THE ADIRONDACK CLUB AND RESORT

RESORT DEVELOPMENT IN A PROTECTED PLACE
JESS COLLIER

- Previously: reporter at the Adirondack Daily Enterprise
- Current: communications manager at the Regional Office for Sustainable Tourism
THE ADIRONDACK PARK
TUPPER LAKE
ABOUT TUPPER LAKE

- Local economy:
  - First grew up around lumber operations in 1800s
  - Now mostly state jobs at local facility for people with developmental disabilities
  - Strategic plans from the 1990s and early 2000s call for more diversification of economy through private enterprise, to be achieved through increased emphasis on tourism
ABOUT TUPPER LAKE

- Strong divide between “environmentalists” and “property rights advocates”
- Winter tourism was focused around Big Tupper Ski Area, which closed for about 10 years
**Tupper resort could quadruple village tax base**

**By BRITTANY BOMBARD**
Enterprise Staff Writer
and PETER CROWLEY
Enterprise Managing Editor

**TUPPER LAKE**
Developer Michael Foxman unveiled detailed plans Thursday for The Preserve at Tupper Lake, a four-season resort anchored at the former Big Tupper ski area site.

Foxman predicted the resort would quadruple the village of Tupper Lake’s tax base, currently $97 million, if the village annexes it — a distinct possibility, he indicated.

Foxman was the keynote speaker Thursday at the Adirondack North Country Association’s 50th anniversary celebration. Before a packed, invite-only luncheon at the Park Smokehouse, Foxman and representatives of the LA Group, a Saranac Springs-based consulting firm designing and engineering...
THE ADIRONDACK CLUB AND RESORT
A PLAN TO REVITALIZE TUPPER LAKE

- Overhaul and reopen ski slope
- Sell luxury homes to wealthy second-home buyers from NYC and other metro areas
- Build about 650 luxury housing units, plus a hotel, spa, equestrian center, marina, etc. - more than 300 buildings over 6,235 acres
Exhibit HD 40
Aerial Perspective Drawing - Alternative #1
Viewing Southwest Toward Base of Ski Area
Adirondack Council
April 12, 2011
TENSION
THE ACR BECOMES CONTROVERSIAL TOPIC

Preserving the natural environment vs. economic development
AND THAT LEADS TO...

- Lawsuits!
- Developers, state vs. Sierra Club, Protect the Adks and nearby landowners sue to overturn the APA permit decision
- PR wars
STEPS TAKEN

- APA held hearings and public comment sessions
- Closed-door mediation and adjudication process
- Developers added mitigation efforts
  - green lighting and building materials
  - preserving 4,000 acres of forest
- APA required other research to be done before parts of permit allowed
THE RESORT IS STILL IN THE WORKS BUT...

• Developers say inquiries about investing in village

• Golf great Greg Norman has partnered with developers on a marketing effort

• Tupper Lake’s main street area has seen revitalization

• Tupper Lake contracted with ROOST to market itself to potential visitors
NEXT STEPS

WORK ON MARKETING TUPPER LAKE AS A GREAT PLACE TO VISIT!
ADVICE
FOR THE NEXT TIME AROUND

• Do the research ahead of time
• Work with local planning agencies when creating plans
• Approach interested parties beforehand and find ways to work with them
THANK YOU!