



MEMO

To: Jamie Konkoski (Village of Saranac Lake Community Development Director)
From: Lynette Turner and Brynn Elcock, AMS Planning & Research
Date: 1/12/17
Re: Village of Saranac Lake Arts and Cultural Master Plan Goals and Recommendations

Goals

Based on our background review, stakeholder interviews, market research, visioning/success workshop, and industry knowledge and experience, AMS identified five Village of Saranac Lake Cultural Arts and Master Plan goals. The goals are listed below in order of priority.

1. Arts and Cultural Community Engagement
2. Master Plan Funding Acquisition
3. Targeted Arts Marketing Campaign
4. Organizational and Artist Support
5. Arts and Culturally Driven Economic Development

Recommendations

Using these five goals as a framework, AMS drafted a list of what we ascertain to be realistic and actionable recommendations that are in alignment with the goals. The recommendations are grounded in the research undertaken in Phases I and II, and were refined based on the committee's feedback.

1. Arts and Cultural Community Engagement

1. Identify a Master Plan Implementation Committee
2. Expand arts and cultural offerings to meet demand
3. Increase arts education programming
4. Institute an Arts and Business Consortium to define potential collaborative opportunities

2. Master Plan Funding Acquisition

1. With new bed tax funds, request delegation of a portion of the bed tax for Master Plan Implementation and ongoing support
2. Apply for NYSCA, foundation, and corporate support
3. Propose downtown revitalization projects that include arts and cultural initiatives
4. Encourage seasonal homeowner patronage and financial support

3. Targeted Arts Marketing Campaign

1. Create a **centralized “Arts and Culture in Saranac Lake” website**
2. **Visually brand the Village as an arts and cultural “destination”** through strategic public art projects
3. Incorporate Place Branding¹ as a means of marketing outreach
4. Establish unified social media branding
5. **Build a “Visit Saranac Lake” app featuring the Village’s arts and cultural offerings**

4. Organizational and Artist Support

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

5. Arts and Culturally Driven Economic Development

1. 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
2. Creatively repurpose empty storefronts
3. Form package deals to join arts and culture with local food, recreation, and accommodations

¹ Place branding (including place marketing and place promotion) is a new umbrella term encompassing nation branding, region branding and city branding.^[1] Place branding is the process of image communication to a target market.