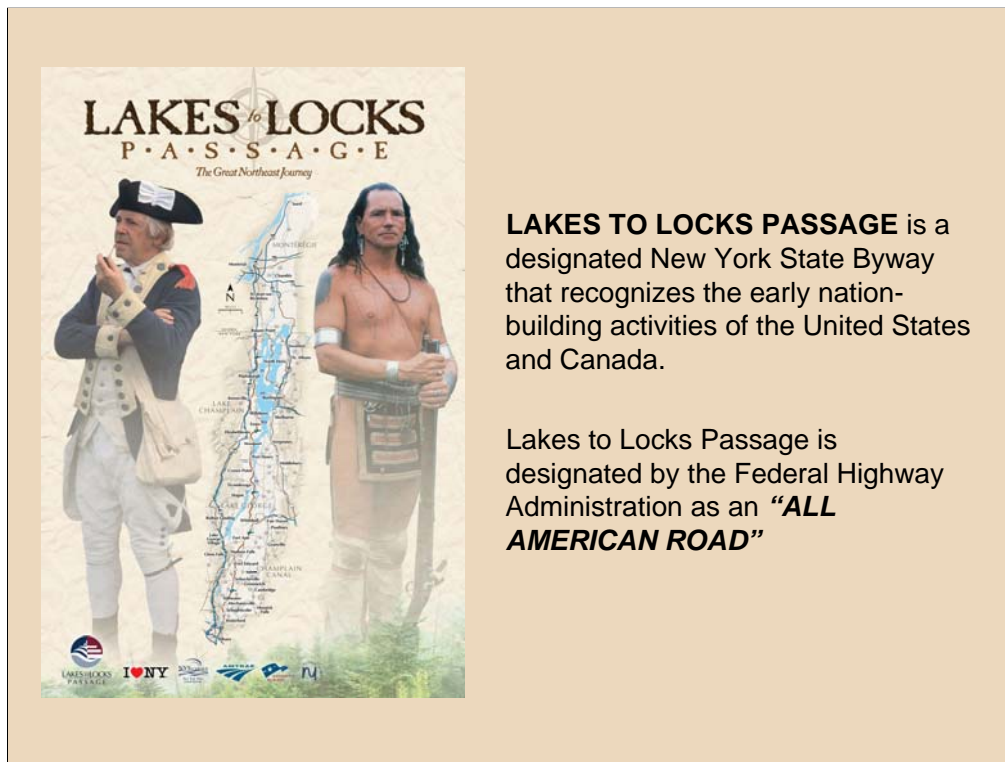




LAKES TO LOCKS
PASSAGE

THE GREAT NORTHEAST JOURNEY

Wayshowing Along Lakes to Locks Passage



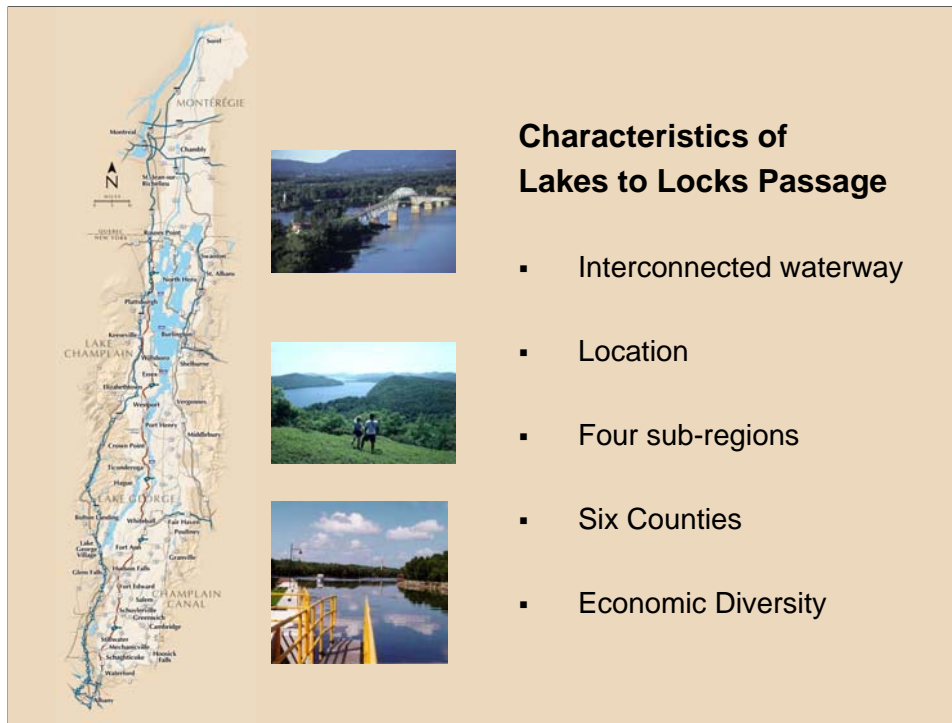
LAKES TO LOCKS PASSAGE is a designated New York State Byway that recognizes the early nation-building activities of the United States and Canada.

Lakes to Locks Passage is designated by the Federal Highway Administration as an **“ALL AMERICAN ROAD”**

LAKES TO LOCKS PASSAGE is a designated New York State Byway that recognizes the early nation-building activities of the United States and Canada.

- At the core of the Byway is the interconnected waterway consisting of the upper Hudson River, Champlain Canal, Lake George, Lake Champlain, Richelieu River and Chambly Canal.
- Throughout the Byway, history and recreation are connected to our communities. Drive the highway, boat the canals, ride the train, bike the back roads, dive through shipwrecks, sail the lakes, and walk the historic hamlets.
- Lakes to Locks Passage allows residents and visitors to understand, experience and appreciate the diverse character of the region, with increased access to the local businesses and services.

Lakes to Locks Passage has been recently designated by the Federal Highway Administration as an “All American Road.” This Federal recognition is the “cream of the crop” of America’s historic and recreational Byways, and the FHWA promotes the region to new national and international markets.



Characteristics of Lakes to Locks Passage

- Interconnected waterway
- Location
- Four sub-regions
- Six Counties
- Economic Diversity

Location

Boundaries

- North : Province of Quebec
- South : Capital region of New York (Albany)
- East : State of Vermont
- West : Adirondack region of New York

Consists of four sub-regions

- Champlain Canal /Upper Hudson River
- Lake George
- Lake Champlain
- Richelieu Valley of Quebec

Six Counties

- Clinton
- Essex
- Washington
- Warren
- Saratoga
- Rensselaer

Economic Diversity

- Proximity to major metropolitan areas – Montreal, Quebec City, New York City, Boston
- City of Plattsburgh to small Adirondack hamlets
- Urban character to extended rural areas and a working landscape

LAKES TO LOCKS PASSAGE
THE GREAT NORTHEAST JOURNEY

Streams of history flow through these valleys, reflecting "them" that continue to unfold. Be sure to visit the sites and interpretive exhibits located in the Wapagonee Communities throughout the region to track the overlapping threads of the Four Lives of Lakes to Locks Passage.

The Four Lives

- National Forces and Native Peoples** shaped the landscape and culture of the inland valleys rich with resources.
- Conflict and Settlement** led to the development, creation and preservation of unique history along the waterways.
- Corridor of Commerce** explains the trade in raw, refined, manufactured, farm products and technology that flow through these valleys.
- Magnet for Tourism** reveals the connections of historical and contemporary life.

Captures the inter-relationship between the natural and human activities that shaped our nation's history.

Designated route with a corridor defined by extent of resources that contribute to the theme:

The Four Lives of Lakes To Locks Passage

- Natural Forces & Native Peoples
- Conflict and Settlement
- Corridor of Commerce
- Magnet for Tourism

Captures the inter-relationship between the natural and human activities that shaped our nation's history.

Designated Route with Corridor defined by extent of resources that contribute to the theme – Four Lives of LTLP.

This is a region that suffered a significant economic downturn in the middle of the 20th century.

The good news – the intrinsic qualities, character and sense of place is essentially intact.

The bad news – it has a lot of work to do as a tourism destination and is vulnerable to 21st century “homogenization” of the American culture and landscape.



Communities want people to **experience** the Byway.

They want people to be out of their cars and practicing The “3 Ds of tourism”
Divert Detain Divest

Byway needs to address the “promote vs. protect” paradox

Driving the Byway not what communities want – they want them to be out of their cars, EXPERIENCE the Byway and and practicing 3 Ds of tourism – divert, detain, divest.

But need to do it in a manner that addresses the “promote vs. protect” paradox that challenges byways with a fragile cultural and natural environment.

More than 61 million people in 30 million households live within an 8 hour drive of Lakes to Locks Passage.



Located within a day's drive from North America's densest population base, the historic settlement patterns, lifestyles, heritage, and natural resources are threatened by efforts to generate economic growth and tourism promotion.

Great marketing potential, but many threats to maintaining unique qualities.



Lakes to Locks Passage Approach to Byway Management:



Create a great place to live -- which is also a great place to establish a business, invest public resources, and to visit!



Build community awareness and pride in place:

- Grassroots management
- Establish the Byway identity
- Multi-modal transportation
- Awareness and appreciation of resources
- “Waypoint Communities”
- Create products that deliver “experience” for place-based tourism

Our motto is that LTLP is: Create a great place to live -- which is also a great place to establish a business, invest public resources, and to visit!

We are not a tourism promotion agency, but we do work to create the tourism product that is marketed by others. We work to develop what is called “place-based” tourism.

This approach builds community awareness and pride in place – the basis for a stewardship of the intrinsic historic, natural and cultural resources for future generations.

By utilizing the LTLP grassroots management structure, establishing a byway identity that is pervasive throughout the corridor, multi-modal transportation, awareness and appreciation of the intrinsic resources, promotion of LTLP “Waypoint Communities” and creation of experiential tourism products, LTLP is positioned to implement community-based destination stewardship – or what some people call it: place-based tourism.

This process engages all members of the community and develops their ownership of the Byway.

Most of all, builds pride in a community – the most fundamental element in community revitalization.

WAYPOINT COMMUNITIES



- Provide a seamless experience for visitors.
- Network of cities, villages or hamlets with ability to “meet and greet the visitor.”
- Serve as thematic hub to smaller communities and attractions within the corridor.
- Identified a unique theme-based experience.
- 32 Waypoint Communities in the six counties.
- Lakes to Locks Passage identity within each Waypoint Community through signage, banners, kiosks and Heritage Center.

The bi-national quality of the region not only fully integrates the shared heritage and resources, it strengthens the appeal of the entire region as a national and international destination for travelers.

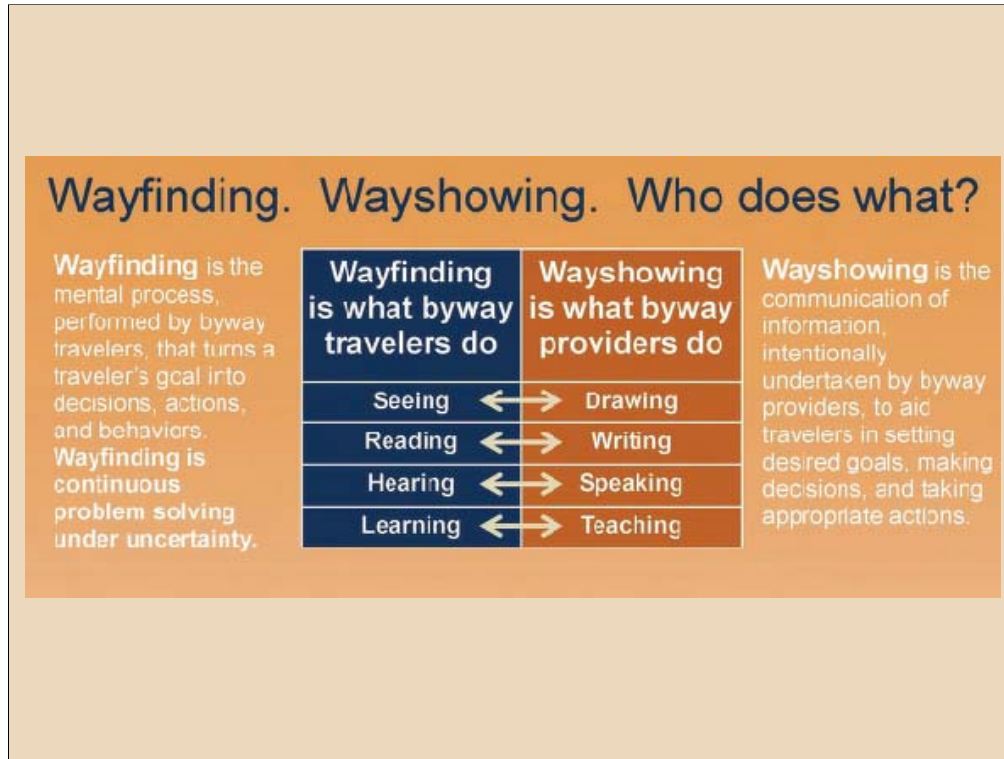
However, the size of the region, and distinct sub-regional character, creates a challenge to provide a “seamless experience” for the visitor and unify the corridor.

To address this challenge, the “delivery” of the visitor experience is through a network of communities identified as “Waypoint Communities.”

These communities are cities, villages or hamlets that have the ability to “meet and greet” the visitor. They all offer lodging, dining and shopping opportunities and are developing infrastructure for visitor information and interpretive centers, as well as multi-modal transportation connections.

Lakes to Locks Passage promotes a Waypoint Community as a thematic hub to the surrounding smaller communities and attractions.

Lakes to Locks Passage identity within each of the 32 Waypoint Community through signage, banners, kiosks and Heritage Center.

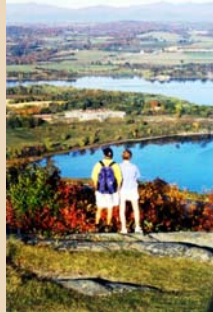


Travelers use seeing, reading, hearing and learning to make the decisions for their actions and behaviors on their trip.

A positive trip experience is one in which those experiences are well provided.

The Byway product must communicate the information through drawing, writing, speaking and teaching in an efficient and effective manner.

The Byway planner must understand where travelers will need or ask for information, and know how to provide it in a meaningful way.



VISITOR INFORMATION AND INTERPRETATION PLAN

- A theme for interpretation to unify the region as a whole.
- A structure for the delivery of visitor information and services that would unify the region.
- A framework for unified graphic design standards for branding and interpretive materials that coordinates with other programs.
- A network of multi-modal theme routes for experiential tourism.
- It embraces the elements of “Wayshowing.”

HOW do we do “wayshowing?”

LTLP is not a linear experience, it is a thematic corridor experience. There are many ways for the traveler to enter the corridor. We needed to establish an identity that is pervasive throughout the corridor.

First we developed a Visitor Information and Interpretation Plan.

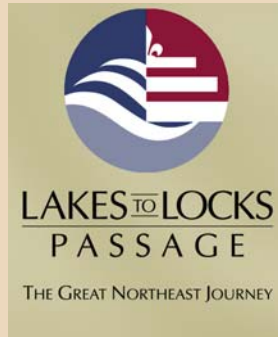
It unifies a region with a shared history, and creates a way to tell the shared story. Numerous travel books and magazines note that this region possesses an unparalleled beauty, history and "geophysical sense of place".

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DRAWING

Logo – the Primary Signature of the Byway:

- Logotype
- Symbol
- Tagline



Logotype

The name Lakes to Locks Passage links the unique stories, the historic, scenic, cultural, natural, and recreational qualities of the area and provides a shared identity for the Lake Champlain, Lake George, Champlain Canal, and Richelieu Valley regions.

Symbol

The circular mark supports the name by integrating the freeflowing water of the region's lakes and the regimented steps of the region's system of locks. An international flavor is incorporated by use of shape and color to help reinforce the geographical connection between Quebec and the United States.

Tagline

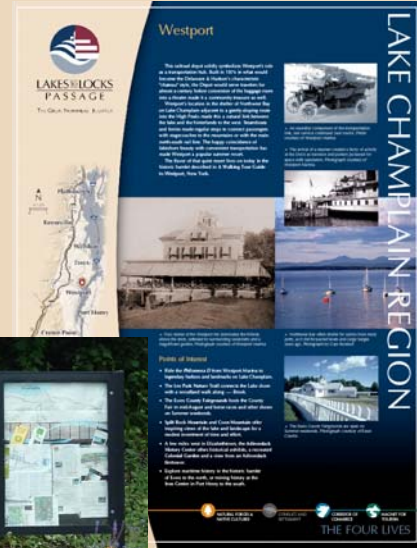
The tagline is intended to encourage excitement and exploration of a tourist "destination." The word northeast is specifically used to help communicate to potential visitors a quick sense of location within the United States.

WRITING

Visitor Information Signage



Gateway Kiosk



Waypoint Kiosk



Waypoint Community kiosks are installed in a prominent outdoor location so there is 24-hour access to information about the LTLP Waypoint Communities:

- Panel #1 – Describes the Four Lives, and map showing Waypoint Communities and four sub-regions.
- Panel #2 – Defines and describes the Waypoint Community – identify nearby sites and attractions, lead to adjacent communities.
- Optional Panel #3 – Bulletin board or panel describing local themed activity (Siege of Saratoga, LaChute River Walk).

Gateway Kiosks consist of 3 panels, and are to be installed in a prominent outdoor location so there is 24-hour access to information:

- Panel #1 – Describe the Four Lives, and map showing Waypoint Communities and four sub-regions.
- Panel #2 – Define and describe one "life."
- Panel #3 – Provide information on a storyline to "explore" -- lead to specific sites that interpret the storyline, or provide information about a Regional Theme Trail (Birding Trail, Underwater Preserves, etc.).

WRITING

Interpretive Signage (Wayside Exhibits)



Interpretive signage is sponsored by local groups and organizations to interpret a storyline and support the Regional Interpretive Plan. The exhibits are designed to tell a site-specific story or landscape feature as part of a storyline. These signs contains a direct and focused single concept.

WRITING

Maps and Brochures



The presentation of the visitor information and interpretation is unified to create a “family” of products that share the same graphic branding that was defined in the “drawing”

Sub-regional brochures reflect the sense of place for Lake Champlain, Lake George and Champlain Canal regions.

The multi-modal guides provide information on thematic routes for biking, walking and boating the Byway.

WRITING

Highway and Directional Signage



Signage within the Byway right-of-way is the most difficult for us to manage. Numerous jurisdictions and regulations make it a challenge to implement a consistent identity.

NYSDOT recently signed the designated route, but was subject to APA regulations that limit sign colors to brown and yellow, preventing the use of the logo as designed and limited the use of the Americas Byways placard.

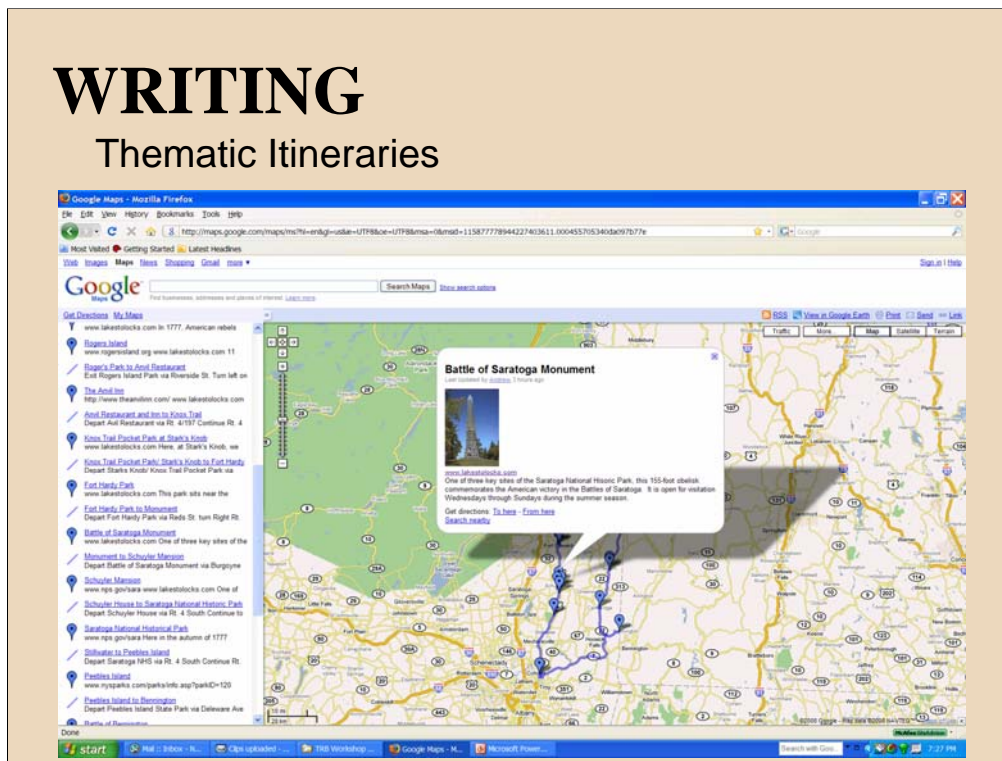
Within communities the best we can do is provide advice and perhaps a partnership for branding as shown with the Plattsburgh Auto-directional and Pedestrian wayfinding system.

With the increased usage of web-based mapping, trip planning and GPS guided traveling, roadway signage is becoming more of a comfort and branding tool rather than the key navigating tool it once was.

Control of outdoor advertising and Billboards – a huge issue. With the increased use of digital communications, they may be becoming obsolete. Advertisers are finding more cost-effective ways to target consumers.

WRITING

Thematic Itineraries



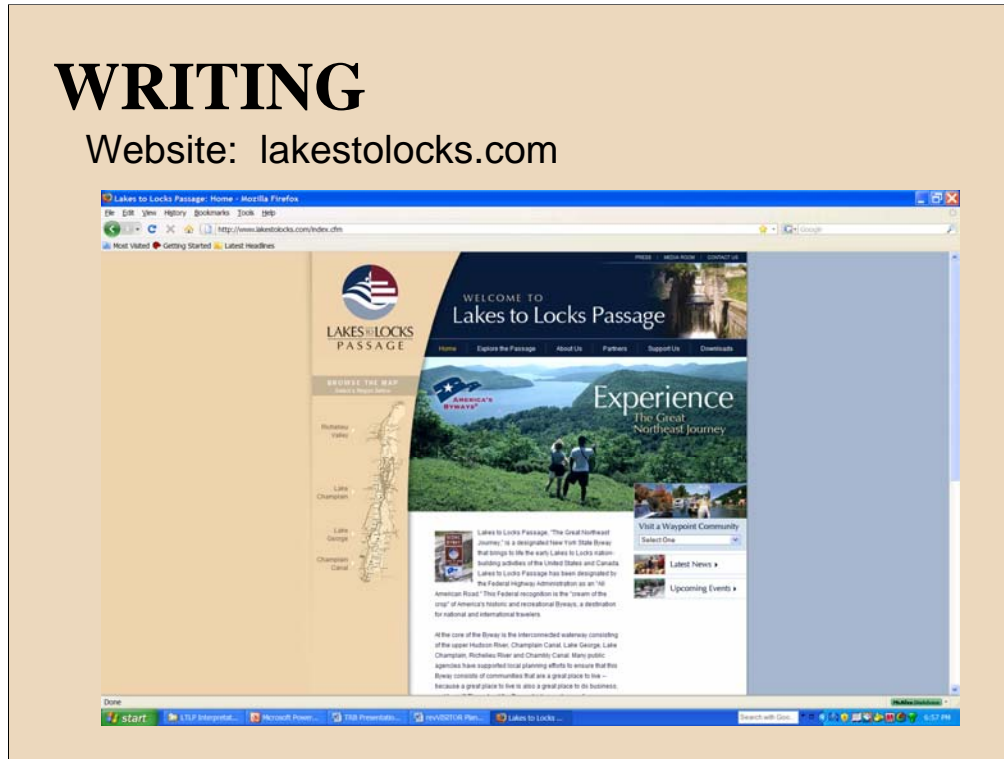
Multi-modal thematic itineraries link the sites of interest to the Waypoint Communities. Wherever possible, opportunities to interact with real people in real places for a genuine visitor experience.

This is an itinerary that we have put together with a Google map. The ability to tell the story, map the route, identify sites of interest is combined with the Google site information that shows the route in terrain and satellite views and provides information on current traffic and road conditions is putting the written story with cutting edge technology.

This form of interpretation enters into social networking. Users can provide feedback and comments on the tour, as well as post their own photographs. With increasing use of GPS and other mobile technology, digital maps and itineraries are replacing the use of traditional maps and brochures.

WRITING

Website: lakestolocks.com



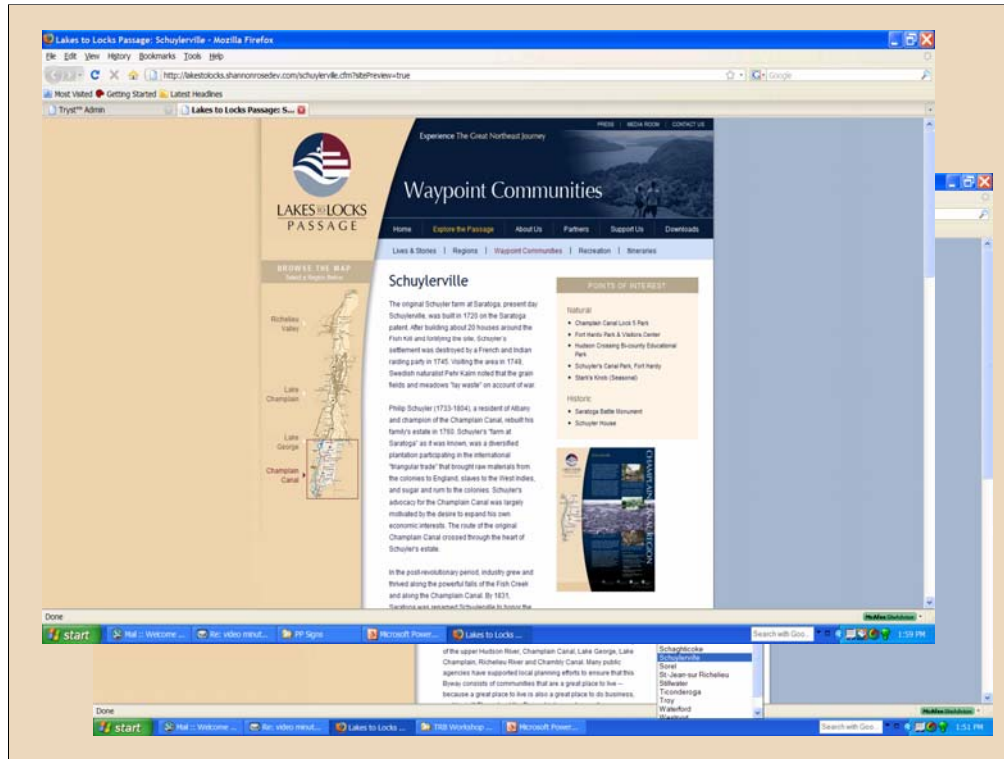
Just a few years ago websites were not considered a key part of the tools for the traveler – but that has changed dramatically.

It used to be that most people knew little about a region before they went there, and relied upon a ready supply of maps, brochures and knowledgeable locals to get to where they wanted to go.

Now the traveler has mapped their route, booked their reservations for lodging and dining, and even mapped out a day's itinerary before they have packed their bags.

Today's Byway needs to be able to make it easy for the traveler and provide that sense of comfort that they are not going to get lost, that all their needs will be provided for, and that they will have a great experience.

The new LTLP website has been designed to be more than a digital brochure, but rather the portal to an engaging experience that will entice the visitor to come, enjoy their trip, and make a return visit.



The home page features two ways to get information about the Waypoint Communities, the sites and attractions, and the interpretive stories.

On the left is a map of the region as a whole. The user can click on a regional map to see how the communities relate to each other.

Or on the right is a drop down menu that alphabetically lists each of the 32 Waypoint Communities.

Schuylerville is where we are going tomorrow on the field trip.

SPEAKING

Media Room



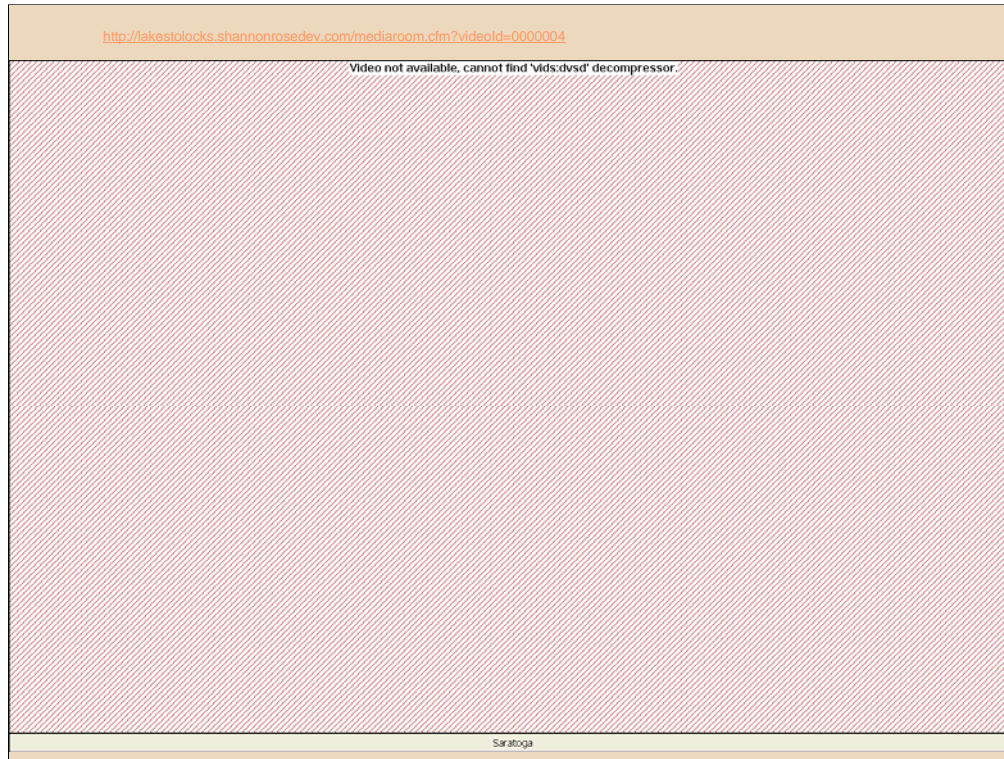
On the website is where we begin to make the transformation from written materials to the spoken experience of the Byway – in the Media Room.

Lakes to Locks Passage, Inc., in partnership with Stewarts Shops, has begun to develop a series of digital video and audio “shorts” for use in several venues – television and radio broadcast, websites, podcasts and other mobile platforms, as well as showings in Stewarts Shops.

These thirty- to sixty-second stories illustrate, in a lively and engaging manner, the stories of Lakes to Locks Passage. Some stories are based upon historical facts, some are about the landscape and culture, and a few are even legend and lore.

All are designed to capture the viewer to stop and think for a moment, engaging them in a personal way. The stories are direct and succinct, with the goal that anyone will be able to experience the video or audio short, and later share a story with others.

The ability of the website to bring audio visual experiences to the Byway traveler, before they begin their trip, is a tremendous opportunity for building the “mental map” so that once the visitor is in the region, they have a sense of familiarity with their surroundings. This is particularly valuable for the national and international traveler who may be unfamiliar with the “foreign” landscape.



Video is an extremely powerful tool for Byways.

In producing these initial stories we discovered several things:

The process of engaging members of the community to identify stories, and then bringing them to life in a short video, “closes the gap” between the heritage of the community, and the people who live there. It fosters pride in place, and builds a commitment to protecting a community for future generations – the fundamental need for community revitalization.

These video and audio stories can be used to promote tourism as they express the unique qualities in a way that printed materials and audio cannot. Well done video stories can capture one’s imagination and encourage visitors to come and experience what we have to offer.

The stories will be used in educational curriculum throughout New York State. The HFC Quad Education Committee has agreed to work with Lakes to Locks Passage to have them delivered through the Quadricentennial curriculum website directly to teachers who can use them in their classrooms. They are timeless stories, and can be used for many years.

SPEAKING

Heritage Centers



- Partnership with existing community museum or visitor center.
- Display and promote the entire corridor while featuring the unique qualities of the community.
- More than a visitor center – provide access to the LTLP “experience.”
- One-on-one interactions, personalize the travelers needs.
- Lead to other sites, attractions and Waypoint Communities.
- LTLP technical assistance for grants, training, promotions and interpretive materials.

Lakes to Locks Passage promotes a Waypoint Community and its "Heritage Center" as a thematic hub to the surrounding smaller communities and attractions.

The LTLP Heritage Centers are prominently located on the byway, ensuring that they are one of the first physical stops people will make coming to the Waypoint Community, and when linked together, the connectivity of the corridor.

The Heritage Centers display and promote the entire region and go beyond traditional visitor information by providing access to the LTLP “experience,” a unique venue to provide one-on-one interactions with people who are passionate about the byway.

They personalize the traveler’s needs, provide information about the adjacent Waypoint Communities and nearby byway sites, attractions and activities. Waypoint Community Heritage Centers are often existing local museums or community organizations that have partnered with LTLP staff to provide information to the visitor.

Some Heritage Centers will also serve as a “Gateway” to Lakes to Locks Passage, they are located in communities that are regional hubs for the traveler and include exhibits that provide a regional overview:

- Information of the entire region, the theme (Four Lives of Lakes to Locks Passage) and interpretive storylines.
- Designed to send the visitor about the Waypoint Communities to explore their interpretive story.

Gateway Visitor Centers are fully staffed facilities that form the core of the traveler information system. They provide information on a region wide and local level. These sites currently serve as a major "gateway" or crossroad to the region and have experienced significant investment of public resources for facilities and infrastructure. Shown is the Lake George Gateway Visitor Center, over 500K visitors a year.

SPEAKING

Pocket Parks



Pocket Parks interpret historic, natural and cultural interest to the byway traveler.

Contain interpretive signs, period flags, and a focal point to draw the visitors' attention, celebrate the community's heritage, contribute to the sense of "place" for the byway traveler.

Collectively, the parks create a "museum without walls" and are key destinations for the byway's interpretive multi-modal travel routes and itineraries.

Lakes to Locks Passage Pocket Parks interpret areas of historic, natural and cultural interest to the byway traveler.

Here is an example of where the site can speak for itself through other senses – sound, smell, touch and ambiance.

A typical park consists of a small "pocket of land" or roadside pull-off at a key location along the designated byway.

Each park contains interpretive signs, period flags, and a focal point to draw the visitors' attention. The focal points are a key feature of the parks, as they make them more than a pull-off for an interpretive sign. Instead they celebrate the significance of the community's heritage, contributing to the sense of "place" for the byway traveler – and they make a great photo opportunity!

Possible focal points include natural features, memorials, or sculptures that provide an artistic representation of the significance of the site.

Collectively, the parks create a "museum without walls" for the byway traveler, and are key destinations for the byway's interpretive multi-modal travel routes and itineraries

TEACHING

Culmination of Byway Experience

For the Community:



- Process of implementation builds **sensitivity – awareness – understanding – appreciation** – and finally, a **commitment to the stewardship** of the resources.

- **Builds pride** in the community and Lakes to Locks Passage – fundamental to economic revitalization through “place-based” heritage tourism.

For the Byway Traveler:



- Utilize **recreational learning environment** to provoke the audience to learn, and engage them in a personal way.

- Entices the visitor to come, provides a comfort level while here, creates experiences and memories to draw the return visit and sharing with others.

We have found that implementation of our Visitor Information & Interpretation Plan serves to teach two audiences – the resident and the visitor.

For the Community:

- Process of implementation builds sensitivity – awareness – understanding – appreciation – and finally, a commitment to the stewardship of the resources.

- Builds pride and ownership in the community and Lakes to Locks Passage – fundamental to economic revitalization through “place-based” heritage tourism.

For the Byway Traveler:

- Utilize recreational learning environment to provoke the audience to learn, and engage them in a personal way. Our goal is that after each Byway experience, the visitor should be able to re-tell at least one concept that has resonated with them

- The various methods of drawing, writing and speaking entices the visitor to come, provides a comfort level while here, creates experiences and memories to draw the return visit and sharing with others.