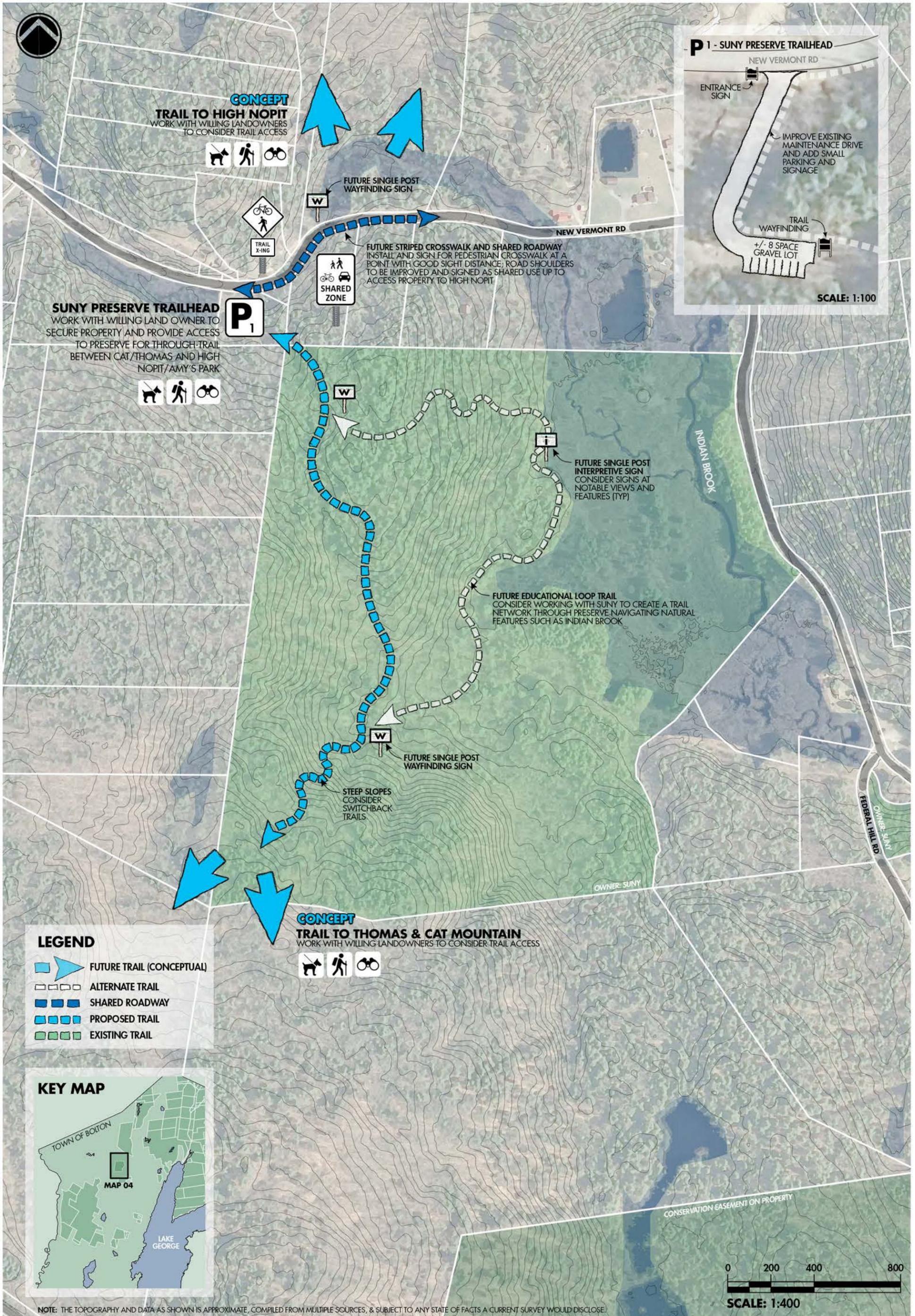
Proposed Amenities: Seasonally provided restrooms should be considered, due to its relatively remote location and natural resources. Various amenities that support bike riding should also be considered. These may include bike racks and simple bike repair stations (i.e., standalone posts that have a tire pump and a number of simple tools connected to them by a cable). These simple bike repair stations are fairly indestructible and are often designed for more urban environments, where they experience heavy use. The existing network of lightly trafficked dirt roads and relatively moderate grades provides an opportunity for bicyclist looking for scenic rides away from the more traveled roads or steep ground found throughout Bolton.



Map 02 - Edgcomb Pond

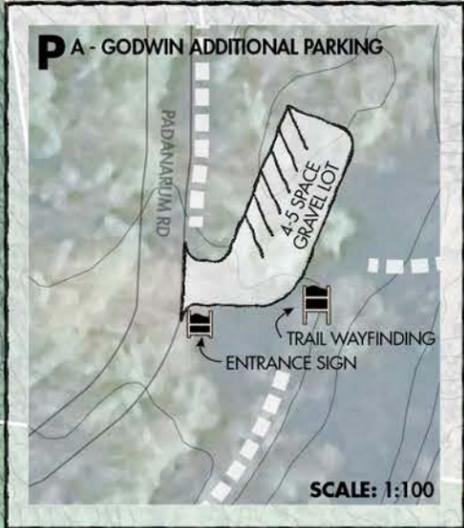
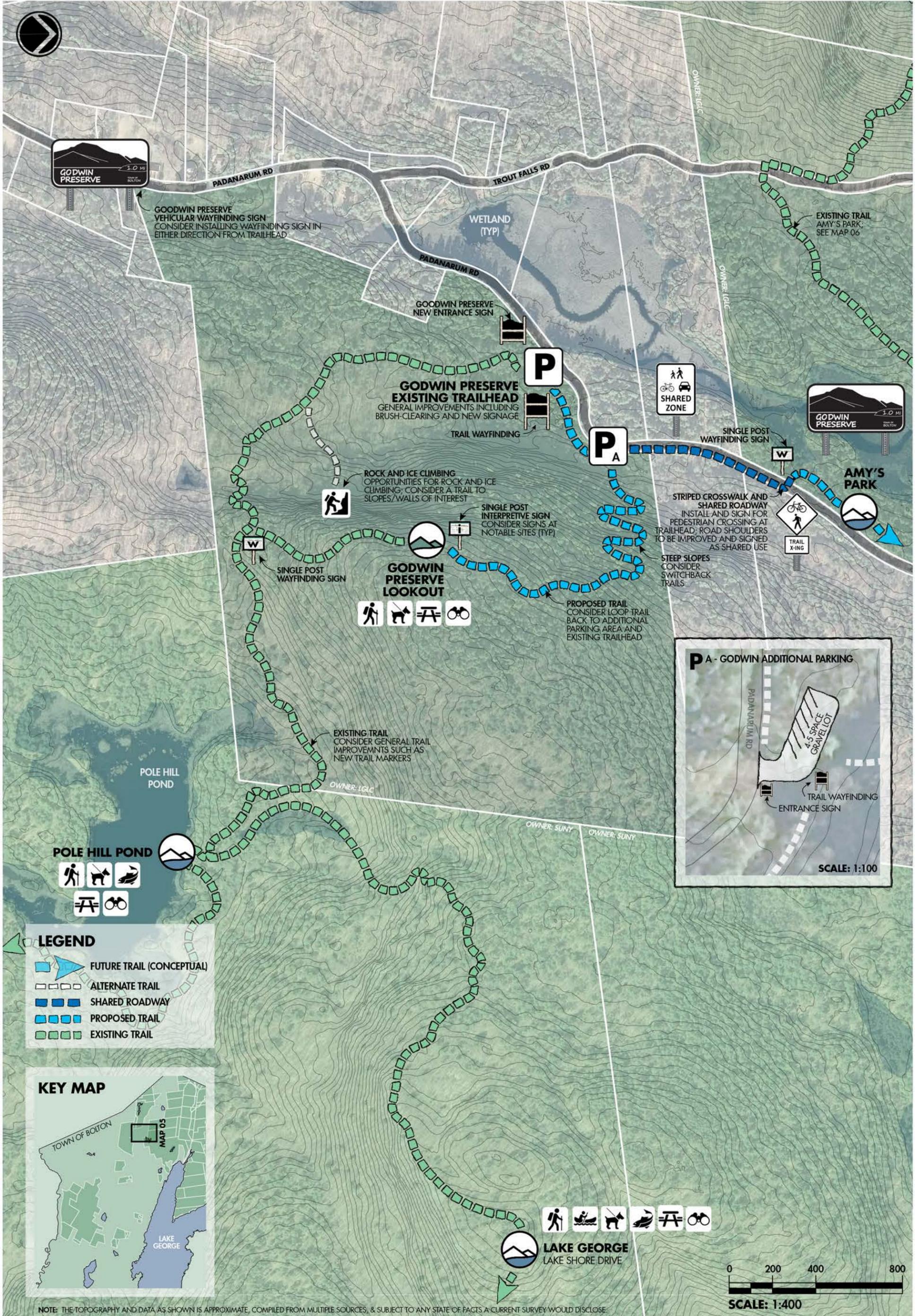
LGLC and Town of Bolton | Recreation Plan





Map 04 - Former SUNY Land Trails

LGLC and Town of Bolton | Recreation Plan

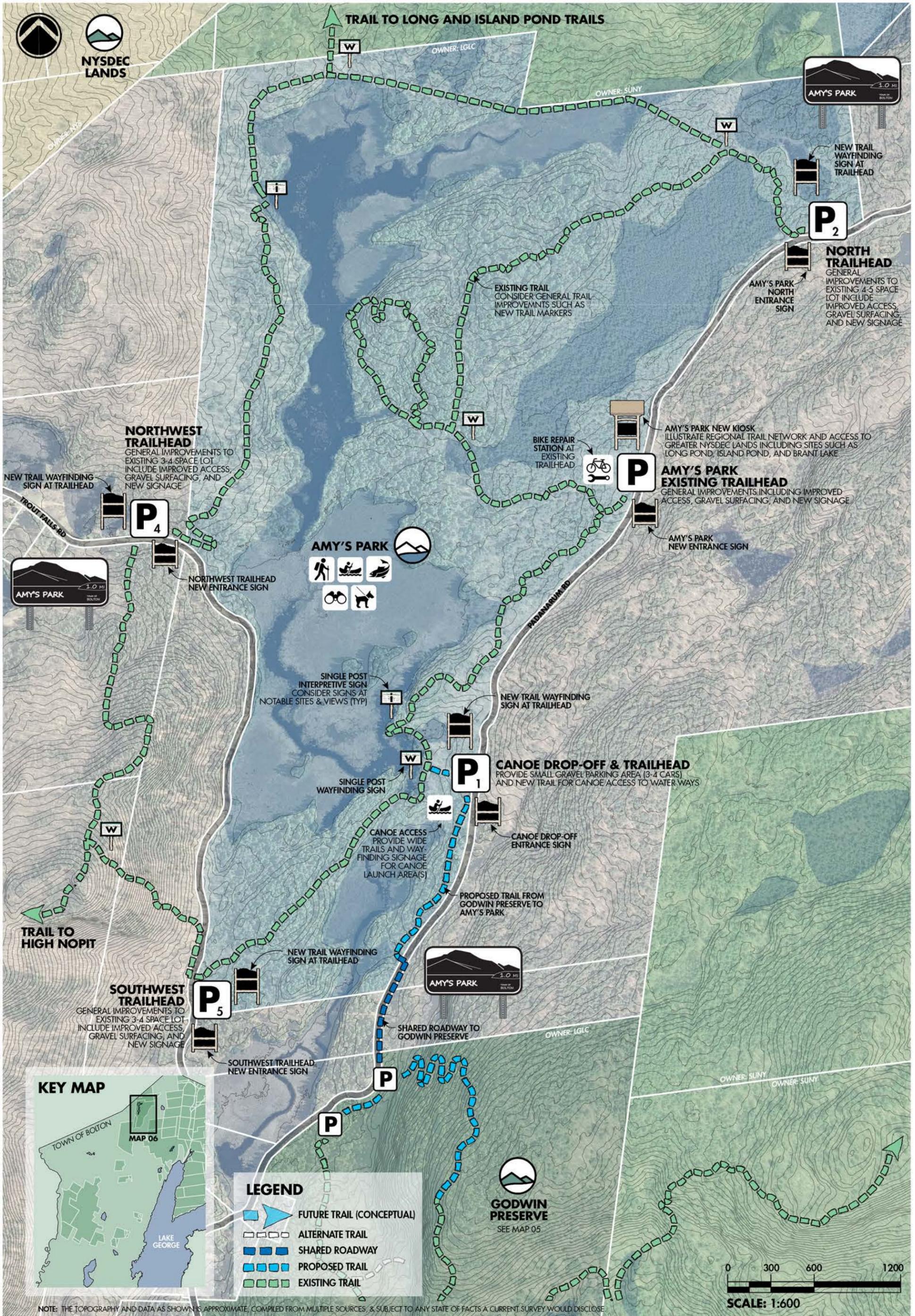


NOTE: THE TOPOGRAPHY AND DATA AS SHOWN IS APPROXIMATE, COMPILED FROM MULTIPLE SOURCES, & SUBJECT TO ANY STATE OF FACTS A CURRENT SURVEY WOULD DISCLOSE.



Map 05 - Godwin Preserve

LGLC and Town of Bolton | Recreation Plan



Map 06 - Amy's Park

LGLC and Town of Bolton | Recreation Plan

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RECREATION HUB IMPLEMENTATION

Let's Make it Happen...

The first step is always the hardest. Where to begin? Who is responsible for what? How much will it cost? How will it be paid for? These are all reasonable questions that this section seeks to shed light on. The following implementation strategy is arranged into two categories: 1) organizational and management considerations, and 2) suggested design, permitting, and funding strategies. When it comes to advancing any one project, the timing may vary greatly. For example, high priority initiatives may require a significant amount of time and resources to complete, whereas lower priority projects might be accomplished in a short period of time with little effort or minimal resources.

Organization & Management



Implementation of the Bolton Recreation Hub vision will depend upon the continued commitment of local leaders, public participation, availability of funding, and successful partnerships. Because implementation will require a long-term commitment from dedicated and knowledgeable members of the community, it is suggested that the LGLC and the Town of Bolton meet regularly to discuss and coordinate implementation. Among the most important items is to obtain approval for proposed trail improvements on NYSDEC and Upper Hudson Woodland lands. NYSDEC representatives suggested that the Town request a UMP amendment for the relevant trail section once the UPM for the Lake George Wild Forest area is finalized. Upper Hudson Woodland representatives suggest that the LGLC and Town provide them with a copy of this plan (once it is complete) so they can incorporate it into their respective land management plans and lease agreements. The Town may also consider developing an appointed trails committee or expanding the role of the existing recreation committee to help facilitate

select projects. Alternatively, the LGLC may consider working with the Town to develop a trail association or “friends” group that is formally recognized by the Town and other project partners. The idea is to foster a community-based approach for development and stewardship. Going one step further, the group could establish a formal relationship with the NYSDEC through its Volunteer Stewardship Agreement (VSA) policy. This would allow the group to work on all trails throughout Bolton.

Ultimately, the group would be responsible for, among other things, helping municipalities with coordinating grant writing, trail design, funding support, volunteer labor, and use and safety education. It would also be responsible for assisting with ongoing property owner outreach and coordinating and partnering with other existing or potential trail user groups to include them in the planning and development process. When creating the group or committee, significant effort should be made to include representatives from these user groups.

Design, Permitting, and Funding Strategy



Based on the proposed concept plans, several aspects of the plan will require detailed plans. It is suggested that the Town of

Bolton and LGLC employ professional trail designers and builders to the maximum extent practical. Such experts are not only aware of the design standard for the various proposed user groups, but they also have an eye for identifying high quality user experiences and avoiding potential environmental impacts. Additional portions of the plans will require more detailed engineering, particularly a number of proposed parking area improvements and various shared roadway trail segments. Finally, select portions of the plans will require various permits or approvals; However, the full scope and level of effort to obtain these permits will be determined during the design process (next step). Typically, these above “soft” design costs equate to ten percent of the construction budget.

With respect to project costs, preliminary cost estimates for select portions of the Bolton Recreation Hub are included at the end of this section. More specifically, the cost estimates correspond with the various concept plans provided in the previous section. The estimates include design, administrative, permitting, materials, and labor (at prevailing and local wages). As such, the use of donated materials and labor will reduce the overall cost. Whenever possible, estimates for miscellaneous items, including signage and trailhead features, are provided as well. Because these

estimates are conceptual in nature, a large contingency is included. However, it is important to note that certain funding sources may increase the cost of these projects due to administration and programmatic requirements. For example, federal transportation funding (often administered or distributed by NYS Department of Transportation or NYS Office of Park, Recreation, and Historic Preservation’s recreation trails program) often requires significant reporting and adherence to select design specifications, which can drive up the overall cost of a project. As such, when certain grant funding is being considered, these additional costs should be taken into account and budgeted for accordingly. Finally, these estimates will likely increase year-to-year due to inflation.

With respect to grants, several funding sources are available for consideration. It is unlikely that any one source or agency will fund all of the projects, and many grants and programs require local matching funds or another funding source. Therefore, it is critical to consider and leverage any and all potential opportunities and to secure the most financial support possible to bring the project to fruition. Funding sources and strategies are ever-changing, so it is important to continually re-examine priorities and to evaluate possible alternatives and implementation strategies to support the projects identified by residents and included in this plan.

The most effective strategy toward securing funding from New York State is through the Consolidated Funding Application (CFA)

process. In previous years, communities seeking funding had to navigate a multitude of state agencies and departments with different areas of concern and project priorities, varying deadlines and requirements, and other factors that added complexity. As of 2011, this application process has been streamlined through ten Regional Economic Development Councils (REDC) and an online, single-application, known as the CFA.

The annual CFA process is highly competitive. The future project area is part of the Capital Region Economic Development Council (CREDC), Therefore, applications submitted during the CFA are reviewed and considered by CREDC and the respective funding agency. The following select funding opportunities should be considered for implementing the Recreation Hub plan (please note this list does not include a number of non-profit funding opportunities, including the Land Trust Alliance, which provided funding for the planning initiatives):

- **Priority Project Funding:** As part of the CFA process, Regional Economic Development Councils identify priority projects that align with their respective economic development plan. If the REDC identifies a project as a priority for the region, there is a greater likelihood of receiving funding. There is a separate priority project application that is included in the CFA process.
- **NYS Department of State Local Waterfront Revitalization Program:** As a designated inland waterway community (based on Lake George),

Bolton can use NYSDOS Local Waterfront Revitalization Program (LWRP) funding for an array implementation items. Because NYSDOS generally prefers having a plan that is funded through the LWRP prior to funding project implementation, Bolton is well-positioned to pursue such funding.

- **Adirondack Smart Growth:** A collaboration between the NYSDEC and NYSDOS prioritizes and funds projects that exhibit smart growth planning and activities throughout communities in the Adirondack Park. The grant program supports planning projects that foster sustainable development practices, environmental protection, and livability in Park communities. Projects can be for visioning or strategic planning processes.
- **A/GFTC Make the Connection Program:** This program is intended to assist with small-scale projects that “will improve the region’s bicycle and pedestrian travel network.” Announced on an annual basis, the Make the Connection Program requires a 20 percent local match and can be used for a variety of small projects. However, it is important to note that funding is limited, and project administration can be technically difficult in relation to award amount due to administrative guidelines and/or requirements. Nevertheless, the program may help implement select portions of the plan, particularly roadside trails and shared roadways.

- **NYS Office of Parks, Recreation, and Historic Preservation Municipal Grants:** NYS’s Office of Parks, Recreation, and Historic Preservation (OPRHP) has demonstrated its interest in the project. Therefore, it should be considered one of the most important project partners. OPRHP offers funding for the acquisition, development, and planning of parks, trails, and recreational facilities; to preserve, rehabilitate, or restore lands, waters, or structures for park, recreation; or conservation purposes; and for structural assessments or planning. However, it is important to note that OPRHP appears to provide limited funding to Adirondack Park communities. It has been suggested that this is due to the presence of the NSYDEC and APA.
- **NYS DOT Transportation Alternative Program (TAP):** TAP funding can cover alternative transportation projects including “on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation.” Because the proposed improvements are primarily focused on transportation alternatives (i.e., trails), several aspects of the plan may be eligible for funding through the TAP program, particularly the improvements for roadside trails or shared roadways.
- **Environmental Facilities Corporation Green Innovation Grant Program:** The Green Innovation Grant Program (GIGP) provides grants on a competitive basis to projects that improve water quality and demonstrate green stormwater infrastructure. Funding can be used for standalone water quality projects or in conjunction with development projects that incorporate green infrastructure practices. This may include porous pavements or landscaping design features (e.g., bio-retention basins, swales, rain gardens, etc.).
- **Market New York:** This program was established to strengthen tourism and draw visitors by promoting destinations, attractions, and special events. Eligible projects include marketing initiatives, physical construction projects, and the recruitment and/or execution of meetings, conferences, festivals, competitions, and trade shows.
- **Arts and Culture Initiatives/Heritage Projects:** The NYS Council on the Arts invites applications for the planning or implementation of arts, culture, and heritage initiatives or workforce investment. These categories include projects in mapping, master planning, branding and marketing; women’s suffrage commemoration; and administrative, artistic, fellowship, or resident artist positions in workforce development.

Map 01 - Pinnacle & Conservation Club

Description	Quantity	Unit	Material Cost		Labor Cost		Total Cost (Material & Labor)			Notes
			Unit Price	Total Cost	Unit Price	Total Cost	Unit Price	Total Cost	Prevailing Wage	
Site Preparatation										
Selective Clearing and Grubbing Allowance - Parking	1	LS			\$4,000.00	\$4,000	\$4,000.00	\$4,000	\$4,800	
Selective Clearing Allowance - Trail	1	LS			\$4,000.00	\$4,000	\$4,000.00	\$4,000	\$4,800	
General Earthwork / Subbase Preparation	850	CY			\$30.00	\$25,500	\$30.00	\$25,500	\$30,600	Limited access; Assumes no rock removal
Erosion & Sediment Control	1	LS	\$2,000.00	\$2,000	\$2,000.00	\$2,000	\$4,000.00	\$4,000	\$4,400	Includes material cost
			Total Material	\$2,000	Total Labor	\$35,500	Total	\$37,500	\$44,600	
Site Improvements										
Pinnacle Mountain Parking Area (+/- 6,250 SF) - Gravel	230	CY	\$35.00	\$8,050	\$15.00	\$3,450	\$50.00	\$11,500	\$12,190	12" Depth NYSDOT Type 2 Subbase
Pinnacle Mountain Parking Area (+/- 6,250 SF) - Geotextile Fabric	695	SY	\$4.00	\$2,780	\$2.00	\$1,390	\$6.00	\$4,170	\$4,448	Mirafi 500x
Bradley's Lookout Parking Area (+/- 3,000 SF) - Gravel	115	CY	\$35.00	\$4,030	\$15.00	\$1,730	\$50.00	\$5,760	\$6,106	12" Depth NYSDOT Type 2 Subbase
Bradley's Lookout Parking Area (+/- 3,000 SF) - Geotextile Fabric	330	SY	\$4.00	\$1,320	\$2.00	\$660	\$6.00	\$1,980	\$2,112	Mirafi 500x
Pinnacle Trail - 4' Wide Natural Walking Trail (+/- 3,600 LF)	14,400	SF			\$1.00	\$14,400	\$1.00	\$14,400	\$17,280	Layout, final grading and compaction
Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 3,500 LF) - Surfacing	100	CY	\$80.00	\$8,000	\$15.00	\$1,500	\$95.00	\$9,500	\$9,800	1.5" Depth Stone Dust
Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 3,500 LF) - Subbase	200	CY	\$35.00	\$7,000	\$15.00	\$3,000	\$50.00	\$10,000	\$10,600	3" Depth NYSDOT Subbase
Public Restroom Allowance (Seasonal Outhouse)	1	LS	\$10,000.00	\$10,000	\$4,500.00	\$4,500	\$14,500.00	\$14,500	\$15,400	Assumes custom single-unit (waste hauled offsite)
Signage - Trail Kiosk	2	EA	\$7,000.00	\$14,000	\$3,000.00	\$6,000	\$10,000.00	\$20,000	\$21,200	Assumes Timberhomes Vermont Custom Kiosk; Includes foundation(s)
Signage - Trail Wayfinding	1	EA	\$6,000.00	\$6,000	\$1,500.00	\$1,500	\$7,500.00	\$7,500	\$7,800	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
Signage - Entrance Sign	3	EA	\$5,500.00	\$16,500	\$1,500.00	\$4,500	\$7,000.00	\$21,000	\$21,900	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
Signage - Single Post Interpretive/Wayfinding Sign	3	EA	\$1,500.00	\$4,500	\$1,000.00	\$3,000	\$2,500.00	\$7,500	\$8,100	Assumes panel by Fosssil Industries on P.T. post; Includes foundation(s)
Signage - Single Post Vehicular/Pedestrian Roadway Sign	10	EA	\$450.00	\$4,500	\$150.00	\$1,500	\$600.00	\$6,000	\$6,300	Shared zone, no parking, pedestrian crossing, ... Set in subgrade
Signage - Double Post Vehicular/Pedestrian Roadway Sign	4	EA	\$1,050.00	\$4,200	\$300.00	\$1,200	\$1,350.00	\$5,400	\$5,640	Custom Vehicular wayfinding; Set in subgrade
			Total Material	\$90,880	Total Labor	\$48,330	Total	\$139,210	\$148,876	
Utilities										
Storm - 30 LF 12" HDPE Storm Pipe Culverts at Trailhead Entrances	2	EA	\$1,500.00	\$3,000	\$1,000.00	\$2,000	\$2,500.00	\$5,000	\$5,400	Includes trenching
			Total Material	\$3,000	Total Labor	\$2,000	Total	\$5,000	\$5,400	
			Subtotal	\$95,880	Subtotal	\$85,830	SubTotal	\$181,710	\$198,876	
							Bidding/General Conditions/Mobilization/Demobilization/Staging *	10% (+/-)	\$19,900	* If project is to be contracted out in lieu of self-performing, see note 2
							Design/Construction Contingency	20% (+/-)	\$36,300	\$43,800
							AE Services Allowance	10% (+/-)	\$21,800	\$26,300
							Estimated Contract Total		\$240,000	\$289,000
<p>Note 1: This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only and is not intended to give final pricing information. Estimate is based on approximate dimensions as gathered from concept plan, preliminary mapping, and site vists. Allowances are included as placeholders and all numbers are rounded.</p> <p>Note 2: Material and Labor Unit Costs are approximated as percentages of the Total Unit Cost. It is assumed the majority of the work will be self-performed (not prevailing wage). There is a separate column assuming a 20% increase in labor costs with prevailing wage.</p> <p>Note 3: Items noted as <i>LGLC</i> are located on <i>Lake George Land Conservancy</i> property.</p>										

Bolton Landing Recreation Plan

LGLC and Town of Bolton

Preliminary Opinion of Probable Cost

The Chazen Companies | December 14, 2018

Map 02 - Edgecomb Pond											
Description	Quantity	Unit	Material Cost		Labor Cost		Total Cost (Material & Labor)			Notes	
			Unit Price	Total Cost	Unit Price	Total Cost	Unit Price	Total Cost	Prevailing Wage		
Site Preparatation											
Selective Clearing and Grubbing Allowance	1	LS			\$3,500.00	\$3,500	\$3,500.00	\$3,500	\$4,200		
General Earthwork / Subbase Preparation	250	CY			\$30.00	\$7,500	\$30.00	\$7,500	\$9,000	Limited access; Assumes no rock removal	
Erosion & Sediment Control	1	LS	\$1,500.00	\$1,500	\$1,500.00	\$1,500	\$3,000.00	\$3,000	\$3,300	Includes material cost	
			Total Material	\$1,500	Total Labor	\$12,500	Total	\$14,000	\$16,500		
Site Improvements											
Cat & Thomas Parking Area (+/- 4,000 SF) - Gravel Lot Maintenance	40	CY	\$35.00	\$1,400	\$15.00	\$600	\$50.00	\$2,000	\$2,120	Assumes additional 3" Depth NYSDOT Type 2 Subbase to existing gravel lot	
Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 1,750 LF) - Surfacing	50	CY	\$80.00	\$4,000	\$15.00	\$750	\$95.00	\$4,750	\$4,900	1.5" Depth Stone Dust	
Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 1,750 LF) - Subbase	100	CY	\$35.00	\$3,500	\$15.00	\$1,500	\$50.00	\$5,000	\$5,300	3" Depth NYSDOT Subbase	
Public Restroom Allowance (Seasonal Outhouse)	1	LS	\$10,000.00	\$10,000	\$4,500.00	\$4,500	\$14,500.00	\$14,500	\$15,400	Assumes custom single-unit (waste hauled offsite)	
Signage - Trail Kiosk	2	EA	\$7,000.00	\$14,000	\$3,000.00	\$6,000	\$10,000.00	\$20,000	\$21,200	Assumes Timberhomes Vermont Custom Kiosk; Includes foundation(s)	
Signage - Entrance Sign	2	EA	\$5,500.00	\$11,000	\$1,500.00	\$3,000	\$7,000.00	\$14,000	\$14,600	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)	
Signage - Single Post Interpretive/Wayfinding Sign	4	EA	\$1,500.00	\$6,000	\$1,000.00	\$4,000	\$2,500.00	\$10,000	\$10,800	Assumes panel by Fosssil Industries on P.T. post; Includes foundation(s)	
Signage - Single Post Vehicular/Pedestrian Roadway Sign	4	EA	\$450.00	\$1,800	\$150.00	\$600	\$600.00	\$2,400	\$2,520	Shared zone, no parking, pedestrian crossing, ... Set in subgrade	
Signage - Double Post Vehicular/Pedestrian Roadway Sign	3	EA	\$1,050.00	\$3,150	\$300.00	\$900	\$1,350.00	\$4,050	\$4,230	Custom Vehicular wayfinding; Set in subgrade	
			Total Material	\$54,850	Total Labor	\$21,850	Total	\$76,700	\$81,070		
			Material Subtotal	\$56,350	Labor Subtotal	\$34,350	SubTotal	\$90,700	\$97,570		
							Bidding/General Conditions/Mobilization/Demobilization/Staging *	10% (+/-)	\$9,800	* If project is to be contracted out in lieu of self-performing, see note 2	
							Design/Construction Contingency	20% (+/-)	\$18,100	\$21,500	
							AE Services Allowance	10% (+/-)	\$10,900	\$12,900	
							Estimated Contract Total		\$120,000	\$142,000	
<p>Note 1: This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only and is not intended to give final pricing information. Estimate is based on approximate dimensions as gathered from concept plan, preliminary mapping, and site vists. Allowances are included as placeholders and all numbers are rounded.</p> <p>Note 2: Material and Labor Unit Costs are approximated as percentages of the Total Unit Cost. It is assumed the majority of the work will be self-performed (not prevailing wage). There is a separate column assuming a 20% increase in labor costs with prevailing wage.</p> <p>Note 3: Items noted as <i>LGLC</i> are located on <i>Lake George Land Conservancy</i> property.</p>											

Future Improvement Costs | Allowances for future improvements (includes general conditions, design/construction contingency, and AE Services)

Recreation Park Pavilion	\$75,000	
Pond Loop - 4' Wide Natural Walking Trail +/- 4,000 LF	\$20,000	Includes selective clearing & grubbing

Map 03 - Valley Woods

Description	Quantity	Unit	Material Cost		Labor Cost		Total Cost (Material & Labor)			Notes
			Unit Price	Total Cost	Unit Price	Total Cost	Unit Price	Total Cost	Prevailing Wage	
Site Preparatation										
Selective Clearing and Grubbing Allowance	1	LS			\$4,000.00	\$4,000	\$4,000.00	\$4,000	\$4,800	
General Earthwork / Subbase Preparation	550	CY			\$30.00	\$16,500	\$30.00	\$16,500	\$19,800	Limited access; Assumes no rock removal
Erosion & Sediment Control	1	LS	\$1,000.00	\$1,000	\$1,000.00	\$1,000	\$2,000.00	\$2,000	\$2,200	Includes material cost
			Total Material	\$1,000	Total Labor	\$21,500	Total	\$22,500	\$26,800	
Site Improvements										
Thomas & Cat Mtn Parking Area (+/- 6,800 SF) - Gravel	255	CY	\$35.00	\$8,930	\$15.00	\$3,830	\$50.00	\$12,760	\$13,526	12" Depth NYSDOT Type 2 Subbase
Thomas & Cat Mtn Parking Area (+/- 6,800 SF) - Geotextile Fabric	760	SY	\$4.00	\$3,040	\$2.00	\$1,520	\$6.00	\$4,560	\$4,864	Mirafi 500x
Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 2,200 LF) - Surfacing	65	CY	\$80.00	\$5,200	\$15.00	\$980	\$95.00	\$6,180	\$6,376	1.5" Depth Stone Dust
Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 2,200 LF) - Subbase	125	CY	\$35.00	\$4,380	\$15.00	\$1,880	\$50.00	\$6,260	\$6,636	3" Depth NYSDOT Subbase
Public Restroom Allowance (Improvements to Existing Outhouse)	1	LS	\$1,000.00	\$1,000	\$3,500.00	\$3,500	\$4,500.00	\$4,500	\$5,200	Repairing, cleaning and painting existing structure
Landscaping Allowance (Natural Screening)	1	LS	\$3,500.00	\$3,500	\$1,500.00	\$1,500	\$5,000.00	\$5,000	\$5,300	
Signage - Trail Kiosk	1	EA	\$7,000.00	\$7,000	\$3,000.00	\$3,000	\$10,000.00	\$10,000	\$10,600	Assumes Timberhomes Vermont Custom Kiosk; Includes foundation(s)
Signage - Entrance Sign	1	EA	\$5,500.00	\$5,500	\$1,500.00	\$1,500	\$7,000.00	\$7,000	\$7,300	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
Signage - Single Post Interpretive/Wayfinding Sign	2	EA	\$1,500.00	\$3,000	\$1,000.00	\$2,000	\$2,500.00	\$5,000	\$5,400	Assumes panel by Fossil Industries on P.T. post; Includes foundation(s)
Signage - Single Post Vehicular/Pedestrian Roadway Sign	9	EA	\$450.00	\$4,050	\$150.00	\$1,350	\$600.00	\$5,400	\$5,670	Shared zone, no parking, pedestrian crossing, ... Set in subgrade
Signage - Double Post Vehicular/Pedestrian Roadway Sign	3	EA	\$1,050.00	\$3,150	\$300.00	\$900	\$1,350.00	\$4,050	\$4,230	Custom Vehicular wayfinding; Set in subgrade
Striping - Pedestrian Crosswalk	2	EA	\$500.00	\$1,000	\$250.00	\$500	\$750.00	\$1,500	\$1,600	
			Total Material	\$49,750	Total Labor	\$22,460	Total	\$72,210	\$76,702	
			Material Subtotal	\$50,750	Labor Subtotal	\$43,960	SubTotal	\$94,710	\$103,502	
							Bidding/General Conditions/Mobilization/Demobilization/Staging *	10% (+/-)	\$10,700	* If project is to be contracted out in lieu of self-performing, see note 2
							Design/Construction Contingency	20% (+/-)	\$18,900	\$22,800
							AE Services Allowance	10% (+/-)	\$11,400	\$13,700
							Estimated Contract Total		\$125,000	\$151,000
<p>Note 1: This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only and is not intended to give final pricing information. Estimate is based on approximate dimensions as gathered from concept plan, preliminary mapping, and site visits. Allowances are included as placeholders and all numbers are rounded.</p> <p>Note 2: Material and Labor Unit Costs are approximated as percentages of the Total Unit Cost. It is assumed the majority of the work will be self-performed (not prevailing wage). There is a separate column assuming a 20% increase in labor costs with prevailing wage.</p> <p>Note 3: Items noted as <i>LGLC</i> are located on <i>Lake George Land Conservancy</i> property.</p>										

Map 04 - Former SUNY Lands

Description	Quantity	Unit	Material Cost		Labor Cost		Total Cost (Material & Labor)			Notes	
			Unit Price	Total Cost	Unit Price	Total Cost	Unit Price	Total Cost	Prevailing Wage		
Site Preparatation											
LGLC	Selective Clearing and Grubbing Allowance - Parking	1	LS			\$2,000.00	\$2,000	\$2,000.00	\$2,000	\$2,400	
LGLC	Selective Clearing Allowance - Trail	1	LS			\$4,500.00	\$4,500	\$4,500.00	\$4,500	\$5,400	
LGLC	General Earthwork / Subbase Preparation	700	CY			\$30.00	\$21,000	\$30.00	\$21,000	\$25,200	Limited access; Assumes no rock removal
LGLC	Erosion & Sediment Control	1	LS	\$2,000.00	\$2,000	\$2,000.00	\$2,000	\$4,000.00	\$4,000	\$4,400	Includes material cost
				Total Material	\$2,000	Total Labor	\$29,500	Total	\$31,500	\$37,400	
Site Improvements											
LGLC	Former SUNY Preserve Parking Area (+/- 9,000 SF) - Gravel	335	CY	\$35.00	\$11,730	\$15.00	\$5,030	\$50.00	\$16,760	\$17,766	12" Depth NYSDOT Type 2 Subbase
LGLC	Former SUNY Preserve Parking Area (+/- 9,000 SF) - Geotextile Fabric	1,000	SY	\$4.00	\$4,000	\$2.00	\$2,000	\$6.00	\$6,000	\$6,400	Mirafi 500x
LGLC	Former SUNY Preserve Parking Area - Timber Guiderail	75	LF	\$45.00	\$3,380	\$15.00	\$1,130	\$60.00	\$4,510	\$4,736	To address steep slopes along edge of parking area
LGLC	4' Wide Natural Walking Trail (+/- 3,000 LF)	12,000	SF			\$1.00	\$12,000	\$1.00	\$12,000	\$14,400	Layout, final grading and compaction (Steep slopes)
	Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 2,000 LF) - Surfacing	60	CY	\$80.00	\$4,800	\$15.00	\$900	\$95.00	\$5,700	\$5,880	1.5" Depth Stone Dust
	Shared Roadway - 6' Wide Stone Dust Shoulder (+/- 2,000 LF) - Subbase	115	CY	\$35.00	\$4,030	\$15.00	\$1,730	\$50.00	\$5,760	\$6,106	3" Depth NYSDOT Subbase
LGLC	Signage - Trail Kiosk	2	EA	\$7,000.00	\$14,000	\$3,000.00	\$6,000	\$10,000.00	\$20,000	\$21,200	Assumes Timberhomes Vermont Custom Kiosk; Includes foundation(s)
LGLC	Signage - Entrance Sign	2	EA	\$5,500.00	\$11,000	\$1,500.00	\$3,000	\$7,000.00	\$14,000	\$14,600	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
LGLC	Signage - Single Post Interpretive/Wayfinding Sign	4	EA	\$1,500.00	\$6,000	\$1,000.00	\$4,000	\$2,500.00	\$10,000	\$10,800	Assumes panel by Fosssil Industries on P.T. post; Includes foundation(s)
	Signage - Single Post Vehicular/Pedestrian Roadway Sign	4	EA	\$450.00	\$1,800	\$150.00	\$600	\$600.00	\$2,400	\$2,520	Shared zone, no parking, pedestrian crossing, ... Set in subgrade
	Signage - Double Post Vehicular/Pedestrian Roadway Sign	3	EA	\$1,050.00	\$3,150	\$300.00	\$900	\$1,350.00	\$4,050	\$4,230	Custom Vehicular wayfinding; Set in subgrade
				Total Material	\$63,890	Total Labor	\$37,290	Total	\$101,180	\$108,638	
				Material Subtotal	\$65,890	Labor Subtotal	\$66,790	SubTotal	\$132,680	\$146,038	
								Bidding/General Conditions/Mobilization/Demobilization/Staging *	10% (+/-)	\$14,600	* If project is to be contracted out in lieu of self-performing, see note 2
								Design/Construction Contingency	20% (+/-)	\$26,500	\$32,100
								AE Services Allowance	10% (+/-)	\$15,900	\$19,300
								Estimated Contract Total		\$175,000	\$212,000
<p>Note 1: This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only and is not intended to give final pricing information. Estimate is based on approximate dimensions as gathered from concept plan, preliminary mapping, and site vists. Allowances are included as placeholders and all numbers are rounded.</p> <p>Note 2: Material and Labor Unit Costs are approximated as percentages of the Total Unit Cost. It is assumed the majority of the work will be self-performed (not prevailing wage). There is a separate column assuming a 20% increase in labor costs with prevailing wage.</p> <p>Note 3: Items noted as <i>LGLC</i> are located on <i>Lake George Land Conservancy</i> property.</p>											

Future Improvement Costs | Allowances for future improvements (includes general conditions, design/construction contingency, and AE Services)

Pond Loop - 4' Wide Natural Walking Trail +/- 3,500 LF \$20,000 Includes selective clearing & grubbing

Bolton Landing Recreation Plan

LGCL and Town of Bolton

Preliminary Opinion of Probable Cost

The Chazen Companies | December 14, 2018

Map 05 - Godwin Preserve

Description	Quantity	Unit	Material Cost		Labor Cost		Total Cost (Material & Labor)			Notes	
			Unit Price	Total Cost	Unit Price	Total Cost	Unit Price	Total Cost	Prevailing Wage		
Site Preparation											
LGLC	Selective Clearing and Grubbing Allowance - Parking	1	LS			\$2,500.00	\$2,500	\$2,500.00	\$2,500	\$3,000	
LGLC	Selective Clearing Allowance - Trail	1	LS			\$3,500.00	\$3,500	\$3,500.00	\$3,500	\$4,200	
LGLC	General Earthwork / Subbase Preparation	500	CY			\$30.00	\$15,000	\$30.00	\$15,000	\$18,000	Limited access; Assumes no rock removal
LGLC	Erosion & Sediment Control	1	LS	\$1,500.00	\$1,500	\$1,500.00	\$1,500	\$3,000.00	\$3,000	\$3,300	Includes material cost
				Total Material	\$1,500	Total Labor	\$22,500	Total	\$24,000	\$28,500	
Site Improvements											
LGLC	Existing Parking Area (+/- 3,500 SF) - Gravel	130	CY	\$35.00	\$4,550	\$15.00	\$1,950	\$50.00	\$6,500	\$6,890	12" Depth NYSDOT Type 2 Subbase
LGLC	Existing Parking Area (+/- 3,500 SF) - Geotextile Fabric	400	SY	\$4.00	\$1,600	\$2.00	\$800	\$6.00	\$2,400	\$2,560	Mirafi 500x
LGLC	Additional Parking Area (+/- 5,000 SF) - Gravel	190	CY	\$35.00	\$6,650	\$15.00	\$2,850	\$50.00	\$9,500	\$10,070	12" Depth NYSDOT Type 2 Subbase
LGLC	Additional Parking Area (+/- 5,000 SF) - Geotextile Fabric	560	SY	\$4.00	\$2,240	\$2.00	\$1,120	\$6.00	\$3,360	\$3,584	Mirafi 500x
LGLC	4' Wide Natural Walking Trail (+/- 2,750 LF)	11,000	SF			\$1.50	\$16,500	\$1.50	\$16,500	\$19,800	Layout, final grading and compaction (Steep slopes)
LGLC	Signage - Trail Wayfinding	2	EA	\$6,000.00	\$12,000	\$1,500.00	\$3,000	\$7,500.00	\$15,000	\$15,600	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
LGLC	Signage - Entrance Sign	2	EA	\$5,500.00	\$11,000	\$1,500.00	\$3,000	\$7,000.00	\$14,000	\$14,600	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
LGLC	Signage - Single Post Interpretive/Wayfinding Sign	2	EA	\$1,500.00	\$3,000	\$1,000.00	\$2,000	\$2,500.00	\$5,000	\$5,400	Assumes panel by Fosssil Industries on P.T. post; Includes foundation(s)
	Signage - Single Post Vehicular/Pedestrian Roadway Sign	4	EA	\$450.00	\$1,800	\$150.00	\$600	\$600.00	\$2,400	\$2,520	Shared zone, no parking, pedestrian crossing, ... Set in subgrade
	Signage - Double Post Vehicular/Pedestrian Roadway Sign	2	EA	\$1,050.00	\$2,100	\$300.00	\$600	\$1,350.00	\$2,700	\$2,820	Custom Vehicular wayfinding; Set in subgrade
				Total Material	\$44,940	Total Labor	\$32,420	Total	\$77,360	\$83,844	
Utilities											
	Storm - 30 LF 12" HDPE Storm Pipe Culverts at Trailhead Entrances	2	EA	\$1,500.00	\$3,000	\$1,000.00	\$2,000	\$2,500.00	\$5,000	\$5,400	Includes trenching
				Total Material	\$3,000	Total Labor	\$2,000	Total	\$5,000	\$5,400	
				Material Subtotal	\$49,440	Labor Subtotal	\$56,920	SubTotal	\$106,360	\$117,744	
								Bidding/General Conditions/Mobilization/Demobilization/Staging *	10% (+/-)	\$11,800	* If project is to be contracted out in lieu of self-performing, see note 2
								Design/Construction Contingency	20% (+/-)	\$21,300	\$25,900
								AE Services Allowance	10% (+/-)	\$12,800	\$15,500
								Estimated Contract Total		\$140,000	\$171,000
<p>Note 1: This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only and is not intended to give final pricing information. Estimate is based on approximate dimensions as gathered from concept plan, preliminary mapping, and site visits. Allowances are included as placeholders and all numbers are rounded.</p> <p>Note 2: Material and Labor Unit Costs are approximated as percentages of the Total Unit Cost. It is assumed the majority of the work will be self-performed (not prevailing wage). There is a separate column assuming a 20% increase in labor costs with prevailing wage.</p> <p>Note 3: Items noted as <i>LGLC</i> are located on <i>Lake George Land Conservancy</i> property.</p>											

Future Improvement Costs | Allowances for future improvements (includes general conditions, design/construction contingency, and AE Services)

Rock/Ice Climbing Trail Allowance +/- 1,000 LF \$7,500 Includes selective clearing & grubbing

Bolton Landing Recreation Plan

LGLC and Town of Bolton

Preliminary Opinion of Probable Cost

The Chazen Companies | December 14, 2018

Map 06 - Amy's Park											
Description	Quantity	Unit	Material Cost		Labor Cost		Total Cost (Material & Labor)			Notes	
			Unit Price	Total Cost	Unit Price	Total Cost	Unit Price	Total Cost	Prevailing Wage		
Site Preparation											
LGLC	Selective Clearing and Grubbing Allowance - Parking	1	LS			\$4,000.00	\$4,000	\$4,000.00	\$4,000	\$4,800	
LGLC	Selective Clearing Allowance - Trail	1	LS			\$2,000.00	\$2,000	\$2,000.00	\$2,000	\$2,400	
LGLC	General Earthwork / Subbase Preparation	600	CY			\$30.00	\$18,000	\$30.00	\$18,000	\$21,600	Limited access; Assumes no rock removal
LGLC	Erosion & Sediment Control	1	LS	\$2,000.00	\$2,000	\$2,000.00	\$2,000	\$4,000.00	\$4,000	\$4,400	Includes material cost
				Total Material	\$2,000	Total Labor	\$26,000	Total	\$28,000	\$33,200	
Site Improvements											
LGLC	Existing Parking Area (+/- 3,000 SF) - Gravel	115	CY	\$35.00	\$4,030	\$15.00	\$1,730	\$50.00	\$5,760	\$6,106	12" Depth NYSDOT Type 2 Subbase
LGLC	Existing Parking Area (+/- 3,000 SF) - Geotextile Fabric	335	SY	\$4.00	\$1,340	\$2.00	\$670	\$6.00	\$2,010	\$2,144	Mirafi 500x
LGLC	Four Additional Parking Areas (+/- 10,000 SF) - Gravel	375	CY	\$35.00	\$13,130	\$15.00	\$5,630	\$50.00	\$18,760	\$19,886	12" Depth NYSDOT Type 2 Subbase
LGLC	Four Additional Parking Areas (+/- 10,000 SF) - Geotextile Fabric	1,115	SY	\$4.00	\$4,460	\$2.00	\$2,230	\$6.00	\$6,690	\$7,136	Mirafi 500x
LGLC	4' Wide Natural Walking Trail (+/- 1,650 LF)	6,600	SF			\$1.00	\$6,600	\$1.00	\$6,600	\$7,920	Layout, final grading and compaction
LGLC	Bike Service Station	1	EA	\$3,000.00	\$3,000	\$1,000.00	\$1,000	\$4,000.00	\$4,000	\$4,200	Assumes Timberhomes Vermont Custom Kiosk; Includes foundation(s)
LGLC	Signage - Trail Kiosk	1	EA	\$7,000.00	\$7,000	\$3,000.00	\$3,000	\$10,000.00	\$10,000	\$10,600	Assumes Timberhomes Vermont Custom Kiosk; Includes foundation(s)
LGLC	Signage - Trail Wayfinding	4	EA	\$6,000.00	\$24,000	\$1,500.00	\$6,000	\$7,500.00	\$30,000	\$31,200	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
LGLC	Signage - Entrance Sign	5	EA	\$5,500.00	\$27,500	\$1,500.00	\$7,500	\$7,000.00	\$35,000	\$36,500	Assumes Timberhomes Vermont Custom Design; Includes foundation(s)
LGLC	Signage - Single Post Interpretive/Wayfinding Sign	7	EA	\$1,500.00	\$10,500	\$1,000.00	\$7,000	\$2,500.00	\$17,500	\$18,900	Assumes panel by Fossil Industries on P.T. post; Includes foundation(s)
	Signage - Single Post Vehicular/Pedestrian Roadway Sign	6	EA	\$450.00	\$2,700	\$150.00	\$900	\$600.00	\$3,600	\$3,780	Shared zone, no parking, pedestrian crossing, ... Set in subgrade
	Signage - Double Post Vehicular/Pedestrian Roadway Sign	3	EA	\$1,050.00	\$3,150	\$300.00	\$900	\$1,350.00	\$4,050	\$4,230	Custom Vehicular wayfinding; Set in subgrade
				Total Material	\$100,810	Total Labor	\$43,160	Total	\$143,970	\$152,602	
Utilities											
	Storm - 30 LF 12" HDPE Storm Pipe Culverts at Trailhead Entrances	4	EA	\$1,500.00	\$6,000	\$1,000.00	\$4,000	\$2,500.00	\$10,000	\$10,800	Includes trenching
				Total Material	\$6,000	Total Labor	\$4,000	Total	\$10,000	\$10,800	
				Material Subtotal	\$108,810	Labor Subtotal	\$73,160	SubTotal	\$181,970	\$196,602	
				Bidding/General Conditions/Mobilization/Demobilization/Staging *		10% (+/-)			\$19,700	* If project is to be contracted out in lieu of self-performing, see note 2	
				Design/Construction Contingency		20% (+/-)			\$36,400	\$43,300	
				AE Services Allowance		10% (+/-)			\$21,800	\$26,000	
				Estimated Contract Total					\$240,000	\$286,000	
<p>Note 1: This Opinion of Probable Cost is intended to be used for order of magnitude pricing for budget purposes only and is not intended to give final pricing information. Estimate is based on approximate dimensions as gathered from concept plan, preliminary mapping, and site visits. Allowances are included as placeholders and all numbers are rounded.</p> <p>Note 2: Material and Labor Unit Costs are approximated as percentages of the Total Unit Cost. It is assumed the majority of the work will be self-performed (not prevailing wage). There is a separate column assuming a 20% increase in labor costs with prevailing wage.</p> <p>Note 3: Items noted as <i>LGLC</i> are located on <i>Lake George Land Conservancy</i> property.</p>											

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Appendices:

BOLTON MARKETING & BRANDING SUMMARY

Prepared By: Tracy Clothier of Clothier Planning and Consulting

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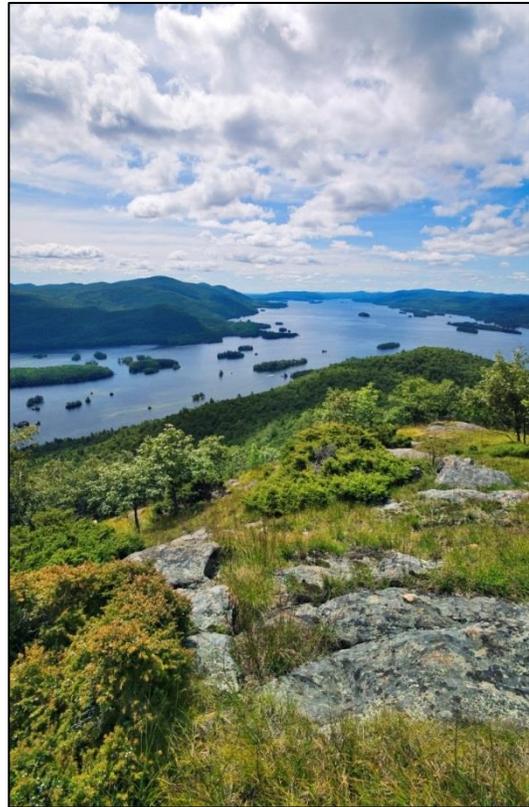
Town of Bolton Trails Marketing Strategy - 1.31.19 Draft

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Project Description
Vision for Outdoor Recreation
Purpose and Need
Strengths, Weaknesses, And Opportunities Summary
Recommended Marketing Framework

PROJECT DESCRIPTION

This project provides a trails marketing strategy to complement the *Bolton Open Space Plan and Implementation Strategy* being developed by the Lake George Land Conservancy. The marketing strategy is designed to help position the Town of Bolton as a distinctive destination for hiking and other forms of recreation. This is intended to result in an increase in residents and visitors, direct financial benefits to Bolton's hospitality industry, and position the Bolton as the center for trail tourism in the Lake George region. The marketing strategy utilizes the Lake George Trails Master Plan (2013) as the base for the report and provides specific recommendations to advance the *Open Space Plan and Implementation Strategy*.



VISION FOR OUTDOOR RECREATION

The vision for trails in Bolton is to create an interconnected trail system of local trail areas and preserves, recreation points, and regional trail systems that will position Bolton as an all-season destination for recreation for all ages and abilities while preserving important open spaces.

Specifically, the marketing strategy for Bolton trails will:

- Incorporate concepts for adventure, recreation, heritage and leisure tourism;
- Highlight the lake to land interface;
- Expand recreational activities to winter hiking and ice-biking;
- Utilize established interpretive concepts from Lakes to Locks Passage;
- Incorporate the Adirondack Hamlets to Huts regional initiative;
- Develop digital, mobile-enhanced itineraries, maps and other tools that link visitors with recreation points; and
- Provide links with regional trail systems.

PURPOSE AND NEED

According to the governor's office, over the last several years the I Love NY tourism promotion efforts spurred a 24-percent boost in Adirondack tourism, to an estimated 12.4 million annual visitors. Over the same timeframe the Lake George Regional Chamber of Commerce announced that the Lake George Region enjoyed a banner year for tourism in 2018. One of the trends noticed locally is that visitors who typically fold in some level of recreational activities into their vacations are now coming to the region for the primary and often sole purpose of engaging in hiking, biking and paddling adventures. However, there is strong competition for outdoor visitors in other parts of the state and country which makes it imperative for Bolton to continually assess and respond to shifts in recreational demand and visitor interests. It will not be enough to draw visitors to Bolton for recreational adventures – the Town is going to have to deliver a memorable experience.

Where do national, regional and local trends leave Bolton? Bolton has the opportunity to leverage its strong existing visitor base and position itself as the center for outdoor recreation in the Lake George region. Bolton can organize its trail resources into a comprehensive system that can be understood and easily enjoyed by visitors and become their priority destination.

To be known as the center for outdoor recreation will require the development of a strong brand and consistent marketing. There are many active layers of marketing initiatives from the state level to the local level that impact outdoor tourism in the Bolton and the greater Lake George region. In order to



market the trail resources in Bolton, it is critical to understand what state, regional, county and local marketing initiatives and programs are having a positive influence on marketing to recreational tourists. As described on page 14, marketing initiatives tend to be fragmented into separate organizations for towns, counties, and state organizations.

The State continually develops the framework for tourism and recreation planning. It passes that framework with funding down to the regional and county levels. Regional chambers have various overlapping geographic jurisdictions and programs are often developed independently of one another and without local buy-in and coordination. At the local level, revenues are derived through an allocation of general municipal budget revenues augmented by a share of Warren County occupancy taxes that are typically routed through local Chambers of Commerce.

The result is that cross-marketing efforts are not always optimized on the local level. The issue is not a lack of resourcefulness on the part of the involved local communities, but a gap in the allocation of resources to implement regional marketing initiatives. This sometimes results in a disconnect between what is programmatically expected and what communities can actually achieve simply due to a lack of adequate financial capital for effective implementation.

STRENGTHS, WEAKNESSES AND OPPORTUNITIES SUMMARY

FACTORS	STRENGTHS, WEAKNESSES AND OPPORTUNITIES
Visitor Demand and Expectations	<p>STRENGTHS: Growing increase in visitor inquiries of where to hike; strong existing and potential visitor base.</p> <p>WEAKNESSES: Visitor demand causing overuse in some areas while other areas are underutilized. Overcrowding lessens the overall experience.</p> <p>OPPORTUNITIES: New tools to encourage visitors to discover and explore other trail areas.</p>
Trail Variety	<p>STRENGTHS: Wide array of trail types for light adventure and strong potential for regional connections.</p> <p>WEAKNESSES: Lack of walking trails for those with physical challenges; few Trails appropriate for children; lack of safe places for families to bicycle.</p> <p>OPPORTUNITIES: Develop a spectrum of recreational experiences ranging from less intensive use in and around the hamlet to more intense in remote areas.</p>
Geographical Location	<p>STRENGTHS: Central to all of Lake George state lands, picnic and camping islands, and the Schroon River.</p> <p>WEAKNESSES: Southern part of town lacking trail areas; lack of connections between trail areas.</p> <p>OPPORTUNITIES: Connections to Pharaoh Lake Wilderness Area and lake access to other state trails and LGLC preserves; trail link from the downtown.</p>
Finding Trails	<p>STRENGTHS: Very good individual maps developed by LGLC, available online, and distributed by the Bolton Chamber.</p> <p>WEAKNESSES: Not enough information for visitors on individual maps; difficult to see how all trail areas relate to one another; little wayfinding signage.</p> <p>OPPORTUNITIES: A single comprehensive trail map of all Bolton trails.</p>
Availability of Amenities	<p>STRENGTHS: Bolton has a walkable downtown with good business variety and amenities that generally support hiking visitors.</p> <p>WEAKNESSES: Need for overnight parking including boat trailers for campers and hikers; few winter recreation activities; and few available off-season rooms.</p> <p>OPPORTUNITIES: Become an official Trail Town to provide support for hikers.</p>
Marketing and Media	<p>STRENGTHS: Good exposure through Warren County Recreation Mapper, Bolton Visitor Center, and LGLC. Growing database of area trails and interactive maps.</p> <p>WEAKNESSES: Missing or incorrect information; confusing messaging.</p> <p>OPPORTUNITIES: Centralize all trails information through new online recreation databases through LGLC, Warren County and Washington County.</p>

RECOMMENDED MARKETING FRAMEWORK

Offered below are a set of recommendations that will set in motion the vision for trails in Bolton. The framework and implementation strategy is laid out in eight parts: Organize; Build Great Trails; Deliver Memorable Trail Experiences; Create the Bolton Brand; Provide Great Trail Support; Cultivate Community and Visitor Support; Leverage Major Trail Connectors; and Collaborate with Local, County, Regional and State Marketing Initiatives.

Organize. Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in trails and the downtown commercial district. There are some direct and immediate actions that will ensure the marketing strategy will be implemented in a timely way.



- Develop a standing Recreation and Trails Committee that would be responsible for carrying out the recommendations of this marketing strategy. The Committee would coordinate with the Bolton COC, LGLC, and other relevant partner agencies and organizations, apply for project funding, and coordinate all marketing efforts including website, app and social media maintenance, and map/brochure distribution.
- Work directly with the Lake George Land Conservancy for trail development and signage coordination and oversight for the implementation of this plan, ensuring that all future planning and infrastructure development efforts in Bolton are consistent with this plan.
- Become the first Certified Trail Town in New York by joining the national Trail Town Certified Network. Branding Bolton as a Trail Town will be critical in successfully marketing the area as a destination for fitness buffs, outdoors enthusiasts, and the general public. The Trail Town network provides concrete steps for welcoming and supporting hikers and bicyclists.

A Trail Town is a destination along a long-distance trail or adjacent to an extensive trail system. Whether the trail is a hiking trail, water trail or rail trail, users can venture from the path to explore the unique scenery, commerce and heritage that each trail town has to offer. Marketing the Trail Towns is typically a collaborative effort between trail groups, community members, businesses and special attractions that help bring visitors to the region. It is already embraced by the North Country National Scenic Trail and is appearing in the Adirondacks. The initiative provides templates for print, digital and social media on how to attract trail visitors, plus resources on how to develop the service infrastructure needed to grow the visitor base.



- Become a certified Bike Friendly New York (BFNY) community. This is a bicycle friendly certification program administered by Parks & Trails New York (PTNY) and the New York State Canal Corporation. BFNY aims to recognize and promote businesses that provide special accommodations for bicyclists. Encourage local businesses to apply for the bike-friendly certification, including restaurants and bars, lodging, shops, and museums.



- Become the first Hamlet to Hut community in the Lake George Region and a model for the entire region. Enroll in the Adirondack Hamlet to Hut system that utilizes existing lodging to create chains of accommodations, ranging from tents to hotels, that are intentionally spaced a day's walk, bike, or ski apart.



A modified circuit has been developed for an 11-night, 10-day, 133.7-mile route circumnavigating Lake George. The *Lake George Circuit* begins in the Village of Lake George, the route traverses Prospect Mountain, then continues north to Bolton Landing. Utilizing Lake George Land Conservancy trails, the route eventually crosses Tongue Mountain through a portion of the Lake George Wild Forest. Continuing north on a combination of public and private lands, it goes through the hamlet of Ticonderoga via Mount Defiance. The route then heads south along the eastern shore of Lake George across mostly private land to reach a large block of the Lake George Wild Forest south of Huletts Landing. South of Pilot Knob, it leaves Forest Preserve and traverses private land over French Mountain and back to the Village of Lake George. A detailed circuit should be customized for Bolton and integrated into the Hamlets to Huts initiative.

- Educate the Bolton hospitality industry about this marketing strategy and especially the initiative to develop Bolton as a certified hike-bike community.
- Take this marketing framework to the next level by developing a professional marketing plan that would create the branding concepts and a specific implementation plan.
- Work with neighboring communities to promote the entire Lake George region as a destination for hiking. Encourage and participate in the formation of a regional trails group partners. A recommendation of the *Lake George Trails Master Plan*, this organization would focus on developing the trails around Lake George into a cohesive system that meets the needs of visitors for many years to come. It would also maintain important connections with other regional trail systems including: The Champlain Canalway Trail; Champlain Area Trails; North Country Scenic Trail, Lake Champlain Bikeways, and the Warren County Bikeway.

Build Great Trails. Don't try to be everything for everybody. Become known for the types of trails your visitor base enjoys the most. For Bolton these involve trail experiences that are 2-4 hours long, geared towards families with kids 8-16 years old, and have outstanding views from the top. Customizing your trail areas to satisfy your typical user types will by itself create the best publicity.



- Create an interconnected network of trail loops both within and between all individual trail areas.
- Create new walking and running spaces in the downtown, parks, and wooded areas. Develop all season trail loops around the playing fields and through the woods at the Bolton Recreation Park. Convert these trails for cross-country skiing in the winter months. Dedicate an area for dog walking.
- Develop a physical trail link from the hamlet with connections to the Bolton Conservation Park, Cat-Thomas Preserve and Bolton Recreation Park.
- Connect the town to the Town's trail preserves through the strategic use of wayfinding signage.
- Market the Bolton/Hague trail connection via Wardsboro Road - Fly Brook Road as a mountain bike trail and snowmobile trail. Connect the Cat – Thomas Preserve with the East Schroon River Road.
- Advance the Lake George Trails Master Plan recommendation to pursue a dedicated off-road bike-pedestrian path off Route 9N. Conduct a detailed feasibility analysis of the west side of Route 9N from downtown Bolton Landing to Coolidge Hill Road. Break the area into manageable phases depending on the most feasible implementation.
- Develop land to lake recreation opportunities. Link water access points to trail preserves through signage and transportation and directly to trails along the lake wherever possible.
- Give visitors access to the *Whole Lake Experience*. Expand local hiking opportunities to other Lake George Land Conservancy Preserves on Lake George plus state trails at Shelving Rock, Black Mountain and Tongue Mountain.

- Advance a partnership with the Sagamore Resort to re-introduce cross country skiing on Sagamore Golf Course.
- Assign an area for overnight parking for the cars and trailers of boaters and campers on the lake. Assess the feasibility of utilizing the Bolton Central School parking lot during the summer season.
- Confer with the Bolton Central School to determine the school’s needs for running clubs and outdoor education projects. Partner on the development of programs with the Bolton School and Bolton Recreation Department.
- Increase recreational opportunities for all four seasons. Assess and identify areas for additional activities for families including sledding, cross-country skiing, and ice skating. Maintain winter access for snowmobiles and ice fishermen to Lake George at Veterans Park.
- Create a Downtown Exploration Walking Trail designed to inform and entertain daily walkers and visitors. Expand existing interpretive signage and historic markers throughout the business district and the back streets. Add maps that identify important natural and urban features including key environmental improvements in the community. Incorporate a map at the Bolton Pier that identifies the mountains and bays that can be seen from Rogers Park.

Deliver Memorable Trail Experiences. Visitors of all ages are seeking to experience

new things while on vacation. These experiences don’t need to be dramatic, they just have to be memorable. It can be challenging for a family to find a trail experience that “fits” the whole family. One issue for Bolton is that most of the trail areas are in “wild” areas that require visitors to make a significant commitment of time and effort to hike and enjoy the trail. This drives visitors to the same trail areas year after year. This results in several areas being overcrowded at times and “loved to death”. This makes it essential for Bolton to find ways to work to get visitors to spread out and explore other trail areas in the community.



- Organize trail areas into individual places with distinctive character based on their natural, historical and cultural attributes. Weave a theme into each trail area such as woodlands, wetlands, water, viewsheds, streetscapes, and special places, and stories. Give each trail area a distinctive description that clues each user in how they can explore and learn about each place. Build in interesting interpretive signage that matches each landscape.

- Develop a series of “Walks and Talks” that relate to each trail area and bring the Bolton stories to life. Partner with Lake George Land Conservancy, Up Yonda Farm, Adirondack Mountain Club and others. Offer group hiking tours on topics that relate to each environment. Incorporate the concept of community conservation in land and water protection and stewardship. These could include habitat protection for wildlife and aquatic and terrestrial invasive species management. Offer tangible hands-on projects for visitors that contribute to protecting the land that protects the Lake George. This can even extend to trail maintenance projects. Track these projects and post for the community and others to see.
- Offer a diverse set of family-friendly interactive trail programs including races, challenges, athletic events and tournaments and other activities throughout the year. Integrate a trail challenge program that invites visitors to explore all the trail areas. Blend “experience itineraries” - a cross between a thematic itinerary, scavenger hunt and geocaching.
- Develop an outstanding and diverse set of all-season trip planning itineraries for hiking and biking that will provide the visitor with experiences that are tailored to their interests and recreational comfort level.
- Work with the following organizations to tell these compelling stories:
 - Bolton Historical Museum on community history;
 - Lakes to Locks Passage on cultural heritage stories;
 - Lake George Land Conservancy on how protecting the land protects the lake;
 - Lake George Association on protecting water quality;
 - Darrin Freshwater Institute and Fund for Lake George on science-guided solutions for lake protection.
- Identify detailed itineraries in half-day, one-day, and multi-day hikes. Combine rides with canoeing, kayaking, and biking. Register and partner with the *Adirondack Hamlets to Huts* initiative which is developing long distance hiking, biking and paddling itineraries throughout the Adirondacks.
- Integrate and promote the *PassagePort Wayfinding* mobile application sponsored by Lakes to Locks Passage National Geographic Geotourism marketing program. Through a program of “Passage Tales”, a digital connection is made to the interpretive signage throughout the Town and Lake George.
- Enlighten visitors about trail connections to other towns and regional trail systems. Bolton can establish itself as the center for hiking in the Lake George region. Providing visitors information about the Warren County Bike Trail, the Empire State Trail, Pharaoh Lake



Wilderness Area would only strengthen Bolton’s reputation as the hiking place to be on Lake George.

Create the Bolton Brand. Capitalize on what makes Bolton unique and create a distinctive brand for Bolton Area Trails. Emphasize the contrast of the eclectic and charming downtown with the wildness of the mountain trail areas. Identify Bolton as the centerpiece of the Lake George Area Trails region.



- Develop a formal branding and marketing implementation plan for Bolton Trails. Create a Vision Brand Statement and define the key message with a seal, tagline, website, social media. Give the Bolton Trails a strong name that visitors can relate to and remember. Develop a custom Trail Town logo for all trail signs, promotional materials, website, kiosks and welcoming signs.
- Develop a parallel message with the Warren County Tourism Department brand - *Birthplace of the American Vacation* and the Lake George Area Regional Chamber of Commerce - *Lake George 360*. One idea: “Bolton Landing – Home of the Great American Vacation”.

Provide Great Trail Support. AND BE READY. When you begin to promote trails, visitors will come. New visitors come with expectations. You do not want to disappoint them. Provide a safe and appealing environment for hiking and biking visitors, and an exceptional outdoor visitor experience.



- Invest in a clear and simple comprehensive all-season trail map for visitors. Identify all Town parks, LGLC trail preserves, state land trails, and county trails. Include length of time for the hike, the level of difficulty, and appropriateness of the trail for different ages and abilities.
- Coordinate the design with your website and signage. Elevation profiles and concise ride descriptions are helpful, as are estimates of ride difficulty, descriptions of ride features, weather and safety considerations, and parking and facility information.

- Create a “choose your own adventure” interactive online tool. Individuals could build their own distinctive vacation itineraries through a selection of outdoor recreation activities. Provide space on the website and social media for trail users to give feedback about their experiences.
- Develop a unified wayfinding signage program. Install effective wayfinding signage to make it simple for people to find local trails. Roadside signs are the most cost-effective form of advertising and build public awareness on a continual basis.
- Use consistency in the design of trailheads. Where appropriate, include trailhead improvements such as picnic tables, garbage cans, map holders, and a guest book to record visitor comments.
- Clean strategically-placed public restrooms can make or break a hike or ride. Provide and identify the locations of these facilities on the Town’s hiking map.
- Establish a primary Bike Station at the Bolton Landing Visitor Center. This lets visitors store their bikes in a central secure location in the downtown.
- Expand the multi-modal recreational experience. Many recreational visitors enjoy a multi-layered alternative transportation experience that gives them access to both land and water trails. The transportation on system should be enhanced to enable people to be able to travel by steamboat, trolley, rail or automobile to one or more trail resources amongst all the communities. This would involve coordinated times between shuttles and steamboat landings and extensive promotion. Improvements should include:
 - Identification and promotion of boat taxi businesses that provide services to bring people from Bolton to the camping and picnic islands as well as hiking trail areas on the east side of Lake George.
 - Providing bike racks on trolleys and other public transit.
 - Host an on-land taxi or jitney to take visitors to trail preserves through a partnership with the Sagamore Resort and others.
- Assess improvements to the downtown streetscape on a regular basis. Make Key upgrades to sidewalks, parking, lighting and parks to ensure a quality complete visitor experience.
- Identify what critical businesses are missing in the business district that support trail users including budget-friendly dining, lodging and retail options.
- Provide direct links to lodging facilities and develop resort and hotel packages for hikers and hiking tour groups. Tailor packages to their needs; offer shuttle services, discounts at restaurants, and tickets or passes to other entertainment.

Cultivate Community and Visitor Support. Visitors are very aware that there is nothing better than local knowledge. Welcome trail users and promote the trail-friendly character of the town.

- Advertise the Bolton Landing Visitor Center as the “one stop shopping” location for information on recreation and trails in the Bolton region.
- Support and partner with the LGLC on special projects and events, train locals and businesses to provide visitors with the most current information and insider tips.
- Build community support for trail tourism by emphasizing the economic benefits. Hikers and cyclists spend money on gas, food, lodging, and gear, and businesses that are friendly to riders will reap the rewards.
- Create a digital on-line marketplace for four season recreation in Bolton. Create a digital wall for visitors to post photos and write about their experiences.
- Recruit new businesses or expanding existing ones to fill gaps in the goods or services that trail users need.
- Develop a folder link on the Town Website devoted to the trail systems in Bolton. Provide additional links to key regional websites including:
 - *Lake George Land Conservancy’s Interactive Trail Preserve Map*
 - *Warren County’s Recreation Mapper*
 - *Visit Adirondacks Interactive Mapper*
 - *Lakes to Locks Passage’s National Geographic MapGuide*
- Provide all local trail information to Lake George Land Conservancy, Warren County, I Love NY, and Lakes to Locks Passage.



Leverage Major Trail Connectors. Since you cannot be every kind of trail to everybody, take advantage of trail systems in neighboring communities to expand the range of opportunities for visitors. Let them know about mountain bike trails, bicycle paths and nearby long-distance trails that knit the small trail systems together. Below is a snapshot of these opportunities.

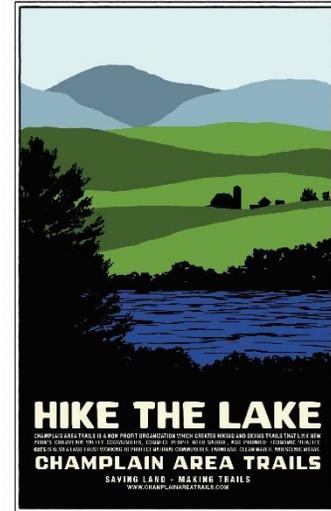
Warren County Bike Trail. The Warren County Bikeway is a paved 10-mile hiking and biking trail between Battleground Park in Lake George and the Feeder Canal in Glens Falls. Here the Bikeway makes a direct connection to the Feeder Canal Park Heritage Trail which adds an additional 7 miles of trail terminating at the Champlain Canalway Trail/Empire State Trail in Fort Edward. Future expansions are under discussion to extend the Bikeway over 7 miles southwest, up West Brook Road to Canada Street, then up Canada Street to Mohican Street. From there, the route would travel through the Village’s residential backroads before eventually re-joining Route 9 near Exit 22. It would continue up Route 9 to Bakers Crossing, and then onto County Route 60, ending just two blocks from downtown Warrensburg.



Champlain Canalway Trail/Empire State Trail - <https://www.ny.gov/programs/empire-state-trail>
The Champlain Canalway for an attractive and continuous Champlain Canalway Trail route from Waterford to Whitehall, that utilizes historic towpaths, Champlain Canal shoreline, existing local and regional trails, on-street bicycle routes and links to regional and community attractions. The Champlain Canalway Trail weaves through a long and beautiful valley from Lake Champlain to the Hudson River Valley. It picks up stories along the way and ties them together. Trail Working Group is a community collaborative with a mission to complete and promote an attractive and continuous route for the Champlain Canalway Trail from Waterford to Whitehall. System of interconnected canal lock parks via the Champlain Canalway Trail-Empire State Trail designed to unify the region’s historic, cultural, natural and recreational assets to establish a world-class destination for residents and visitors.



Champlain Area Trails: Champlain Area Trails (CATS) is a non-profit organization, begun in 2009, which creates and maintains hiking and cross-country ski trails in the Champlain Valley that link communities, connect people with nature, and promote economic vitality. In its short history, CATS has developed 42 miles of trails. Some of those trails will be part of a 30-mile trail loop between Westport and Essex. CATS is working to create trails that make it possible for people to “Hike the Lake” by walking from hamlet-to-hamlet. CATS long-term plans include extending the trail system to neighboring towns around Lake Champlain and eventually connecting them to trails in the Adirondack Mountains, Vermont, and Quebec



North Country National Scenic Trail (NCNST) -

<https://northcountrytrail.org/>; <https://www.dec.ny.gov/outdoor/39658.html>; <http://www.adk-on.org/stewardship/nct/adir-route/>

The NCNST is one of eleven national scenic trails, the longest in the National Trails System, stretching 4,600 miles over 7 states from the middle of North Dakota to the Vermont border of New York at Crown Point. The 150-mile section of trail through the Adirondacks is intended as a single use, single track and high-quality footpath intended for a natural and remote experience. Managed by the North Country Trail Association (NCTA), a 501(c) 3 non-profit organization of volunteers along the seven-state trail and elsewhere, the NCTA partners with the National Park Service in bringing the North Country Trail to local communities.



The NCTA’s utilizes the Trail Town Program to help communities and volunteers along the trail work together to plan for and capitalize on the social and economic benefits of the North Country National Scenic Trail.

Collaborate with Local, County, Regional and State Marketing Initiatives.

There are eight organizations that promote the Adirondack trail experience in some form. Each incorporates the Adirondack name in their marketing message. The Adirondack Park Recreation Strategy suggests the need for a unifying marketing message for the Adirondacks with customized plans for individual regions and communities within those regions. The thought is that successful marketing for new visitors will be based upon a symbiotic and cooperative relationship between municipalities. Individual hamlets need overnight and other services in place to realize new revenues. Those that do not have that capacity may benefit from a neighboring community with those resources. The challenge is to be able to enhance the visitor experience through an extension of recreational opportunities in neighboring communities. These communities need to position themselves to experience any increased positive economic impact from recreational tourism.



The following organizations listed below indicate that there is one overall state group, six regional groups and one local group that influence or impact tourism promotion in the Lake George area. There are seven other organizations that influence local and regional marketing as well. See Part 4 for a short summary of these organizations.

I Love NY (ILNY)	https://www.iloveny.com/
Adirondack Regional Tourism Council (ARTC)	https://www.visitlakegeorge.com/resources/adirondack-regional-tourism-council
Lakes to Locks Passage Scenic Byway (LTLP)	https://www.lakestolocks.org/
Adirondack Regional Chamber of Commerce (ARCC)	https://www.adirondackchamber.org/
Warren County Economic Development Council (WCEDC)	http://www.edcwc.org/
Warren County Tourism Department	https://www.visitlakegeorge.com
Lake George Regional Chamber of Commerce (LGRCC)	https://www.lakegeorgechamber.com
Bolton Landing Chamber of Commerce (BLCC)	https://www.boltonchamber.com
Lake George Land Conservancy (LGLC)	http://www.lglc.org/
Adirondack Mountain Club (ADK)	https://www.adk.org/
Adirondack North Country Association (ANCA)	https://www.adirondack.org/

Adirondack Gateway Council (AGCNY)	http://www.agcny.org/
The Regional Office of Sustainable Tourism/Lake Placid CVB (ROOST) -	http://www.roostadk.com/
Adirondack Hamlets to Huts (AHH)	https://www.adkh2h.org/
First Wilderness Heritage Corridor (FWHC)	https://firstwilderness.com/home/

A profile summary of existing tourism promotion organizations is presented below:

I Love NY (ILNY)

I Love NY is a highly successful advertising campaign designed to promote tourism in New York. In operation for more than 40 years, it is very prominent on the web in most cases providing the visitor their first exposure to the Lake George market. Lake George is recognized as a significant destination. Hiking is not specifically noted however, users will need to go to the Adirondack Region and continue into the municipal layers to find information on recreation and referrals to other websites. Itineraries have been developed for full day, weekend, and weeklong treks.

Tagline: “Why You’ll Love It”
Websites and Apps: <https://www.iloveny.com/>; I Love NY Mobile App; I Love NY Blog
Social Media: Instagram; Facebook, Twitter, Pinterest

Adirondack Regional Tourism Council (ARTC)

The ARTC is the official promotion agency of the Adirondack Region. It encompasses all of Warren, Essex, Clinton, Franklin, Hamilton, Lewis and St. Lawrence counties, and has been actively promoting the Adirondacks as a tourism destination for over 25 years. It is a consortium of seven County Tourism Promotion Agencies (TAP’s) in the

State-designated the I Love New York Adirondack Region that share resources to promote economic development through destination marketing. Each of the counties in the region pool their granted New York State I Love New York program funds, which are mandated to be used to market the Adirondacks collectively. The ARTC promotes the Adirondack Region as a destination with targeted campaigns in our feeder markets along the I87 and I90 corridors, driving leads through the region’s umbrella website and toll-free numbers.

The intent of the website, in meeting the collective needs of the county TPA’s, is to welcome potential first-time Adirondack visitors who are then able to “drill down” to the individual county websites for detailed destination information about, say, Long Lake or Lake George.

The ARTC develops several printed pieces/brochures on topics of interest for fulfillment and distribution. These include hiking, paddling, fishing, snowmobiling, scenic byways and more. These are used for distribution throughout the region at information centers, and for fulfillment via mail upon request as a result of advertising.

Tagline: “Visit once and you’ll always return.”

Websites and Apps: VisitAdirondacks.com;
<https://www.visitlakegeorge.com/resources/adirondack-regional-tourism-council>
Social Media: Facebook, Twitter; YouTube Ads

Lakes to Locks Passage Scenic Byway (LTLP)

LTLP is a state and national scenic byway that focuses on creating a unified regional identity along on the interconnected waterway consisting of the Upper Hudson River/Champlain Canal, Lake George, Lake Champlain, and the Richelieu River/Chambly Canal. LTLP provides a regional marketing framework designed to increase awareness and build appreciation and stewardship through a “place-based” tourism experience. The strategy is to stimulate sustainable tourism by expanding recreational diversity. Marketing is extended to national and international audiences through digital and print-media editorial content, supported by multi-modal travel itineraries and thematic experiences. Itineraries are available for 21 Trip Plans in the Lake George region.

LTLP establishes Heritage Centers throughout a network of communities that are prepared to “meet and greet” the visitor through existing local museums and facilities that reflect the community culture. There is a network of four such centers around Lake George including Village of Lake George, Bolton Landing, Hague, and Ticonderoga. These Heritage Centers are designed to bring a seamless interpretive experience based on a shared heritage.

Tagline: New York’s Great Northeast Journey
Websites and Apps: <https://www.lakestolocks.org/>; Interactive Map-
<https://www.lakestolocks.org/guide>
Social Media: Facebook, Twitter.

Adirondack Regional Chamber of Commerce (ARCC)

For over one hundred (100) years, ARCC has been recognized as the advocate for businesses in the Essex, Warren, Washington and northern Saratoga counties. ARCC's mission is to partner with and support regional businesses to grow, succeed and thrive. This is highlighted through ‘buy local’ messaging and through the many diverse and unique networking opportunities held by the Chamber throughout Warren, Washington and northern Saratoga Counties.

Tagline: Advocacy. Education. Connection. Collaboration.
Websites and Apps: <https://www.adirondackchamber.org/>
Social Media: Instagram, Twitter, LinkedIn

Warren County Economic Development Council (WCEDC)

EDC is the central source for Warren County economic development efforts, as it guides programs and projects throughout the southern Adirondack region. EDC achieves results through collaborative public-private partnerships designed to encourage new investment opportunities that create jobs. EDC takes the complexity and uncertainty out of economic development issues by providing a wide range of services for existing businesses, site selectors, and location decision-

makers. EDC focuses on large employers in the tourism sector including the Great Escape/Six Flags Theme Park, the Sagamore Resort and Gore Mountain.

Tagline: Bring about positive outcomes for businesses and residents of Warren County.

Websites and Apps: <http://www.edcwc.org/>

Social Media: Facebook, Twitter, Instagram, Digital Newsletter

Lake George Regional Chamber of Commerce (LGRCC)

The mission of Lake George Regional Chamber of Commerce & CVB, Inc. is to drive tourism to the Lake George region year-round while fostering a vibrant business community.

With a regional mindset, membership spans six counties in New York. The Chamber staffs the Visitor Center on the corner of Beach Road and Canada Street in the village of Lake George and the Adirondack Welcome Center on the Northway between Exits 17 and 18. The Chamber also publishes an annual Travel Guide. Website directs hikers to Lake George Land Conservancy and Adirondack Mountain Club websites and biking interests are directed to Warren County Safe Quality Bicycling Organization.

Tagline: "Lake George 360"

Websites and Apps: <https://www.lakegeorgechamber.com/>; Lake George Mobile App; Blog

Social Media: Facebook, Twitter, Instagram, Pinterest, YouTube

Warren County Tourism Department

The Tourism Department actively promotes and markets the Warren County/Lake George area as a 4-season travel destination. It prepares and implements promotional programs including television advertising, newsprint, consumer magazines, trade directories, public relations, as well as consumer shows and tradeshow/marketplace exhibits and appointments. Serves as an informational resource to all residents by providing information regarding private and County-operated services including Up Yonda Farm and Warren County Bikeway. Through print format, as well as on the newly updated County Tourism Web Site, it promotes privately-operated attractions, accommodations, campgrounds, activities and dining.

A new interactive outdoor recreation map of Warren County with hiking app, sponsored by the First Wilderness Heritage Corridor, is now active on the Warren County website. The Warren County Recreation Mapper is an interactive, in-depth map of dozens of recreation locations in the Lake George Area. This website, sponsored by the First Wilderness Heritage Corridor, highlights a wide array of hiking trails, biking trails, parks, paddling opportunities, and winter recreation areas. Each listing on the Warren County Recreation Mapper includes a high-definition photo, the owner of the property, the amenities offered, the address, directions, a short description of the location, and a link for more information.

Tagline: "Birthplace of the American Vacation"

Websites and Apps: <https://www.visitlakegeorge.com/>; Warren County Recreation Mapper, <https://www.visitlakegeorge.com/recreation/warren-county-recreation-mapper>; Digital

Newsletter; Blog

Social Media: Facebook, Twitter, Instagram, Pinterest, YouTube

Bolton Landing Chamber of Commerce (BLCOC)

The Bolton Chamber has been the "Visitor Center" for Bolton for 50 years or more. Their focus, goals and activities all center around attracting people to Bolton Landing and the surrounding area, providing information about all there is to do, and welcoming these visitors. The mission of the BLCOC is to:

- Maintain and disseminate information on or about the area.
- Promote business and community development by assuming the leadership in the economic health and growth of the area.
- Support the efforts of the area organizations.
- Educate the community on the importance of business and its effect on the local economy.

The new Bolton Chamber and Visitor Center is showcasing what Bolton and the area have to offer while utilizing new informational technology to engage those visitors. Bolton Landing is a Lakes to Locks Passage "Waypoint Community" and the Visitor Center serves as an important role in engaging visitors one on one and linking them to authentic places within the byway corridor. Together, the Bolton Visitor Center and the Bolton Historical Museum provide the emotional and intellectual connection between the traveler and the place they have come to visit.

Bolton Landing is a Lakes to Locks "Waypoint Communities" where visitors will have the opportunity to experience heritage tourism through both the COC and the Bolton Historical Museum. A cooperative partnership with the Bolton Historical Museum is essential so that visitors experience the larger stories that convey a unified regional identity through the Lakes to Locks byway and the smaller, authentic stories that make Bolton a special place to live and visit. BLCOC marketing and promotion initiatives center on expanding Bolton Landing's profile nationally and internationally. *The BLCOC* website highlights Bolton Landing as a small resort community and directs visitors to the hiking preserves on the Lake George Land Conservancy brochures and the website.

Tagline: Visit Bolton Landing"; "Gateway to the Islands"

Websites and Apps: <https://www.boltonchamber.com/>; Blog

Social Media: Facebook, Twitter

Other Supporting Organizations and Initiatives

Lake George Land Conservancy (LGLC) - <http://www.lglc.org/>

Tagline: "Protect the Land to Protect the Lake"

The Lake George Land Conservancy is an accredited not-for-profit land trust dedicated to working with willing landowners and other partners to protect the water quality of Lake George and to permanently preserve the natural, scenic, historical and recreational resources of the Lake

George region. The LGLC encourages stewardship of the land and lake through hiking for all ages and abilities in the Lake George watershed. Major annual events include Hikathon and Round the Lake Challenge. An Interactive Map of all the LGLC Preserves in the watershed leads visitors to hiking trails.

Adirondack Mountain Club (ADK) - <https://www.adk.org/>

ADK is a nonprofit organization founded in 1922 dedicated to the conservation, protection and responsible recreational use of the New York State Forest Preserve, parks, wild lands, and waters; it conducts conservation, and natural history programs. ADK maintains a wide array of publications on trails and provides trail maintenance through a volunteer force throughout the Adirondacks.

Adirondack North Country Association (ANCA) - <https://www.adirondack.org/>

ANCA is an independent non-profit organization working to build dynamic local economies that sustain thriving communities in Northern New York. Since 1955, ANCA has leveraged the investment of hundreds of millions of dollars into key sectors that drive sustainable local economic development. To catalyze sustainable economic development across the Adirondack North Country and enhance the quality of life of the people who live, work and visit here.

Programs and partnerships focus in three areas: Advocate for the region to attract direct investment that supports resilient local economies and creates jobs; create conditions that accelerate the emerging, innovative local economy; and increase energy savings and independence for communities in the North Country; and establish a regional marketplace for renewable energy. ANCA also promotes nine of the thirteen scenic byways in the state. (<http://www.adirondackscenicbyways.org/index.html>)

Adirondack Gateway Council (AGCNY) - <http://www.agcny.org/>

The Adirondack Gateway Council (AGC) is a 501 c 3 not-for-profit corporation organized under the laws of the State of New York and formed in 2011. The AGCNY facilitates collaboration between a diverse set of stakeholders, both within and outside of the Region, including municipal organizations and boards, state and federal agencies and funders, educational and research institutions, and nongovernmental organizations, supporting their efforts to secure funding and technical assistance for special projects. The Council consists of 29 municipalities and municipal organizations within the three-county AGC region (Warren, Washington and Northern Saratoga Counties). The AGC covers 1,800 square miles of Hudson River watershed, prime industrial and agricultural land, and the lower Adirondack Mountains.

The Regional Office of Sustainable Tourism/Lake Placid CVB (ROOST) -

<http://www.roostadk.com/>

ROOST is the not-for-profit destination marketing organization for Essex, Franklin and Hamilton Counties, Saranac Lake and Tupper Lake. They advance the tourism strategy known as “Tourism Destination Areas (TDAs).” A TDA is a community (or group of communities) that have the critical mass of attractions, amenities, tourism support services, accommodations and infrastructure that enables them to sustain their economy and quality of life in the tourism economic sector.

These are centers of activity and enterprise along the Byways and Blueways of the North County in a broadly defined “community” that demonstrate a commitment to making tourism a key economic driver by having engaged in tourism development planning and having initiated local projects whose primary goal is tourism demand generation.

Adirondack Hamlets to Huts (AHH) - <https://www.adkh2h.org/>

<http://www.adirondacktrailsandlodging.org/>

Tagline: “Pack in the experiences. Leave your tent behind”

AHH is a 501(c)(3) not for profit with the mission to create a world-class Adirondack hut-to-hut system that advances sustainable communities, conservation and wellness. The vision for AHH is to utilize existing lodging to the greatest extent possible including not only wall tents, yurts, and cabins, but bed and breakfasts, quality motels, top-notch inns and 5-star hotels. These hut systems are designed to create chains of three or more accommodations intentionally spaced a day’s walk, bike, or ski apart.

A 2014 New York State Department of State (NYS DOS) Local Waterfront Revitalization Project (LWRP) grant sponsored by Hamilton County jump started the initiative, which was named the Adirondack Community-based Lodging and Trails System (ACTLS) project. This project and report, along with a similar, more regional project in 2015 funded by the New York State Department of Environmental Conservation that focused on the “Five Towns” of Long Lake, Indian Lake, North Hudson, Minerva and Newcomb, produced conceptual community-based routes that provide the template for route development moving forward. Another NYSDOS LWRP grant received in 2017 through Hamilton County tasks AHH with developing and implementing a marketing plan, creating a lodging and service provider affiliate network, and identifying/designing a reservation system. Itineraries including a combination of paddling and hiking and biking trips.

First Wilderness Heritage Corridor (FWHC) - <https://firstwilderness.com/home/>

FWHC is an inter-municipal redevelopment strategy for the Northern Hudson River. The Warren County towns of Johnsbury, Thurman, Stony Creek, Warrensburg, Chester and Lake Luzerne have joined with the towns of Hadley, Corinth and the Village of Corinth in Saratoga County to create corridor revitalization plans through the New York State Department of State. The redevelopment approach embraces the idea that tourist development in this corridor is much more likely to succeed based upon an approach that creates one cohesive vision shared among a series of small-scale places and experiences set against a backdrop of wilderness. The First Wilderness Heritage Corridor is managed through the Warren County Planning Department, with assistance from the New York State Department of State.

First Wilderness Heritage Corridor is in the process of developing a 97-mile designated trail for hiking and mountain biking that will commence in the Town of Corinth and terminate in the hamlet of Tahawus. This trail will connect communities adjacent to the Hudson River and link to existing trail systems along the corridor.

THE END