

HERITAGE TOURISM IN THE CAPITAL REGION

# Vision Plan



May 2013



CAPITAL REGION WORKGROUP

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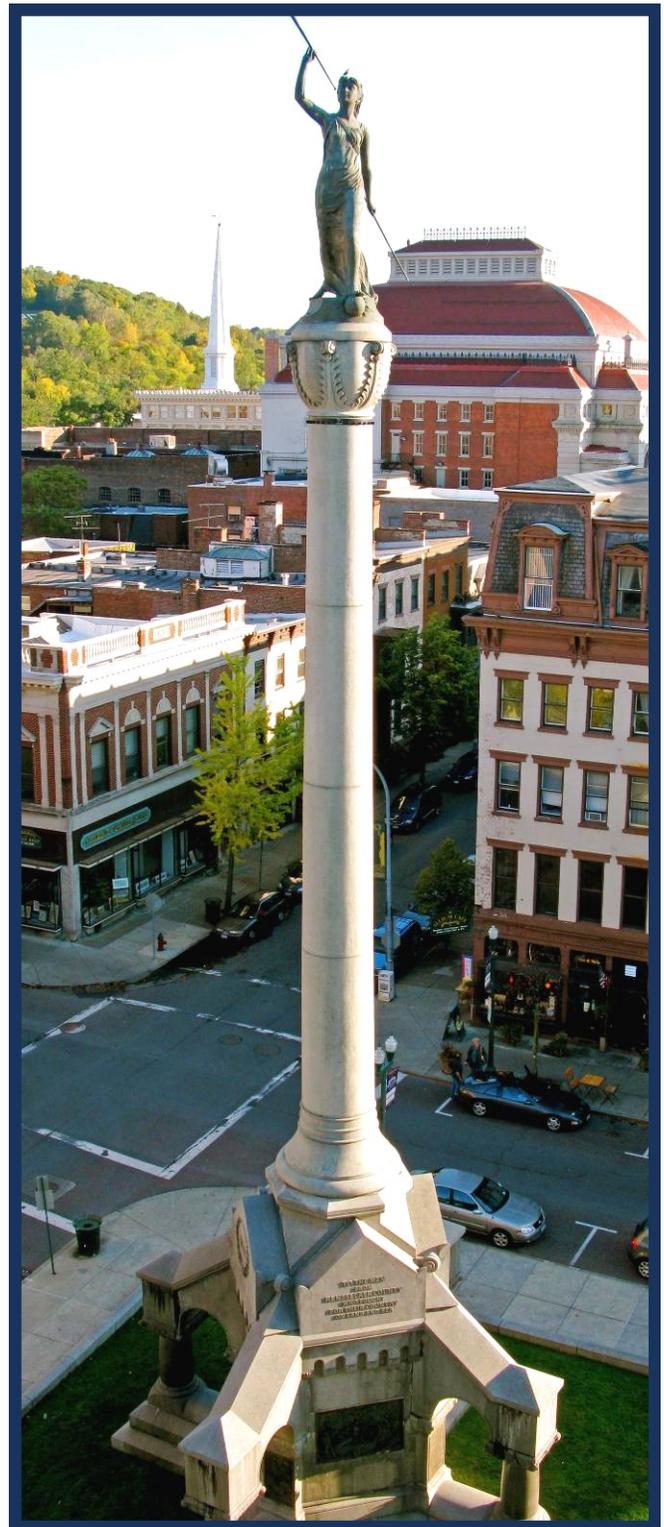
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# *Capital Region Path Through History Vision Plan*

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Capital Region Path Attractions List	



*Monument Square, Troy*

## Cover Image Credits

Row 1 – Coatee from the collection of the Rensselaer County Historical Society, Burden Iron Works Building, The Hyde Collection, NYS Capitol, Olana State Historic Site  
Row 2– Saratoga Spa State Park, Kaaterskill Falls, Saratoga Raceway

# Introduction

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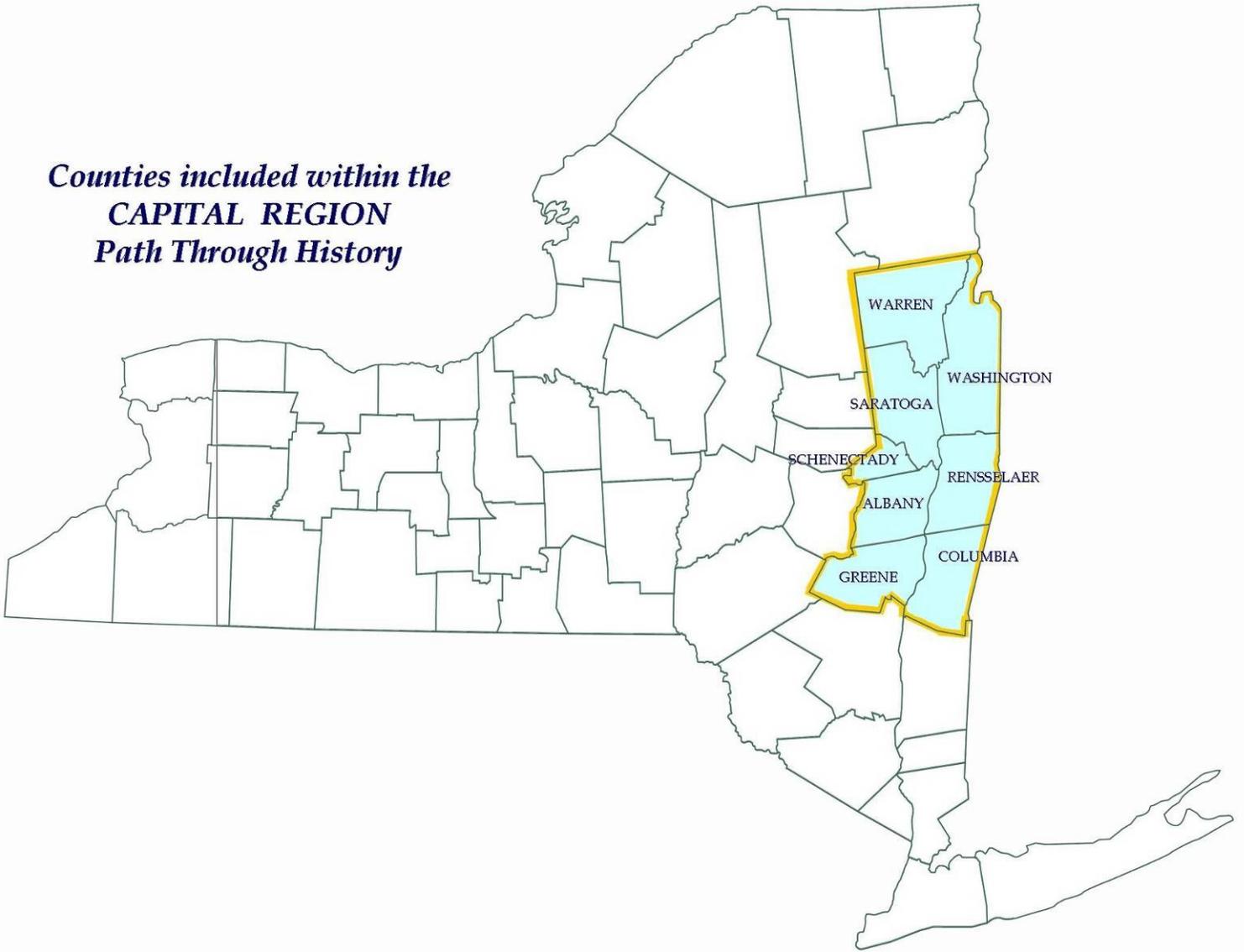
The Capital Region prides itself on its rich history and boasts an incredibly large and diverse concentration of authentic historic and cultural attractions. These properties have the potential to tell compelling and interconnected stories about our heritage and engage local residents and visitors of all ages in the exploration and enjoyment of New York State's past. Maximizing these assets and creating connections among them are key components of growing the region's tourism industry as well as improving its quality of life.

The Capital Region Path Through History (CPATH) spans the central portion of eastern New York State, including Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren, and Washington counties, and its work group members hail from various communities and represent a broad spectrum of fields and areas of expertise, such as tourism and media professionals, historians and planners, historic site and heritage area managers, and civic leaders. Since the middle of last year, the group has undertaken a series of activities that have helped to inform the vision plan. The CPATH participated in Governor Cuomo's Path through History conference in August 2012, identified the region's heritage and cultural attractions, reached out to tourism partners for information and advice, and solicited input from key area stakeholders on the future of heritage tourism in the region.

The planning process has been marked by the work group's deep commitment to enhancing and advancing heritage tourism efforts across the region. Through its vision and objectives, this plan, which was developed in partnership with the Capital Region Regional Economic Development Council (CREDC), promises to align the work group's activities with the overall mission of the statewide Path through History initiative as well as help to integrate high impact, region-wide heritage tourism activities and approaches into the council's short- and long-term economic development and community enhancement goals. This plan sets forth a proactive course for making the most of these assets as well as strengthening partnerships among individuals, organizations, and municipalities in an effort to support this region's network of heritage and cultural attractions and increase visitation to the region.



*Counties included within the  
CAPITAL REGION  
Path Through History*



*Ceiling Mural, Governor's Reception Room, NYS Capitol, Albany*

## Vision Statement

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### The CPATH vision plan aligns with several key CREDC strategies

#### **Bring Cities to Life**

Capitalize on our urban centers that have a history rich in vibrancy and return them to centers of influence that are alive with business, residential, and cultural programs that will revitalize them as active neighborhoods.

#### **Celebrate and Optimize Our Surroundings**

Attract visitors, new residents, and businesses by sustaining and optimizing our rural assets and working landscapes that provide a backdrop for the region.

#### **Showcase Our Beauty**

Capitalize on our inherited and created assets, leveraging the beautiful natural environments deeply rooted in history, arts, and culture and use them as beacons and anchors to make our

From its mighty waterways and working landscapes to its distinctive urban neighborhoods and villages, the Capital Region has been at the forefront of New York State history and preserves an impressive array of scenic, historic, and cultural attractions that offer visitors a wide variety of opportunities to enjoy the area's rich heritage. The CPATH looks forward to: preserving and promoting these assets; providing dynamic, entertaining, and educational experiences that connect the past to the present and the future; strengthening connections among the attractions to expand promotional and storytelling opportunities; and engaging a diverse range of partners to build and sustain tourism and local economies as well as improve the quality of community life.

This plan will set the course for developing a comprehensive, integrated approach for recognizing, enhancing, and promoting the region's network of heritage and cultural places for the benefit of New Yorkers and visitors. By creating engaging experiences and making connections among the various historic and cultural sites across the region, residents and visitors will have the opportunity to explore and enjoy the Capital region's important role in New York State history. Visitors will spread the word about the area's special quality, character, and hospitality, and help to create a sustainable regional heritage tourism industry. In partnership with the CREDC Arts and Culture Work Group, the CPATH will leverage the diversity of the region's assets and capitalize on the area's strengths in history, arts, and culture. The wide range of heritage and cultural attractions, institutions, and partners will form the core of a vibrant and expanding tourism industry network that will showcase heritage and cultural treasures across the eight counties.

## *Regional Overview*

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The history of New York State is the history of America. Since its early beginnings, New York has played a key role in the nation’s growth and development and was appropriately named the Empire State for its wealth and resources as well as for its ground-breaking inventions and innovations, pioneering transportation systems and industrial expansion, premier art and educational institutions, and cutting-edge technology. Established as the seat of state government in 1797, the Capital Region stands at the epicenter of the Empire State’s rich heritage and culture. The region prospered around the confluence of the Hudson and Mohawk Rivers and became the focal point for settlement, conflict, trade, commerce, industrialization, governance, and education.

For centuries, the region was home to Native American peoples and figured prominently in European exploration of North America. In 1609 when searching for an all-water route to Asia, Henry Hudson traveled up the river named in his honor to the Albany area. Since then, the region has prospered as a hub for immigration and trade, transportation and manufacturing, recreation and agriculture, and technology and learning. The waterways were the super highways of the 17th century that armies fought to control during the nation’s fight for independence; along them are some of America’s most significant military history sites, including Saratoga National Historical Park. The region’s wealth of scenic and historic resources, vibrant neighborhoods and community centers, and striking architecture and working landscapes combine to create a natural and built environment that is unparalleled in the state and the nation, offering local residents and visitors countless opportunities to explore the region’s “path through history.”

# Regional Overview

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*Bennington Battlefield State Historic Site,  
Walloomsac*



*Schuyler Mansion State Historic Site, Albany*



*Harmony Mills, Cohoes*

During the course of CPATH's work, especially during the identification of notable sites and attractions, several prominent themes emerged that related specifically to this region and are closely associated with its history and culture, including:

- **Conflict and Settlement:** The arrival of French, Dutch, and English colonists in an area already inhabited by Native Americans began a complex and compelling story of cultural exchange and assimilation as well as conflict that continued up to the Revolutionary War and beyond.
- **Military Heritage:** With its early settlements, flourishing commercial centers, and natural transportation networks, the region was a strategic battleground during many colonial conflicts like the French and Indian War and American Revolution as well as the War of 1812.
- **Freedom and Dignity:** Many of the region's people, places, and historical events were associated with important human rights and social reform activities, such as slavery and abolition, labor and union organizing, and women's rights and education.
- **Commerce and Industry Heritage:** Nicknamed the Silicon Valley of the 19th century, the Capital Region has been at the forefront of the state's commercial and industrial development and continues to be associated with some of the country's most important technological advancements.
- **Working Landscapes:** Farming, forestry, and mineral extraction built the industrial heritage of New York, and the region contains some of the most productive land in the state. The area's rural communities, farmsteads, and working landscapes provide a significant historic and contemporary setting for the region's built and natural environments.

# Regional Overview

## Partnering for Success

### Partners for Albany Stories

(PAS) is a collaboration of historical, cultural, and preservation organizations working together to develop a comprehensive and compelling story of Albany's rich history. Working together we will expand the public's understanding of Albany's important role in the past and present development of New York State and the nation.



- **The Arts:** The region is home to some of the state's oldest and most prominent arts and cultural organizations and venues, which enhance and enrich the quality of community life.
- **Architecture:** From colonial era dwellings and prominent civic landmarks to distinctive business districts and designed open spaces, the region preserves a treasure trove of distinguished architecture and landscapes that define its unique character and reflect its prosperity and influence.
- **Politics and Government:** As the seat of state government since the late 18th century, the Capital Region has been associated with nationally prominent political leaders, including former U.S. Presidents Martin Van Buren (lived in Kinderhook), Theodore Roosevelt and Franklin D. Roosevelt (both served as governor), and Chester Arthur (buried in Albany Rural Cemetery) as well as forward-thinking government policies and programs.
- **The Peopling of New York State:** From its earliest exploration and settlement, the region has been a lively crossroads of immigration and cultural exchange. It has also been home to some of New York's most visionary and progressive individuals, including military and government leaders, educators and social reformers, and laborers and business managers as well as talented individuals who create works of art in a variety of fields and mediums.
- **Scenic and Natural History:** From waterways and waterfalls to rural landscapes and scenic vistas, the area possesses an incredible range of scenic and natural wonders, many of which are accessible to the public.

## Regional Overview

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*Martin Van Buren National Historic Site,  
Kinderhook*



*Kaaterskill Falls, Hunter*



*Clermont State Historic Site,  
Germantown*

The Capital Region is richly populated with historic sites and neighborhoods, scenic and natural attractions, and artistic, architectural, and cultural gems. The CPATH undertook a rigorous review of its regional themes, historic and cultural assets, and tourism attractions. The inventory, with more than 120 individual sites and attractions, includes a variety of information, such as location, description, significance, themes, and visitor experience. From this list, the work group was asked to identify 10 to 15 primary sites to highlight at the statewide PATH event in August 2012; including:

- **Albany Institute of History and Art** – the area’s oldest museum, focusing on regional history, art, and culture
- **Clermont State Historic Site** – the Livingston family estate and home of prominent statesman and inventor Chancellor Robert R. Livingston
- **Crailo State Historic Site** – the museum of the colonial Dutch in the Hudson River Valley
- **Historic Cherry Hill** – the 18th-century home to the prominent Van Rensselaer and Rankin families
- **Kaaterskill Falls** – the highest cascading waterfall in New York State
- **Mabee Farm** – oldest house in the Mohawk Valley operated by the Schenectady County Historical Society
- **Martin Van Buren National Historic Site** – the home and farm of Martin Van Buren, 8th U.S. president
- **National Museum of Racing and Hall of Fame** – the official National Thoroughbred Racing Hall of Fame, honoring horses, trainers, and jockeys.
- **New York State Capitol** – 19th-century architectural masterpiece associated people and events important in state and national history
- **New York State Military Museum** – an institution interpreting and honoring New York’s distinguished military history

## Regional Overview

### National and State Heritage Areas

The Capital Region includes several national and state heritage areas and corridors, including:

- Hudson River Valley National Heritage Area
- Erie Canalway National Heritage Corridor
- Champlain Valley National Heritage Partnership
- New York State Heritage Area System, including (in the Capital Region): Albany, Schenectady Riverspark, Saratoga, and Whitehall

- **Olana State Historic Site** – Hudson River School landscape painter Frederic Church’s Persian style house, studio, and estate
- **Rensselaer County Historical Society** – a prominent county history archive, library, and research center housed in distinguished Troy landmarks
- **Saratoga National Historical Park** – the site of the Battle of Saratoga, which marked a turning point during the American Revolution
- **Saratoga Spa State Park** – one of the region’s premier historic recreational resources and home to the National Museum of Dance, Saratoga Automobile Museum, and Saratoga Performing Arts Center
- **Slate Valley Museum** – a museum interpreting the area’s slate industry, including the history of quarrying and its workers
- **The Hyde Collection** – a grand Italianate Renaissance style villa in which Old Masters and American art are displayed
- **Thomas Cole National Historic Site** – the home and studio of the founder of the Hudson River School landscape painting movement

This is just sampling of what the region has to offer – a list of additional sites and attractions are included in plan’s appendix



*The improved Falls View Park in Cohoes offers spectacular views of Cohoes Falls, one of the area’s scenic and natural treasures.*

## Assets and Opportunities

### Partnering for Success

#### MoHu Arts Festival

The MoHu festival raises awareness of the diversity and quality of the arts within the region; the areas bordering the Mohawk and Hudson Rivers, and the region within 50+ kilometers of their convergence. MoHu is helping to foster collaboration and cooperation between the area's thriving arts communities



Across the Capital Region, cultural, historical, and recreational opportunities abound. From museums and theaters to parks and waterways, the region offers a wide variety of activities for people of all ages to experience and enjoy year-round. Whether interests lie in art history or experimental media, professional baseball or internationally acclaimed ballet, local farming or world-class horse racing, skiing and family resorts in the Great Northern Catskills or apple picking in the Heldebergs, rock concerts or rock climbing, there is something for everyone within the Capital Region. This rich and diverse recreational foundation has provided the Capital Region with a strong tradition of attracting tourists and visitors. This is a significant aspect of our local economy, often the first introduction to our region and a magnet for economic activity.

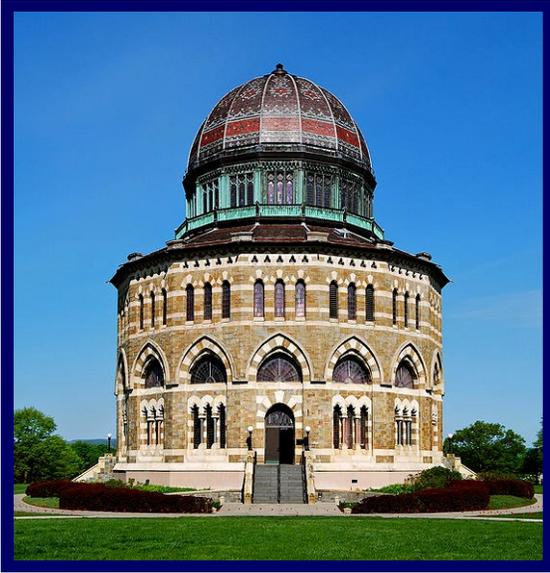
The region is also anchored by a network of vibrant cities that are attractions in and of themselves, including Albany, Schenectady, and Troy, which are linked by the Hudson and Mohawk Rivers, as well as Hudson (Columbia County), Saratoga Springs (Saratoga County), and Glens Falls (Warren County). These urban centers have and will continue to play key roles in growing the region's tourism industry.



*John Boyd Thacher State Park, Voorheesville*

# Assets and Opportunities

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*Nott Memorial, Schenectady*

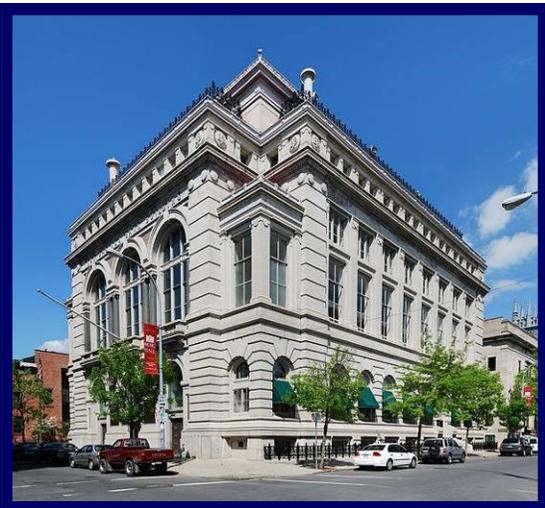
**Architecture** – The region has a rich built heritage and tradition of historic preservation. Numerous buildings in the region, especially in its urban areas, date back to the 1700s and reflect a number of styles, including Dutch Colonial, Federal, Greek Revival, Tudor, Georgian, Queen Anne, Spanish Colonial, Gothic Revival, and Victorian. Renowned architects Richard Upjohn, Stanford White, and Henry Hobson Richardson have all left their mark on this region. This monumental built legacy, with all of its variety, makes this region unique and provides an added incentive for visitation.

**Natural Environment** – The scenic beauty of the region is only matched by its diversity: mountains, rivers, forests, and plethora of flora and fauna. These open space resources can be enjoyed across the Capital Region, including at New York’s state parks, such as: Cherry Plain, Max V. Shaul, Saratoga Spa, Grafton Lakes, Mine Kill, Schodack Island, Hudson River Islands, Moreau Lake, Thompson’s Lake, John Boyd Thacher, and Peebles Island.



*Cherry Plain State Park, Cherry Plain*

**The Arts** – Art movements were born here and great works were created here. Renowned authors and painters chose to make the Capital Region their home. The area has been a muse and an inspiration to many, from Washington Irving’s legendary Rip Van Winkle to internationally known art movements, such as the American Landscape Movement–Hudson River School of Painting, which is well represented at Cedar Grove, the home of Thomas Cole, and Olana, Frederic Church’s home and studio. An array of important performing arts venues can be found in this region, many of which in historic landmarks, such as the Troy Music Hall, Mac-Hayden Theatre, Hudson Opera House, Saratoga Performing Arts Center, The Egg at the Empire State Plaza, Proctors Theatre, EMPAC, Orpheum Theater, and the Lake George Opera.



*Troy Music Hall, Troy*

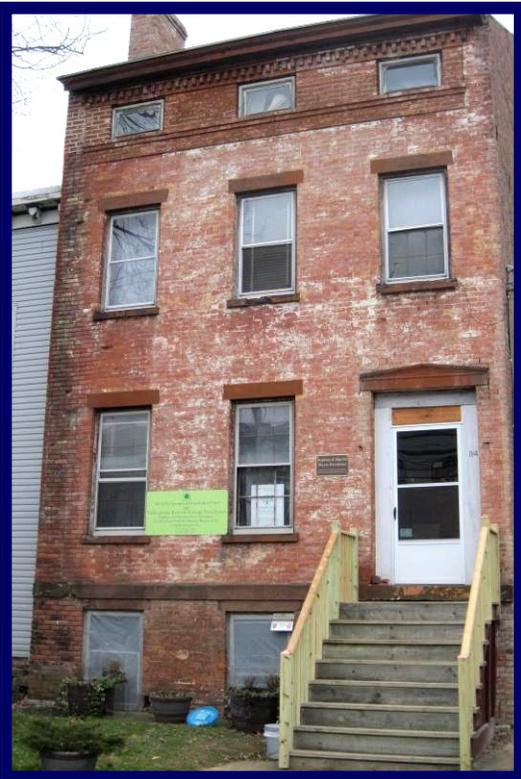
# Assets and Opportunities

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**Major Attractions** – Some of New York’s finest tourism destinations are here in the Capital Region. The Northern Catskills have been a premier vacation location for decades and remains so today. International visitors as well as domestic travelers annually flock to scenic Lake George and the famous Saratoga Thoroughbred Race Course. The sheer variety of attractions make the Capital Region a destination of choice for many.

**Waterways** – The region’s amazing waterways link it to major cities in all directions and have made it a key point in the state for transportation. The Erie Canal, Hudson and Mohawk Rivers, Lake Champlain and Lake George have all played vital roles in the growth of the Empire State, driving commerce, speeding transportation of people and goods, and serving as a source of recreational activity.

**History** – The Capital Region was first settled by the Dutch in the early 17th century and came under British control in 1664. The history of the region in many ways reflects the development of the nation. Early settlement and the subsequent blending and conflicts between different cultures can be studied here. The heroes and traitors of the Revolutionary fought here. American Presidents lived and forged their skills as great leaders here. The Capital Region embodies the struggle for freedom – freedom for a nation with its major battles, and later freedom for individuals from slavery as a major part of the Underground Railroad.



*The Stephen and Harriet Myers Residence in Albany is one of the most significant historic sites associated with African American History in the region and one of the best documented extant Underground Railroad sites in New York State.*

## Assets and Opportunities

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### Partnering for Success



Lakes to Locks Passage furthers the appreciation, recognition, stewardship, and revitalization of the natural, cultural, recreational, and historic resources along the interconnected waterway from the confluence of the Hudson and Mohawk Rivers, through the Champlain Canal, Lake George, Lake Champlain, to the Chambly Canal and Richelieu River in Quebec. Through a collaboration with National Geographic, the region is promoted to national and international travelers that appreciate the geographical character of a place.

**Opportunities abound in the region to increase tourism, strengthen relationships between organizations, and leverage resources.**

**Partnerships** – Potential for thematic linking of attractions, cross promotion, and joint programming are all in progress with the Path Through History in partnership with other regional programs. But these opportunities can be further exploited. Collaborations among historic sites and educational institutions as well as larger organizations working with smaller attractions to share knowledge and resources are areas that are ripe for greater exploration and advancement.

**Niche Tourism** – The variety of tourist attractions in the region provide numerous opportunities for visitors with myriad interests. Connecting with visitors who have a very specific interest is key. Also, finding tour operators who cater to specific interests and making them aware of the resources in this area can drive greater visitation to these attractions. According to a recent tourism study, 69% of heritage travelers say learning more about history and local cultures is very important to them. About half say that providing educational experiences for their families is important. The resources are here in this region to cater to the wants of these travelers. Combining tourism assets is another possible path towards increasing visitation to the region. Adventure tourists (those who seek out outdoor experiences, such as hiking, biking, and kayaking) could be offered the opportunity to hike to historic sites or take a bike trail that follows the route of a significant Revolutionary War campaign. There are countless ways to explore the region's resources.

# Assets and Opportunities



*Lock 6, New York State Barge Canal, Waterford*

**Build Sustainable Historic and Cultural Sites** – Over a century ago, New York State legislated that each community has a historian. As a result, most communities have a local museum and/or historical society that maintains a collection that reflects local history. Many of these sites and entities struggle to survive and are challenged by limited human and fiscal resources. In addition, many local museums compete against each other for limited visitation. We can change that dynamic by:

- Creating a thematic collaboration of destinations and experiences that makes visiting Capital Region museums the reason for the trip
- Providing technical assistance and training to ensure that these facilities have strong governance, dynamic exhibits, and broad public support to make them worthy of promotion and visitation

**Education** -- Currently many museums offer standard-based programs for K-12 students and onsite educational programming. Museum collaboration through Path provides opportunities for students to access educational materials on museum and heritage organization websites and for teachers to find resource materials and develop teacher training workshops. There are many opportunities for public broadcasting to help deliver the stories of the Capital Region in lively and engaging ways.



*The Flight of Five Locks on the New York State Barge Canal in Waterford has been designated a National Historical Civil Engineering Landmark by the American Society of Civil Engineers*

# Assets and Opportunities

## Heritage Development Assets

The Capital Region PATH intersects with several well-established public and nonprofit regional heritage development areas, corridors, and programs. These initiatives, some of which are highlighted below, are valuable tourism assets and will help to inform, support, and advance CPATH's mission and goals, including aligning its activities with the strategies developed by these regional heritage networks.

The **Hudson River Valley National Heritage Area** was established in 1996 and strives to collaborate with residents, governments, organizations, and private partners to recognize, preserve, protect, and interpret the Hudson River Valley's cultural and natural resources.

The **Erie Canalway National Heritage Corridor** is a National Park Service partnership program that was created to help to preserve the state's historic Erie Canal corridor, promote it as a vibrant tourism experience, and foster connections among the communities along the 534-mile waterway.

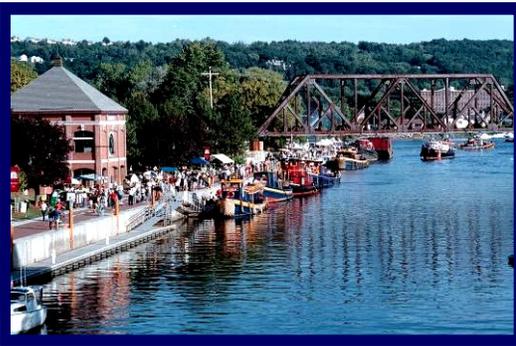
The **Mohawk Towpath Scenic Byway** is a series of local, county, and state highways that follow the historic route of the Erie Canal between Schenectady and Waterford/Cohoes. The byway is overseen by the nonprofit Mohawk Towpath Scenic Byway Coalition, including representatives from communities along the waterway.

The **Champlain Valley National Heritage Partnership** (managed by the Lake Champlain Basin Program) partners with government agencies from New York, Vermont, and Quebec as well as local communities, private organizations, and individuals to support efforts that benefit the area's built and natural environments, including the interpretation and promotion of the region's historic and cultural resources.

The **First Wilderness Heritage Corridor** links the communities along the Hudson River upstream from Glens Falls and west Lake George in a partnership that celebrates and promotes the area's shared history along the earliest route into the heart of the Adirondacks.



*View from Olana State Historic Site, Hudson*



*Tugboat Roundup in Waterford at the entrance to New York State Barge Canal Lock 2*



*Lake George*



*Fort Wilderness Heritage Corridor*

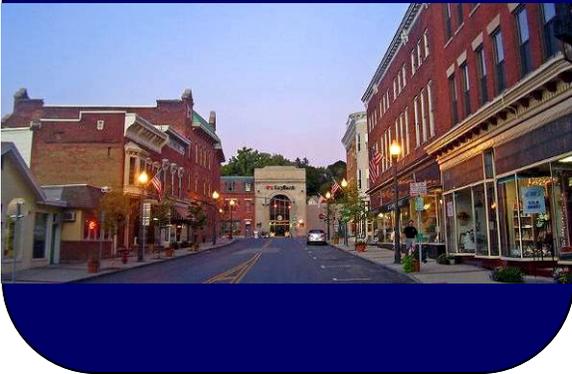
# Assets and Opportunities

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## Partnering for Success

### Historic Hudson – Hoosic Rivers Partnership

Created to preserve, enhance and develop the historic, agricultural, scenic, natural and recreational resources and the significant waterways within the Partnership region. Foster collaborative projects with non-profit and governmental entities to improve agricultural and open space protection, economic and tourism development, and the protection and interpretation of natural and cultural heritage.



The **New York State Heritage Area System** is a state and local partnership program established in 1982 to preserve and develop areas that have special significance in New York State. The heritage areas encompass some of the state’s most significant scenic and historic resources as well as the people and programs that keep them vital. The Capital Region boasts several well-established state heritage areas, including:

- **Albany** – Business & Capital themes – Since its beginnings as a fur trading post, Albany has been a center for world trade, finance and government, and a pivotal force in the development of the state and nation
- **Schenectady** – Labor & Industry themes – “The Electric City” grew from a 17th century stockade village into a modern industrial giant that is home to General Electric, the American Locomotive Company, Union College, and numerous historic neighborhoods
- **Riverspark** (Troy, Cohoes, Colonie, Green Island, Waterford, and Watervliet) – Labor & Industry themes – at the confluence of two great rivers, natural resources and cutting-edge technology were harnessed in the region’s transformation from an agrarian to an industrial society
- **Saratoga** – Natural Environment theme – “Queen of the Spas” in the 19th century, Saratoga still attracts visitors to its bubbling mineral springs, racetracks, Victorian architecture, vibrant downtown, and flourishing cultural life
- **Whitehall** – Defense theme – Whitehall’s harbors, museums, parks, and charming Main Street evoke the village’s history as home base for Benedict Arnold’s Lake Champlain fleet during the American Revolution and a prosperous port on the Champlain Canal

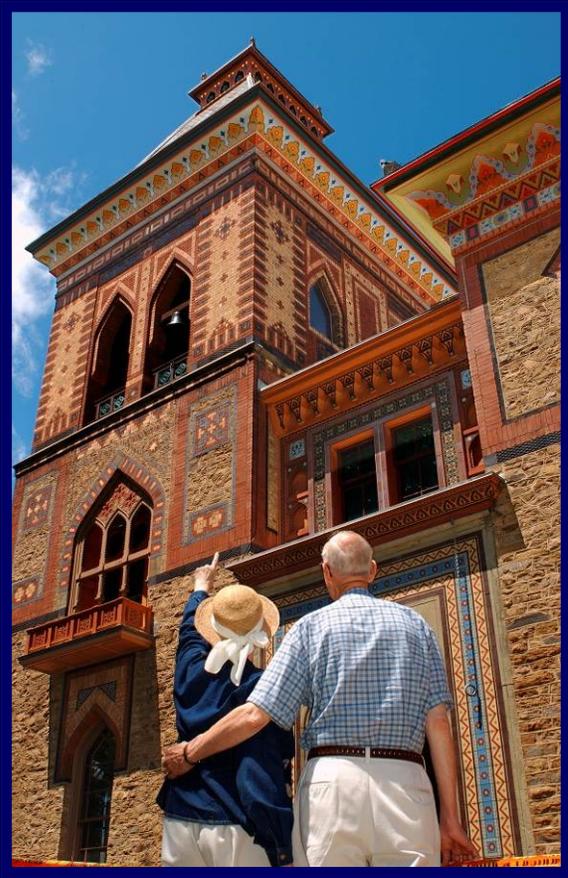
# Goals, Strategies & Tactics

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Throughout the vision planning process, workgroup members conducted outreach and listening activities in order to develop strategies that would move the region toward its vision – *to preserve and promote heritage and cultural assets; provide dynamic, entertaining, and educational experiences that connect the past to the present and the future; strengthen connections among the attractions to expand promotional and storytelling opportunities; and to engage a diverse range of partners to build and sustain tourism and local economies as well as improve the quality of community life.* This effort resulted in consensus about the region’s variety of historic, cultural and natural assets and its unique place in New York State’s “path through history.”

There was also broad consensus about the ways in which the region could work together to build on its strengths, and better promote the Capital Region as the “heartland of the Empire State.” The workgroup agreed that: a regional vision and identity would be the starting point for drawing the diverse heritage and tourism themes together; clearly articulated and consistent advertising and marketing strategies could promote the region; there should be a mechanism for information sharing and communication among heritage destinations; and there should be technological resources to promote events, sites and tours such as a common calendar, website, mobile apps and social media promotion.

The group’s outreach efforts helped to develop the following goals, strategies, and tactics that will build on the region’s assets, align with the CREDC Strategic Plan goals, provide opportunities for all sites (public and private/big and small) to participate, strengthen connections among the sites, and create a variety of touring options and opportunities.



*Olana State Historic Site, Hudson*

## CPATH goals align with many CREDC & I Love NY strategies

### CREDC strategies

- Provide a starting point for regional celebrations and coordinating themes across a broad spectrum of entities
- Increase collaboration and coordination among regional tourist bureaus
- Promote the use of information technology to better market arts and culture in the region
- Identify nonprofit organizations that will act as implementers of plan strategies

### I Love NY Goals

- Coordinate marketing efforts and create a clearinghouse for all marketing materials
- PATH will become integral component of REDC efforts
- Capitalize on New York's natural and historic transportation corridors to create heritage tourism marketing strategies

## Goals, Strategies & Tactic

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This plan builds on existing national, state and local resources that have already been successful in creating engaging experiences and making connections among the various historic and cultural sites across the region, such as the strategies outlined in existing heritage area and corridor management plans. Additionally, a key plan strategy calls for leveraging the "I Love NY" program as the "great connector" among the region's attractions as well as the mechanism to create thematic and web connections among the sites themselves. The county tourism and promotion agencies and the regional visitor centers are also viewed as key partners for the Path Through History initiative.

The workgroup used the identified assets, opportunities, and needs along with a review of the CREDC strategies and the I Love New York goals to develop the following goals, strategies, and tactics. Together, the communications plan, video content, virtual toolbox, and community events will provide a powerful, coordinated, multiplatform campaign in support of the overall Path Through History initiative.

# Goals, Outcomes & Measures

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## Partnering for Success

### Hudson River School Art Trail

The Hudson River School Art Trail is a driving and walking trail of 17 sites where the view of the landscape is exactly the one depicted in a famous 19th-century painting. The trail is anchored by the home of Thomas Cole, founder of the Hudson River School, and Olana, the home of artist Frederic Church.



## Goals

- Emphasize the unique role of the Capital Region in New York State history
- Focus on the assets of the region categorized by the Path themes
- Promote a regional identity
- Provide the tools for regional partners and heritage and cultural sites to work together to promote heritage tourism and attract visitors to the Capital Region.

## Intended Outcomes

- Increased travelers' awareness of Capital Region historic sites and destinations
- Increased visitation to historic sites
- Stronger partnerships between Pathway sites, partner organizations, and the New York State travel industry

## Measures of Success

- Increased visitation at identified Path Through History heritage sites and cultural attractions.
- Increased tourism rates in the region accompanied by increased employment in tourism related industries.
- Increased collaboration and knowledge sharing among heritage and cultural sites, tourism promotion agencies, and partner organizations as demonstrated by participation in the Path Through History events, adoption of common message strategies, and utilization of tool box.

# Strategies & Tactics

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## Communications & Marketing Plan

### Strategy

Build on the “I Love NY” marketing plan through the development of a regional Communications and Marketing Plan that will provide the foundation and guidance to incorporate local themes and interpretations into the statewide themes identified by the Path Through History initiative and be consistent with the I Love NY branding guidelines. This will address the lack of a regional identity and common strategies to promote the region that were identified as needs by both the CREDC and the CPATH workgroup.

### Tactics

- Engage communications/marketing expert to develop a unified campaign to brand all regional Path Through History efforts. This will include broad themes focused on the region’s unique role in New York State history and common message platforms that the CPATH workgroup members, heritage and cultural sites, Tourism Promotion Agencies (TPAs), CREDC and others will be able to use to link their stories and experiences with others through common themes and language.
- Create guidelines and tools to encourage use with existing groups such as the Center for Economic Growth, local chambers of commerce, TPAs, national and state heritage area stakeholders, the Hudson-Hoosic Rivers Partnership, and other groups seeking to promote a regional identity (urban and rural) and communicate the cultural assets and rich quality of life in the region.
- Promote plan use among individual heritage and tourism sites and educate these sites on how to modify themes and messages to promote both regional and individual attraction identities.



# Strategies & Tactics

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## Video Content

### Strategy

Creation of video content that highlights the region's heritage and cultural assets and links regional Path themes and sites. This content may be used across a variety of platforms as well as regionally and individually to promote regional Path themes, sites, and the unique value of the region in New York State history. This capitalizes on the need to provide content for both regional marketing and individual sites.

### Tactics

- Partner with WMHT public television to create and broadcast 60–90 second interstitials that feature Path through History themes and sites. Short, engaging informational films centered around key themes will raise awareness of the initiative and encourage visitation to the sites.
- Organize a digital video library for use by partner organizations and individual sites to ensure local promotion is aligned with regional and statewide Path efforts.
- Promote use with existing groups such as the Center for Economic Growth, local chambers of commerce, TPAs, national and state heritage area stakeholders, the Hudson-Hoosic Rivers Partnership, and other groups seeking to promote a regional identity (urban and rural) and communicate the cultural assets and rich quality of life in the region.
- Promote use among individual heritage and tourism sites and educate these sites on how to modify themes and messages to promote both regional individual attraction identities.

# Strategies & Tactics

## “Virtual” Tool Box

### Strategy

Creation of a “Virtual” Tool Box that will be used by both regional partners and individual sites to promote the Path Through History. The breadth of resources in this tool box will provide value and work to secure support from sites that may not be featured in the first year of filming and photography (for budget reasons).

The Toolbox will include:

- Guidelines for message development, video and photo content with examples for usage, sample web and social media uses, and template materials for groups to use to promote their sites within the Path framework.
- A video and photo library that may be used across various platforms as well as regionally and individually that promotes regional Path themes, sites, and the region’s unique value.
- Sample web and social media guidelines and templates for groups to use to promote Path and strategies and wireframe recommendations for individual web landing pages to use to promote their sites within the Path framework.

### Tactics

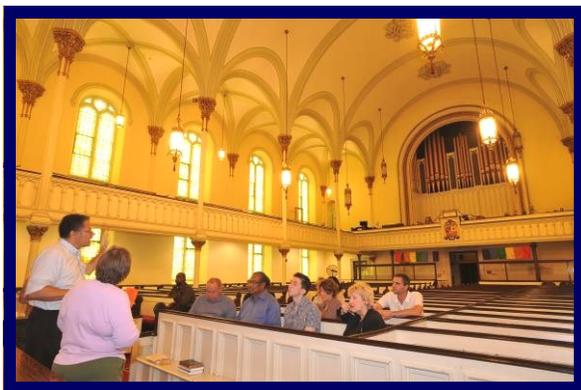
- Promote use with existing groups such as the Center for Economic Growth, local chambers of commerce, TPAs, national and state heritage area stakeholders, the Hudson-Hoosic Rivers Partnership, and other groups seeking to promote a regional identity (urban and rural) and communicate the cultural assets and rich quality of life in the region.
- Promote use among individual heritage and tourism sites and educate these sites on how to modify themes and messages to promote both regional and individual attraction identities.



*Albany Visitor Center, Albany*



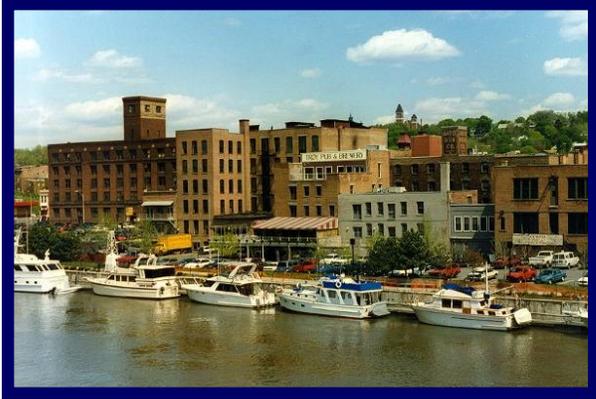
*Pebbles Island State Park, Waterford*



*First Dutch Reformed Church, Albany*

# Strategies & Tactics

## Community Events



*Waterfront, Troy*



*Grant Cottage State Historic Site, Wilton*



*Crailo State Historic Site, Rensselaer*

### Strategy

Creation and coordination of a series of events to launch and promote the Path Through History, and garner support from community partners and individual sites. This will be an opportunity to leverage support from other organizations such as the local chambers of commerce, the Center for Economic Growth, the Community Foundation for the Greater Capital Region, national and state heritage areas, the Hudson-Hoosic Rivers Partnership, and others with the resources and capacity to convene stakeholder meetings.

### Tactics

Use Path Through History Weekends to raise awareness of the Path Initiative

- Encourage participation
- Work with statewide Path team and I Love New York to distribute media releases and solicit local engagement

Launch the Capital Region Path through History with community leaders, including the Center for Economic Growth, local chambers of commerce, CREDC, national and state heritage area stakeholders, the Hudson-Hoosic Rivers Partnership, and other leadership groups to demonstrate how the Path initiative promotes a regional and urban identity. At this meeting:

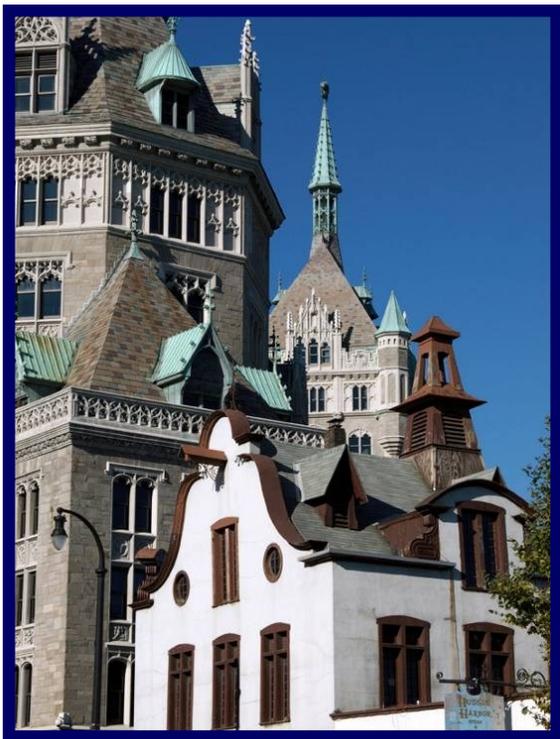
- Introduce videos, toolbox
- Create opportunities for cross-promotion

Convene Path site representatives for training on use of the toolbox and create meaningful opportunities for sites to utilize it and work together. At gatherings:

- Introduce videos and toolbox
- Create opportunities for cross-promotion and coordination

## Implementation Strategies

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*Former Day Line and D&H RR Buildings , Albany*

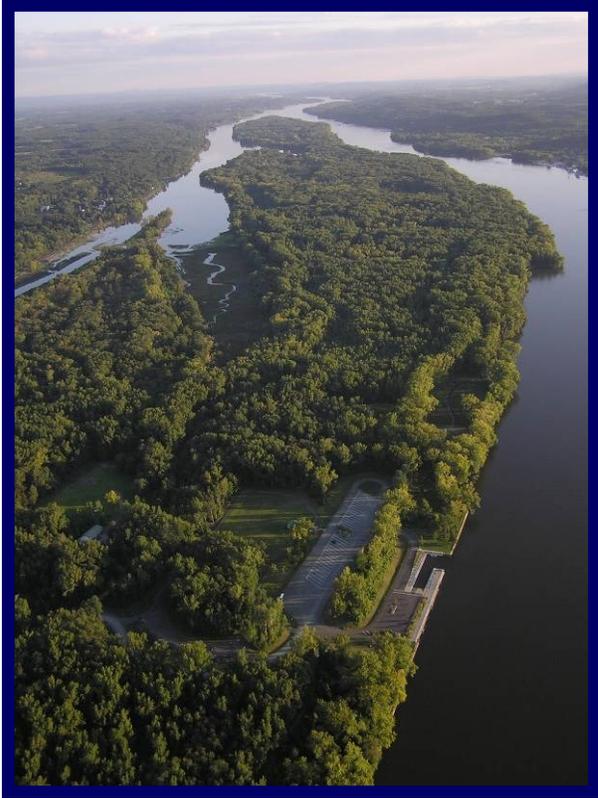
- The CPATH work group will work with the identified Grant Sponsor and Implementation Team to ensure that project implementation is informed by the work group’s input, and to monitor progress towards goals and strategies.
- As detailed in the Priority Project Worksheet, WMHT Educational Communications will be responsible for the development of the Communications and Marketing Plan, promotional video and photographic content, and the development of the virtual toolbox.
- As the Grant Sponsor, the Community Foundation for the Greater Capital Region will work with the CPATH work group to convene community events and encourage broad participation in the initiative.



*Glens Falls Balloon Festival*

## *A Look Ahead*

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*Schodack Island State Park, Schodack Landing*

The CPATH workgroup recognizes that an ongoing, coordinated effort across the region will be required to achieve the vision plan's goals, strategies, and tactics. To move forward, the group developed the following strategies to implement in 2 to 5 years:

- Develop itineraries that will encourage and assist visitors in travel plans
- Work with TPAs and the CREDC to develop itineraries and packages showcasing the Path Through History
- Create collateral detailing each package and pointing travelers to other sources of information (e.g., mobile app, social media)
- Develop web and mobile applications and content to link to statewide PTH efforts
- Provide cross-training among sites to enhance the visitor experience
- Identify and engage additional partners



*View of the Hudson Valley*

# Appendix

## *Capital Region Path through History (CPATH) attractions identified by the CPATH Work Group*

<b>Name</b>	<b>Location</b>	<b>County</b>
New York State Capitol	Washington and State Streets, Albany	Albany
Schuyler Mansion State Historic Site	32 Catherine Street, Albany	Albany
Ten Broeck Mansion	9 Ten Broeck Place, Albany	Albany
Historic Cherry Hill	523½ South Pearl Street, Albany	Albany
Albany Institute of History and Art	125 Washington Avenue, Albany	Albany
Shaker Heritage Society	25 Meeting House Road, Colonie	Albany
The Albany Visitor Center	25 Quackenbush Square, Albany	Albany
Empire State Plaza Art Collection	Empire State Plaza, Albany	Albany
Albany Pine Bush Preserve Discovery Center	195 New Karner Road, Albany	Albany
Albany Rural Cemetery	Cemetery Avenue (off Route 32), Menands	Albany
American Italian Heritage Museum	1227 Central Avenue, Albany	Albany
Corning Preserve	Hudson River waterfront, Albany	Albany
Executive Mansion	138 Eagle Street, Albany	Albany
USS Slater	Broadway and Quay Street, Albany	Albany
New York State Museum	Madison Avenue, Empire State Plaza, Albany	Albany
Five Rivers Environmental Center	56 Game Farm Road, Delmar	Albany
Irish American Heritage Museum	370 Broadway, Albany	Albany
John Boyd Thacher State Park	1 Halles Cave Road, Vooheesville	Albany
Pruyn House	207 Old Niskayuna Road, Latham	Albany
Stephen & Harriet Myers Residence	194 Livingston Avenue, Albany	Albany
Van Schaick Mansion	1 Van Schaick Avenue, Cohoes	Albany
Riverspark Cohoes Visitor Center	58 Remsen Street, Cohoes	Albany
Cohoes Falls	Cataract Street, Cohoes	Albany
Watervliet Arsenal	3 <sup>rd</sup> Avenue, Watervliet	Albany
Olana State Historic Site	5720 Route 9G, Hudson	Columbia
Austerlitz Historical Society	Route 22, Austerlitz	Columbia
Steepletop – Edna St. Vincent Millay House	436 East Hill Road, Austerlitz	Columbia
Shaker Museum	202 Shaker Road, New Lebanon	Columbia
Roeliff-Jensen Historical Society	Miles Road, Copake Falls	Columbia
Samuel Tilden’s Grave	Cemetery of the Evergreens, New Lebanon	Columbia
Luykas Van Alen House	Route 9H, Kinderhook	Columbia
Lindenwald, Martin Van Buren National Historic Site	1013 Old Post Road, Kinderhook	Columbia
Vanderpoel House of History	16 Broad Street, Kinderhook	Columbia
Columbia County Historical Society Museum	5 Albany Avenue, Kinderhook	Columbia
Clermont State Historic Site	County Route 6 (off Route 9G), Germantown	Columbia
FASNY Museum of Firefighting	117 Harry Howard Avenue, Hudson	Columbia
Beattie-Powers House	Prospect Avenue & Bridge Street, Catskill	Greene
Historic Catskill Point & Freightmasters Bldg.	1 Main Street, Catskill	Greene
Durham Center Museum	Route 145, East Durham	Greene
The Hudson River School of Art Trail	218 Spring Street, Catskill	Greene
Greene County Historical Society & Library	90 County Route 421, Coxsackie	Greene
Mahayana Buddhist Temple	Ira Vail Road, South Cairo	Greene

# Appendix

Name	Location	
County		
Mountain Top Historical Society	5132 Route 23A, Haines Falls	Greene
Our Lady of Knock Shrine	Route 145, East Durham	Greene
The Steven E. Greenstein Piano Museum	Doctorow Center. for the Arts, Route 23A, Hunter	Greene
Sugar Maples Center for Arts & Education	13 Big Hollow Road, Maplecrest	Greene
Ukrainian Church & Grazhda	Route 23A & Ukraine Road, Hunter	Greene
Athens Cultural Center	24 Second Street, Athens	Greene
Five State Lookout	Route 23A & Ukraine Road, Hunter	Greene
Siuslaw Model Forest	6055 Route 23, Acra	Greene
Pratt Rock and Museum	Route 23A & Ukraine Road, Hunter	Greene
First United States Art Colony	Palenville	Greene
Kaaterskill Falls	Route 23A, Haines Falls	Greene
Mountain Top Arboretum	Route 23C, Tannersville	Greene
Rip Van Winkle Monument	Route 23A, Hunter	Greene
Bronck House	90 County Route 42, Coxsackie	Greene
Thomas Cole National Historic Site	218 Spring Street, Catskill	Greene
Hudson-Athens Lighthouse	Hudson River, Hudson & Athens	Greene
North-South Lake State Campgrounds	County Route 18, Haines Falls	Greene
Historic Waterfront & Village of Catskill	Route 385, Bridge Street, Catskill	Greene
Coxsackie Reed Street Historic District	Reed Street, Coxsackie	Greene
Great Northern Catskills	County-wide	Greene
Louis Miller Museum	166 Main Street, Hoosick Falls	Rensselaer
Children's Museum of Science & Technology	250 Jordan Road, Troy	Rensselaer
Rensselaer County Historical Society	57 Second Street, Troy	Rensselaer
Bennington Battlefield State Historic Site	Route 67, Hoosick Falls	Rensselaer
Crailo State Historic Site	9½ Riverside Avenue, Rensselaer	Rensselaer
Lansingburgh Historical Society	2 114 <sup>th</sup> Street, Troy	Rensselaer
Knickerbocker Historical Society	132 Knickerbocker Road, Schaghticoke	Rensselaer
Buskirk Covered Bridge	County Route 103, Hoosick Falls	Rensselaer
Uncle Sam Grave	Oakwood Avenue, Troy	Rensselaer
Burden Iron Works Museum	1 East Industrial Parkway, Troy	Rensselaer
Brookside Museum	6 Charlton Street, Ballston Spa	Saratoga
Saratoga National Historical Park	648 Route 32, Stillwater	Saratoga
Ulysses S. Grant Cottage State Historic Site	1000 Mount McGregor Road, Wilton	Saratoga
Saratoga Spa State Park	Avenue of the Pines, Saratoga Springs	Saratoga
Peebles Island State Park	Delaware Avenue, Waterford	Saratoga
NYS Military Museum & Research Center	61 Lake Avenue, Saratoga Springs	Saratoga
National Museum of Racing and Hall of Fame	191 Union Avenue, Saratoga Springs	Saratoga
Waterford Historical Museum	2 Museum Lane, Waterford	Saratoga
Fort Hardy Park	NYS Route 29, Schuylerville	Saratoga
Stark's Knob	US Route 4, Schuylerville	Saratoga
Stillwater Blockhouse Museum	US Route 4, Stillwater	Saratoga
Knox Trail Pocket Park	US Route 4, Schuylerville	Saratoga
Waterford Flight of Locks	Waterford	Saratoga
General Schuyler House	US Route 4, Schuylerville	Saratoga

# Appendix

Name County	Location	
Saratoga Monument	Burgoyne Avenue (Route 338), Schuylerville	Saratoga
The Children's Museum	69 Caroline Street, Saratoga Springs	Saratoga
National Museum of Dance Hall of Fame	99 South Broadway, Saratoga Springs	Saratoga
Vischer Ferry Nature and Historic Preserve	Riverview Road, Clifton Park	Saratoga
Wilton Wildlife Preserve and Park	80 Scout Road, Wilton	Saratoga
Hudson Crossing Park	Lock 5 State Park, Northumberland	Saratoga
Saratoga Automobile Museum	110 Avenue of the Pines, Saratoga Springs	Saratoga
Mabee Farm	1080 Main Street, Rotterdam Junction	Schenectady
Proctor's Theater	432 State Street, Schenectady	Schenectady
Stockade Historic District	Roughly bounded by Mohawk River, former NY Central Railroad tracks, and Union Street	Schenectady
Schenectady County Historical Society Museum	32 Washington Avenue, Schenectady	Schenectady
Glens Falls Feeder Canal/5 Combined Locks	Glens Falls	Warren
Clifton West Museum	9793 Graphite Mountain Road, Hague	Warren
Up Yonda Farm Environmental Education Center	5239 Lake Shore Drive, Bolton Landing	Warren
Bolton Historical Society Museum	4924 Main Street, Bolton Landing	Warren
Marcella Sembrich Opera Museum	4800 Lake Shore Drive, Bolton Landing	Warren
Lake George Historical Association Museum	290 Canada Street, Lake George	Warren
Sunken Fleet Bateaux Below	In Lake George, 1 mile north of Lake George Beach	Warren
Fort William Henry & Museum	48 Canada Street, Lake George	Warren
Lake George Battlefield Park	Fort George Road, Lake George	Warren
Chapman Historical Museum	348 Glen Street, Glens Falls	Warren
The Hyde Collection Art Museum	161 Warren Street, Glens Falls	Warren
Lake George Battleground	2224 St. Route 9, Lake George	Warren
North Creek Depot Museum	5 Railroad Avenue, North Creek	Warren
Warrensburg Museum of Local History	3754 Main Street, Warrensburg	Warren
Folklife Center at Crandall Library	251 Glen Street, Glens Falls	Warren
Washington County Farm Museum	292 Old Schuylerville Road, Greenwich	Washington
Hartford/Howard Hanna Civil War Museum	165 County Route 23, Hartford	Washington
William Miller Home & Farm	1614 County Route 11, Whitehall	Washington
Shushan Covered Bridge Museum	Dobbin Hill Road, Shushan	Washington
Georgi Museum	Adams Lane, Shushan	Washington
Slate Valley Museum	17 Water Street, Granville	Washington
Pember Museum	33 West Main Street, Granville	Washington
Washington County Historical Society	167 Broadway, Fort Edward	Washington
Old Fort House Museum	22 & 29 Lower Broadway, Fort Edward	Washington
Rogers Island Visitor's Center	11 Rogers Island Drive, Fort Edward	Washington
Skeneborough Museum	Skeneborough Drive, Whitehall	Washington
Cambridge Freight Yard and Depot	Washington Street, Cambridge	Washington
Site of Battle of Fort Ann	US Route 4, Battle Hill, Fort Ann	Washington
Rexleigh Covered Bridge	Rexleigh Road, Rexleigh	Washington
Eagleville Covered Bridge	Eagleville Road, Eagleville	Washington
Old Salem Burying Ground	Archibald Street, Salem	Washington
Historic Salem Courthouse	58 East Broadway, Salem	Washington

# Appendix

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## *New York State Heritage Area System Visitor Centers in the Capital Region*

- Albany:** Albany County Convention & Visitors Buren,  
25 Quackenbush Square, Albany
- Riverspark:** Cohoes Music Hall,  
58 Remsen Street, Cohoes
- Schenectady:** Proctor’s Theater,  
State Street, Schenectady
- Saratoga Springs:** 297 Broadway,  
Saratoga Springs
- Whitehall:** Skenesborough Museum  
64 Skenesborough Drive,  
Whitehall



### **An Emerging Heritage Asset**

*The Kate Mullany House in Troy is nationally significant as the home of one of America’s most important female labor leaders. In 1864, she organized the all-female Collar Laundry Union, which enabled its five hundred members to maintain wages higher than those of most working women of the time. Although not currently open to the public, plans are underway to prepare this National Historic Landmark for visitation, including physical improvements as well as interpretative programming.*