



POLICY AREA 1: TOURISM & RECREATION

Policy Statement

Lewis County has a unique and attractive rural character, which makes it a wonderful place to visit and explore. The region abounds with recreation opportunities that attract visitors from great distances. We will build upon these existing attractions with a strategic approach to branding and marketing. We will seek to balance economic success with impacts on the environment and the peaceful nature of our communities. Coordinated efforts between government agencies, not-for-profits, and local businesses will make Lewis County a renowned tourist destination for generations.

Overview

Lewis County has a wealth of existing and potential tourist and recreational opportunities. These include outdoor recreation, agri-tourism, cultural attractions, and heritage opportunities. Large areas of public land and forested open space, along with an abundance of rivers, lakes, and streams that support warm and coldwater fisheries, allow people to participate in a large variety of activities. Snowmobiling and ATVing are the most popular draws in the county, but other important recreational activities include canoeing, fishing, skiing, hiking, camping, horseback riding and hunting.

According to the New York State Statewide Comprehensive Outdoor Recreation Plan, participation in outdoor activities is growing and will continue to grow. The 2003 State Plan finds that the fastest growing outdoor activity in New York State is touring historic sites. Visiting parks followed by walking were activities with the most participation. Other top activities include (in order of percent of population participating in those activities): swimming, biking, historic sites, boating, fishing, and field sports. Lewis County has the advantage of offering people opportunities to participate in all these activities.

Recreational development is an important component associated with the quality of life for Lewis County residents. As part of the economy, recreational opportunities form the underpinning of the tourism industry and play an important role in job creation and forming a regional identity. Furthermore, additional demands by transient residents for housing, goods and services are often sparked by recreational opportunities in rural communities. Yet, the importance of a well balanced economy in Lewis County cannot be understated, as tourism and recreation are often fickle industries with seasonal and lower paying jobs. This is especially a concern in tight economic times where family budgets tend to cut luxuries such as recreation and travel before necessities.

Strengths

The county is renowned for its winter recreation opportunities, especially snowmobiling, with almost 500 miles of groomed snowmobile trails. The proximity to Lake Ontario and the unique topography of the region account for significant snowfalls that support these activities. Boating (flat water and white water) along the Black River is also an important outdoor recreation activity. In addition to these impressive recreational activities,



Snowmobiling remains a key part of Lewis County's tourism economy.

Lewis County also contains portions of the Black River Trail Scenic Byway (NYS Route 12) and the Olympic Trail Scenic Byway (NYS Route 3), with the Central Adirondack Trail (NYS Route 28) very close to its southern border with Oneida and Herkimer counties. There are currently plans to establish NYS Route 812 through the county as the Maple Traditions Scenic Byway. Byways have intrinsic

cultural, historic, recreational, and visual characteristics that add to the quality of life for residents and are attractive to tourists.

Lewis County is also home to many artisans, and their works are shown and sold in retail stores, at local festivals, special events, and on the internet. Music and theatrical performances are also featured and include the North American Fiddlers Hall of Fame in Osceola and the Black River Valley Concert Series (an eclectic mix of folk, bluegrass and international music) held at the Lewis County Historical Society. Local and regional musicians are heard at various local events such as the Lewis County Relay for Life, Lowville Cream Cheese Festival, and the Lewis County Fair, which also hosts a performance by a nationally touring band.



Cross Country skiing is also gaining in popularity in parts of Lewis County, such as the Tug Hill Plateau.

Other tourism and recreational strengths include, in no particular order:

- Rural environment with ample open spaces and scenic views
- Diversity of outdoor recreation opportunities
- Black and Moose Rivers and other waterways
- Traditional and quaint villages with a small town atmosphere
- Strong cultural and historical resources and events, including Lewis County Historical Society
- Maple Ridge Wind Farm as a tourist draw (sightseeing, kite skiing, and mountain biking)
- Other emerging attractions such as a new winery, horseback riding, the Adirondack International Speedway

Challenges

There are several major issues that Lewis County should address related to tourism. A major constraint to maximizing tourist and recreation opportunities is a lack of coordination, organization, and leadership to pull together the many positive but separate initiatives taking place in the county. Coupled with a lack of consensus and vision on tourism development, the county has not fully capitalized on its diverse and rich resources.

While the county recognizes that the area's natural resources and recreation have great economic potential, lack of coordination and prioritizing tourist and recreation activities has resulted in many excellent regional planning efforts that have not been adequately implemented. At the same time, public input collected throughout several years of planning efforts at county-wide, regional, and local levels has consistently indicated that there is a strong desire to preserve the rural character and environment of Lewis County. An important role of this Plan is to establish the policy that tourism and recreational development must be consistent with and balance community character and the environment so as to maintain a high quality of life for residents.



Hay rides are a popular tourism activity in the fall season.

Other tourism and recreational challenges include, in no particular order:

- Snowmobiling, the major tourist draw, has a short season (12 weeks)
- Agri-tourism opportunities have not been completely capitalized on
- Lack of retail businesses that attract and cater to tourists
- Need for more lodging accommodations - lack of year round occupancy prevents expansion of hotel development
- Lack of consensus on tourism development due to impacts on the environment and quality of life

Tourism and Recreation: Key Points

- Recreational opportunities are not only the underpinning of the Lewis County tourism industry, but play important roles in creating jobs and enhancing the quality of life for residents.
- There is a strong desire among residents to preserve the rural character and environment of Lewis County.
- The tourism and recreational draw of the county can be substantially enhanced by expanding and promoting non-winter activities.
- Many positive, but separate recreation and tourism planning efforts have been initiated in Lewis County, but a lack of coordination has prevented the county from fully capitalizing on its diverse and rich resources.
- A primary role Lewis County can play is to provide leadership and organization to coordinate recreation and tourism programs with other agencies and organizations in the region.

Opportunities

Four Seasons of Tourism and Recreation

Due to the unpredictability and limited nature of winter-based tourism, there is a need to diversify tourism to have a year round orientation. Lewis County has an extensive snowmobile trail system and a developing ATV trail system. While this infrastructure is very important to the tourism industry, multiple plans and public input indicate that there is a growing desire from local residents for non-motorized trails. Lewis County should expand its trail emphasis beyond ATV's and snowmobiles to include multi-use trail development for non-motorized recreational activities. This will help address the seasonal concerns. Additionally, non-motorized trails and pedestrian and bicycle infrastructure will contribute to improved public health throughout the county.



Children playing on mounds of hay is an example of utilizing farm products for agri-tourism and recreation purposes.

In order to support a diverse and year round tourist industry, the county needs to enhance its tourism related infrastructure and services. This includes dining, accommodations, signage, promotion, parking, shopping and activity development, as well as enhancing telecommunications to accommodate the more sophisticated visitor. It is also important to recognize that enhancing recreational opportunities benefits residents as well as tourists. Finally, funding is needed to ensure effective coordination and implementation of tourist and recreation related action items identified in this Plan.



Developing infrastructure and activities geared towards families will be critical to enhancing the agri-tourism industry in Lewis County.

Enhancing and Expanding the Industry

Communities have begun to leverage the region's geography, topography, and climate to their economic advantage through the recreation and tourism industries. While these two industries are exceptionally finicky and are traditionally the first expenditures to be reduced during times of financial hardship, Lewis County communities should continue to develop markets and products for recreational and tourist activities. Economic development initiatives related to tourism should be at the region's population centers. Most of Lewis County's recreational and tourist activities are geared towards the enjoyment of scenic and wide open spaces, but the greatest impact to communities will be felt if visitors spend time and money in the hamlet and village centers.

The encouragement of visitors to stop and stay (and spend) depends upon a host of factors, including accessibility, wayfinding, marketing, and product development. The county should assist communities in the improvement of these areas to help extend the duration of visits by tourists and recreation enthusiasts. Existing studies, including the Black River Scenic Byway Corridor Management Plan and the Maple Traditions Scenic Byway Corridor Management Plan have developed numerous action items for implementation to improve visitor experience. These actions include the coordinated development of brochures, directory information, wayfinding systems, websites, and lodging availability systems.



A child practices 'milking' a cardboard cow at a farm in Milford, Ontario, Canada.

A primary initiative that should begin at the county level is the creation of a brand identity for Lewis County. The branding process should include coordination with local businesses and organizations, as these populations often have the greatest exposure to outsiders and are the de facto messengers of the community. While most existing members of individual towns and villages have their own community identity structure, the larger community remains fractured and lacks a coordinated vision and message. In the broadest sense, the Lewis County community should strive to communicate with one voice and one message.



Kite skiing is also becoming an increasingly popular activity on the Tug Hill Plateau.

Organization and Dedication of Resources

The county is fortunate to have numerous established organizations within the region that will be able to play important collaborative roles in a broader partnership. The county is in a logical position to take the lead on efforts to expand and improve tourism and recreation economic development. Currently, the government structure is not established to facilitate Lewis County to assume this leadership role, and organizational changes would need to be made to effectively collaborate and manage these efforts. For example, a county legislative committee dedicated to recreation and tourist efforts would improve coordination.

Another possible approach is the establishment of a tourism and recreation department within the county, or at least additional dedicated staff. It is reasonable to assume that the Department of Economic Development and Planning may have a role to play, and that this office is well positioned to be on the front-lines to coordinate these efforts. Of particular significance is the coalescence of existing regional and resource-oriented plans into a unified document that incorporates the major action items listed in the Implementation Plan.

In addition, the Lewis County Chamber of Commerce has an important role to play in business development and networking, as well as in promotion and marketing. Other organizations such as the Tug Hill Commission and the various byway and trail organizations/committees and local businesses must all remain active and be primary stakeholders in this process, with the county taking the leadership position in coordination of these organizations.

The Implementation Plan for this policy area contains numerous recommendations that are aimed at bolstering the tourism and recreation industries. Most importantly, the items listed under Objective A are critical to the implementation and success of the remaining items. There is a tremendous opportunity to enhance the tourism and recreation industry in Lewis County by dedicating more resources to organizing efforts and promoting assets.

Wayfinding Signage

An important component of a tourism and recreation strategy involves wayfinding signage. These are small signs placed at important gateways, crossroads, and destinations. Wayfinding signage efforts in Lewis County might include the following:

- Town, village and county gateways
- Historic sites
- Trails or other outdoor recreation facilities
- Unique or important businesses/destinations
- Unique natural areas

Wayfinding signage efforts should be coordinated whenever possible to create a consistent theme, much the same as the Adirondacks have a distinct flavor to their signage.



Objectives and Measures

The following Objectives should provide guidance for county-level policy and decision making related to tourism and recreation. Specific strategies, or Action Items, for each Objective are listed in a table on the next page.

Objective A: Create the organizational and leadership capacity to develop and market tourism.

Measures:

- Number of new staff, or staff hours, dedicated to tourism promotions and organization
- Amount of funds allocated and/or grants obtained to promote tourism

Objective B: Enhance promotional and marketing efforts that bolster support for tourism and recreation investments at the county level.

Measures:

- Number of new programs, initiatives, and publications developed to promote tourism
- Number of hits and visitation to new county website
- Number of tour/travel partnerships established
- Number of events and locations included in promotional materials

Objective C: Expand tourism strategies to increase year-round visitation.

Measures:

- Percent increase in county visitation
- Number of new non-winter events
- Number of new four-season businesses
- Percent change in bed tax receipts

Objective D: Provide additional infrastructure and training to enhance the recreation and tourism network.

Measures:

- Number of wayfinding signs installed
- Number of trailheads installed and signed
- Number of programs offering training and the number of people trained

Objective E: Ensure that recreation and tourism activities are designed to protect the environment and maintain rural community character

Objective F: Increase available funding sources dedicated to recreation and tourism.

Measures:

- Dollars collected and distributed from the county bed tax
- Tracking of revolving loan fund balance and liabilities
- Tracking of impact and use fees generated



TOURISM & RECREATION IMPLEMENTATION PLAN

Objective A: Create the organizational and leadership capacity to develop and market tourism.

#	Action Item	Originating From or Consistent with*					Implementation					Notes
		Comp Plan	CEDS	Blue	Black	Maple	Time Frame	High Priority	Potential Partners	Funding Resources/Strategies	Completed	
1	Establish a tourism entity, such as a department or Visitor's Bureau, to coordinate and collaborate tourism and recreation development. An initial effort of this entity should be to create a unified policy and action document from existing regional and resource plan that summarizes all major items in a single location	✓					Short-term	X	County Legislature , County Dept. of Economic Development and Planning, NYS Dept of Economic Development	Bed tax		Examples from other counties: Oswego - has a county tourism department with 5 staff; a few local Chambers, but the county takes the lead. St. Lawrence - has a county standing committee and a county Chamber, which takes the lead and is designed to serve members. Greene - has a county tourism department and a county Chamber, the county takes the lead. All 3 counties have websites dedicated to tourism promotions.
2	Create a tourism committee as a standing legislative committee to take on the role of coordinator of tourism activities.	✓				✓	Short-term	X	County Legislature	N/A		
3	Establish an annual "Tourism Summit" among stakeholders to develop long- and short-term planning objectives.	✓			✓	✓	Short-term		County Dept. of Economic Development and Planning , all tourism-related stakeholders			
4	The County Government should make funding for tourism and recreation efforts a high priority.						Short-term	X	County Legislature	Bed tax		
5	Support and participate in implementing the Blueway Trail Development Plan for the Black River and the Black River Scenic Byway Corridor Management Plan.	✓		✓	✓		On-going		County Dept. of Economic Development and Planning , all tourism-related stakeholders - Tug Hill Commission, Towns and Villages along the river	See Plans for specifics		Key recommendations of these plans are included in this Comprehensive Plan, as indicated by the "Originating" columns to the left.
6	Support and participate in implementing the Maple Traditions Scenic Byway Management Plan.	✓				✓	On-going		County Dept. of Economic Development and Planning , all tourism-related stakeholders - Towns and Villages along the route, Maple Museum	See Maple Traditions Plan for specifics		Key recommendations of this plan are included in this Comprehensive Plan, as indicated by the "Originating" columns to the left.

* Key:

Comp Plan = Lewis County Comprehensive Plan

CEDS = Comprehensive Economic Development Strategy, Project Priority List

Blue = Blueway Trail Development Plan for the Black River

Black = Black River Scenic Byway Corridor Management Plan

Maple = Maple Traditions Scenic Byway Corridor Management Plan

Potential partners in **bold** are lead entities



TOURISM & RECREATION IMPLEMENTATION PLAN, CONTINUED

Objective B: Enhance promotional and marketing efforts that bolster support for tourism and recreation investments at the county level.

#	Action Item	Originating From or Consistent with*					Time Frame	High Priority	Potential Partners	Implementation		Notes
		Comp Plan	CEDS	Blue	Black	Maple				Funding Resources/Strategies	Completed	
1	Develop a tourism management plan. Components should include: branding and identity, targeted marketing plan, strategy for forming strategic alliances within the industry, strategy for acquisition of new lands, and an implementation schedule with roles, responsibilities and time frames.	✓			✓	✓	Short-term	X	New County Tourism director/office, all tourism-related stakeholders	Empire State Development Corp. funding, County funds		The county should take a lead role in this effort, specifically in coordinating all partners and previous planning efforts. Each business within Lewis County needs to become a champion for the region. Area industry/trade groups should also be targeted as recipients and messengers of the new branding process.
2	Develop a County recreation master plan.	✓					Short-term	X	County Dept. of Economic Development and Planning, Recreational Trails, outdoor recreation clubs, municipalities, OPRHP	County funds, Planning Grants		
3	Create a brochure for placement within public buildings, tourist destinations, highly trafficked businesses, and public spaces displaying locations within Lewis County where travelers can purchase locally produced foods, crafts, and wood products.				✓	✓	Short-term	X	New County Tourism director/office, Merchants Association, Chamber, LCIDA, trade and business organizations	County funds		
4	Engage the services of a travel writer for the purposes of opening new markets and solidifying the county's tourism vision and identity.	✓					On-going		New County Tourism director/office, Empire State Development Corp.	Empire State Development Corp. funding, County funds		Travel writers are also good sources of feedback and consultation.
5	Establish strategic alliances with tour operators, hotels and travel agents.	✓					On-going		New County Tourism director/office, Empire State Development Corp., hospitality industry representatives	N/A		
6	Hire a website developer to create a single-source tourism related website, complete with strategic links to other websites, state of the art trip planning tools, and a comprehensive list of destinations and events.		✓		✓	✓	Short-term	X	New County Tourism director/office, County Information Technologies, LCIDA, LCDC, Chamber of Commerce, related businesses	Empire State Development Corp. funding, County funds		Website travel planning is a major mechanism that people use to plan trips. The current websites that have tourism and recreation related features are not coordinated or in some cases, even linked together. There is no place or mechanism for a visitor to comprehensively see what activities are available.
7	Develop a web-based calendar of events that promote large- and small-scale events and locations.	✓					Short-term	X	County, Chamber of Commerce, municipalities, tourist industry representatives			
8	Develop theme-based tourist packages such as eco-tourism or winter getaways.			✓	✓	✓	On-going		New County Tourism director/office, Chambers, lodging, tourism destinations			
9	Ensure that agri-tourism is part of a coordinated tourism program.		✓			✓	On-going	X	New County Tourism director/office, CCE, Farm Bureau, farm operations	N/A		See B-1 above.



TOURISM & RECREATION IMPLEMENTATION PLAN, CONTINUED

Objective B (continued)

#	Action Item	Originating From or Consistent with*					Implementation					Notes
		Comp Plan	CEDS	Blue	Black	Maple	Time Frame	High Priority	Potential Partners	Funding Resources/Strategies	Completed	
10	Create a presentation on the benefits of tourism for both the public and local officials.	✓			✓	✓	Short-term	X	New County Tourism director/office			
11	Develop an updated fiscal impact study on tourism and recreation.	✓					Short-term	X	New County Tourism director/office, Empire State Development Corp.	Empire State Development Corp. funding, County funds		
12	Support the Chamber of Commerce's efforts to develop and distribute a comprehensive recreation/tourism map.						Short-term		Chamber of Commerce, Empire State Development, NYS Thruway Authority, County Recreational Trails, NYSDEC	Empire State Development Corp. funding, County funds		The Chamber should partner with ESDC's "I Love NY" campaign for distribution opportunities. Involvement of the NYSDEC will help improve accuracy.
13	Update the Tug Hill Recreation Guide to reflect new destinations/features, new guidelines/restrictions for use of public lands, and changing target audiences.	✓					Short-term	X	Tug Hill Commission, NYSDEC, County Dept. of Economic Development and Planning, new County Tourism director/office	Tug Hill Commission funds		
14	Continue to participate in the I Love NY program through the Chamber of Commerce as Lewis County's tourism promotion agency		✓				On-going		Chamber of Commerce, Empire State Development, various media outlets, Lewis County	County budget item		



TOURISM & RECREATION IMPLEMENTATION PLAN, CONTINUED

Objective C: Expand tourism strategies to increase year-round visitation.

#	Action Item	Originating From or Consistent with*					Time Frame	High Priority	Implementation			Notes
		Comp Plan	CEDS	Blue	Black	Maple			Potential Partners	Funding Resources/Strategies	Completed	
1	Maintain the existing trail development program and ensure that it also enhances planning for multi-use and non-motorized trail uses.				✓	✓	Short-term	X	County Dept. of Economic Development and Planning, Recreational Trails, NYSDEC, NYSDOT, municipalities			
2	Continue to capitalize on the wind farm as an additional tourist opportunity.	✓	✓				On-going		County Dept. of Economic Development and Planning, new County Tourism director/office , Recreational Trails			Sight-seeing, mountain biking, and kite skiing are emerging examples of this potential.
3	Work to establish new boat launch sites and public access points.		✓	✓	✓	✓	Long-term		County Dept. of Economic Development and Planning, municipalities, NYSDOT, County Highway Dept., NYSDEC	Transportation Enhancements Program, local capital budgets		The Blueway Trail Plan provides specific recommendations for sites.
4	Explore the feasibility of a birding and wildlife trail, connecting important sites throughout the county.	✓					Long-term		County Dept. of Economic Development and Planning, NYSDEC, Audubon Society , Recreational Trails			
5	Encourage the development of recreation related businesses such as boat livery, tackle shops, and sporting goods along the Black River.			✓	✓	✓	On-going	X	County Dept. of Economic Development and Planning, Merchants Association, Chamber , LCIDA			
6	Support and participate in implementing the Bicycle Master Plan for the Adirondack North Country, specifically those items pertaining to Lewis County.	✓					On-going		County Dept. of Economic Development and Planning, bicycle advocacy groups , NYSDOT, County Highway Dept., Recreational Trails	See Bicycle Master Plan for specifics		Improvements include signage installation, "share the road" initiatives, and bike map production/distribution.
7	Continue to pursue rails-to-trails and rails-with-trails opportunities on the abandoned rail lines between Lowville and Carthage and between Lowville and Croghan.				✓	✓	Short-term	X	County Dept. of Economic Development and Planning, Recreational Trails , Railroad Society of Northern NY, NYSDOT, Parks and Trails NY, Genesee Valley Transportation Co., Lowville and Beaver River Railroad Co.	County funds, Transportation Enhancements Program, SAFETEA-LU		Railroad Society of Northern NY is in the process of acquiring the corridor.
8	Identify abandoned rail lines or other rights-of-way that could potentially be developed as multi-use trails.	✓					Short-term		County Dept. of Economic Development and Planning, Recreational Trails , trail user groups, NYSDOT			Preservation of rights-of-way, whether developed into trails or not, is recommended for long-term consideration of railroad service restoration.
9	Develop a county-wide year round calendar of activities, events, and things to do.					✓	Short-term		County, TAUNY, ANCA , municipalities	TAUNY, ANCA, Municipalities		



TOURISM & RECREATION IMPLEMENTATION PLAN, CONTINUED

Objective D: Provide additional infrastructure and training to enhance the recreation and tourism network.

#	Action Item	Originating From or Consistent with*					Implementation					Notes
		Comp Plan	CEDS	Blue	Black	Maple	Time Frame	High Priority	Potential Partners	Funding Resources/Strategies	Completed	
1	Develop county-wide and coordinated signage, to be installed at important gateways, crossroads, and destinations.			✓	✓	✓	Short-term	X	New County Tourism director/office , County Highway Dept., NYSDOT	County and local funds, Empire State Development Corp. funds		Current signage is not effective. Different plans suggest different themes and signage. Signage should be coordinated so that different programs and resources work together and are viewed by the public as part of one system.
2	Evaluate and develop additional trailhead parking and signage.			✓	✓	✓	On-going		County Dept. of Economic Development and Planning, County Highway Dept. , NYSDOT	County and local funds		The Blueway Trail Plan provides specific recommendations for sites.
3	Promote snowmobile and ATV trail connections into villages and hamlets that will bring riders in for goods and services.	✓					On-going		New York State Snowmobile Association , local clubs, County Recreational Trails	County staff coordinates or executes inventory and analysis, pursue funding via the Transportation Enhancements Program		Develop a prioritized list of these 'comfort' and service locations throughout the county, and then allocate funding for trail expansions and realignments according to an agreed up framework.
4	Conduct a market and product gap analysis for tourist-oriented goods and services, including lodging, within Lewis County, then develop technical assistance and workshop training sessions that will assist businesses in diversifying and filling these gaps.				✓	✓	Short-term	X	County Dept. of Economic Development and Planning , Merchants Association, Chamber, LCIDA	County funds		
5	Provide hospitality training to employees that work at tourist oriented businesses.				✓	✓	On-going		Chamber of Commerce, Merchant Association , Seasonal Business Owners			
6	Explore the feasibility of a centralized community center for the county.	✓					Long-term		Village/Town of Lowville , schools, JCC	County funds for the study, actual community center would require multiple funding sources		According to a survey by JCC, 93% of county residents support the idea of a community center, likely to be located in Lowville.
7	Support the Adirondack International Speedway's proposed expansion to a one mile track, along with additional seating capacity and amenities.		✓				On-going		Adirondack International Speedway, LCDC, Town of New Bremen	LCDC funds		May result in future tourism development such as lodging, restaurants, and other services.
8	Support the development of the Maple Ridge Center as a multi-use recreational facility.	✓					Short-term		Pratt-Northam Foundation , Town/Village of Lowville, Lowville Mennonite Church, County Fairgrounds, Lowville Academy, Cornell Cooperative Extension, Cornell University	Funding from various partners		An important project whose collective leveraging ability among potential partners is unrivaled in the county. Consideration should be given to Cornell University's utilization of the extensive stable facilities.
9	Promote the retention of public access along remaining undeveloped portions of lakes, ponds, creeks and rivers throughout the County during the site plan approval process.	✓					On-going		County Department of Economic Development and Planning, municipalities, NYSDEC			Many of the small lakes, ponds, creeks, and rivers are becoming completely privatized, diminishing the public's access for recreation and tourism.
10	Focus on the creation of additional public passive and active recreation infrastructure that will improve the health of the community,	✓					On-going	X	Municipalities, Recreational Trails, County Economic Development and Planning			
11	Encourage the development of new lodging/restaurnat facilities within the County.	✓					On-going		Municipalities, Recreational Trails, County Economic Development and Planning			



TOURISM & RECREATION IMPLEMENTATION PLAN, CONTINUED

Objective E: Ensure that recreation and tourism activities are designed to protect the environment and maintain rural community character.

#	Action Item	Originating From or Consistent with*					Implementation					Notes
		Comp Plan	CEDS	Blue	Black	Maple	Time Frame	High Priority	Potential Partners	Funding Resources/Strategies	Completed	
1	Support preservation of historic resources and traditional development styles consistent with Lewis County villages.	✓		✓	✓		On-going		Municipalities, SHPO, County Historical Society, local historic preservation organizations	Local land use regulations, Participate in SHPO's Certified Local Government program		
2	Continue to support the development of the ATV trail system, consistent with the goals, objectives, and mitigation outlined in the Lewis County Recreational Trails Plan (2007) and the Generic Environmental Impact Statement.	✓	✓				On-going		County Dept. of Economic Development and Planning, Recreational Trails , outdoor recreation clubs, municipalities, local landowners			
3	Perform an inventory of historical structures and sites within the county and coordinate with historical associations to promote and improve these assets.	✓					Short-term		Municipalities, SHPO, County Historical Society, local historic preservation organizations, County Department of Economic Development and Planning			

Objective F: Increase available funding sources dedicated to recreation and tourism.

#	Action Item	Originating From or Consistent with*					Implementation					Notes
		Comp Plan	CEDS	Blue	Black	Maple	Time Frame	High Priority	Potential Partners	Funding Resources/Strategies	Completed	
1	Maintain the bed tax and ensure that funds from this source are dedicated to tourism and recreation development that serve both residents and tourists.	✓					Short-term	X	County Legislature, lodging industry, LC Chamber of Commerce			Bed tax is currently 5% and goes directly into the general fund, providing no direct benefit to those who charge it or the tourism industry in general.
2	Evaluate methods to initiate a fee system for motorized trail use. Fees should go to trail maintenance and development of new recreational opportunities.	✓					On-going	X	State and local outdoor recreation clubs, County Recreational Trails	N/A		
3	Encourage municipalities to consider an impact fee on the construction of seasonal camps in rural areas, recognizing their impacts on the recreation industry. Funds from these fees should be dedicated to enhancing recreation facilities and/or their promotion.	✓					Short-term		Municipalities, Tug Hill Commission , state and local outdoor recreation clubs	Local land use regulations		