

Hi Mary,

Thanks for arranging the interview.

I can also send you some hi-res pictures if you wish to include something with the article.

In advance of our meeting, I thought it couldn't hurt to share some of the "about us" information for Silverlaken from our new FB page: <https://www.facebook.com/Silverlaken1854/>

The FB page has updates and pictures as well.

The items in green are the key points I hope to stress during our interview. Thanks for the opportunity to share this project with the Perry Herald readers!



Logo by Olive and Ink

Business Model: Eco-Tourism/ Glamping on Silver Lake

A few words from the developer: Mike Bellamy

<https://www.linkedin.com/in/mikebellamychina/>

I spent my childhood on Silver Lake as my parents founded the local marina in 1979. But for most of the past 20 years, I have been based overseas, facilitating business with China and developing properties in Thailand. A few years ago, we decided to return to the USA, as Western NY is a great place to raise our children. In 2016, I retired from the

day-to-day operations of my Asian companies and began developing waterfront properties around Silver Lake in the towns of Perry and Castile.

Silverlaken's soft launch is scheduled for August 2018 and we start our marketing this Fall in preparation for formal ribbon cutting next Spring.

I hope that you may keep Silverlaken in mind for when you have friends and family looking for accommodations on the lake.

About the project: 3 lots were acquired in the lake district, creating one of the longest strip of privately held waterfront on Silver Lake. After consultation with the relevant authorities (including, but not limited to, the local planning board) the land was transferred to Silverlaken LLC and a Special Use Permit was granted, allowing Silverlaken to offer unique accommodations and water-centric recreation to a target segment of the 700,000+ tourists who visit Letchworth State park each year. Silverlaken was accepted into the PILOT program and enjoys a tax abatement facilitated by the Wyoming County IDA (<http://www.wycoida.org/ida-incentives>).

What's so special about Silverlaken?

Silverlaken is an ideal option for groups wishing to stay together in a private setting at a single location (wedding guests, college reunions, families, business functions...).

The rental units at Silverlaken are flexible in that our fixed buildings are designed for year-round accommodations, yet we have been granted the only permit on Silver Lake to set up a limited number of luxury "glamping tents" on a semi-permanent basis as overflow units during the peak months. These tents are "canvas cabins" with running water, heating/cooling and flush toilets connected to the sewer system!

The 5-acre site is large enough to comfortably host multiple guests, as the professionally designed landscaping, with heavy emphasis on green buffer zones, fosters a sense of privacy among the rental units and within the neighborhood.

What does a typical day look like for our guests?

Let's say a family of 4 checks in to Silverlaken after lunch:)

- Welcome aboard one of our sailboats, let our sailing instructor teach your kids to sail while a local guide takes dad fishing and mom gets pampered at the onsite spa and sauna.)
- Later that afternoon, a local chef has been brought in to combine the fish, that dad caught, with locally grown produce, paired with a NY wine or craft beer.)
- Enjoy that meal in rustic luxury on the deck of a fully restored vintage lodge while the sun goes down on Silver Lake.)
- Before heading to bed, put the cell phones away and enjoy family time, under the stars, next to a private campfire in the woods, watching the moon beams ripple across silver lake.)
- When it's time to go to sleep, select a comfy little log cabin or perhaps get adventurous and stay in a 5-star 6-meter safari tent, up on a platform, off the ground, fully appointed with queen sized beds, heating/cooling and even indoor plumbing.

We are proud of our small part in helping the local community tackle the following issues:

1. **Job Creation** In addition to the dozens of contractors involved during the construction phase, various full and part time staff are recruited.

2. **Sustainable Taxation** At present, the majority of private cottage rentals on the lake don't report rental income nor pay the required occupancy tax. Silverlaken proudly pays all required business and transactional taxes, thus helping to reduce the tax burden placed on local homeowners.

3. **Knowledge Capital** We wish to help grow the tourism sector in our area by using internships and mentorships to facilitate the transfer of knowledge to the next generation of local entrepreneurs & businesspeople.

4. **Tourism** As our target customers are not local, we are doing our small part to help grow the net-inflow of tourist dollars to Wyoming county. So important these days when you consider our manufacturing base has been eroded and the Dairy farmers are hurting bad.

FAQ:

What is Silverlaken?

Silverlaken is a boutique vacation rental business, located on Silver Lake in Wyoming County NY, offering unique accommodations and lake focused, eco-friendly activities.

What is glamping?

According to Wikipedia, “Glamping” is a portmanteau of “glamour” and “camping”, targeting tourists seeking the luxuries of hotel accommodation alongside the escapism and adventure recreation of camping.

What does Silverlaken mean?

We changed “lake” to the Germanic “laken” and made Silverlaken one word. Plus, it makes it way easier to establish footprint on Google, when you have a unique name!

Can I bring my own tent/ RV?

Silverlaken is not a campground in that we do not allow guests to bring tents or recreational vehicles onto the property.

Is Silverlaken Eco-friendly?

Going green and respecting the environment is not just for marketing, it’s the foundation of the project. We really want to show that vacation properties, in terms of construction

and guests' footprints, can be both luxurious AND carbon neutral, maybe even carbon negative. We believe that a business can be both profitable and have sound environmental stewardship. For example:)

- Almost 17,140 sq. feet have been marked as green buffer zones around the exterior of the property.)
- In terms of the rental units, we will have a tiny fraction of the full number allowed by zoning. And the rental units are made with methods and materials that lower their carbon footprint.)
- On May 15th 2018, we turned on the solar panel and it was a great feeling to see the meter running backwards.)
- It would have been a lot easier and quicker to bulldoze the old cottage, but it has a lot of character so we renovated it and gave it a new life as the Silverlaken Lodge.)
- We are in the process now of clearing the invasive plant and replacing them with trees native to our area. This is my 3rd year pulling honey suckle and chopping down Japanese ironweed.)
- We replaced the caved in break wall but didn't extend it, there aren't many places on the lake where the trees are thick down to the waterline and we aim to preserve the woodland features of our plot. Silverlaken consulted the USDA and other groups about how to restore the riparian areas of the property as it wasn't maintained for almost 15 years.)
- We added multiple small decorative ponds, not just for scenic beauty, but they also catch the sediment before it hits the lake.

How much does it cost to rent Silverlaken?

Visit <https://www.airbnb.com/rooms/26138180> for rates, availability and bookings. The listed price on Airbnb is to rent the entire compound. Individual units are available as well.

Can I visit the site and take a look before I book?

We do not have fixed business hours at the moment, but we would be happy to show the property to potential clients at a time of mutual convenience. We simply ask visitors to

schedule an appointment in advance as the property is under construction, located on a private road and not open to the general public at this time.

Other info for reference:

1. You may be asking about the name “Silverlaken”.

Turns out there are multiple “Silver Lakes” in NYS alone. So, I changed “lake” to the Northern European word “laken” and made Silverlaken one word. I just like the sound of it, and it makes it way easier to fight for a footprint on google, when you have a unique name.

2. For your reference, I’d like to share some actual “before and after” pictures.

The original cottage was left vacant for decades and on the verge of collapse.



After a new roof and total renovation inside, it’s now the centerpiece of the development and reborn as the “Silverlaken Lodge”.



View from the lodge



The interior of the lodge has 4 distinct inner areas:

1. Bunk Attic: 2 inter-connected rooms containing 12 twin XL beds. Great for groups with lots of children!
2. Silverlaken Lounge: This main room contains the fireplace, library, leather sofas and adjacent kitchen.
3. 3 Guest Rooms (Queen Beds + Full Baths)
4. Utility Room: washer/dryer + spare bathrooms

Library of the "Silverlaken Lodge" at present.



Utility Shed Before & After



Main Barn



Completed Spring of 2018. Landscaping at present.

The 101 foot-long “Silverlaken Main Barn” harvests the sun’s energy with solar panels, houses the staff quarters/office and provides heated storage space for equipment. A 2-bedroom apartment for the caretaker or guests is also found inside this “barndominium.”

Additional Rental Units ("Glamping")

We have our first round of log cabins and high-end tents arriving in July 2018. Here are some images for your reference:







Silverlaken

12 hrs · 🌐



Kids love hanging out in Silverlaken's new tree tent. The designer wanted a tree house that was easy to move and doesn't hurt the trees. This high-tensile tent is built like a tank and is secured with three 10,000 pound ratchet straps. Plenty of room for 3 adults or a pile of kids!





Silverlaken

June 14 at 11:24 PM · 🌐



The boat house remodel is almost done. It's ADA compliant / handicap accessible as well! Paint goes on next week. thanks to [JD Andrews Construction Inc](#) and Jason Butlers team for all the hard work.

