

Adirondack Mountain Outfitters, LLC.
6627 State Route 30
Indian Lake, NY 12842

Business Plan

Executive Summary

Adirondack Mountain Outfitters is a premier adventure services company nestled in the heart of the Adirondack Mountains. Our specialization lies in providing a diverse range of guided outdoor experiences, including hunting, hiking, fishing, camping, canoeing, whitewater rafting, snowshoeing, and cross-country skiing trips. Committed to fostering a deep connection between individuals and the pristine natural surroundings, we offer memorable adventures for enthusiasts of all levels.

In addition to our guided excursions, Adirondack Mountain Outfitters takes pride in being a comprehensive resource for outdoor education. We provide CPR/First Aid instruction to ensure the safety of our participants, as well as engaging bushcraft and wilderness survival classes that impart essential skills for thriving in the great outdoors.

Furthermore, our commitment to adventure extends to our role as a reliable provider of whitewater rafting solutions. Adirondack Mountain Outfitters offers high-quality whitewater raft sales and expert repair services, ensuring the longevity and safety of your equipment.

Business Description

Mission Statement: To offer unparalleled outdoor experiences that connect individuals with the beauty and challenges of the Adirondack Mountains, fostering a deep appreciation for nature and outdoor skills.

Vision: To be the leading provider of diverse and immersive outdoor adventures, promoting safety, education, and sustainable practices.

1. Guided Outdoor Experiences:

- a. Hunting
- b. Fishing
- c. Hiking
- d. Camping
- e. Canoeing

Educational Institutions: Schools and educational organizations interested in experiential learning opportunities, utilizing our educational programs to enhance students' understanding of the environment and outdoor skills.

Whitewater Rafting Enthusiasts: Whitewater rafting professionals, enthusiasts, and adventurers in need of high-quality rafts, as well as those requiring expert repair services for their equipment.

Local Residents and Community Members: Residents of the Adirondack region and nearby communities interested in exploring their local natural resources, learning outdoor skills, and participating in community conservation efforts.

Environmentally Conscious Consumers: Individuals who prioritize sustainable and eco-friendly practices, appreciating our commitment to Leave No Trace principles and community conservation initiatives.

Market Analysis

Innovation in Adventure Offerings: Staying ahead of industry trends and introducing innovative adventure experiences keeps Adirondack Mountain Outfitters fresh and appealing. Whether it's introducing new routes, unique themes, or cutting-edge equipment, innovation keeps the company at the forefront of the outdoor adventure market.

Competitive Landscape: Currently, guiding in the Adirondacks is considered a niche market, comprised of different sized companies. The largest local company, Beaver Brook Outfitters, currently has one operating location. They are primarily a rafting center offering retail and guided whitewater rafting trips, guided canoe, kayak and tubing trips. They also offer canoe and kayak rentals.

Differentiation strategies: Offering tailor-made experiences allows Adirondack Mountain Outfitters to cater to the specific needs and preferences of clients. Whether it's a family outing, team-building event, or solo adventure, customization ensures a personalized and memorable experience. Differentiating through education, Adirondack Mountain Outfitters provides CPR/First Aid instruction, bushcraft classes, and wilderness survival classes. This positions the company as not just an adventure provider but also a source for acquiring essential outdoor skills and knowledge.

training, and adhere to industry standards. Adirondack Mountain Outfitters is going to implement that each guide completes at a minimum, a Wilderness First Aid Course within the first year of employment and a Wilderness First Aid Course beyond two years.

Equipment: Regularly scheduled inspections along with preventative maintenance practices to prevent equipment malfunctions. Equipment used in trips will be scheduled for replacement if repairs cannot be made.

Potential risks and mitigation practices: For Adirondack Mountain Outfitters, engaging in outdoor activities and adventure services involves various potential risks. Implementing effective risk management practices is crucial to ensuring the safety of participants and minimizing adverse impacts.

Regulations: Adirondack Mountain Outfitters must abide by New York State Licensed Guides Environmental Conservation Law Section 11-0533 and New York State Licensed Guides Title 6 NYCRR Part 197 Rules and Regulations Licensing of Guides.

Financial Plan

1. **Startup Costs:** Estimating startup costs for Adirondack Mountain Outfitters involves identifying and budgeting for the initial expenses required to launch and establish the business. Here is a breakdown of potential startup costs:

Guiding/Raft Repair Equipment:

- Outdoor Equipment: \$51,390.21

Initial Retail Inventory:

- Retail: \$15,000

Insurance:

- Liability Insurance: \$3,500
- Vehicle: \$1,900
- Building Insurance: \$1,600.00

Total Estimated Startup Costs: \$65,925.61

2. **Revenue Streams:**

Guided Outdoor Experiences: Revenue is generated through fees charged for guided trips, including hunting, hiking, fishing, camping, canoeing, whitewater rafting, snowshoeing, and cross-country skiing. Different pricing models may apply based on the duration, difficulty level, and equipment provided.

stakeholders. Partnerships may involve joint promotional activities, shared events, or bundled offerings.

- 3. Financial Projections:** Financial projections for Adirondack Mountain Outfitters are subject to various factors, including market demand, operational efficiency, and external economic conditions. Adirondack Mountain Outfitters will regularly review and adjust financial projections based on actual performance, market trends, and business conditions to ensure strategic decision-making and sustainable growth. The following projections provide an overview for the first three years, taking into account potential growth and scaling strategies:

REVENUE CATEGORY	1st YEAR INCOME	2nd YEAR INCOME	3rd YEAR INCOME
Guided Outdoor Experiences	\$100,000.00	\$130,000.00	\$160,000.00
Educational Programs	\$10,000.00	\$10,000.00	\$10,000.00
Whitewater Raft Repair	\$3,000.00	\$10,000.00	\$20,000.00
Equipment Rentals	\$5,000.00	\$10,000.00	\$15,000.00
Merchandise Sales	\$22,000.00	\$35,000.00	\$45,000.00
INCOME TOTAL	\$140,000.00	\$195,000.00	\$250,000.00
EXPENSE CATEGORY	1st YEAR EXPENSE	2nd YEAR EXPENSE	3rd YEAR EXPENSE
Guiding/Raft Repair Equipment	\$51,390.21	\$10,000.00	\$10,000.00
Retail Inventory	\$7,535.40	\$35,000.00	\$50,000.00
Insurance	\$7,000.00	\$7,000.00	\$7,000.00
EXPENSE TOTAL	\$65,925.61	\$52,000.00	\$67,000.00
NET PROFIT BEFORE TAXES	\$74,074.39	\$143,000.00	\$183,000.00
TAXES	\$5,925.95	\$11,440.00	\$14,640.00
PROFIT	\$68,148.44	\$131,560.00	\$168,360.00

Assumptions and Considerations: These projections are based on the assumption of successful marketing efforts, favorable economic conditions, and effective cost management. Growth percentages are estimates and may vary based on market dynamics and company performance.



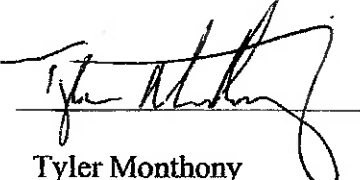
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TOWN OF INDIAN LAKE
P.O. Box 730 Pelon Road
Indian Lake, Hamilton County
New York 12842

Town of Indian Lake Building Permit Report
November 2024

	<u>Residential</u>	<u>Commercial</u>
1. Total # of Permits Issued:	5	1
2. Total dollar amount of projects in #1:	<u>\$466,650</u>	<u>\$24,545</u>
3. Number of Permits in #1 which are Hunting Camps:	0	
4. Total dollar amounts of projects in #3:	<u>\$0</u>	
5. Number of single-family permits issued (Camps N/A):	<u>2</u>	
6. Total dollar amount of projects in #5:	<u>\$425,000</u>	
7. Number of Trailers/Double Wide/Modular Homes:	<u>0</u>	
8. Number of Permit renewals:	1	
9. Number of Firework Permits issued:	<u>0</u>	
10. Total dollar amount of permits in #9:	<u>\$0</u>	
11. Fire inspections (Annual) to date	21	

Respectfully Submitted by:


Tyler Monthony

Building maintenance operation report November 2024

Trail work continued throughout the month of November, we installed culverts, worked on drainage ditches, hauled material, and cleared trails from fallen trees and blowdown. We did as much as we could before the snow came and we have pulled our equipment and are prepping for grooming which starts after the first full weekend in December.

At the welcome center we installed 4 inch conduit and backfilled prepping for DANC to come and install the fiber lines and making sure everything was cleaned up before winter plowing. We hauled away the old freezer panels that were no good, and we are waiting on a signed contract to continue work on the building.

Tim and Davanna Marks donated this year's Town Christmas tree, we went over to their property and they showed us a tree and we returned a week later cut the tree and installed in the little park. We put up banners for the country Christmas tour and three large signs at our town signs to promote the event.

The town had grant money to use so Kim and I purchased a bunch of gaming tables and board games for up at the rec center, there is now a brand new pool table, basketball game, foosball table, air hockey table, ping-pong table, ski ball table, and two chess boards, all these are new and so far a big success with people who have used the building.

At the Library we framed up and poured a generator pad, and will be doing a below ground propane tank.

We cleaned up our yard just in time for the first snow, we plowed and shoveled all of our Town buildings, salted walks as needed, and plowed the transfer station, welcome center and parking lots.


Made major repairs to the side-by-side, axles, bearings and new drive shaft.

Garbage runs were made to Blue Mountain on Monday and Friday now that we are back on eight hour days, cleaned the toilets and restocked, while we were there we opened up the Blue Mountain dam for the winter.

Thank you

Bill LaPrairie

Dept head building maintenance and operations



Town of Indian Lake water and wastewater report for November 2024

The plants were checked and tested daily.

Monthly DEC and DOH samples were sent to the lab.

The lead and copper service line inventory was completed and will continue to be updated as needed.

Josh completed a laboratory class at SUNY canton.

Cut up trees that blew over into our parking lot at the wastewater plant.

We dug a couple test holes in Blue Mt. for DOT. They may be looking to move a section of watermain that is now running across the headwall of a large box culvert.

We had to dig up and replace part of the Hamilton Ct. Highway garages sewer line.

We had to replaced another hydronic heater motor and fan blade at the Blue Mt. plant.

We ordered our new pick up on 11/12/24.

Thank you


Patrick Mahoney



December 9, 2024, Town of Indian Lake Board Meeting Economic Development, Marketing & Events Report

Community/Economic Development

ILCDC's SIB (Sabael, Indian Lake, Blue Mountain Lake Re-Vibe) Committee – ILCDC is currently considering dissolving.

In person networking events/seminars attended in November included (1) Climate Change with A.C.O.R.N. discussing how the changes in climate have impacted on our communities; (2) DEI (Diversity, Equality & Inclusion) Symposium with ANCA; (3) Common Ground Alliance where I served as a group facilitator; and (4) Hamilton Helps with Blue Mountain Center, Adirondack Foundation and ADKAction. These networking events help the Town expand its reach in other Adirondack communities and for Kyli and me to make connections with leaders in other organizations. These types of connections often develop leads for grants, such as being asked by Cali Brooks, CEO of the Adirondack Foundation, to apply for a new opportunity called the Kindling Awards. This is the description of their new program: *In the Adirondacks, we lean on one another to hold our communities together, to meet needs and build a more positive future, to serve those who are isolated and create space to be together. After a difficult and divided election, Adirondack Foundation wants to surface a sense of optimism and social connection through our new Kindling Awards, named after the key ingredient, that starts a warm fire we gather around.*

We are looking for nominations from anyone and everyone for the best winter community events in towns throughout the Adirondack region that bring a wide variety of people together to connect and build relationships. No agendas necessary beyond fighting isolation and building community. Thirty of the best nominations will receive a \$1,000 Kindling Award and promotion on social media. We are especially looking for events hosted by non-traditional groups that are community-driven and authentic, as well as successful at bringing isolated people together. The events can be something already planned or something new but must take place before May 2025.

She specifically invited me to enter SNOCADE.

Events

Indian Lake Country Christmas Tour held on 11/29-11/30, is a subcommittee of the ILCDC organized by Kelly and Kim Ameden, was another great success this year. The Welcome Center was part of the "tour" and hosted make your own snow globes, was the home of the 4th Annual Gingerbread House Contest, and Shop Local "spend \$20.2" a win a logo item drawing. We had more than 100 visitors who made snow globes and voted on the gingerbread houses. This year we had 11 gingerbread creations. On Friday we also hosted the annual tree lighting with approx. 50 people in attendance. Holiday carols, snowflake sugar cookies and hot cocoa were served.

SNOCADE – Kylie is working on reinvigorating SNOCADE as part of her college internship. She has been contacting all participants. New activities include the Utica Zoomobile visit, Cardboard Sled Construction Workshop, and possible Ice Fishing Shack contest. SNOCADE will take place Feb. 15 to 22, 2025.

Black Fly Challenge (BFC) will start in Indian lake next year and will be held on 6/14/25. Due to dam construction on lake Adirondack an alternative location must be selected. The BFC steering committee met with me on 12/2/24 to tour alternate locations. The top two picks were to start at Town Hall or the ball field. I'd like to have a brief discussion and get board approval at this month's meeting.

Marketing

All calendars of events continue to be updated on a regular basis as needed. We are a member of the IABA in Inlet so they also post and share our events.

Flyers, maps, and town event rack cards are refilled throughout the community on a weekly basis and as needed. We will now be providing locations with snowmobile maps and will have the SNOCADE placemats in locations by Martin Luther King weekend (Jan. 17-22, 2025).

Social Media: I continue to encourage all to **FOLLOW and LIKE** the Town on social media sites.

<https://www.facebook.com/townofindianlake>

<https://twitter.com/TownofIndianLa1>

<https://www.facebook.com/Townsofindianandbluemountainlakeny>

[Nextdoor](#)

Our new Instagram account is **townof.indianlakeny**. Please **LIKE** and **FOLLOW** our new link.

Technology

No updates currently.

Grants

NYS SWIMS application was submitted on 11/8/2024 with a request for \$9,950. Award announcements are expected before April 2025.

Northern Forest Adirondack Housing Pre-Development Assistance Program RFP was submitted on 11/8/2024. This RFP was seeking proposals from ADK municipalities wishing to receive pre-development technical support for potential housing projects. Support would include pre-development activities and preparing potential information packets for potential developers. They will choose 10 projects to receive desktop due diligence and feasibility assessments such as zoning review, review of easements, potential grant and tax credit funding, etc. Of the ten, five will be selected as the most suitable for development and will advance to a deeper pre-development phase. Project awards will be announced on 12/6/24. I submitted the Commons Project for consideration. This opportunity also arose from a networking event I attended as well as participation in many Zoom housing series.

DASNY/SAM Grants – We received a call from Senator Walczyk on 11/1/24 saying they are working on getting \$50,000 of the \$300,000 released early in 2025. We should be receiving paperwork to process after the new year.

DEC EV Charging Stations – Still waiting for the agencies to sign and deliver a fully executed contract.

Adirondack Park Upper Hudson Rec Grant – We submitted and received the last installment for this grant. I am awaiting proofs for trail markers and rules and regulation signage.

DEC ZEV Rebate - We are still waiting for the rebate to arrive.

ADKAction Partnership with Town Landfill Project. We continue to have quarterly meetings with NYSDEC as they want to keep a close eye on this project as it will be the first of its type in Adirondack Park. I participate in these meetings. On 11/8/24, we had a meeting at the landfill with 2 members of the ADKAction team, Cornell Cooperative Extension and Hamilton County Soil and

water. Soil samples were taken and sent in for testing. The samples will help guide the team to determine if additional nutrients need to be added to the soil. An RFP for environmental scientists/advisors has been sent out as well.

Meetings

11-12 DEI Symposium

11-13 Northern Forest Housing Zoom

11-15 Common Ground Alliance

11-18 Hamilton Helps Conference

11-26 BFC Zoom at 6pm

12-2 BFC site visit

Respectfully submitted by Christine Pouch, 12/2/24.

Mechanics Report – November 2024

- # 195 Sander – Rebuilt sander tail shaft including spinner shaft and spinner shaft bearings. New couplers and keyways.
- # 182 Freightliner – Replaced two drive axle tires on driver side of truck
- # 3320 John deere tractor (Sidewalk Snowblower) – Installed new 60 inch heavy duty front mount snowblower purchased from Falls Farm and Garden. Installed new frame mounts and lift cylinder that were included with the blower.
- Kubota Mini 121 – Road call to Abanake Lake road to retrieve excavator with dismounted track. Brought back to shop Removed left hand side track the rest of the way and removed front idler and track tensioner assembly. Cleaned and inspected undercarriage and found no issues. Reinstalled track and set proper track tension.
- #188 2019 F 350 – Received the rest of the parts order to complete the rear brakes. Installed new rear brake rotors, pads and axle seals.
- # 192 John Deere 544 G – Removed front remote hydraulic lines for new snowplow and move hydraulic couplers to a more suitable location and installed new lines.
- # 181 Sander – Brought into shop and began pre season service before installing into truck. Found spinner shaft chain and Auger drag chain both needing replacement. We had spinner shaft chain in stock but had to order Auger drag chain from Trius industries in Fort Edward New York. I ordered two chains. One chain for stock. This chain fits 3 of our sanders.
- # 186 2009 Western Star – Brought back into the shop to fix leaking oil pan found when we did pre plow season service. Drained engine oil and removed any hydraulic lines and wiring necessary to remove oil pan. Removed all bolts and dropped engine oil pan out of the frame. Cleaned engine block and degreased oil pan and inspected for cracks. None found installed new oil pan gasket and installed oil pan back onto truck. Performed service with new filters and oil. Test drove truck and got to operating temperature and checked for leaks. Truck no longer leaks.

- #193 John deere 544k - Installed two new batteries
- # Bobcat Toolcat – Brought machine in due to auger not functioning properly. Found metal jammed in auger shoot removed metal and snowblower functions as it should now.
- Cleared shop and swept floors for firetruck overnight storage.
- #181 2017 Dodge ram 3500 – Brought into shop due to brake fluid leak from rear axle. Removed tires and found brake pads worn through to the point of caliper pistons pushing out and cracking. Installed new rotors, pads, calipers, brake lines. Due to the design, you must remove axles to replace brake rotors. Replaced inside hub seals and axle seals upon installation. Bleed new calipers and topped off rear axle differential oil. Test drove and checked for leaks.
- #188 Installed front plow onto truck. Truck suffers from a severe short in wiring harness. Traced wires and tested separate components. Haven't found issue yet.