

**Green Mountain Falls  
Economic Sustainability Project**

**March 8, 2011 Working Group Meeting Summary**

**Tourism in Green Mountain Falls (is) \_\_\_\_\_ ?**

- great breakfasts at The Pantry
- the great outdoor trails
- the “Lifeblood” of the community - needs to be supported
- (has) an important role in community sustainability
- (requires) a proactive role on the part of service providers
- the swimming pool
- basic because the Town was founded on Tourism
- the Gazebo
- vital
- regional or beyond regional in scope
- multi-generational
- (has) dwindled because of the lack of lodging
- from an informational/promotional standpoint incomplete/scattered
- lacking a Chamber of Commerce presence
- (should) capitalize on original founder’s idea of a “Pleasure and Health Community”
- (can be expanded) by enhancing the bed and breakfast market

**What are the Town’s tourism dynamics?**

- The summer residents are integral to the sustainability of the community
- The Town’s uniqueness
- The nostalgic nature of the Town (“Stuck in time”)
- Currently seasonal market – need to attract off-season
- Need to communicate that Hwy 24 in the winter is well-maintained and typically not difficult to negotiate
- Picnic lunches by the lake
- Beautification programs (need to be low maintenance)
- Family connections
- Some homes converted to seasonal
- Uniqueness of Gazebo
  - Weddings
  - Reunions
  - Chautauqua

**How can tourism be sustained/promoted?**

- Increase town government-sponsored/supported marketing effort
- Enhance PR effort
- Lots of word of mouth
- Create a consistent brand such as “Pleasure and Health”
- Signage along Hwy 24
- Collaborative approach to promoting bed and breakfasts (which would result in support of other businesses)
- Amount of commercial real estate
- Detriment of franchising
- Too much activity that could have an adverse effect on community character
- Booking service “turn-key”
- Lakeview Cottages website
- Advantages to stay
- Joint marketing
- Need to develop an “attractive” formula