NEW YORK

SARANAC LAKE 6ERS

MAYOR CLYDE RABIDEAU
VILLAGE OF SARANAC LAKE
Hello and/et bonjour

Northern Forest Regional Symposium

Northern Forest Center
Thriving Communities & Healthy Forests

Saranac Lake 6er
The award-winning “Saranac Lake 6er” Program
The Real Topic of this Presentation is a Challenge:

Looking at your Community
A different Way;
A new Way;
An Entrepreneurial Way
I am
Clyde Rabideau
Mayor of Saranac Lake, New York
Since 2010

I was also Mayor of Plattsburgh
From 1990 through 1999
Where is Saranac Lake, the most populous community in the Adirondacks?
Saranac Lake
The Capital of the Adirondacks

Photo courtesy of Mark Kurtz
A Sustainable Hamlet

• The Village of Saranac Lake is the Capital of the Adirondacks. It is where good land use planning contemplated by the founders of the Adirondack Park Agency comes together with incredible natural resources and a vibrant community. We represent the best potential of Adirondack communities for human development in Hamlet areas - a goal of the Adirondack Park plan.

• Unlike most other Adirondack hamlets, our population grew in the last census and we are now leveraging our resources for future sustainable growth. Saranac Lake can be a template for the Adirondack's sustainable future.
Economic Development

To maintain and create jobs, the Village...

- **Established a Biotech Cluster** by providing space to Active Motif and Myriad RBM less than 2 miles from Trudeau Institute

- **Is seeking to grow the Village** through annexation of American Management Association

- **Created a Local Development Corporation**

- **Supporting our existing institutions** including AMA, Trudeau Institute, St Joseph’s, NCCC and Adirondack Medical Center
# Profile

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<th>V. Saranac Lake</th>
<th>New York</th>
<th>United States</th>
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<td>Population</td>
<td>5,406 (5,041)</td>
<td>19,378,102</td>
<td>308,747,508</td>
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<td>Median Age</td>
<td>39.6 (37.6)</td>
<td>38</td>
<td>37.2</td>
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<td>% Bachelor’s Degree or higher</td>
<td>35 (27.6)</td>
<td>32.5</td>
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<td>Mean Travel Time to Work (minutes)</td>
<td>13 (14)</td>
<td>31.4</td>
<td>25.4</td>
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<td>% Below Poverty Level</td>
<td>10.4 (13.8)</td>
<td>14.5</td>
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<td>Median Household Income</td>
<td>$39,381</td>
<td>$56,951</td>
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How is Saranac Lake known?
The coldest place in the Lower 48

The “Coolest Place” in the Adirondacks
Saranac Lake Winter Carnival Ice Palace

Photo Credit: Mark Kurtz
Winter Carnival
We “embrace” Winter!
Are you paying attention, yet? What is this?
Paddling, Pedaling and Pathing
Winter Olympians
Named: “All-American City”
Top 10 Small Towns in America
Top 10 Outdoor Destinations in America
A History of Collaboration and Community Partnerships:

Some recent Examples:

Community Store
Adirondack Carousel
Mt. Pisgah Ski Center
Dewey Mt. Ski Center
Saranac Lake Skate Park
Downtown Saranac Lake has a vibrant and attractive downtown that is a destination for local residents and visitors. The Village is...

- Implementing the National Trust for Historic Preservation Main Street Approach to strengthen downtown through organization, promotion, design, and economic restructuring
- Partnering with the Arts community to leverage the arts as an important sector of the economy.
- Individually-owned businesses
- The Community Store, Adirondack Carousel, and new restaurants are bringing more foot traffic downtown
- Seeking funding assistance through the Consolidated Funding Application to restore historic mixed-use buildings
Tourism

- The Village is surrounded by incredible water and mountain resources and is...
  - Working with partners to implement Saranac Lake’s Destination Master Plan
  - Implementing recommendations from the Saranac Bicycle and Pedestrian Master Plan
  - Leveraging hiking trail assets with the Saranac Lake 6er Program
  - Advocating for the timely completion of the Saranac Lake Wild Forest Unit Management Plan with the inclusion of Barkeater Trails Alliance recommendations
  - Building multi-use trails at Mount Pisgah
Welcome to Bienvenue à Saranac Lake
The Capital of the Adirondacks
La capitale des Adirondacks
So, what was the “inspiration” for the Saranac Lake 6er Program?

Answer: Increase Tourism

There are, of course, the
We kept it simple and took an entrepreneurial risk...

...using our “creative assets” and very little money out-of-pocket
6 Adirondack Peaks: McKenzie Mt., Ampersand Mt., Scarface Mt., Haystack Mt., St. Regis Mt., and Mt. Baker.

Mission: Introduce people to this area of the Adirondack Park.
Become a 6er

Become an official “Saranac Lake 6er” by climbing all 6 mountains on or after May 25, 2013 & sending the following information to us:

1. Date you climbed each of the six mountains
2. Time (at the summit) of the mountain you finished on
3. Your mailing and email address

Once the Village of Saranac Lake receives the correctly completed information, each finisher will be sent a confirmation letter with an official member number plus a “6er” patch and sticker. Your name will be added to the member roster. Please include $5 for postage & handling, with checks made payable to the ‘Village of Saranac Lake,’ and mail to:

Village of Saranac Lake
6er Program
39 Main Street
Saranac Lake, NY 12983
KICK OFF CELEBRATION
let the hiking begin!

May 25th
Saturday

Ready, Set, Hike!
Sign in at Berkeley Green
Sign in starts at 7AM
Hiking starts at 8AM
Celebration starts at 3PM

The Village of Saranac Lake presents the
Saranac Lake 6er™, a hiking challenge.
6 peaks, hike them all & become a 6er!

Celebrate the 1st 6er &
Hiking in Saranac Lake
Join the fun in Berkeley Green
music, 6er beer, food, games and more!

‘Saranac Lake 6er’ designed to introduce the six peaks encircling Saranac Lake:
McKenzie, Ampersand, Scarface, Haystack, St. Regis, and Baker.
For more info, please visit: www.saranaclake6er.com
What’s your vote?
It rained for the 9 days leading up to the kickoff
The Saranac Lake 6er Bell

Only those who have climbed the 6 peaks—Mckenzie Mt., Ampersand Mt., Scarface Mt., Regis Mt., Haystack Mt., and Mt. Baker—may ring the bell. Tradition has it that each finisher shall ring the bell 6 times, one for each peak, and good luck shall go to the ringer.

THE KIWASSA CURSE
Beware, for those who ring the bell—even once—having not climbed all 6er mountains. Good luck is not guaranteed as the Kiwassa Curse is upon all pretenders to the title and honor of Saranac Lake 6er.
Saranac Lake 6er

This document certifies that the following named person completed the climb of the Saranac Lake 6er peaks and is awarded their official 6er finisher number.

Stuart McCune # 200

August 13, 2013

Date of Completion

Hon. Clyde Rabideau Mayor

McKenzie 3822' 
Ampersand 3353'

Scarface 3054'
St. Regis 2874'

Haystack 2864'

Baker 2452'

www.saranlacalke6er.com
The Saranac Lake 6er Bell

Only those who finish climbing the 6er peaks--Mt. Marcy, Algonquin, Whiteface, Stratton, and Mt. Baker--may ring this bell. Tradition has it that each finisher rings the bell once, once for each peak, and good luck shall be given to the ringer.

THE KIWASSA CURSE
Beware, for those who ring the bell—even once—never ring it again. Good fortune is guaranteed to those who do not. The 6er mountains are meant only for those who have conquered them. Be wary of theKiwassa Curse and all pretenders to the title and honors.
“Catalytic” Factors

1. Natural fit….took advantage of “what was there”…...and our residents “got it.” The 6er challenge(s) fits all skill/ability groups.

2. Source of Community Pride

3. We made it fun…with the bell and Kiwassa curse.

4. Nature of climbing/hiking community

5. Social Media
“Tipping” Factors

1. The “challenging” and unusual weather for the kick-off.

2. The theft of the first “6er Bell.”

3. Filled a previously undefined identity void.
Saranac Lake 6er
This document certifies that the following named person completed the climb of the Saranac Lake 6er peaks and is awarded their official 6er finisher number.

Zachary Salkin # 1001 U
July 4, 2015
Date of Completion

Hon. Clyde Rabideau
Mayor

McKenzie 3822' 3353'
Ampersand 3353'
Haystack 2864'
Scarface 3054'
St. Regis 2864'

Saranac Lake 6er
This document certifies that the following named person completed the climb of the Saranac Lake 6er peaks and is awarded their official 6er finisher number.

Hua Davis # 1000 U
July 4, 2015
Date of Completion

Hon. Clyde Rabideau
Mayor

McKenzie 3822' 3353'
Ampersand 3353'
Haystack 2864'
Scarface 3054'
St. Regis 2864'

Saranac Lake 6er
This document certifies that the following named person completed the climb of the Saranac Lake 6er peaks and is awarded their official 6er finisher number.

Gavin Jenkins # 999 U
July 18, 2015
Date of Completion

Hon. Clyde Rabideau
Mayor

McKenzie 3822' 3353'
Ampersand 3353'
Haystack 2864'
Scarface 3054'
St. Regis 2864'
<table>
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<tr>
<th>DATE</th>
<th>PRINT NAME (If Group, Leader Only)</th>
<th>ADDRESS (Street, City, State or Province)</th>
<th>EMAIL</th>
<th>TOTAL # IN GROUP</th>
<th>LENGTH OF STAY (DAYS)</th>
<th>CHECK OUT</th>
<th>Where do you plan to go, and what trail or route will you take? (Example: Mckenzie, Ampersand, Scarface, St. Regis, Haystack, Baker)</th>
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<td>2/13</td>
<td>Hillary Ryan Ruch</td>
<td>Main St, Saranac Lake</td>
<td><a href="mailto:Hillary.Ryana@mac.com">Hillary.Ryana@mac.com</a></td>
<td>1</td>
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<td></td>
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<td>2/13</td>
<td>The Choate Family</td>
<td>391 Hosier St, Bloomingdale</td>
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<td>St. Regis</td>
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<td>12 Lincoln Club</td>
<td>Lake Placid</td>
<td><a href="mailto:lplacid@pmail.com">lplacid@pmail.com</a></td>
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<td>Caleb Strong</td>
<td>Victor, NY</td>
<td>Kerangrace@com</td>
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<td>2/15</td>
<td>Kyle Dass</td>
<td>PO Box 23, Paul Smith, NY</td>
<td>KyleDass@com</td>
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<td>2/15</td>
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<td><a href="mailto:jyevans@gmail.com">jyevans@gmail.com</a></td>
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<td>mcady@com</td>
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<td>2/15</td>
<td>George Giff</td>
<td>Canaan, NY 13617</td>
<td>gcarter@com</td>
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<td>All 6,111</td>
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</table>

Note: This register is not monitored by NYS Department of Environmental Conservation. Please register at each NYS DEC trailhead. In case of emergency call NYS DEC Emergency Dispatch at (518) 891-0235.
“Trail Day” for the Saranac Lake
The Saranac Lake 6er Bell

Only those who have climbed the 6er peaks—Mckenzie Mt., Ampersand Mt., St. Regis Mt., Haystack Mt., and Mt. Baker—may ring the bell. It is an old tradition that each finisher shall ring the bell 6 times for each peak, and good luck shall go to the ringer.

The Kiwassa Curse

Beware of the bell—even one who has not climbed all the peaks! This bell is not guaranteed to bring good luck, and it is highly unlikely that the Kiwassa Curse will be lifted. The true blessing is the completion of the Saranac Lake 6er.
Q: Who keeps the 6er Program going?

A: The same 4 people who originally “volunteered” and the 6ers themselves …along with the community’s goodwill… with social media still the crucible of discussion, information and contributions.
All we did was
(Our “Savvy” Piece of Advice):

We looked at our Community
In a Different Way;
A new Way;
An Entrepreneurial Way
What are the results of the 6er Program?

1. More tourism for our Downtown and surrounding businesses.

2. Local merchants gained the now-valuable 6er Trademark to use in their stores and marketing materials.

3. Introduced thousands to the natural assets in the greater Saranac Lake area for long-term, sustainable tourism.
In Saranac Lake... we are family.
“Saranac Lake is where workers trade briefcases for backpacks and high-heels for hiking boots.”
What’s our next challenge?

It is always the same…

(PMA)
Dream Big
Saranac Lake