



Improve the economic vitality by enhancing the experience, image, and lifestyle of
Downtown Saranac Lake.



Mark Kurtz Photography

State of Downtown



Just over a year ago, Saranac Lake's Downtown Advisory Board came into existence with the goal of promoting – both within our community and to travelers from around the world – all things downtown.

The Village of Saranac Lake recognized the unique nature – and huge potential – of our small-town resource.

The Downtown Advisory Board comprises businesspeople from the retail, service, and professional sectors, as well as residents within the core of the village. Our goal is to be a sounding board for concerns, a promotional planning team, and at times an advocate before the Village Board on downtown issues.

The DAB is not aiming for high profile 'giant steps,' preferring to keep Downtown Saranac Lake improving steadily and organically as a district that is easy to get around, has a critical core of locally owned retail businesses, residential infrastructure, and arts and entertainment offerings.

Of course the Board has just begun to do the work with which we were charged. But for our first year, we're happy to report some good first steps. We've coordinated with a number of groups to raise the profile of our downtown spaces, from hosting outdoor movies to beautifying some less attractive areas. We've advocated for and worked with the Village to make Downtown more pedestrian and shopper-friendly. We've worked with a number of organizations to bring more activities to the center of town, and we've offered recognition to property owners, event organizers, and others to remind our neighbors of the good things happening downtown.

2015 holds a lot of promise, but also numerous challenges. We're looking forward to the new and rejuvenated businesses that will add to our village's amenities, annual events continue to grow, and new events are in development. But while there's so much exciting ahead, we will continue encouraging businesspeople, landlords, and residents to be responsible neighbors, and respect our community in ways large and small. This kind of community spirit will pay dividends now, and for years to come.

Peter Wilson
Chair
Downtown Advisory Board

DOWNTOWN ADVISORY BOARD



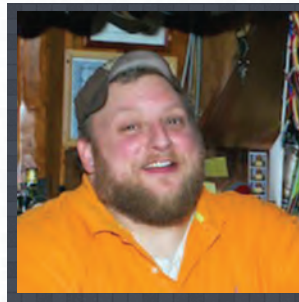
Gail Brill
Event Coordinator



Tim Fortune
Fortune Studio



Mark Coleman
Ampersound



Adam Harris
Grizle T's
Borracho Taco



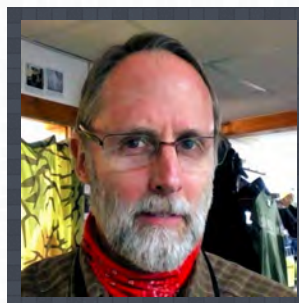
Brandon Devito
Event Coordinator



Kathy Steinbrueck
Scotts Florist
& Greenhouse



Tom Finnigan
TF Finnigan



Peter Wilson
Major Plowshares
Army & Navy Surplus

ABOUT THE DAB

OUR MISSION Improve the economic vitality by enhancing the experience, image and lifestyle of Downtown Saranac Lake.

WHO WE ARE

Formed in 2013, the Downtown Advisory Board (DAB) purpose is to make recommendations to the Village of Saranac Lake Board of Trustees regarding policies and undertake actions that support the mission statement.

To accomplish this purpose and mission, DAB adopted the four points of the National Trust of Historic Preservation Main Street Four-Point Approach as listed below:

Four Points

- Organization
- Promotion
- Design
- Economic Restructuring

Members must be a:

Downtown resident

Downtown property owner

Downtown business owner, or

Downtown event representative.

Appointments are made by the Board of Trustees.

WHAT WE DO

The DAB is engaged in dozens of projects and issues that increase the appeal of downtown to residents, employees and visitors.

The DAB has the power and is required to:

1. Act in advisory capacity in matters pertaining to issues, policies, actions that affect Downtown.
2. Assist in the planning and implementation of downtown events, promotions, beautification, fundraising, infrastructure improvements, and stimulate public interest therein; and seek cooperation of public and private entities.
3. Act as a liaison between Downtown stakeholders and the Board of Trustees.
4. Advocate for the implementation of adopted plans and policies related to Downtown.



DOWNTOWN NOW

Organization

Getting everyone working toward the same goal.

- Adopted by-laws held monthly meetings
- Created Downtown stakeholder database
- Secured corporate sponsorship for outdoor movie series
- Published Downtown Annual Report

Promotion

Marketing our unique Downtown to shoppers, investors, new businesses, and visitors.

- Downtown banners with logo
- Outdoors Movie Series
- Summer Concert Series
- Downtown Appreciation Certificate
- Expanded social media campaign:
 - 3,559 likes on Facebook
 - 807 followers on Twitter
 - Created Instagram Account
 - Redesigned website

Design

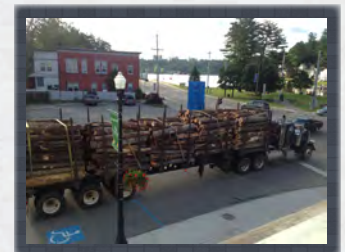
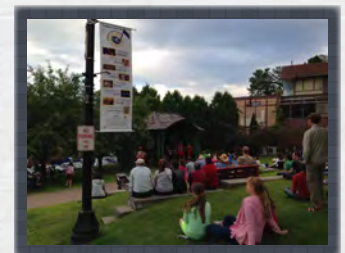
Getting Downtown into top physical shape.

- Provided technical assistance to development of signage wayfinding plan
- Successfully lobbied for local laws:
 - prohibiting large trucks on Main Street and Broadway
 - prohibiting first floor apartments on Main Street and Broadway
- Carried out a 'tactical urbansim' beautification project in Pontiac parking lot

Economic Restructuring

Keeping Downtown competitive

- Established partnership with Saranac Lake Local Development Corporation



DOWNTOWN LATER

DAB'S GOALS FOR 2015...AND LATER

- Officially welcome all new businesses
- Create an available property inventory
- Publish available property database on website
- Business recruitment to fill vacant storefronts
- Develop financial structures to help downtown entrepreneurship growth
- Undertake a "tactical urbanism" pedestrian enhancement project
- Accelerate fundraising for movie and concert series
- Expand downtown concert series
- Design/ Sign ordinance review
- 'Storefront Design' workshop series
- Create 'Design Guidelines' booklet
- Streetscape improvement plan

Make it Shine!

Here are a few things we can all do...
 Beautify with window boxes or flower pots.
 Clean your sidewalk in winter and summer.
 Keep your windows clean.
 Pick up litter as you walk the streets.
 Excellent customer service.
 Engage with visitors and offer directions and suggestions for fun, places to visit, etc.
 Create an interesting window display.
 Hand out dog poop bags to customers with dogs.
 Know your neighbor shop owners.
 Attend a meeting of the Downtown Advisory Board.
 We meet on the first Tuesday of the month
 at 8:30am at Blue Moon Restaurant
 Smile!

COMING 2015...

Hotel Saranac



Fiddle Head Bistro



Origin Coffee Co., Grateful Toad

and more!

WHY DOWNTOWN MATTERS

Downtown is a symbol of

- Local quality of life
- Community economic health
- Community pride
- Community history

Downtown represents independent businesses which

- Support local families
- Support local community projects
- Keep profits in town

Downtown is a vital recruiting tool for new businesses, residents and employees.

Downtown is a major employer.

Downtown infrastructure is a major public investment.

Downtown revitalization protects property values in surrounding residential neighborhoods.

Downtown rehabilitation work stimulates the local economy.

Downtown serves as a central public space for the village.

Downtown is a tourist attraction, with its unique architecture and history.

Downtown is where the arts and culture thrive.

Downtown is the heart of our community.



DOWN
TOWN
SLADK

REASONS TO LOVE DOWNTOWN

walk the riverwalk
view the dickert wildlife collection
ride the adirondack carousel
tour the historic saranac lake museum
borrow a book from the library
have a picnic in riverside park
play in william morris playground
peruse the downtown galleries
grab a bite to eat -
at one of our many great eateries
appreciate a downtown -
untouched by chain stores
paddle down the saranac river
cast a line for trout, walleye and pike
go bowling or sing karaoke
watch an outdoor movie in the park
listen to live music
hit the saturday farmers' market
walk to mt baker trailhead -
for a short hike with a great view
reconnect with people
& nature all at once

DOWNTOWN EVENTS

ATTENDANCE
2014

FIRST NIGHT SARANAC LAKE	<i>Downtown</i>	1,500
WINTER CARNIVAL	<i>Downtown</i>	10,000
CABIN FEVER FILM FESTIVAL	<i>Downtown</i>	120
DAFFEST	<i>Riverside Park</i>	800
FARMERS' MARKET	<i>Riverside Park</i>	10,000
ART WALK	<i>Downtown</i>	1,200
OUTDOOR MOVIES	<i>Berkeley Green</i>	250
SUMMER CONCERT SERIES	<i>Berkeley Green</i>	400
FARM TO FORK FESTIVAL	<i>Riverside Park</i>	2,000
HOBOFEST	<i>Union Depot</i>	1,500
ADIRONDACK PLEIN AIR FESTIVAL	<i>Downtown</i>	500
ADIRONDACK CAROUSEL	<i>Depot Street</i>	18,000
SARANAC LABORATORY MUSEUM	<i>Church Street</i>	2,400
HISTORIC WALKING TOURS	<i>Downtown</i>	350
ADIRONDACK SCENIC RAILROAD	<i>Union Depot</i>	14,000



DOWNTOWN MAP

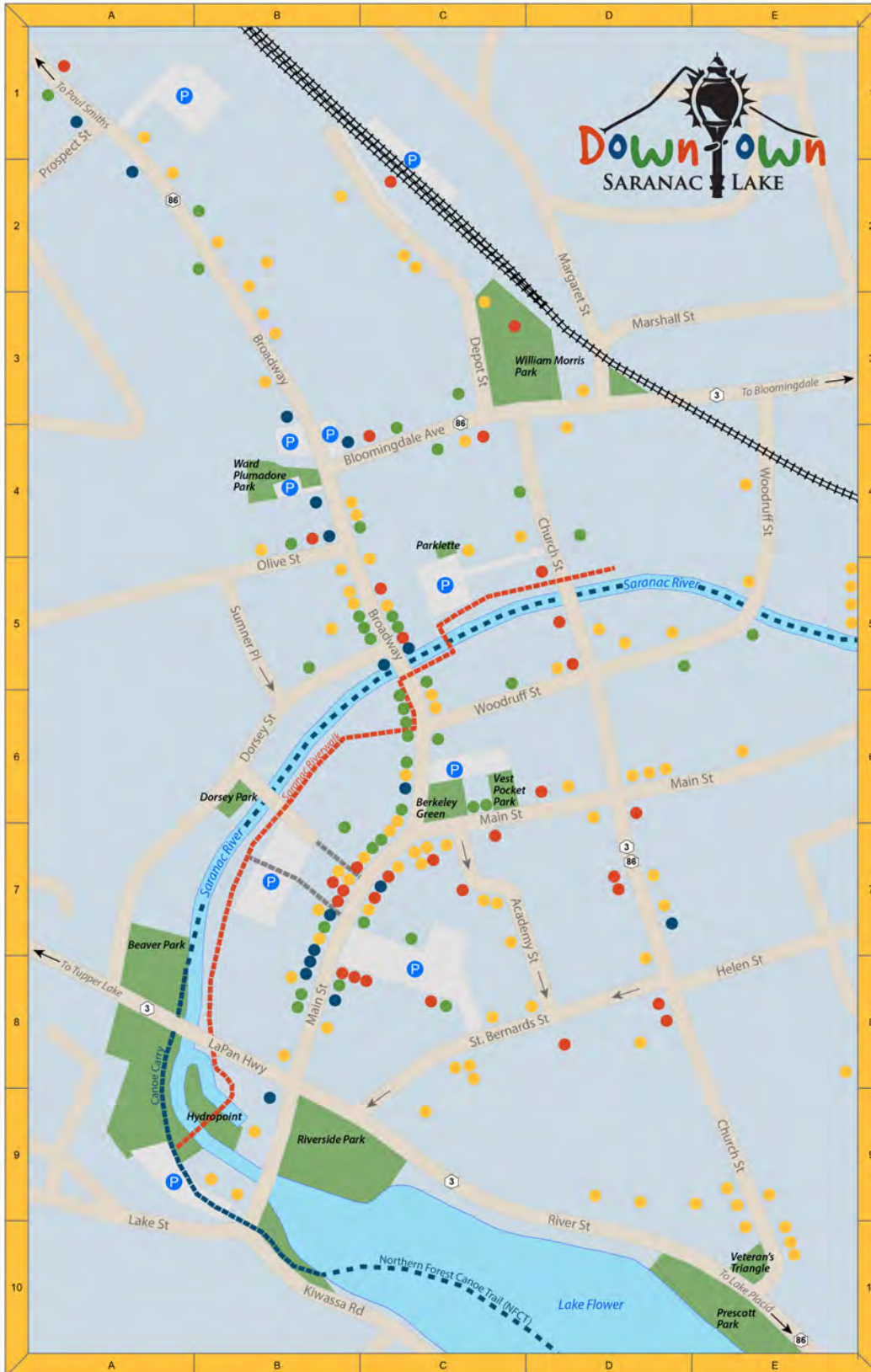
SHOPS



RESTAURANTS & BARS



SERVICES



ART, ATTRACTIONS, BANKS, CHURCHES, HOTEL, ORGANIZATIONS

DOWNTOWN BUSINESSES

173

Downtown has approximately
173 businesses

85

Services

40

Shops

17

Restaurants/
Bars

8

Organizations

7

Art Galleries

6

Churches

5

Banks

4

Attractions

1

Hotel

Blue Line Sports

10

Two Horse Trade
Company

15

Saranac Lake
Community Store

3

Lake Flour
Cakery

18

Wendy's
Christian Bookstore

33

Waterhole

44

Historic
Saranac Lake

34

Fortune Studio

20

Main Street
Exchange

8

T.F. Finnigan

91

Rice Furniture

68

Geomatics Land
Surveying

20

Adirondack Artists
Guild Gallery

18

Scott's Florist
& Greenhouse

33

DJ's Rustic
Restaurant

27

Moose Maple
Books & More

1

McSweeney
Orthodontics

12

Edward Jones
Investment

14

NorthWind
Fine Arts

3

Major Plowshares
Army & Navy

17

LONGTIME BUSINESSES

|Years they've called downtown Saranac Lake their home|

DOWNTOWN LIVING

876

Downtown has approximately
876 residents

588

There are 588 Downtown
housing units.

84%

Downtown housing is at
84%

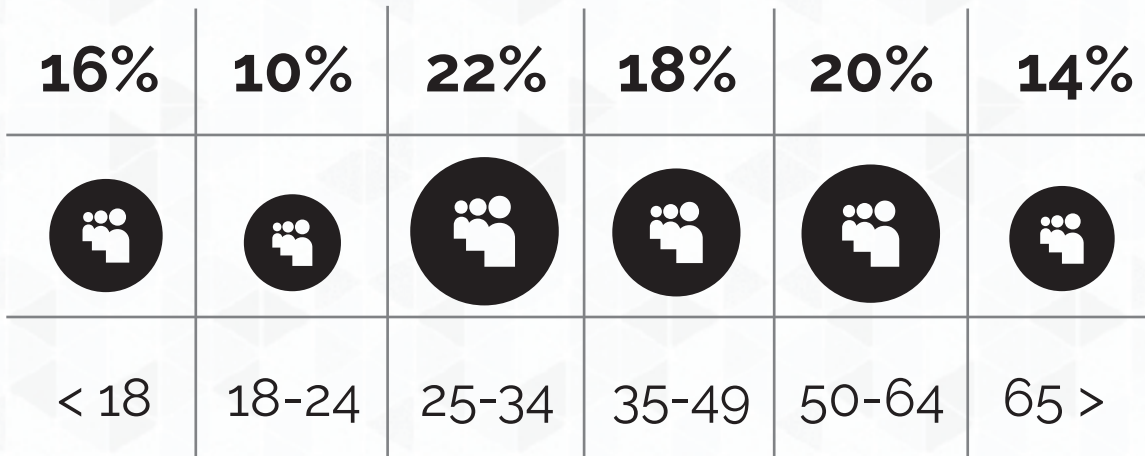
\$613

The average monthly downtown housing rent

DOWNTOWN RESIDENTS

AGE

Downtown residents' median age is **36**



INCOME

Median household income **\$30K**

31% of residents 25 + years of age have a **Bachelor's degree or higher.**

2%

Bike to Work

14%

Walk to Work

5%

Work from Home

www.DowntownSaranacLake.com



www.twitter.com/DwtN_SaranacLake



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