



LAKES TO LOCKS PASSAGE FACT SHEET

- Established:** Lakes to Locks Passage was established in 2002 by the New York State Legislature as a New York State Byway, and in the same year received the Federal Highway Administration's premiere designation as an All-American Road.
- Management:** Lakes to Locks Passage, Inc. is a 501c3 not-for-profit corporation.
- Mission:** Further the appreciation, recognition, stewardship and revitalization of the natural, cultural, recreational and historic assets of the communities along the interconnected waterway of the upper Hudson River, Champlain Canal, Lake George, Lake Champlain, Chambly Canal and Richelieu River.
- Vision:** The vision of Lakes to Locks Passage, Inc. is of public, private and non-profit organizations working together to balance the scenic, historic, natural, cultural, recreational, and working landscape resources in harmony with community revitalization.
- Region:** The interconnected waterway of the Upper Hudson River, Champlain Canal, Lake George, Lake Champlain, Richelieu River and Chambly Canal. Six Counties in New York State: Rensselaer, Saratoga, Washington, Warren, Essex, and Clinton; and through 2005 Memorandum of Understanding, the CRE Montérégie Est in Quebec.
- Structure:** Four sub-regions -- Champlain Canal, Lake George, Lake Champlain, Richelieu Valley -- recognize the "geographical sense of place" and Local Action Committees provide a grassroots network to develop the policy, program, and product of the organization.
- Leadership:** Twenty board members, with five officers – George Hodgson, President
Two Staff: Janet Kennedy, Executive Director
Drew Alberti, Program Manager
- Goals:**
- Create a great place to live -- which is also a great place to establish a business, invest public resources, and to visit!
 - Establish a grassroots forum for voluntary inter-municipal planning and implementation of NYS Byway, waterfront and community revitalization programs.
 - Assist communities through a process of sensitivity – awareness – understanding – appreciation – participation – and finally, a commitment to the stewardship of the historic, natural, and cultural resources that are embodied in Lakes to Locks Passage, as the basis for community revitalization.
 - Unify the region's historic, cultural, natural and recreational resources to establish a world-class destination for national and international travelers.

Partners: Federal Highway Administration, National Scenic Byway Program
NYS Department of Transportation, NYS Scenic Byways and Enhancements Programs
NYS Department of State, Waterfront Revitalization and Quality Communities
NYS Canal Corporation
NYS Office of Parks, Recreation and Historic Preservation
NYS Department of Environmental Conservation
Québec-New York Corridor
Conférence régionale des élus de la Montérégie Est (CRE), Quebec
National Park Service, Erie Canalway National Heritage Corridor and Saratoga
National Historic Park
Mohawk Valley Heritage Corridor
Hudson River Valley National Heritage Area
Saratoga-Washington on the Hudson Partnership
Lake Champlain Basin Program
Seaway Trail
Mohawk Towpath Scenic Byway
First Wilderness Corridor
Municipalities and County Governments in six counties
County Tourism Promotion Agencies and local Chambers of Commerce
Numerous non-profit organizations

MANAGEMENT STRATEGIES

I. LAKES TO LOCKS PASSAGE CORRIDOR MANAGEMENT PLAN

- Defines the regional Mission, Vision, Goals and Objectives.
- Identifies the natural, cultural, recreational, historic and working landscape resources.
- Emphasis on connecting components of the waterway that shaped North American history.
- Defines the structure for multi-modal transportation -- boat, bike, walk, rail, and auto.
- Defines the sub-regional structure to allow local control and implementation of actions.
- Defines Waypoint Communities with thematic heritage centers for a “seamless” visitor experience
- The sub-regional plans identify actions for transportation, economic development, education, recreation, tourism, public places, environment and waterfront.

II. LAKES TO LOCKS PASSAGE VISITOR INFORMATION & INTERPRETATION PLAN

- Defines interpretive story through a regional theme -- Four Lives of Lakes to Locks Passage.
- Defines themes for Waypoint Communities and experiential tourism products.
- Establishes a hierarchy for visitor information and interpretation, graphic design standards to “brand” the region, templates for signs, brochures and guidebooks.
- Outlines implementation system for place based tourism and authentic experiences.
- Coordinates with education and interpretive programs of partners.

III. LAKES TO LOCKS PASSAGE MARKETING PLAN

- Focus on the interconnected waterway -- an under-promoted resource.
- Builds regional identity for location, qualities and experiences.
- Targets national and international audiences.
- Features historic anniversaries (French & Indian War, Hudson/Champlain, War of 1812).
- Improves infrastructure, programs and products for “experiential” tourism.
- Ties the natural systems, history, recreation, culture and scenic beauty together into a neat, compelling and authentic place-based tourism experience.