



The Village of
Saranac Lake
New York

Arts and Cultural Master Plan

Community Meeting

January 10, 2018

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Industries

Agenda

- I. Share Cultural Master Planning Process
- II. Share Cultural Plan Research Findings
- III. Share Draft Recommendations
- IV. Next Steps



Arts and Cultural Master Plan Progress Scope

Phase I

Situation Analysis

- Background Review
- Kick-off Meeting
- Stakeholder Interviews
- Phase I Report

Phase II

Listening and Understanding

- Market Analysis
- Patron File Analysis
- Community Survey
- Facility Analysis
- Visioning Workshop
Defining Success
- Update Report – Phase II
Presentation

Phase III

Arts and Cultural Master Plan

- Draft Recommendations
- Community Meeting
- Draft Master Plan
- Presentation of Master Plan

Primary Objectives for Today's Meeting

- Share Draft Recommendations
- Receive Community Feedback
- Discuss Next Steps



Next Steps

- Consider Community Feedback on Recommendations
- Create Implementation Plan
 - Add the strategies, responsible parties, needed resources, and measures of success for each recommendation
- Complete Draft Arts & Cultural Master Plan
- Final Presentation

Arts and Culture in Saranac Lake



The Dance Sanctuary



Third Thursday Art Walks



Saranac Laboratory Museum



Adirondack Artists Guild
Gallery



Small Fortune Studios

Process

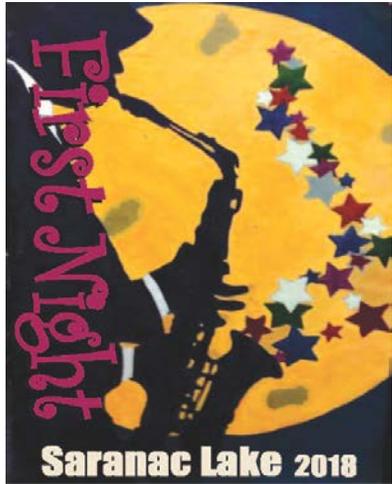
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The diverse range of arts and culture encompasses traditional and non-traditional genres

Music



Visual Arts



Healing Arts



Quilting



Literary Arts



Heritage



Dance



...and more!

Village of Saranac Lake Arts and Cultural Master Plan Vision Statement

Vision

Instilling Village pride, historic Saranac Lake supports thriving arts, cultural, and community institutions, in an all-inclusive environment that fosters the creative economy, downtown revitalization, and a myriad of diverse year-round offerings within outstanding natural surroundings.

Phase I Situation Analysis

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Partnerships, support, and collective engagement were key themes

The following themes emerged in Phase I research:

- **Partnerships** between arts organizations and local organizations, businesses, and people
- **Funding** support for individual artists, arts organizations, and arts facilities
- Optimization of existing arts and culture **facilities**
- Community **engagement** through the arts
- **Visitor** opportunities and experiences
- Arts and cultural **offerings year-round**; sufficient offerings during the winter months

Phase II

Listening and Understanding

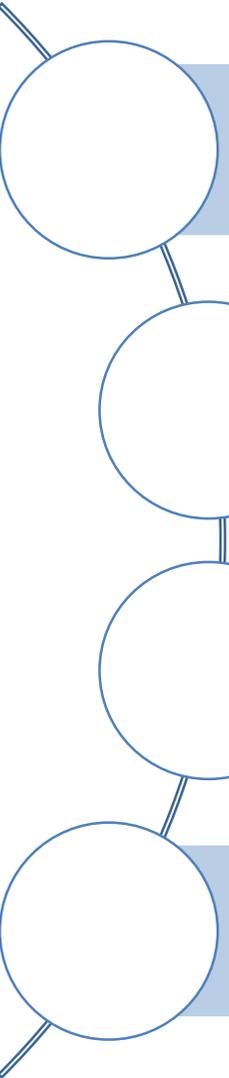


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Market Research



The Village's cultural marketplace is vibrant and may utilize community feedback to continue to improve



Arts and Culture are recognized as **vibrant additions** to the Village and vital **economic drivers**.

Music, theater, visual arts, and movies represent highest interest and attendance. **Comedy, culinary arts, and literary arts** represent unmet demand.

Stakeholders appreciate the **high quality** of local artists – **facilities may be enhanced or renovated** to best suit artists' needs.

Internet and social media drive arts and cultural awareness – encourage increased usage of an **online activity calendar**.

Facility Analysis

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The facility analysis assessed the current condition of performing arts spaces in the Village

- Conducted by Fisher Dachs Associates (FDA)
- Written survey distributed to venues
- Review of materials (tech riders, plans, etc.) from each venue
- Facility tours and leadership meetings
- **A detailed Facility Analysis Report was produced**
 - The report included current activities, quantity of programs, quantity of performances, state of the facility, planning performance spaces, audience areas, and back-of-house, disabled or limited mobility access, and technical systems.

The Village has an abundance of facilities, but updates and enhancements are required

Facilities

- There are an **abundance of facilities** for a community of this size.
- Many spaces support a wide variety of programming; these **multi-use spaces** are valuable community assets, but **do not always support the physical needs** of performance.
- Facilities should be constantly working to **improve overall accessibility** for persons with permanent and temporary disabilities.
- Suitable **rehearsal spaces, performer support spaces, and administrative spaces** are limited.
- **Systems and technology enhancements** are needed to make facilities welcoming and accessible to the modern public as well as efficient to upkeep and maintain.

Arts and cultural activity is vibrant with much opportunity to flourish

Programming

- There is a significant amount of **live music** in the area; the diversity of venue type and size seems appropriate to the acts that are being booked.
- **Dance programs** are currently education-oriented with a limited number of presentations.
- **Pendragon** appears to have the greatest challenges from a facilities standpoint. The existing facility may have served the organization in the past, but it is now holding back this growing company.
- The addition of the **renovated Hotel Saranac** to the local inventory will increase opportunities.

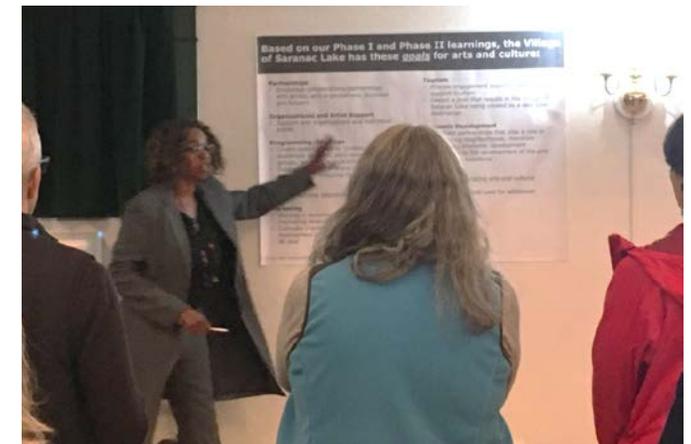
Visioning/Success Workshop



Funding, marketing, and engagement are important points of focus

Focal Points Articulated:

1. Locate funding opportunities
2. Develop a dynamic, Village-focused marketing strategy
3. Create a sense of “destination”
4. Foster interest among future generations



Learnings

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Comprehensive research illuminates multiple paths to success

Market Research

- Greatest interest in **music, theater, movies, and visual arts**
- **Comedy, culinary, and literary arts** are in demand
- The Village's trade area has fewer households with children and is expected to experience a **population decline**
- **Socioeconomic statuses** of potential constituents vary

Stakeholder Interviews

- Themes
- **Partnerships** between arts organizations and local organizations, and individuals
 - Support for **individual artists**
 - **Funding** opportunities for individual artists, arts facilities and arts organizations
 - Optimization of existing arts and cultural **facilities**
 - Community **engagement** through the arts
 - **Visitor** opportunities and experiences
 - **Arts and cultural offerings** year-round

Facility Analysis

- Facilities are in need of enhanced systems and **technology**
- **Rehearsal space** is **limited** and many facilities have insufficient office space
- Several facilities lack reasonable venue **amenities** and **accessibility**
- **Steady growth** in **attendance reports**
- Natural **environment** competes with arts and cultural activity

Visioning/Success Workshop

- Priorities for the arts and culture plan include **funding** opportunities, **marketing** strategy, and **destination** planning
- **Opportunities** include increased partnerships, coordinated volunteer efforts, and incorporating outdoor assets with arts & cultural activities
- Key measures of success include:
 - Downtown **revitalization**
 - Fully utilized **facilities**
 - Increased number of **artists/organizations**

Phase III Arts and Cultural Master Plan

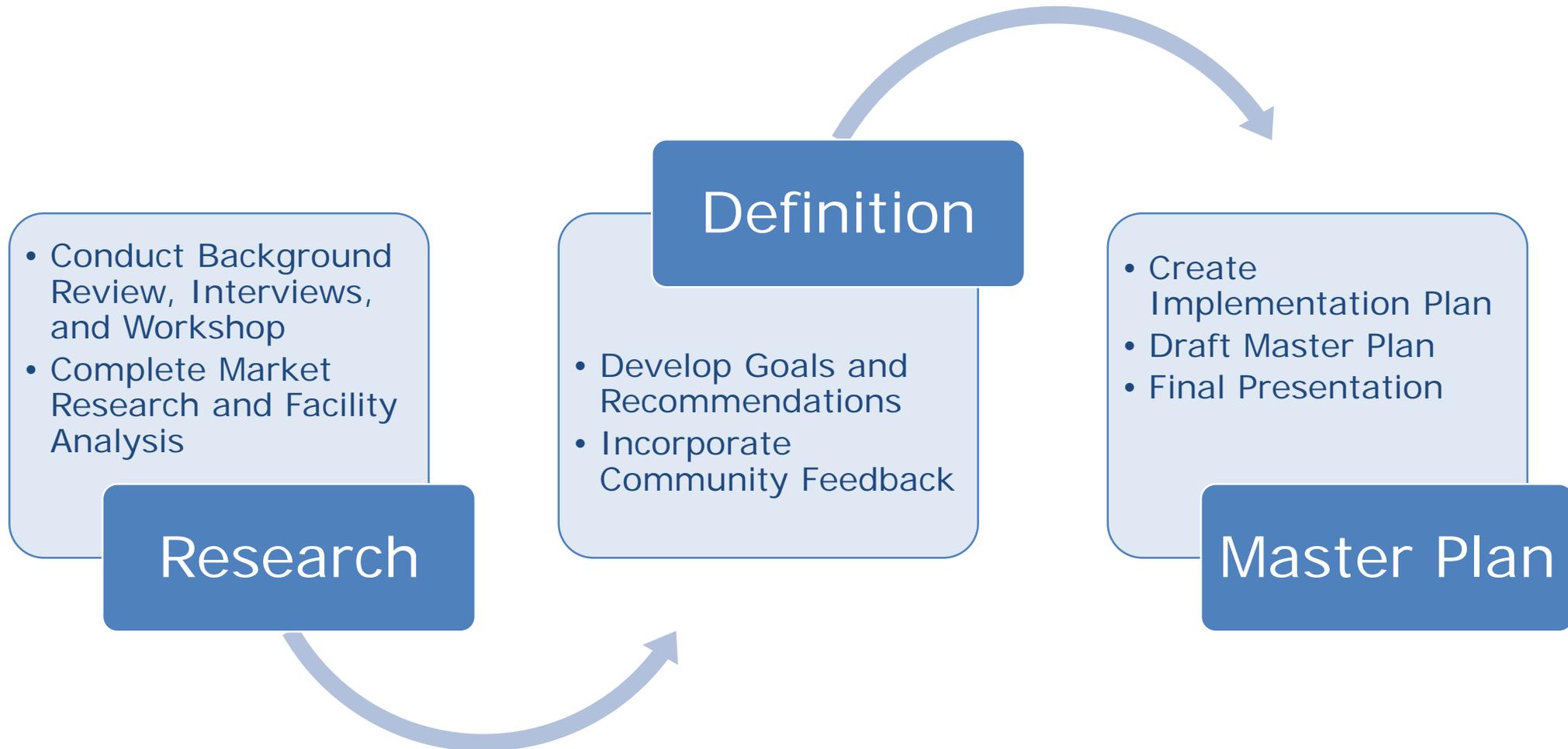


The Village of Saranac Lake Arts and Cultural Master Plan

A scenic view of Saranac Lake with buildings and mountains in the background. The image is in grayscale and serves as a background for the text.

**Where Celebrated Cultural Arts
+
Exceptional Natural Beauty Converge**

From Here to There



Based on comprehensive research, 5 dynamic goals emerged

Arts and Cultural Community Engagement



Master Plan Funding Acquisition



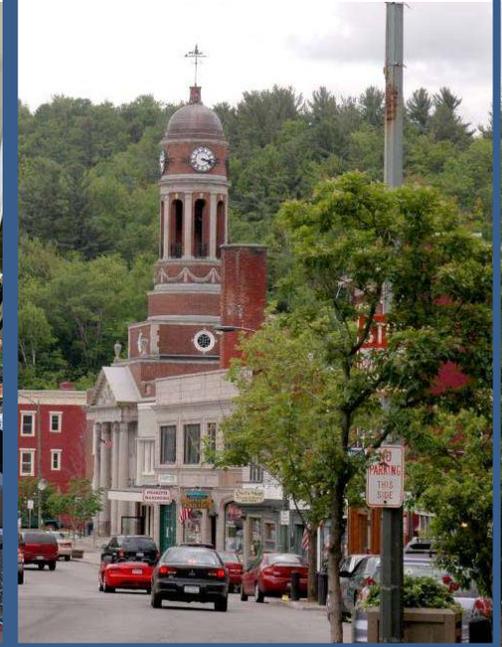
Targeted Arts Marketing Campaign



Organizational and Artist Support



Arts and Culturally Driven Economic Development



The Implementation Plan will serve as a roadmap for achieving Master Plan Goals

Goal: Arts and Cultural Community Engagement

Recommendation	Strategy	Resources Needed	Responsible Party	Timeline	Measures of Success
Expand arts and cultural offerings to meet demand	Infuse public art into the natural environment: art in ski slopes	<ul style="list-style-type: none">• Art materials (food coloring, large brushes, sleds)• Volunteers	<ul style="list-style-type: none">• Village of Saranac Lake• Winter Sports Entities	Short Term	<ul style="list-style-type: none">• National/international media coverage• Trip Advisor raves• Easy access to arts and culture• Input and participation from locals who have not previously been involved in arts/culture• Growth of unique happenings and events

Goal 1: Arts and Cultural Community Engagement

- a. Identify a Master Plan Implementation Committee
- b. Expand arts and cultural offerings to meet demand
- c. Increase arts education programming
- d. Institute an Arts and Business Consortium to define potential collaborative opportunities



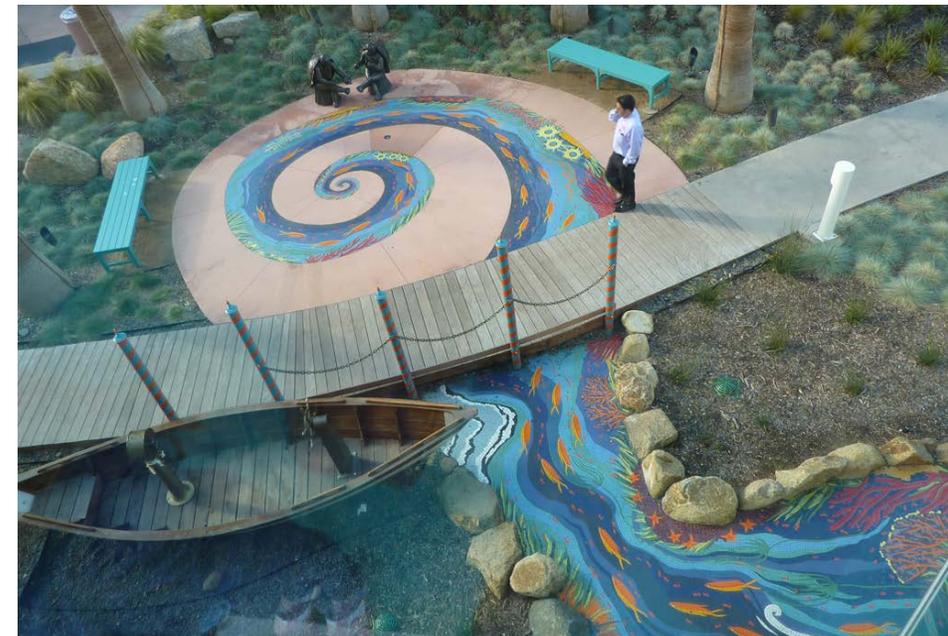
Goal 2: Master Plan Funding Acquisition

- a. With new bed tax funds, request delegation of a portion of the tax for the Master Plan Implementation and ongoing support
- b. Apply for NYSCA, foundation, and corporate support
- c. Propose downtown revitalization projects that include arts and culture initiatives
- d. Encourage seasonal homeowner patronage and financial support



Goal 3: Targeted Arts Marketing Campaign

- a. Create a centralized “Arts and Culture in Saranac Lake” website
- b. Visually brand the Village as an arts and cultural “destination” through strategic public art projects
- c. Incorporate Place Branding as a means of marketing outreach
- d. Establish unified social media branding
- e. Build a “Visit Saranac Lake” app featuring the Village’s arts and cultural offerings



Goal 4: Organizational and Artist Support

- a. Provide business training opportunities for arts and cultural organizations and individual artists
- b. Develop a shared arts and cultural activity calendar, utilizing existing platforms as appropriate
- c. Coordinate arts and cultural volunteer efforts
- d. Fully utilize current arts and cultural venues, and address facility inventory improvement recommendations



Goal 5: Arts and Culturally Driven Economic Development

- a. Establish a Village of Saranac Lake Welcoming Committee for visitors and second homeowners to initiate active engagement with the Village's arts and cultural offerings
- b. Creatively repurpose empty storefronts
- c. Form package deals to join arts and culture with local food, recreation, and accommodations



Partnerships will be essential to implementing recommendations and achieving goals

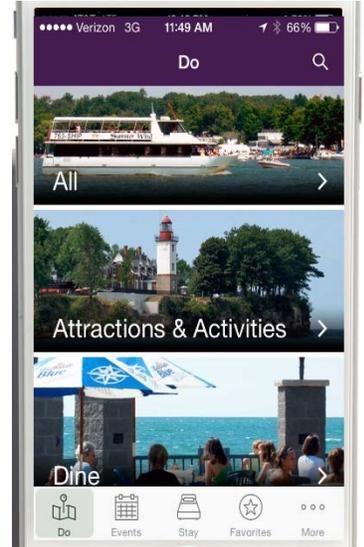


Public art and partnership recommendations position the Village to achieve exciting and attainable goals



Large-scale recommendations can generate excitement and unite the community

- “Visit Village of Saranac Lake” App
- “A Day in the Life” – Interactive Arts Day
- Pendragon renovation or relocation to downtown could be beneficial
- Artist Incubator Space



Certain items did not arise as problem areas for the Village of Saranac Lake

Items that did not arise:

- Ticket prices
- Missing arts and cultural genres
- Need for additional arts and cultural venues
- Lack of year-round arts and cultural activities



Next Steps

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Next Steps

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Success

