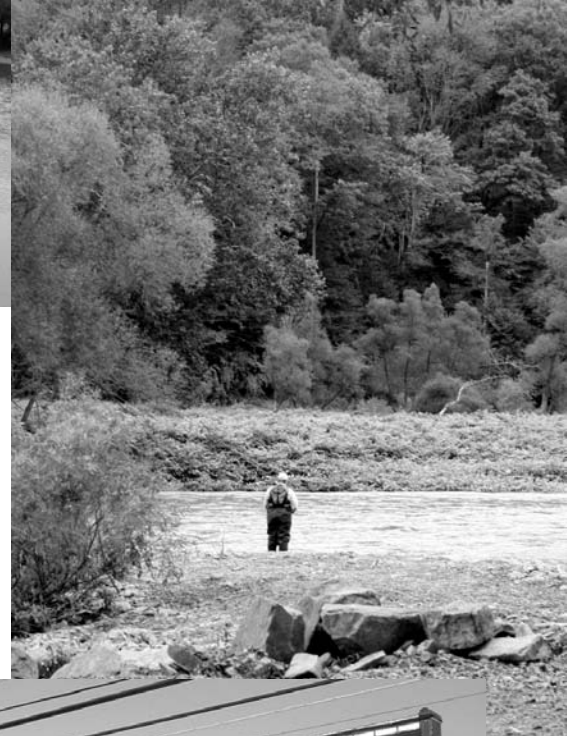


# A Tourism Plan for Hancock, New York



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## **INTRODUCTION**

Hancock, N.Y. is located in the Catskill region of New York, roughly 40 miles southeast of Binghamton and 140 miles northeast of New York City. It is located at the confluence of the east and west branches of the Delaware River, the longest free-flowing river in the east. The natural beauty of this area is astounding, giving Hancock the potential to bloom into a tourism destination unique to the area and the state.

The purpose of this tourism plan is to assess the current status of resources, attractions, and infrastructure in the town and village of Hancock, and to outline the steps needed to maintain its rural charm, sustain its local natural, historic, and industrial resources, and provide recreational opportunities that encourage younger generations to remain in Hancock. In addition, this plan seeks to identify mechanisms by which Hancock can achieve its potential as a tourism destination, thus boosting its currently declining economy. Certain concerns of residents and issues need to be considered before tourism development and promotion can occur. These concerns and issues are outlined below, as are the proposed vision, goals, and educational theme for tourism efforts in the Hancock area. Following these report sections is the class's assessment of local resources, attractions, and infrastructure, as well as recommendations for future tourism efforts in the Hancock area.

## **CONCERNS OF RESIDENTS**

The concerns of Hancock area residents were determined by the students through input from residents during class discussions and a field trip to Hancock. The concerns were identified as follows:

1. Change
2. Loss of personal control over use of their private property.
3. Potential increases in cost of living due to increases in tourism.
4. That tourism won't fulfill its promise of prosperity.
5. Maintaining Hancock's small town identity.
6. Having visitors in town who may have different values and preferences than do residents, and who may interact differently with the community.
7. For residents of all ages and backgrounds to have equal representation in the community planning process.
8. Infrastructure concerns resulting from increased tourism (e.g., parking).
9. Compromising scenic views.

## ISSUES

Other issues that could possibly affect future efforts and opportunities in Hancock were also identified. These are as follows:

1. Angler group lawsuit against Town of Hancock for its creek and road restoration efforts after the flood.
2. Lack of agreement between town and village over scenic byway development and other issues.
3. Right-of-way issue in Firemen's Park.
4. Limited river access.
5. Responsibility for clean-up of existing village-owned river access (near bridge on West Branch).
6. Many communities considering themselves to be the Gateway to the Delaware.
7. The need for leadership in the village and town that will drive future changes.
8. Potential discussion over dissolution of Village of Hancock due to infrastructure repair needs.
9. Cost of maintaining infrastructure (stress on village's inadequate tax base).
10. Migration of young residents away from community.
11. Local perspective of tourism as not being a solution for dealing with the above issues.

## VISION

The following vision statement was developed through input from Hancock area residents and student observations.

By 2017, we envision the Hancock area (i.e., the Town and Village of Hancock) to:

1. Be economically stable;
2. Be an area in which young residents wish to remain and to which past residents wish to return;
3. Be recognizable in character and appearance as the Hancock of the past;
4. Be unique from neighboring communities with regard to its use of and access to natural and historic resources.
5. Develop a cooperative vision for the future that is shared between the village and town, and fostered by strong leadership;
6. Be an area that integrates the needs and interests of residents of all ages in town and village development efforts.

## PLANNING GOALS

Goals, based on the vision statement above, were developed by the class students with input from Hancock area residents. These goals are as follows:

**Goal #1:** To enhance and create collaborative partnerships between government jurisdictions, agencies, NGOs, business owners, residents, and other stakeholders both within Hancock and between Hancock and surrounding areas.

**Goal #2:** To attract visitors and residents to Hancock's downtown area by enhancing downtown facilities, restoring businesses to their historical 1950s appearance and character (where feasible), and encouraging the use of historic building styles in future development.

**Goal #3:** To create, enhance, and monitor visitor recreation experiences in the Hancock area by improving recreation facilities, maintaining natural resources, and creating opportunities for promotion of and education about local attractions and resources.

**Goal #4:** To make the Hancock area unique from surrounding townships by enhancing its identity as a gateway to the Upper Delaware Scenic Byway and to the Delaware Scenic and Recreational River Corridor.

**Goal #5:** To integrate past and present local industries into Hancock area tourism efforts.

**Goal #6:** To have the average family income of the Hancock area at or above the average state income by 2017.

**Goal #7:** For the population level of the Hancock area to increase by 10% to 20% by 2017 from its current 2006 level of approximately 3,450 residents.

## INTERPRETIVE THEME

Through class discussion and observations of Hancock area resources and attractions, an interpretive theme was developed. This theme should be used to guide all future educational and interpretive efforts related to tourism planning in the future in Hancock. For example, if a visitor center is constructed, exhibits within the center should directly relate to the theme below. Using the theme to unify all educational efforts related to tourism development will ensure that both residents and visitors receive information about the Hancock area that clear and understandable. The theme is as follows:

*Hancock's character was shaped by its location at the junction of the east and west branches of the Delaware River, its past and present industries, and its recreation-based resources.*

## HANCOCK'S DOWNTOWN AREA

### Introduction

The downtown commercial district of Hancock, New York is roughly Z-shaped. The two major streets, Main Street and Front Street, run parallel to each other in an East-West direction and are connected by several short side streets, with Wheeler and Read Streets being the major connections. The length of the entire business district is approximately 1 mile.

At the western end of Main Street, there are access roads to Route 17 (soon to be Interstate 86), which is a heavily used highway connecting the New York metropolitan area to southern and western upstate New York. There is an area of commercial businesses here catering to the travelers from 17. There are three gas stations/convenience stores (Mobil, Sunoco, and Getty Mart) and several fast food restaurants (a very busy McDonalds, Subway, and Pizza To Go). In this area are also a family diner and used car business (Hancock Family Restaurant and Auto Sales), the Capra Inn Motel, Capra Cinemas, and Tucker Napa Auto Supply.

As one travels east along Main Street, the businesses become more dispersed for several blocks. Along this stretch of road are several real estate offices, a law office, The Bluestone Grill, and the Cranberry Inn.

At the eastern end of Main Street is another cluster of businesses, including the only local grocery store (the Grand Union), the liquor store (Hancock Liquors), several eating establishments (Little Italy II, MacLean's Scottish Pub), the bank (NBT Bank), and a hardware store (T&A Home Improvements). This is where the connecting streets, Wheeler and Read, can be followed south for one block to Front Street. Along Wheeler Street is a law office, and along Read Street is a clothing retail shop (Sweet River Studios).

Following Front Street from this point east is where the densest business area of Hancock is, with approximately 25 businesses along three blocks. There are outdoor stores (Marino's Outdoor World, Borderwater Outfitters), eateries (New Chinese, Moo's Bar and Grill), the Hancock Theater, Lourde's Clinic, the Hancock Herald offices hair salons (Traci's Hair Salon, Jerry's Barber shop), and a health club (Curves).

At the eastern end of Front Street is the intersection of Route 97, which leads to the scenic byway and is another major entry point for travelers. At this intersection (which is very close to the business area described immediately above) is a Valero gas station and two car sale lots, DaBrescia and Vertrone Motors.



### Businesses catering to Tourists

For a town of its size (village population 1100), Hancock offers a fair number of businesses catering to tourists. The opportunities for lodging in the downtown area are very good for a town of this size, and there are several other places to stay outside of town. In town, travelers can stay at the Capra Inn Motel, a motor inn, or at the Cranberry Inn, a small Bed and Breakfast in a converted residential house. A new three-story hotel which will have 31 rooms is currently under construction along Front Street. This building will be a replica of the old Hancock House hotel, which housed railway passengers. Lodging opportunities in the downtown area are shown in Table 1 below.

**Table 1.** Lodging within the Village of Hancock. All phone numbers in this table are preceded by “(607) 637-“ unless otherwise noted.

Name	Address	Phone	Comments
Cranberry Inn	38 W. Main St.	2788	
Capra Inn Motel	521 W. Main St.	1600	Capra Enterprises
(the New Hancock House)	Front St.		Under construction

There are opportunities for eating fast food (McDonalds, Subway, Pizza-to-Go, New Chinese, Lickety Split Gelateria), casual family dining (Little Italy II, Hancock Family Restaurant, Ruthie’s Copper Kettle), and casual to fine dining (the Bluestone Grill and the Delaware Inn). There are also two bars (Moo’s Bar and Grill, MacClean’s Scottish Pub). Dining opportunities in the downtown area are shown in Table 2 below.

**Table 2.** Dining within the Village of Hancock. All phone numbers in this table are preceded by “(607) 637-“ unless otherwise noted.

Name	Address	Phone	Style
McDonalds of Hancock	450 W. Main St.	2333	Fast Food
Subway of Hancock	494 W. Main St.	4800	Fast Food
Pizza to Go at Getty Mart	W. Main St.	4300	Fast Food
Lickety Split Gelateria	Front St.		Fast Food
New Chinese Food	110 E. Front St.	3528	Delivery, Casual
Hancock Family Restaurant	W. Main St.	3777	Casual
Little Italy II	43 W. Main St.	2855	Casual
Bluestone Grill	67 W. Main St.	2600	Casual to Fine Dining
Delaware Inn	70 W. Front St.	2749	Casual to Fine Dining
Moo’s Bar and Grill	154 E. Front St.	3643	Bar
MacClean’s Scottish Pub	23 E. Main St.	9917	Bar

There are not many businesses that provide entertainment opportunities in Hancock, particularly in the evenings. Besides the two bars mentioned above, there is the Capra Cinema (popular movies) and the Hancock Theater (plays and films). Opportunities for entertainment in the downtown area are shown in Table 3 below.

**Table 3.** Entertainment businesses within the Village of Hancock. All phone numbers in this table are preceded by “(607) 637-“ unless otherwise noted.

Name	Address	Phone	Comments
The Hancock Theater	E. Front St.		
Capra Cinemas	533 W. Front St.	3456	(Capra Enterprises)

Many of the tourists to Hancock are there for the opportunities to recreate on the Delaware River, particularly fishing. Two businesses in the downtown area cater to these visitors: Marino’s Outdoor World and Borderwater Outfitters. Outdoor recreation businesses in the downtown area are shown in Table 4 below.

**Table 4:** Recreation retail and service businesses within the Village of Hancock. All phone numbers in this table are preceded by “(607) 637-“ unless otherwise noted.

Name	Address	Phone
Marino’s Outdoor World	95 E. Front St.	3573
Border Water Outfitters	159 E. Front St.	4296
Gray Ghost Guide & Flies	PO Box 675	3474

Hancock doesn’t have many retail stores that cater to tourists visiting the town. There is a craft store (Cerama Crafts and Florals), a clothing and accessories store (Sweet River Studios II), and a novelty shop (Two Rivers Trading Company). Retail shopping opportunities in the downtown area are shown in Table 5 below.

**Table 5:** Retail businesses within the Village of Hancock. All phone numbers in this table are preceded by “(607) 637-“ unless otherwise noted.

Name	Address	Phone	Merchandise
Two Rivers Trading Company	55 E. Front St.	2585	Novelties, antiques
Cerama Crafts and Florals	11 W. Main St.	2962	Crafts and flowers
Sweet River Studios II	22 Read St., Suite 2	4862	Clothing and accessories

Most visitors to Hancock arrive by car, and there are several businesses to help them deal with their vehicles: gas stations (Sunoco, Mobil, Getty, and Valero), auto parts stores

(Tucker Auto Supply and Parts Plus Autostore), and auto service and repair (DaBrescia Motors, Vertrone Motors, Kaplan Chevrolet-Buick Inc.). Businesses supporting auto use are shown in Table 6 below.

**Table 6.** Automotive businesses within the Village of Hancock. All phone numbers in this table are preceded by “(607) 637-“ unless otherwise noted.

<b>Name</b>	<b>Address</b>	<b>Phone</b>	<b>Type</b>
Sunoco	W. Main St.		Gas / convenience
Mobil	W. Main St.		Gas / convenience
Getty Mart	W. Main St.		Gas / convenience
Valero	W. Main St.		Gas
Tucker Auto Supply	465 W. Main St.	3430	NAPA Auto Parts
Parts Plus Autostore	112 W. Main St.	5313	Auto Parts
DaBrescia Motors, Inc.	250 E. Front St.	3541	Service, repair, and sales
Vertrone Motor Sales	72 E. Front St.	3430	Service, repair, and sales
Kaplan Chevrolet-Buick Inc.	W. Main St.	2471	Service, repair, and sales

**Businesses not directly related to tourism**

Hancock also has a full complement of local businesses that may be used by tourists but are mostly supported by local use. These businesses are listed in the table below and include the grocery, liquor, drug and hardware stores, various professional offices (law, real estate, and accounting), the video rental shop, the bank, the telephone company and newspaper offices, hair and health salons, and the clinic. Local businesses are shown in Table 7 below.

**Table 7.** Other local businesses within the Village of Hancock. All phone numbers in this table are preceded by “(607) 637-“ unless otherwise noted.

Type	Name	Address	Phone
Food	Hancock Liquor Store, Inc.	27 West Main St.	5364
	The Grand Union	16 West Main St.	3369
Auto	Tucker Auto Supply Inc.	465 W. Main St.	3430
	Vertrone Motor Sales	72 E. Front St.	3430
	DaBrescia Motors, Inc.	250 E. Front St.	3541
	Parts Plus Autostore	112 W. Main St.	5313
	Kaplan Chevrolet-Buick Inc.	W. Main St.	2471
	Hancock Family Auto Sales	W. Main St.	3777
	Terry Whitt, CPA	216 Wheeler St.	3333
Financial	Hempstead Abstract and Title Corp.	125 Wheeler St.	3935
	NBT Bank	11 E. Main St.	2611
Law	George & Ann Elwood	10 W. Main St.	4791
	The Sienko Law Office	12 E. Main St.	5400
	Robert G. Davis	142 E. Front St.	3602
	James D. Ward	38 W. Main St., Suite 1	4791
	Coughlin & Gerhart	125 Wheeler St. Suite 2	3707
Insurance	DAB Insurance	87 E. Front St.	5453
	J.N. Mason Agency, Inc.	65 W. Front St.	1708
Real estate	Klimchok Real Estate	423 E. Main St.	4411
	Upper Delaware Real Estate	23 W. Main St.	5588
	Delaware Land Office	17 E. Main St.	2966
	Red House Design LLC	116 E. Front St.	5300
Retail	B&R Furniture & Variety	158 E. Front St.	4747
	T&A Home Center	39 East Main St.	4751
	Hancock General Store	50 E. Front St.	8783
	Hurley’s Hardware	90 East Front St.	3867
	Signs, etc.	94 W. Main St.	5688
Entertainment	Village Video	47 E. Main St.	
	Capra Cinemas	533 W. Front St.	3456
	Hancock Theater	E. Front St.	
Services	Hancock Telephone Co.	34 Read St.	9911
	The Hancock Herald	161 E. Front St.	
	Capra Laundry	505 W. Front St.	2501
Medical	Lourdes Health Clinic	E. Front St.	
	Rite Aid	W. Main St.	
	Marin Family Care Home	225 E. Main St.	2582
	Henderson-Biedekapp Funeral Chapell	E. Main St.	2581
Hair and body	Tracy's Hair Designs	132 East Front St.	3444
	Jerry's Barber	E. Front St.	
	Curves	180 E. Front St.	3900
	Nick's Hair Cuts	11 W. Main St., Suite 2	
Other	Vertrone's Redemption Center	274 E. Front St.	5310
	Forecon, Inc.	90 E. Front St., Suite 2	4466

## **Assessment Summary**

This assessment report found that Hancock is well-equipped to house and feed tourists, especially considering the small size of the town. Tourists have a variety of options for places to stay and places to eat while they are in Hancock. There is also a variety of businesses to fuel and repair automobiles, which is vital because most tourists arrive in Hancock in privately owned vehicles.

Businesses supplying equipment and services for outdoor recreation, particularly fishing and water sports, were adequate and will have the opportunity to grow as tourism increases. There may be market space for more businesses of this type in the future.

The selection of retail stores catering to tourists in Hancock was somewhat lacking. The merchandise was mainly antiques and crafts, and not particularly unique to the area. The Hancock economy may not be able to support businesses of this type at the current time, but will hopefully be able to in the future. It is also worth considering that a business may have a storefront in Hancock while being supported by primarily Internet trade.

An aspect that was lacking in the downtown area was opportunities for entertainment, particularly in the evenings. Options for entertainment beyond going to the cinema or bars would encourage tourists to stop in Hancock for the night.

Recommendations for addressing these and other issues regarding the downtown commercial area will be discussed in the upcoming Recommendations Report.

## COMMERCIAL BUSINESSES OUTSIDE THE DOWNTOWN AREA

### Introduction

Most of the local businesses in the town of Hancock are located within a one-mile radius of the center of the village. Located in the village area are businesses such as fast food restaurants and gas stations that attract people traveling on Route 17. In the village center are various shops pertaining to recreation, retail, and other facets of merchandise. Outside the village center, most businesses deal with recreation (e.g., fishing-related enterprises, golf courses, summer camps, and various outfitter businesses). Some businesses found in Pennsylvania are included in this section because they draw visitors to the area and could likely provide cooperative opportunities between businesses on both sides of the Delaware River.

### Businesses Catering to Tourists

In order to highlight the businesses that will be used by tourists, all other businesses were included on a chart at the end. The assessment report is broken into two parts, tourist related businesses, and non-tourist related businesses. Table 8 includes lodging accommodations in the Hancock area such as B&B's, cabins, and motels.

**Table 8.** Lodging in and near the Town of Hancock (see page 5 for lodging in the Village of Hancock).

Name	Address	Phone
Bass Mountain Top Cabins	P.O. Box 718	607-637-5253
Becky's Bed and Breakfast	2406 State Highway 268 Cadosia, NY 13783	607-637-5499
Bouchouxville Road General Store and Lodging	2685 Bouchouxville Rd.	607-428-0456
Green Acres Motel	30356 State Highway 17W	607-637-1600
Starlight Acres Motel	Box 86 Starlight, PA 18461	570-798-2350
Lake Charlotte Estates (Cabin Rentals)	P.O. Box 776	607-637-5222
Point Mountain Lodge B&B	186 Yendes Street	607-637-2629
Sandercock House B&B	8 Sandercock Road Equinunk, Pa 18417	570-224-8302
Smith's Colonial Motel	23085 State Highway 97	607-637-2989
Villa Como	P.O. Box 248 Como Rd. Lake Como PA 18437	570-798-2761

While most dining opportunities are within the village area, there are some very nice casual dining opportunities outside the village (Table 9). One of the most famous businesses in the Hancock area is the Circle E Diner which is in every guide book for the area. This diner already has that retro feeling that many Hancock residents wish to maintain in their town.

**Table 9.** Dining in and near the Town of Hancock (see page 5 for dining in the Village of Hancock).

<b>Name</b>	<b>Address</b>	<b>Phone</b>	<b>Style</b>
Circle E Diner	369 East Front Street	607-637-9905	Casual Family
LaSalette Restaurante	490 Golf Course Rd.	607-637-2505	Casual Family
The Inn at Starlight Lake	289 Starlight Lake Rd. Starlight, PA 18461	570-798-2519	Casual to Fine
Villa Como	P.O. Box 248	570-798-2761	Casual Family

Hancock and its surrounding areas offer many different recreation businesses. While most of the businesses deal with fishing, there are other non-fishing related businesses such as golf courses, bowling alleys, and summer camps (Table 10).

**Table 10.** Recreation in and near the Town of Hancock (see page 6 for recreation businesses and services in the Village of Hancock).

<b>Name</b>	<b>Address</b>	<b>Phone</b>
Hancock Golf Course (9 holes)	522 Golf Course Rd.	607-637-2401
Camp Hilltop (private camp)	7825 County Hwy 67	607-637-5201
Camp Starlight (private camp)	HC 60 Box 13 Starlight, PA	570-798-2525
Wild Rainbow Lodge and Outfitters	State Highway 191 Starlight, PA 18461	570-635-5983
Delaware River Club Fly Fishing Resort	HC 1 Box 1290 Starlight, PA 18461	570-635-5880
Al Caucci Fly Fishing Enterprises	HC Box 1290 Starlight, PA 18461	570-635-5880
East Branch Outfitters	1471 Peas Eddy Rd.	607-637-3451
Upper Delaware Outfitters	HC 1 Box 1025 Starlight, PA 18461	570-635-5900
Wild Rainbow Outfitters	HC 1 Box 1061 Starlight, PA 18461	570-635-5983
Catskill Pheasantry and Sports Clays	374 Neer Rd. Long Eddy NY 12760	845-887-4487
Fox Bowling Center	24723 State Hwy 97	607-637-4401
French Woods Golf and Country Club	100 Taylor Lane	607-637-1800
French Woods Performing Arts Center	P.O. Box 609	607-887-5600
Gray Ghost Guides and Flies	P.O. Box 675	607-637-3474
TC Sports	P.O. Box 210/State Hwy 206 Trout Creek, NY 13847	607-865-6207
West Branch Angler Resort	150 Faulker Rd. Deposit, NY 13783	607-467-5525
Tompkins Logging and Hunting	P.O. Box 682	607-637-3397



There is a chance that some tourists may use the businesses shown in Table 11. Tinklepaugh W. V. and Sons Inc. is a gas and propane shop located just across the Pennsylvania boarder. The gas and propane that they sell can be used by tourists for their campers, or for stoves that they might be using while camping. The bus company might be a way for local businesses to transport large groups of tourists at one time. The other three companies could be used by visitors incase something goes wrong while they are on their trip.

**Table 11.** Other tourism-related businesses in and near the Town of Hancock.

<b>Name</b>	<b>Address</b>	<b>Phone</b>
Al's Used Cars and Repairs	1139 Cadosia Rd.	607-637-2277
Don Oralls Garage	205 Park Street	607-637-3326
Lenard Bus Sales, Inc.	4 Leonard Way Deposit, NY 13754	607-467-3100
Tinklepaugh W. V. and Sons Inc.	1381 Winterdale Rd. Starlight, PA 18461	570-635-5812

## Non-Tourist Related Businesses

The following businesses (Table 12) are ones that will most likely will not provide products and services for tourists. However, these businesses are ones that support the local community and provide important services to residents. These businesses will be able to provide Hancock with the services needed to turn the village into a tourist destination. Businesses such as gardening stores will be able to provide the community with the landscaping for the town center. The graphic and architect companies will be able to provide the town with any needed signage or building improvements.

**Table 12.** Local businesses in and near the Town of Hancock (see page 8 for other businesses in the Village of Hancock).

Name	Address	Phone	Business Type
Elizabeth Davidson, Architect	75 Faulkner Rd.	607-467-4626	Professional Service
Mallery Lumber Co.	158 LaBarre Street	607-637-2236	Lumber
Sidney Federal Credit Union	494 W. Main St.	607-637-5687	Finance/ Insurance
MediaChameleons	7456 State Hwy 268 Cadosia, NY 13783	607-637-2870	Marketing
Mike's Hauling	24203 State Hwy 97	607-637-3484	Service
Russell Bass & Sons Lumber	P.O Box 718	607-637-5253	Lumber
Angie Gray	P.O. Box 716	607-637-2284	Retail
Bisbee Lumber and Supply	41 Yendes St. P.O. Box 729	607-637-2491	Lumber
Smith's Repair	74 Walker Rd.	607-637-4549	Logging/stone supply/power tools
St. Clair Graphics	406 Erie St. Honesdale, PA 18431	570-253-6692	Professional Service
Tompkins Bluestone Company	P.O. Box 776	607-637-5222	Stone Company
The Equinunk Emporium	4348 Hancock Hwy Equinunk, PA 18417	NA	Retail
Jim & Gina's Greenhouse	39 East Main St.	607-637-4751	Garden Retail
Lori's Landscaping & Perennials	19 Trestle Road	607-637-3700	Florist/Nursery/Gift Shop

## Assessment Summary

Hancock offers many opportunities for tourists, such as places to stay and eat. Recreation businesses for fishing are present; however, more businesses catering to uses of river resources such as canoeing or rafting outfitters would be useful. The town also has a limited night life for visitors. There also needs to be more of a focus on family activities to ensure that all family members have something to do while in the area (not just those who are fishing). Businesses that utilize the outdoors year round will also help the Hancock community by expanding business opportunities into off-seasons.

## HANCOCK AREA NATURAL RESOURCES AND ATTRACTIONS

### Introduction

The Hancock area is rich in natural resources and attractions. Hancock is home to Route 97 “the most scenic highway in the east” (upperdelaware.com), Route 17 “the most scenic highway in the nation” (hancockny.org), spectacular fall foliage and maple syrup production, valuable timber species, vast bluestone quarries, and, most significantly, the western-most gateway to the Upper Delaware Scenic and Recreational River (UPDE). Hancock is situated on the junction of the east and west branches of the Upper Delaware River which serves as a focal point for the community as well as incoming tourists. The river provides class I and II rapids, riffles, and pools, and is well known for its abundant angling opportunities. These resources will be the mainstay of the Hancock area, as the river naturally provides a gamut of recreation opportunities for visitors without the need for development, and is also unique to this region of New York State.

This assessment will consider the existing resources that compose the UPDE, inventory the agencies and organizations involved in utilizing the Upper Delaware region, identify opportunities that Hancock area residents could consider for the future of the area. In order to enhance and provide a high quality experience for tourist visitors, a detailed index of the resources currently available and who manages each is included in Table 12.

**Table 12.** Resources and resource managers in the Hancock area.

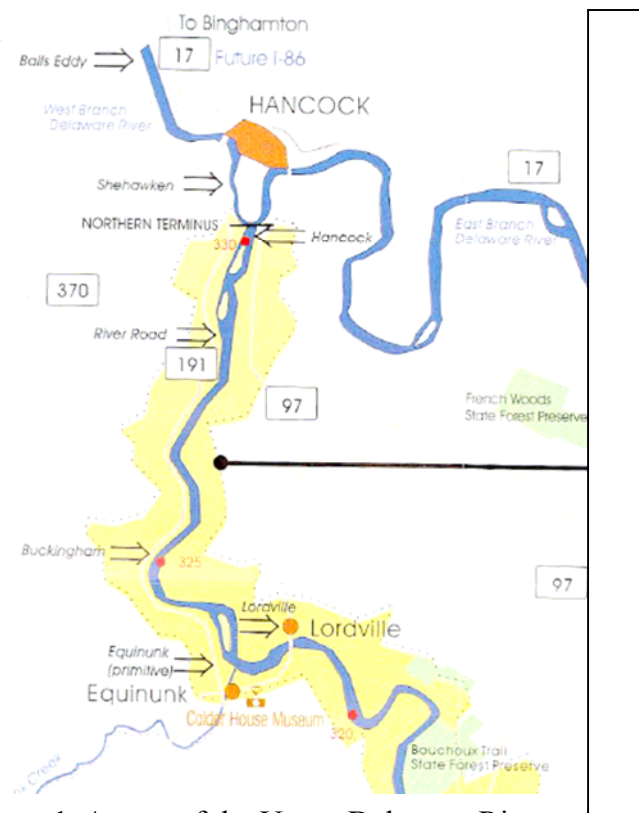
<b>Natural Resources and Attractions</b>	<b>Tourism Opportunities and Leisure Activities</b>	<b>Target Demographic</b>	<b>Location</b>	<b>Controlling Agency/Owner</b>	<b>Contact Information</b>
Upper Delaware Scenic & Recreational River (UPDE)	Fishing, recreational boating, wildlife viewing, miscellaneous leisure	Recreational anglers ages 25-60; Family boaters ages 5-55	Hancock, NY to Sparrowbush, NY – Borders PA	National Park Service; Upper Delaware Council*	River Information (845) 252-7100
Upper Delaware Scenic Byway	Recreational driving, foliage tour, wildlife viewing, photography	Scenic drivers/foliage visitors, ages 50-65	Hancock, NY to Port Jervis, NY – Rte. 97	U.S. Dept. of Transportation – National Scenic Byways Program	(800) 429-9297 (202) 366-1929
French Woods Wild Forest	Day hiking, wildlife viewing, camping	Family campers, ages birth-55	Long Eddy, NY	New York State Department of Environmental Conservation	NYS DEC Region 4 (518) 357-2234
Bouchoux Trail Wild Forest	Day hiking, wildlife viewing, camping	Family campers, ages birth-55	Lordville, NY	NYS DEC	NYS DEC Region 4 (518) 357-2234
French Woods Golf Course	Golfing, overnight visitation, cross-country skiing	Golfers/Anglers, ages 18-60	Hancock, NY	Bass Enterprises	Golf and Country Club (845) 887-5000

\*See also Pennsylvania Fish and Boat Commission - Northeast Regional Office (570) 477-5717; and U.S. Geologic Survey – Delaware River Basin District (717) 730-6912

The UPDE is the most unique natural resource within the Hancock area. The UPDE is roughly comprised of 55,575 total acres, 30 of which are federally owned, the rest of which are mostly under private land ownership. The designation of portions of the river as a National Scenic and Recreational River enable the National Park Service to have management oversight over designated shoreline areas extending one-quarter of a mile inland from either shore, while maintaining private ownership. Designated sections of river are limited in future development (such as impoundments and shoreline development), can be accessible by road and railroad, and are managed to maintain pristine swimmable and fishable waters (National Parks Service 1982). Furthermore, the river is now home to nesting bald eagles, a federally-listed threatened species. Shoreline areas not included in the nationally-designated sections are under private control and management. Figure 1 shows the Hancock area and the UPDE river corridor.

Opportunities for growth are present in the boating category on the UPDE, as there are no commercial boating guides along this section of the river as of yet. The UPDE in Hancock is listed as containing rapids and riffles that would be appropriate for family outings and beginner to intermediate boating opportunities. Most significant are the fishing opportunities existent along the river. The target demographic for this fishery resource will be primarily anglers who travel from areas surrounding Hancock such as upstate NY (Binghamton and Syracuse), downstate (Westchester, New York City, Connecticut), eastern Pennsylvania, and Albany and Massachusetts. However, in order to attract more boaters and anglers, upgrades to boat launch facilities throughout Hancock are needed. It is essential that a balance between maintaining pristine river resources and enabling visitor and resident access be established in future development efforts.

To create a balance between recreation access and resource protection, cooperation between both residents and staff of the various management agencies will be needed. Conservation easements that benefit residents through tax incentives as they protect natural resources can be implemented along the river with the assistance of land trusts and state agencies. The NYSDEC offers biological surveys that can provide valuable resource-related data. The National Parks Service regulates the National Wild and Scenic Rivers System. Further impacts of the river resource might occur in the form of an increased number visitors, litter, and garbage in the river corridor, improper human waste disposal, and decreasing aquatic species populations.



**Figure 1.** A map of the Upper Delaware River Corridor and Hancock, NY.

A detailed annual performance report made by the National Park Service in 2000 expresses a goal of maintaining and preserving the natural quality of the river in conjunction with working with the private landowners, council groups, and towns. The Park Service has published its mission statement as “to conserve, protect, and interpret the river, its surrounding landscape” and the values that have qualified the Upper Delaware for its inclusion in the Wild and Scenic Rivers System. Moreover, the NPS’s first goal category of the report calls for the exploration of “a visitor contact station near UPDE’s northern terminus ... in partnership with the Village and Town of Hancock,” (nps.gov 2000). A visitor contact station could provide essential services for residents (especially school groups), the agency, the town and village, and for tourists. The Town and Village of Hancock would need to pursue and engage the Park Service on this objective. A visitor contact station would provide a central location for anglers and boaters to gather and obtain information about access, resource-related data, and visitor services and accommodations. It could also serve as an interpretive and education center, as well as a headquarters for managing the UPDE and monitoring biological and recreational use data.

### **Assessment Summary**

The Delaware River is extremely significant for a number of reasons outside of tourism; it is the largest major undammed river along the east coast, it provides many warm and cold water fisheries and winter habitats for threatened bald eagles, and it provides 10% of the water needs for the U.S. population (2 billion gallons daily; nps.gov 2000). These essential qualities of the river make it unique. Because of the dependence of local residents on the river for their livelihoods, quality of life, and recreation, protecting the uniqueness of the river is essential for the long-term sustainability of the Village and Town of Hancock. The Hancock section of the Delaware River is already well known for its fishing but is minimally used for its boating opportunities because of access limitations and limited related services (e.g., raft rental businesses). Barriers between local government entities and resource management agencies need to be removed so that cooperative efforts can be created that enhance local life for residents and provide recreational opportunities for visitors. Future development efforts will require maintenance of a balance between providing recreational access and protecting the river resource that can only be accomplished through the coordinated efforts of local stakeholders.

# **HANCOCK AREA CULTURAL, HISTORICAL AND INDUSTRIAL RESOURCES AND ATTRACTIONS**

## **Introduction**

A diversity of cultural, industrial, and historical attractions and resources are found throughout the Hancock area. Cultural attractions range from local festivals or fairs to national dirt bike races. Industrial resources focus on timber and bluestone, while historical attractions include one museum and two historical societies within ten miles of Hancock.

## **Festivals and Events**

Each summer, the village of Hancock puts on two local festivals for the community. The first festival is the Summer Celebration, occurring on the Fourth of July weekend. The Summer Celebration starts off with a seven-mile canoe race down the Delaware River from Fireman's Park to the Buckingham River Access off Route 191 in Pennsylvania. The race begins at 11 AM and is one race in a four-race series. For more information, contact Jack Burcher at (507)253-3366. The Celebration also include a community picnic at the library, fireman's chicken BBQ at Charlie's Great American parking lot, a fireman's equipment demonstration, Upstate New York Classical Guitar Association performances and a fireworks display at 9:30 PM. The Upstate New York Classical Guitar Association demonstration includes hour-long performances starting at noon by each of its members. Tickets cost \$15 for adults, \$10 for students.

The second festival that goes on every year in Hancock is the Bluestone Festival and Hancock Fireman's Field Days at Fireman's Park. The festival usually takes place on the third or fourth weekend in July and it is a three-day event. From 10 AM to noon, there are two one-hour tours of the Larimer and Norton sawmill and, at 1 PM, there is a tour of Tompkins Bluestone Mill on Route 17 between Hancock and Fishs Eddy. At 5:30, the preliminary round of the Bluestone Competition begins. At 6 PM, the park opens for family night which includes carnival rides, clams, beer, shrimp, and bingo. The second day of the festival includes more rounds of the Bluestone Competition at 5:30 PM and the park is open again at 6 PM for the carnival and fireworks. The third and final day includes a 5K footrace at 8AM (contact is George Shakelton; phone: 607-637-4505 at night and 607-498-5755 during the day), the Bluestone Competition finals at noon, a tractor pull and a chicken BBQ, Kids Day at the park with carnival rides from 1-5 PM, and the fireman's parade at 6 PM. Limited parking is available for both this festival and the Summer Celebration.

Hancock boasted a third festival in 2006 when it hosted the Moose U.S. Enduro Grand Prix. This is a national level dirt bike race that was held in Hancock in 2006, but which switches venues on a yearly basis. The main concern associated with this motocross event is that, with a changing venue every year, it is an economic boost for Hancock that cannot be counted upon on an annual basis. However, other dirt bike races, sponsored by a local dirt biking club with assistance from local property owners, do occur on an annual basis in the Hancock area.

### **Artistic and Cultural Resources**

Within the Hancock area, arts and culture are of interest to many local residents, and events related to these resources are increasing in number. For example, the local Family Foundation School offers several theatrical and choral performances every year that are open to the public. The French Woods Summer Camp offers performing and visual arts events throughout the summer months. Theatrical performances of “The Hancock Story” are also offered in the Hancock Theater. Local organizations have proposed other arts-related projects such as the development of a brochure on local visual and performance arts, and the creation of a Delaware River School of Art. Artistic and cultural resources can contribute to the area’s economy by attracting visitors. These resources may be especially important for improving the quality of life of residents by providing avenues for creative expression and entertainment, and by encouraging young residents to remain in the Hancock area.

### **Historical Resources and Attractions**

Within the Hancock area exists historic exhibits in the library in Hancock, and two historical society buildings containing further exhibits. Exhibits are located in the basement of the Louise Adelia Mead Memorial Library located at 104 Read Street in Hancock. The library is open from 11-4 PM and 6:30-9:30 PM on Tuesday and Thursday, 11-4 PM Wednesday and Friday, and 2-4 PM Saturday. The Chehocton-Hancock Historical Association is located at 12 Read Street in Hancock and is open by appointment only. Their phone number is 607-637-2519. The second historical society is the Equinunk Historical Society located on Route 191 in Equinunk, Pennsylvania. Its hours are 1-3 PM Wednesday through Friday from May 3 to October 28; it is also open Saturdays from noon to 4 PM from Memorial Day weekend to Columbus Day, and by appointment at other times by calling (570) 224-6722. The Equinunk Historical Society is often open for special events highlighting significant historical points throughout the local area during the course of the summer. The major drawbacks to all three of these resources are size and accessibility. Each of the buildings are small, with limited on street parking available and limited hours of operation.

### **Industrial Resources**

There are many industrial resources within the Hancock area, most of which are focused on the bluestone and timber resources of the area. Both bluestone and timber have been long-term economic cornerstones of the Hancock area. There are many bluestone quarries and saw mills within ten miles of Hancock. As mentioned earlier, during the Bluestone Festival and Fireman’s Field Days in July, there is a short tour offered of the Tompkins Bluestone Mill on Route 17 between Hancock and Fish’s Eddy. There has been a shift in ownership of many of the bluestone mills within the immediate area. Originally, many of the mills were small, family owned operations; now, larger corporations are opening up bluestone mills making it difficult for many of the family owned operations to compete. As a result, smaller family mills are shutting down..

The local timber resources of the area are just as rich in the area as the bluestone. Currently, local timber businesses produce lumber. In the past, different timber-related industries existed. Since the hills around Hancock are rich in white ash (*Fraxinus Americana*) and Eastern hemlock (*Tsuga canadensis*), in the past, mills opened up to produce baseball bats and tannic acids. The production of baseball bats from white ash historically had much more of an impact upon the local economy and culture of the Hancock area than tannic acid from the bark of hemlock, but mills for both industries were cornerstones locally for over a

century. The Larimer and Norton Mill had the greatest impact upon Hancock. This mill produced the wood that was made into Louisville Slugger baseball bats for all levels of baseball, including the major league. These bats were used by players such as Babe Ruth and Hank Aaron. The plant closed in 2004 and tours of the building are no longer offered. The old building is located on the main road into town off of route 17 but is currently a major eye sore. The outside of the building is run-down with the old brick building covered by deteriorating tin. In addition, many of the windows are broken. The degradation of this old mill is not just an eyesore but a hazard to tourists wanting to visit the old facility.

### **Assessment Summary**

Overall, the Hancock area has strong cultural, historical and industrial resources to build upon. However, there are issues that need to be addressed if Hancock wishes to maximize its benefit from these resources. For example, hours of operation at the Chehocton-Hancock Historical Association need to be added so that visitors can learn about Hancock's history. The Larimer and Norton Mill needs to be restored so that both residents and visitors can learn about the industrial history of Hancock.



# CATSKILL REGION NATURAL RESOURCES AND ATTRACTIONS

## **Introduction**

The Catskill Mountain Region is home to many different unique resources and attractions. Like the Adirondack Park, the Catskills offer all the opportunities of a mountain region, but does not get the same recognition the Adirondacks because of its smaller size. Since its creation in 1885, the Catskill Park has grown to over 700,000 acres. Being a quarter of the size of the Adirondack Park, the Catskill region still offers culture and historical attractions as well as outstanding outdoor recreation activities.

The Catskill Park is comprised of both private and state owned lands; privately-owned lands account for about 60% of the park. The Catskill Forest Preserve, which represents almost half of the Catskill Park, is managed by the New York State Department of Environmental Conservation (DEC). Many of the Catskill Park's natural resources are managed by this agency. Also in the Catskill Park are watersheds managed by the New York City Department of Environmental Protection (NYCDEP). Although not very well promoted, the Catskills offer a variety of natural attractions and resources. Table 13 shows natural attractions and resources offered in or around the Catskill Park and their distance relative to Hancock, NY.

## **State Lands**

Forty percent of the Catskill Park is managed by the NYS DEC as State Forest Lands. These lands offer a variety of recreation opportunity that are mostly dependent on wilderness-like settings. Kaaterskill Falls is a two-tiered cascading waterfall in the Kaaterskill Wild Forest in New York State. The forest also offers easy hiking trails that attract all ages of visitors. Slide Mountain in the Slide Mountain Wilderness Area offers the highest peak in the Catskills at 4,204 feet. This 48,000-acre area is the largest and most popular wilderness in the Catskill region and offers excellent hiking and scenic viewing in the heart of the Catskill Mountains. The closest area to Hancock is Bear Spring Mountain Wildlife Management Area. Located about 25 miles from Hancock, this 1,722-acre area offers camping, boating, hiking, fishing, hunting, wildlife viewing, and cross country skiing in the winter. This area attracts a variety of user groups because of the many different recreation opportunities provided.

## **Ski Resorts**

Three ski resorts offer outstanding opportunities for downhill skiing and snowboarding within the Catskill region. Windham Mountain, on the north side of the Catskill Park, offers 46 trails and an elevation of 3,100 feet. This privately-owned resort offers year-round events that include summer and winter sports, as well as a variety of lodging. Hunter Mountain Ski Resort, in the same general area as Windham Mountain, consists of three mountain peaks and offers skiing, snowboarding, snowshoeing, tubing, and lodging. It also offers summer activities such as biking and chairlift rides. The highest peak is 3,200 feet high and 53 trails exist for novice, intermediate, and expert skiing. Bellayre Mountain Ski Resort, the closest to Hancock, is about 60 miles east. The ski resort is owned and operated by the State of New York on Wild Forest lands. Bellayre ski resort offers 35 trails of mostly intermediate skiing with a high elevation of 3,429 feet. These three ski areas generally attract younger users of middle to upper class because of the high costs of specialized sports such as skiing or snowboarding. They also attract users from outside of New York such as Pennsylvania and Connecticut, and a significant percentage from New York City.

**Table 13.** Catskill Region natural resources and attractions.

<b>Attraction/ Resource</b>	<b>Distance from Hancock (miles)</b>	<b>Managing Agency</b>	<b>Rec. Opportunities Offered</b>
Bear Spring Mountain Wildlife Management Area 512 East Trout Brook Road Downsville, NY 13755 (607) 865-6989 (518) 357-2234 (reg. office)	25	NYS DEC	Camping, boating, x-country skiing, hiking, fishing, hunting, snowshoeing, wildlife viewing
Bellayre Mountain Ski Resort Highmount, NY (914) 254-5600	60	NYS DEC	Downhill skiing, snowboarding, lodging, hiking, concerts, and biking
Kaaterskill Falls in the Kaaterskill Wild Forest Haines Falls, NY 12436	90	NYS DEC	Hiking, scenic viewing
Slide Mountain Wilderness NW corner of Ulster County	72	NYS DEC	Hiking, scenic viewing, cross country skiing
Tomannex State Forest 65561 State Highway 10 Stamford, New York 12167 (607) 652-3697	20	NYS DEC	Hiking
Upper Delaware Scenic and Recreational River 274 River Road. Beach Lake, PA 18405 (570) 685- 4871	Less than 5	National Park Service & Upper Delaware River Council	Fishing, wildlife viewing, boating, kayaking
Hunter Mountain Ski Resort Hunter, NY 12442 (518) 263-4223	86	Privately Operated	Downhill skiing, snowboarding, snow tubing, and lodging
Mountain Top Arboretum Route 23C, Tannersville, NY (518) 589-3903	72	Privately Operated	Scenic viewing, nature viewing, interpretive trails
Windham Mountain Ski Resort 5394 State Route 23 Windham, NY (631)209-0369 (718)343-4444	87	Privately Operated	Downhill skiing, snowboarding, snow tubing, lodging, biking.
Howes Caves Howe Caves, NY 12092 (518) 296-8900	97	Privately Operated	Scenic cavern viewing

### **Privately-operated Attractions**

Also located in the heart of the Catskills is the Mountain Top Arboretum, 2,500 feet above sea level in the high peaks region. The Arboretum is operated by a non-profit organization. It provides 7 acres of botanical viewing and horticultural education and also serves as a research center for plant hardiness. It is open year-round and accommodates users of all ages.

### **Assessment Summary**

The Catskill Region has a diversity of natural resources and recreational areas that provide great recreational opportunities for residents of Hancock as well as those visiting the region from other locations. Although some of these attractions and resources are not adjacent to Hancock, it is possible that visitors to these areas could use Hancock as a home-base for exploring the Catskill Region. Future promotional efforts need to consider Hancock's proximity to these attractions and the Catskill Park in general.

## **CATSKILL REGION HISTORIC AND CULTURAL RESOURCES AND ATTRACTIONS**

### **Cultural Resources and Attractions**

The location of the Town of Hancock within the Catskill Region offers many diverse opportunities for historic, cultural and industrial attractions. One example of a prominent cultural attraction is the Bethel Woods Center for the Arts located at 200 Hurd Rd, Bethel, NY 12720. This attraction contains an Interpretive Center Museum that is principally funded by the not-for-profit Gerry Foundation. The music venue will accommodate 16,800 people for the presentation of some of the country's top classical, rock, pop, jazz and country entertainers. Bethel Woods offers guests concessions and medical aid. For those with special needs the entire venue is wheelchair accessible, has a system for the hearing impaired, and special seating for the visually impaired. This site will be opening in 2007 and will be managed by its members. Information about membership can be obtained from the membership manager Doreen Fitzpatrick at (845) 295-2501.

The Chace Randall Gallery located on 49 Main St., in Andes, NY features the work of local and regional artists along with nationally renowned artists. This gallery is owned by Zoe Randall who can be reached at (845) 676-4901. The hours of operation are Thursday-Sunday, 11 AM to 5 PM. The site is not handicap accessible.

### **Historical Resources and Attractions**

Another important asset of the Catskill Region is the Deposit Historical Society Museum located at 145 Second St., Deposit, NY 13754 (phone: (607) 467-4422). This museum is open to the public seasonally from 2-4 PM on Thursdays and Sundays from Memorial Day until mid-October and year-round on Tuesdays from 9:30 AM-12:00 PM. Admission is free. This site is currently used to show exhibits and allow guests to gain hands on knowledge of the areas history. Membership officer Pat O'Donnell can be reached at (607) 467-4778.

Another important historical attraction to the Catskills Region is the Fort Delaware Museum of Colonial History. The Fort is owned, operated, and maintained as a museum by Sullivan County through its Division of Public Works. This site is located at 6615 Route 97 in Narrowsburg, NY right off of the scenic byway. This attraction is currently used each spring to host over 1000 students participating in the Student Days program and is also open to the public. Fort Delaware is an authentic depiction of the life of the Delaware Company Pioneers who settled in the Upper Delaware Valley in 1754 and is used by families, senior citizens, camps, student groups and adult groups. The site is open seasonally. Colonial military encampments are open July-August. The picnic area is open daily the last week in June-Labor Day; from Memorial Day through late June, it is open Saturdays and Sundays only. This site has limited access to those with disabilities. The telephone number from Sept.-April is (845) 794-3000 x-5002 and from May to August, (845) 252-6660.

Located south of Fort Delaware is Minisink Battleground Park, a site operated and maintained by the Sullivan County Division of Public Works and Sullivan County Park and Recreation Commission. The park is located in the Town of Highland, NY located off Route 97 on County Road 168. In the park's 57 acres, visitors can find restrooms, a picnic pavilion and walking trails. There is also an interpretive center that explains the various themes of the

park. The hours of operation for the park are from 8:00 AM until dark year-round. Access by those with disabilities is limited. The telephone number is (845) 794-3000 x-5002.

Further south in Port Jervis is the historical attraction of Fort Decker. This old stone house is now owned and operated by the Minisink Valley Historical Society, that also owns adjacent properties including the Robert Kleinstuber House which is the society's base of operations. Regular interpretive programs are held including demonstrations, lectures and tours. This site meets the standards of the Americans with Disabilities act to ensure that all guests can enjoy their visit. The hours of operation were not listed. The address is 125-133 West Main St., PO Box 659 Port Jervis, New York 12771 and the telephone number is (845) 856-2375.

The Roscoe NYO&W Railway Museum is another important attraction in the Catskill Region. This site is owned and maintained by the Roscoe NYO&W Railway Association. This museum contains Ontario and Western Railway artifacts and memorabilia, and local history displays showing the impact of the O&W on community life, fishing, hunting, farming, tourism and local industries. Being that the railroad lines ran to Cadosia, NY (which is a 5-minute drive from Hancock), there could be some historical connection that these places might share. The museum is located at 7 Railroad Ave., Roscoe, NY. The hours of operation are weekends from Memorial Day through Columbus Day. If further information is needed, contact Wilmer Sipple via e-mail at [wilsip@wpe.com](mailto:wilsip@wpe.com).

Another historic resource of the Hancock region is the Vestal Rail Trail. This trail, managed by the Town of Vestal, is located in the Town of Vestal, NY at 605 Vestal Parkway West between Main and African Streets. The trail is 2.1 miles long and allows visitors to walk, bike, x-country ski, and inline skate. In addition, there is a local bike shop easily located from the trail. The trail is handicap accessible and brochures about the trail are available to visitors. If any further information is needed, please contact Gary Campo at (607) 748-1514.

In Delaware County, the Catskill Scenic Trail is located in New York State on the western side of the Catskill Mountains. It runs along the West Branch of the Delaware River and New York State Routes 10 and 23. Parking for the trail can be found at the historic Stamford Depot at the intersection of Railroad Ave. and South St. in the Village of Stamford. Additional parking can also be found north of Route 10, east of the village of Bloomville. This trail offers the recreational opportunities of hiking, biking, x-country skiing and horse back riding. The gentle grade of the trail (400 feet over 19 miles) provides an opportunity for the public to enjoy a relaxing tour of Delaware County's lovely scenery. This trail is maintained by the Catskill Revitalization Corporation whose goal is to promote and preserve the environmental quality of the corridor and educate the public about the significance of the railroad era in the development of the region. Information about the area can be obtained through the Delaware County Tourism Office (telephone number (800) 642-4443).

The Hanford Mills Museum provides visitors with the experience of nature walks, exhibits of local and regional history, tours of the John Hanford Farmstead, and a working saw and grist mill powered by a Fitz overshot waterwheel. All visitor groups interested in learning how life in the Catskills was in the past could appreciate this recreational asset. The Museum is open Tuesday- Sunday from 10 AM to 5 PM. The museum is located at the intersection of County Routes 10 and 12 in East Meredith, NY 13757. Access for those with disabilities is limited.

Information can be obtained by contacting the Museum at (607) 278-5744.

## TRANSPORTATION, ROADS, AND SCENIC BYWAYS

### Travel to Hancock

**Automobile use.** Hancock is located on two major travel routes in southern New York; Route 17 and Route 97. Route 17 is a major east-west highway that provides travel between southern New York and western New York. Route 97 is a scenic byway that travels from Port Jervis to Hancock.

In addition to these two major routes of travel, there are three interstates that link up to Route 17 and Route 97 and that travelers from major New York cities use to get to Hancock. The first is Interstate 81 which travels north-south from the Canadian border to the NYS and Pennsylvania state border just south of Binghamton. Travelers to Hancock from Syracuse would travel this interstate until just south of Binghamton where they could access Route 17. Interstate 87, or the NYS Thruway, would be the major road traveled by visitors from NYC. This section of the Thruway travels north-south from NYC to Albany. The thruway links up with Route 17 in Harriman, NY. The last major interstate that could be used is Interstate 84. This is an east-west interstate that travels through southern NY from the Connecticut border to the Pennsylvania border just outside Port Jervis, NY. Port Jervis is the starting point for the scenic byway, Route 97. This would be the major route that people would use to get to the scenic byway in southern NY.

There are also a few driving routes that people from Pennsylvania would use to get to Hancock. The first of these routes is Interstate 81. Again, this road travels north-south and there is a link to Route 17 just south of Binghamton. Travelers from all over eastern PA would most likely use this route to gain access to Route 17. The other routes are smaller roads that travelers from northwest PA would use to get to Hancock. The first of these roads is Route 191. This road travels north-south and travels very close to Scranton, NY. This road ends just south of Hancock. Another route that would be used is Route 370. This road travels east-west and also ends just south of Hancock.

**Bus Service.** There is very limited bus service directly to the village of Hancock. Short line Bus, which is part of Coach USA, is the main bus provider. However, since there is no bus station in Hancock, the stop is just along West Main St. The exact stop is 96 West Main in front of a family restaurant. Greyhound also services this area but in a very limited way. Again the stop is along a road and you can not buy a ticket in the town. Other bus providers may not go directly to Hancock, but most go to Binghamton which is about 40 miles from Hancock.

**Railroad.** There is no commercial railway service to Hancock at this time. “There are discussions on opening up the commercial train tracks again to NYC area and add retail traffic to the commercial traffic” (P. Cullen, Email). So maybe in the future there will be commercial railway travel to Hancock, but at the present there is none.

**Air Transportation.** The Greater Binghamton Airport is located just off of Route 17 on Airport Road on the north side of the city. There are four major airlines that service this airport: Delta, US Airways, Northwest, and United.

## Major and local road assessment

The major roads that link Hancock to other areas are Interstate 81, Interstate 87, Route 97 and Route 17. Again Interstate 81 and 87 have exits to Route 17, the major road to Hancock. All three of these roads are in good condition. The highway departments are always working on any sections that are in need of repair. These roads at this time are not in desperate need of repair.

Local roads, however, are a different story. Local roads in the Hancock area have suffered tremendously over the past year due to a large flood. In September, 2006, the roads were full of potholes and chunks of cement were missing. Since this time, the highway department has fixed many of the main roads. Large sections of roads have been repaired on the main stretches through town. However, there are many side roads that are not used as often that still need work. West Front St. in front of the cinema is in need of repair. This can be seen in Figure 2. There is also a large hole on this street near the back entrance of the Rite Aid. This can be seen as Figure 3. There are many other places along these less used streets that are in need of repair, but the main streets through the town such as East Front Street and West Main Street have been repaired. Once these lesser-used streets have been repaired, the roadways will be in good driving condition.



**Figure 2.** Section of road in front of cinema needing repair.

## Scenic Byway

Route 97 is a scenic byway that runs along the Delaware River. It is also a major driving route to Hancock. However, there are no pull offs in the area around the village of Hancock. There are areas further south with pull offs however. Access to the river is also restricted. There are very few spots in which fisherman can reach the river. Once at this spot, the parking area is not in the best of condition. It is not an inviting access to the river. Local access, whether it be to the river or just pull offs to admire the sites along the scenic byway are very limited and are not adequate for use.



**Figure 3.** Pothole near back entrance to Rite Aid.

## Biking Routes

One major biking route travels through Hancock -- bike route 17. This route starts in the Village of Westfield and ends 435 miles just north of the city of Beacon. This route parallels route 17, and once in Hancock follows the scenic byway south. Some of the roads comprising this biking route do not have large biking lanes (the scenic byway for example is a shared road).

## Directional Signage

On Route 17, there are no signs stating that the scenic byway is off the Hancock exit. This is a major access route to the town and it does not mention the entrance to the scenic byway.

Signage within the town of Hancock is adequate in some places, but greatly lacking in others. After exiting Route 17 from either direction, there are many signs indicating food, gas, and a small sign for the scenic byway. The scenic byway sign is very small and is hard to tell what exactly the byway sign is trying to convey (Figure 4).

After exiting Route 17 heading west, the traveler makes a left to head towards downtown Hancock. At the next intersection, no signs state where downtown Hancock is or where the scenic byway is located (Figure 5).

Another area that could use better signage is the fishing access to the river. After exiting Route 17, the one access point for the river in the village is very poorly marked.

## Restroom facilities

Restrooms may be an issue for those traveling long distances. For example, travelers from Syracuse, NY will only come to one rest area along their entire trip. This rest area is just north of exit 8 on interstate 81. On the return trip there is again only one rest area. This is just south of exit 13 on interstate 81.



**Figure 4.** Small scenic byway sign off Route 17 amid multiple signs.



**Figure 5.** Lack of signage directing visitors to downtown.



People traveling from NYC will come to three rest areas on their trip to Hancock. Two of these rest areas are on the NYS thruway and one on Route 17. On the way home to NYC, there are two rest areas which travelers may use. Travelers from NYC have enough restroom facilities available, but people from the north do not. Most travelers may stop at smaller towns to use facilities when they travel due to the limited number of public facilities available to them.

### **Seasonal Concerns**

There are two main seasonal concerns in regards to transportation to the village of Hancock. The first concern is that Route 17's many bends and hills may become treacherous during the winter months due to snow and ice accumulations. The road is plowed regularly during snow storms, but the roads may still cause traveler's problems. The second seasonal concern is for flooding. In the past year, Hancock was hit with severe flooding. Flooding has hurt the village in recent years by damaging roads, homes, and infrastructure.

## **OTHER TRANSPORTATION ROUTES AND MECHANISMS IN THE HANCOCK AREA**

### **Winter Recreation Trails**

Winter recreation includes cross-country skiing, snowshoeing, and snowmobiling. There is plenty of land available in the surrounding area for skiing and snowshoeing, but it is largely vacant and unused by the public. There is a major holding of land by a defunct company that produced baseball bat billets throughout the years, but there is no formal trail system for skiing and snowshoeing. There is some promise in the snowmobiling sector, though there are no state corridor trails connecting anywhere in specific. Some of the old O and W railroad beds have been reclaimed throughout the years by local individuals, and there is an operating snowmobile club on the O and W bed on the Pennsylvania side of the Delaware river. However, because of its location across the river, the only access to it from the New York side is by crossing an automotive bridge. In the town of Deposit, located roughly thirteen miles northwest of Hancock, there is a larger snowmobiling presence with roughly 30 miles of groomed, marked snowmobile trails. However, there are no corridor trails leading outside this trail system to any other trail networks.

### **Summer Recreation Trails**

Summer-type recreation includes mountain and road biking, horseback riding, all terrain vehicle (ATV) riding, hiking, and, of course, fishing and boating. Hancock itself does not have much in the way of identified trail systems available. Mountain biking trails are limited to outside the village of Hancock. There are roughly 18 miles of flat and downhill mountain biking trails in the Monticello area, which is forty miles southeast of the village of Hancock. There are also trail systems in nearby Bear Spring Mountain State Forest, and some along Flugertown Road. None of these trail systems connect to other trail systems, and they are all more than a half-hour ride from the village of Hancock.

As for road biking, Scenic Route 17 and 97 are somewhat area attractions for biking. Route 17 has been named the most scenic highway in the nation, with its impressive river-hugging path along the Delaware, and Route 97 is a main connector to Route 17 from Orange Co. These roads are lacking the services and facilities bicyclists need. The shoulders are too narrow for comfortable riding, and the roads do not have designated pull-offs or resting areas. On roads other than the scenic highways, the shoulders are often in disrepair from recent flooding and are narrow, making them unsafe for use by bicyclists. There is also a lack of bicycle repair facilities in the village of Hancock, though riders may be able to find a tire or tube at a local shop (Twin Rivers or Marino's).

There are some possibilities for horseback riding in the area, but most of the trail systems are located outside of the Hancock area, more than thirty miles away. One such facility is Bear Spring State Forest, which has twenty-three horse tie stalls and twenty-four miles of multiple-use trails for non-motorized recreation. There is also Stone Tavern Farm, located in Roxbury (roughly forty-five miles northwest of Hancock), which offers four hundred acres of guided trails dedicated to horseback riding. Located in New Paltz, an hour's ride from Hancock, is the Mohonk Mountain Preserve, which has many miles of unguided multiple-use trails that can be used for horse back riding.

There are no identified public trail systems for ATV riders in the area, despite the popularity of this sport. There has been mention of riders utilizing the old O and W rail bed during the summer months, while the snowmobilers use them during the winter months, but there are no trails officially. This is not to say that there are no riding opportunities -- there are on privately-owned lands -- but nothing designated for public use.

There are some areas for hiking, but like other trail systems, they seem to be located outside of the Hancock area. The trails at Mohonk, Bear Spring, and Cherry Ridge-Campbell Mountain, along with other state land parcels offer hiking possibilities, but most of these are located more than thirty miles away from Hancock. There is a parcel of land known as the Bucheaux tract located nearby, but it is labeled as a "Detached Parcel" for Delaware County, and doesn't seem to offer too much in the way of a marked hiking trail system.

The greatest recreational attraction in Hancock is the Delaware River; however, river access can be somewhat tricky to find. Many visitors come to the Delaware River to fish its waters for trout, as it is a popular angling destination. The river is also a popular destination for people interested in canoeing, kayaking, rafting, and river tubing. The stretch of the river through Hancock is relatively tame, with class one and two rapids located downstream of the confluence in Hancock. The Delaware River can be navigated many miles, over one hundred, downriver, and, besides one rough section located downriver of the Mongaup Gap/Belvedere area called Foul Rift, can be navigated fairly easily. Boating access to the river in Hancock can be somewhat tricky to find, though. According to the NYS Department of Environmental Conservation web site, there are four public launches to the river, three of them within a fifteen mile radius of Hancock. All of them are rated poorly by river users because of their lack of restroom facilities or picnic tables, and steep drops down to the water. The access in Hancock is poorly marked by only a couple small launch signs, and is hard to get to, as it is located behind the water treatment plant for the town. There are some other launches for boats in the area, but they aren't formally designated public launches. There is one such area located in the town at the old town garage, and another at the Fireman's Park, but neither are marked or promoted in any way; it should be noted that the use of the Fireman's Park is usually discouraged by the Fire Department.

### **Assessment summary**

In conclusion, Hancock can prosper from improved utilization of its resources. The most major resource is of course, the Delaware River and its branches that come together in Hancock. Hancock is listed as the start of the river and could become a hub for recreation in the area, while meeting the needs of the local industries at the same time. However, creating and connecting trail facilities within and outside Hancock is needed, as well as enhancements to river access sites.

## HANCOCK AREA FACILITIES

### Introduction

The Town of Hancock, NY has facilities that can fit the basic needs of tourists who come to the town. The facilities examined in this section of this report include: boating access, picnic areas, parking areas, and miscellaneous facilities that tourists need in order to stay in Hancock and the surrounding area.

### Boating Access

Hancock has the opportunity to have excellent access to the Delaware River. But in reality they are only limited to only a few actual boat launches. Most of these boat launches are also in very poor condition. In Table 14, the list of the boat access and their conditions can be seen. Among these boat launches none of which had any restroom facilities at this time. Only one launch had a port-a-potty that was only seasonal. The actual conditions of the launching ramp into the water were poor on most of the launches. This would make it very hard for many tourists to access the water let alone launch a boat in.

**Table 14.** Boat launches in the Hancock area.

Area	Use	Condition	Number of Parking Spots	Notes
P.A. West Branch	Boat launch	Poor	7	Seasonal restroom.
Sewage Treatment Plant	Boat launch	Poor	5	No easy access. Steep bank to river.
Fireman's Field	Boat launch	Poor	10	Limited use because of access dispute. Poorly delineated parking area.
West Branch/ Village owned boat launch	Boat launch	Fair	6	Many potholes. Needs fill to decrease steepness of launch area. Best launch site around

### Picnic Areas

Hancock only has two areas that have picnic tables or areas that could be used by visitors and residents. The first is the Fireman's Field which has plenty of tables that are set up in the summer and for special events. There is also a pavilion area at this park that could be used in case of rain or for the shade. This was the only location with public bathrooms. However, these bathrooms are only open for events. The second area that had a picnic table was the Historical Society's building. There was one picnic table there that was in a little grassy area with great shade. Table 15 shows the data on these two locations.

**Table 15.** Picnic areas in Hancock.

<b>Area</b>	<b>Use</b>	<b>Number of Tables</b>	<b>Condition</b>	<b>Notes</b>
Fireman's Field	Picnics and events	45	Adequate	Road into parking area is rough. Facilities fair but not open all the time.
Historical Society Park	Picnics for small group	1	Fair	Would be good for a family for an afternoon picnic.

### **Parking**

Hancock has limited parking. There is some parking on many of the streets and three parking areas that could be used in the village. The first parking area is across from the new hotel. This parking area has 37 parking spots but is tight when full and could pose a problem with maneuverability. The second area is located outside the closed grocery store. This area can hold the most cars (approximately 40). If the village does create a park at this site, it should consider creating angled street-side parking along the proposed park. The third area is the smallest and is located next to the Route 97 bridge. This area has ten parking spots and provides easy access to the bridge to Pennsylvania. Other than these three places, Hancock has parking along the streets only.

### **Miscellaneous Facilities**

In the town of Hancock are other facilities that would make a tourist's stay more convenient. There is a laundromat that anglers and boaters could use to dry their gear if needed. This facility would also be handy for a tourist was staying for an extended period of time. There is also a grocery store, plenty of gas stations and convenience stores, a hardware store, and a drug store/pharmacy.

### **Assessment Summary**

When you first look at Hancock it may not seem that they would have the facilities to accommodate tourism, but when with a closer look they have a foundation that can be built upon. With this foundation it would not be hard to expand these facilities or to improve on the existing facilities to make this town's facilities more than sufficient for an increase in tourism.

# ASSESSMENT OF INTERPRETATION WITHIN THE VILLAGE OF HANCOCK

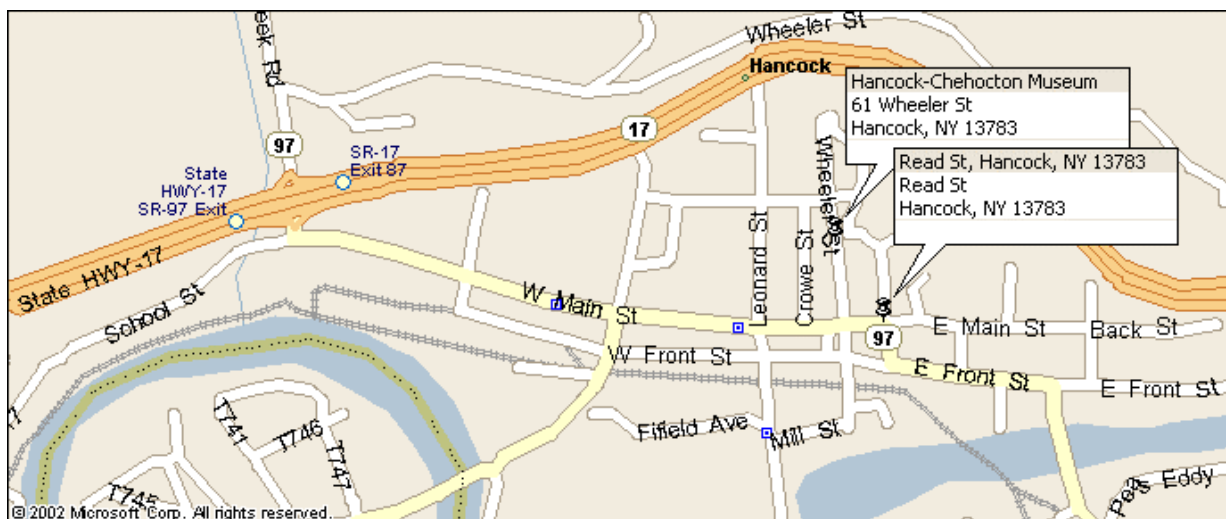
## Introduction

Interpretation is “An educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience and by illustrative media, rather than simply to communicate factual information” (Ham 1992 pg.3). Interpretation can be a terrific way for residents as well as visitors to learn about specific location. Interpretation fosters a connection to history, culture, nature, and almost anything in between, and can be a powerful tool, if used properly, to have an everlasting affect on participants. An assessment of the interpretation with the village of Hancock was conducted on the fall of 2006.

## Interpretation in the Village of Hancock

The interpretation found within the village is extremely limited. There is no formal interpretive program present, and only two locations have interpretive materials available to the public. Some educational materials are found in the Louise Adelia Read Memorial Library and museum on Read St. Interpretation is left to the librarian and no actual programs or theme-related presentations have been developed. The second place where interpretive materials are found is the Hancock-Chehocton Historial Association Museum on Wheeler St. This Historical Society is open by appointment only, and so is difficult for the public to access. Both of these places currently do not offer interpretive programs such as historic enactments or presentations on a regular basis; however, both do have a great deal of information and material that could be developed into interpretive programs presented at different times of years and at different local events. In addition to these two locations, the production of “The Hancock Story” in the old theater downtown offers an important interpretive and dramatic experience for both residents and visitors.

**Figure 6.** Location of museums in Hancock.



### **Assessment of Interpretation outside the Village of Hancock**

This section deals with interpretation outside the village. While Hancock is the Gateway to the Upper Delaware and a Scenic Byway that runs from Hancock to Port Jarvis, the township of Hancock has not yet taken part in the Scenic Byway program. Hancock is mentioned in many interpretive materials produced for the byway that discuss facts and history about the town. The best piece of interpretive material found outside of Hancock having to do with the village can be found on page one of the brochure "The Upper Delaware Scenic Byway: Meet us on the Byway," produced through the collaboration of organizations.

The second piece of interpretation found in the Hancock area was a historical area marker erected by the Department of Education. This marker can be found on Rt. 17 east of Hancock and reads "They are clothed in blue, and purple, and print their bold outlines on the clear evening sky." This marker speaks of the Catskill Mountains and its history of human use throughout the 18<sup>th</sup>, 19<sup>th</sup>, and 20<sup>th</sup> centuries.

### **Assessment Summary**

Interpretation is a valuable tool that can be used to stimulate connection to a location. It can be used by residents to teach younger generations about community history and natural resources, and to communicate to tourists about the area's resources. This assessment reveals that interpretation in the village and surrounding area is extremely limited. Currently the village has two locations where interpretive material can be found. Interpretation outside the village but within the township of Hancock is essentially lacking. As one travel away from the Town of Hancock along the Upper Delaware Scenic Byway, interpretation at visitor centers and museums improves a great deal. Although no formal interpretive programs are currently present other than the production of "The Hancock Story," the village has plenty of themes to discuss through an interpretation program. The village has a tremendous opportunity to connect with visitors from all over, through its present and past industries, as well as its tremendous natural resources. With a little work and some planning, interpretation can become an important component of the Hancock community for both local residents and tourists

## **EMERGENCY SERVICES AND VISITOR SAFETY**

### **Fire**

The Hancock Fire Department is the provider of the majority of emergency services and emergency response equipment in the Hancock area. It is a volunteer fire department run by members of the community and others from the area. Volunteer EMTs as well as firemen belong to the company. Their resources include three pump engines, two ladder trucks, one equipment truck, and three ambulances. A new building was constructed in 2006 to house the company's vehicles and equipment. The fire department itself dates back to 1888 and is therefore almost as old as the town itself. The Hancock Fire Department serves the Town of Hancock and, through contracts, nearby townships in Pennsylvania. The company responds to a variety of emergency calls within its district, ranging from car accidents to structural fires. Funding for the fire department is provided by the State of New York as compensation for knocking down the original Hancock firehouse in order to build a bridge across the Delaware River. The fire department organization manages and oversees Fireman's Park.

#### Hancock Fire Department

24501 State Highway 97, Hancock, NY  
(607) 637-3431

#### Hancock Fire Chief

Hancock, NY  
(607) 637-4251

### **Police**

In terms of Law Enforcement, the Township of Hancock is patrolled by the Delaware County Sheriff as well as New York State Police Troopers. There is also a village police force within Hancock. This village force consists of one Chief Officer who is on duty full time, and four part time officers as well.

#### Hancock Village Police

66 E Front St  
Hancock, NY 13783  
(607) 637-3432

#### Delaware County Sheriff

Thomas E. Mills,  
280 Phoebe Lane - Suite 1 Delhi, NY 13753  
(607) 746-2336

### **911 Emergency Response**

No 911 operators are located in Hancock or surrounding towns. However, any 911 calls made from the area are routed to dispatch operators in Delhi, NY. The appropriate emergency response is deployed from Binghamton, 37 miles East of Hancock. Binghamton EMTs and rescuers often meet Hancock ambulances half way between the two districts and resources are pooled together.



## **Medical Clinics and Hospitals**

The Lourdes Primary Care Center is located in the downtown area and is operated by Lourdes Hospital in Binghamton. The center does not provide ambulance services and has no emergency room facility. Doctors and nurse practitioners are on staff and available 7 days a week. The nearest full-service hospitals are located in Binghamton.

### Lourdes Primary Care Center

116 East Front St.  
Hancock, NY 13783  
(607) 637-4715

### Lourdes Hospital

169 Riverside Dr  
Binghamton, NY 13905  
(607) 798-5111

### Binghamton General Hospital

10-42 Mitchell Avenue  
Binghamton, NY 13903  
(607) 762-2400

### Wilson Regional Medical Center

33-57 Harrison St.  
Johnson City, NY 13790  
(607) 763-6161

## **Vehicle Repair**

The car service stations in the Hancock area are: Al's Used Cars and Repairs, DaBrescia Motors, and Don Orall's Garage. No bicycle repair shops are located in the area.

### DaBrescia Motors

250 East Front Street  
Hancock, NY 13783  
(607) 637-3541

### Don Orall's Garage

205 Park Street  
Hancock, NY 13783  
(607) 637-3326

### Vetrone's Motor Sales

274 East Front Street  
Hancock, NY 13783  
(607) 637-5310

## **Search and Rescue**

Search and Rescue operations for the area are provided, when needed, by New York State Department of Environmental Conservation Forest Rangers of the Catskill State Park. The Catskill Mountain Foundation also has a large group of volunteer members who are willing to participate in rescues. Local police officers, firemen, and medical personnel participate in rescue operations if necessary.

Catskill Park DEC Forest Rangers - Regional Director: Steve Schassler  
1150 N. Westcott Road  
Schenectady, NY 12306-2014  
(518) 357-2068

# MARKETING OPPORTUNITIES

## Introduction

This marketing assessment will attempt to identify a marketing position for Hancock, NY; suggest possible marketing statements (i.e., slogans that can be used on promotional materials); assess existing and potential visitor markets for the area's local natural resources, attractions and activities; and assess existing and potential visitor demographics for the area.

## Marketing Position

The following marketing position is a brief paragraph that summarizes how Hancock, NY is situated with regard to attractions, resources, and visitor market groups:

Strategically located at the upper confluence of the Delaware River, Hancock, NY, is uniquely positioned to serve as an angling and water sports paradise. Hancock is the northern gateway to both the Upper Delaware Scenic and Recreational River and the Upper Delaware Scenic Byway. Routes 17 (future I-86), 19 and 191 provide north-south and east and west access to the region. Hancock's contiguity to the river and nearby Catskill Mountains has enabled a remarkable past and potentially bright future. Area mining and timbering have allowed Hancock to be a major contributor to New York State's economic development. Hancock's proximity to NYC as well as other large urban areas (Syracuse and Binghamton, in particular) offers potential for attracting future market groups. The availability of natural resources also allows Hancock to serve as host to numerous summer camps, seasonal festivals and events. Sum the above with Hancock's schools and businesses, and one finds Hancock ideally suited for residents, family visitation, tourism, and relocation.

## Marketing Statement

The marketing statement is intended as a tool to promote the marketing position and theme of the Hancock area. Given the diversity of area recreational opportunities, it presents a challenge to capture the central theme of Hancock in one appealing statement. It is recommended that Hancock and area residents be asked for their input concerning the creation of an effective marketing statement. The follow is an example of a marketing statements designed to guide the process: Hancock: The Gateway to Fun!

## Market Demographics

The present and potential markets for Hancock can be divided into three overlapping categories:

- Local residents: Families and individuals with an established community identity.
- Second home owners and buyers: Families and individuals owning and or interested in buying local property to avail themselves of area benefits.
- Visitors and recreationists: Families and individuals interested in participating in local recreational opportunities.

The local Hancock market includes approximately 15,000 persons who live within 15 miles of the village center. This breaks down into a primary market of ~3,000 people within 5 miles, a secondary market of ~4,000 people within 5-10 miles and a fringe market ~8,000 people within 10-15 miles (Hancock Partners, 2004).

For the ~ 15,000 persons living within 15 miles of Hancock (Mediamark Research Inc, 2004):

- The median household income is ~ \$32,000;
- The median home value is ~ \$101,000;
- The median age is 44 years; and
- There is a near 1:1 ratio of females to males.

There are approximately 3,900 second homes within 15 miles of Hancock. When occupied, these homes add nearly 12,000 persons to the market during a peak summer vacation season and up to 4,700 persons on average annually (Hancock Partners, 2004).

There are currently no means by which to accurately monitor visitor numbers or use trends in Hancock. There are however some sources to estimate the area’s potential. With regard to angling on the Delaware River, a 1996 study was conducted by the American Sport Fishing Association in conjunction with Trout Unlimited and the Hancock Chamber of Commerce. The study concluded that in 1996, 31,390 anglers spent 265,970 days fishing the entire Delaware River. Of these anglers, 72% reported that they were fishing for trout. Angler expenditures resulted in a total of \$7.25 million in local business revenues. These expenditures supported 348 local jobs and it is estimated that 41% or \$2,972,500 of this amount remained local.

As a tourism market, the following is known about the sub-group referred to as fly fisherpersons: the majority are married (83%), college educated (90%), report an average income of \$140,000, and own their own home (90%; ASFA, 06). On aggregate, anglers are a highly desirable market; Hancock’s geographic position makes them an available market as well. Similar data for kayaking / paddling, hiking, history tours, scenery / fall foliage viewing, etc is included in Table 16. Table 17 summarizes existing, growth, and potential markets.

**Table 16.** Recreation participation for specific activities (US Forest Service, 2005).

Activity Type	Number of Participants Per Year (In Millions)		
	2000	2005	2010 (projected)
Canoeing	2.2	2.3	2.4
Kayaking	2.8	3.0	3.1
Fishing (All)	21.9	23.3	24.5
Bird Watching	15.2	16.1	16.9
Wildlife Viewing	13.7	14.4	15.0

**Table 17.** Existing, growth (i.e., those markets that currently exist in the Hancock area and are on the rise), and potential (i.e., those markets that could be brought to Hancock should additional facilities and services be added) markets for the Hancock area.

<b>Market Group</b>	<b>Existing</b>	<b>Growth</b>	<b>Potential</b>
Angling	X		
Kayaking		X	
Canoeing		X	
Rafting		X	
Hiking	X		
Wildlife Viewing: Eagles			X
History Enthusiasts			X
Scenery/Foliage/Byway Tours		X	
Shopping			X

### **Assessment Summary**

Based on location, ease of access, and abundance of natural resources, Hancock is positioned to develop itself as a meaningful tourism destination. Existing local and visitor markets can easily be complimented by emerging and potential markets for homeowners and regional recreationists. The Delaware River allows Hancock to establish itself in the lucrative trout fishing and boating market and become host to major visitor markets.

# PROMOTIONAL ASSESSMENT

## Introduction

When visiting the village and town of Hancock, NY, it was obvious that Hancock has many resources and qualities desired by tourists and is relatively unknown. If Hancock is to become discovered, one aspect of tourism that must be looked at is its promotion. Therefore, this section will assess the current publication-related promotions of Hancock.

## Forms of Promotions

To analyze and assess promotion for Hancock, NY, we need to understand the possibilities for promotion. Nine forms of promotion are commonly used for tourism; those with an asterisk next to them are used by Hancock.

- Internet\*
- Tourism guidebooks/brochures\*
- Videos\*
- FAM (familiarization) tours
- Motorcoach tours
- Trade show exhibits
- Media press releases\*
- Advertisements in media\*
- Word-of-mouth\*

Internet sites, guidebooks, and brochures are the main forms of promotion currently used in Hancock. Other types of promotion receive limited use. For example, advertisements in the media have largely been the result of Hancock businesses advertising their specific shops and restaurants. These advertisements are relatively small in number in relation to those of neighboring towns. A video about Hancock is on display in the historical society but is not used for television promotions. Media press releases are used for large events and festivals, but it is unclear if these press releases are distributed outside of the town. Finally, it is difficult to assess word-of-mouth advertising as it is a fact of tourism and travel, not an act that Hancock is pursuing.

## Internet sites

The most detailed promotional site is the Hancock Area Chamber of Commerce page (<http://www.hancockareachamber.com/>). This site is easily found through the use of a search engine, and was the first site listed under the search of "Hancock, NY." The site is fairly attractive at first glance; there are some nice pictures of an eagle, bear, and recreation on the river as part of the home page border. Unfortunately, few photos are found throughout the website. The tour lacks photos showing the best parts of Hancock; more photos like the ones on the border of the homepage are needed. Photos of the scenery, wildlife, river, people recreating on the river, downtown shops, scenic byway, golf courses, and local culture should be included on the website. Every business listed should be supplemented with a picture of that business so people know what to expect and look for before they arrive for the first time. Also, photos can be used to identify the market groups that the website is trying to attract (e.g., outdoor enthusiasts).

The site's overall promotion of area attractions and resources is incomplete and unattractive. Much of the facilities and services that Hancock has to offer (e.g., river access, museums, the old theater, downtown stores, etc.) are not included on the website. The attractions and resources that are mentioned in the site such as Bluestone quarries, Route 97, "The Gateway", some recreation opportunities, and local sports history are not fully described or are attractively promoted. There are few educational components to describe the resources and make them interesting to potential visitors.

The second best promotional website for Hancock is the township's site (<http://www.citytowninfo.com/places/new-york/hancock>). This site is easily found through a search engine. The homepage for this site is not attractive; it contains one small picture of Point Mountain and the two rivers merging with a lot of empty gray space surrounding it. There is a directory of town officials, a history page, pictures page, links, and a message board. Basically, this site is missing the same important information that the chamber site was missing. The pictures are lacking attractiveness; they are mostly pictures of the past; no landscape pictures or of photos people recreating on the river have been included. The only educational components are about the town's history. There is no information for tourists on what to do, where to do it, and how much it will cost. Anyone looking to plan a trip itinerary using this website will be unable to do, so there needs to be more information about the resources. This site does not promote clearly promote itself to a specific market group.

Another website for Hancock is a site by the Delaware County Chamber of Commerce (<http://www.delawarecounty.org/hancock/>). This site contains a link to the town website, as well as contact information for town and village officials and offices. The website is designed for use by residents, and does not contain much information for visitors.

The Hancock partners website (<http://www.hancocknewyork.com>) is designed both for tourism promotion as well as resident education about ongoing organizational efforts. The homepage of the website is professional in appearance, but could use a brighter background (which is currently gray) and larger photo to attract the attention of website users. The website has information which is very useful to visitors including history about Hancock, a tour of Hancock, a listing of community events (which needs to be updated for 2007), and directions to Hancock. Overall, the website is well designed and simple to use by both residents and visitors.

The I Love New York statewide tourism website (<http://www.iloveny.com>) is also another important link between visitors and Hancock. While no community-wide information about Hancock is available on this website, it does provide a list of facilities and services found in Hancock to visitors through a website search engine.

### **Guidebooks**

Three guidebooks were identified as forms of promotion for Hancock (Figure 6). Two, the *Catskill Mountain Region Guide* and *Catskill Country Magazine*, are made by outside organizations that feature Hancock resources in directories and occasional articles. The other guidebook promoting Hancock, the *Hancock Summer Celebration Booklet*, is produced by the Hancock Rotary Club.



**Figure 6.** Guidebooks used in the Hancock area.

Of the guidebooks, the *Summer Celebration Booklet* is the most complete promotion directory for commercial services in Hancock. This booklet has a very simple design and, while it is the most comprehensive directory to Hancock next to a phone book, does not appear to be in any particular order with regard to its advertisements (Figure 7).

The other two guidebooks are all-inclusive for the Catskill area, meaning that all the towns and businesses that want to be featured in it are. These guides are organized by category such as lodging, restaurants, and shops, and articles on topics such as arts or outdoor recreation. Hancock has gotten some deserved coverage in the articles portion of the magazines with articles on The Old Capitol Theater and fishing in the Delaware River. Unfortunately, there appears to be less participation by Hancock businesses in the guidebooks' directories of businesses and services.

One guidebook that should include Hancock but does not at present is the *I Love New York Statewide Tourism Guide*. This guide is often the primary source of information to visitors planning trips to New York State. Hancock is not listed in the guidebook and is not included on the Catskill Region map used in the guidebook, likely because attractions and events in Hancock (e.g., Bluestone Festival and Hancock Historical Society) have not been submitted to the I Love New York Program for inclusion.



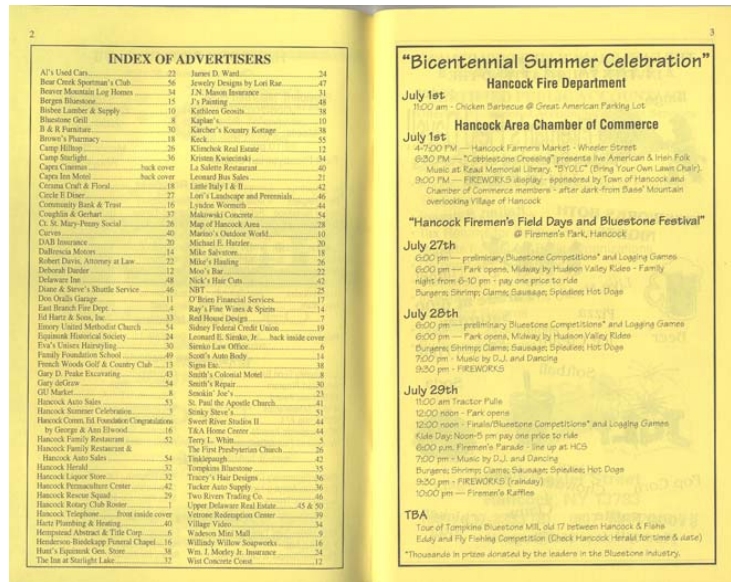


Figure 7. Celebration Booklet Directory.

## Brochures

There are four main brochures (Figure 8) that promote the Hancock area. The two Hancock-specific brochures are created by the Hancock Chamber of Commerce and are a stark contrast to the regional brochures made for the Upper Delaware area and scenic byway. The first brochure, “Visit Scenic Hancock, NY,” has the right idea of promoting different attractive aspects of Hancock, but is poorly executed. The design is dated and unattractive, and the information is incomplete. While the information on town history, the Blue Stone Festival, and Fireman’s Field Days are adequate, the sections for shopping, bicycling, dining, lodging, and Sunday worship are one sentence long, lack detail, and only state that opportunities for the action described in the section title are available. For example, the brochure says, “many scenic routes are available to the road cyclist.” -- not enough information for a bicyclist considering a trip to Hancock. There is no indication of where a cyclist might specifically bike, if there is a bike shop in town, or where they might at least find more information on cycling in Hancock. The scenic byway brochure, in contrast, features one side of a fold on Hancock, but is far more appealing. Its brief description, with interesting facts and smiling anglers, appears professional, and gives a positive image of Hancock.

The other two brochures, the Hancock Chamber of Commerce directory and Upper Delaware visitor information brochure, are good (Figure 9). The directory is a nice, clean, and straightforward guide to some of the accommodations, shops, and services in Hancock. It’s not eye-catching or impressive looking, but it gets the job done. The visitor information brochure is similar to the byway brochure, with one-sided folds dedicated to different towns in the area. It is well written, like the byway brochure, but is not as effective at grabbing the reader’s attention.

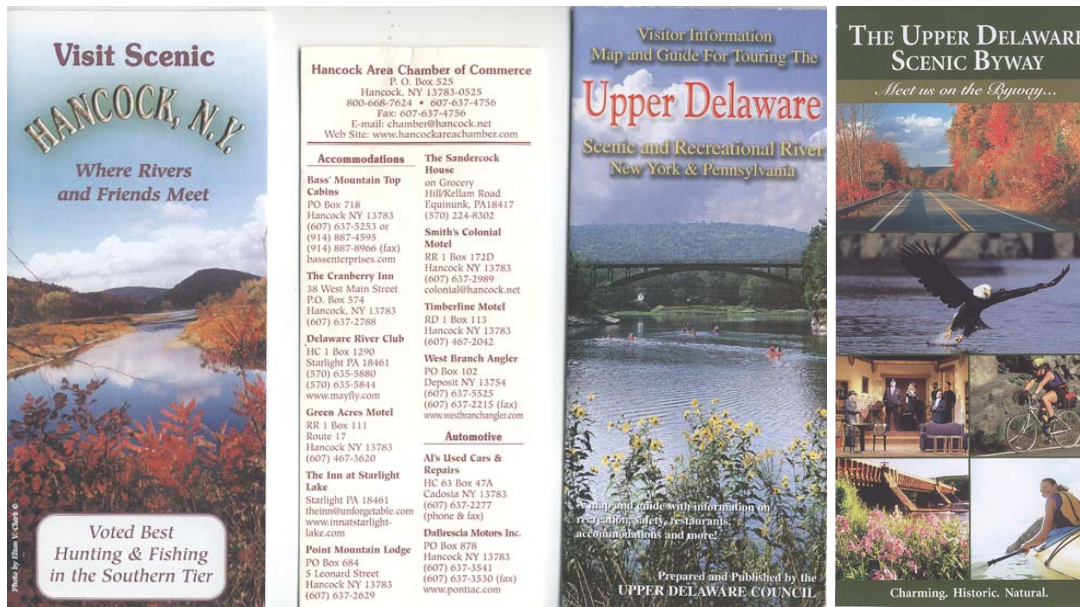


Figure 8. Brochures Promoting Hancock



Figure 9. "Visit Scenic Hancock, NY" Chamber of Commerce brochure (left); Hancock page from byway brochure (right).

### **Another Consideration - Events**

While not necessarily created for the purpose of promoting Hancock, it is worth noting some promotion-worthy events that take place in Hancock and indirectly promote Hancock to potential visitors. Events can indirectly promote Hancock by bringing visitors to the village.

One major past event was the Enduro U.S.A. Grand Prix. This off-road motorcycle race was a large event with national attention and could have benefited the town. Unfortunately, there seemed to be little involvement between race coordinators and Hancock and no efforts to bring visitors into the shopping areas of town. A smaller, more recent event was the showing of the play “The Hancock Story” at the Old Capitol Theater. This show has the potential to be used as promotion and education, as it is entertaining and focuses closely on the town.

### **Assessment Summary**

Hancock is utilizing few forms of promotion currently, and many of those that it does use lack compelling content, organization, and an attractive design. In regional forms of print media, Hancock is not adequately promoting its local businesses. In larger, statewide guidebooks and internet sites, Hancock is almost non-existent. In order to attract more visitors in the future, it is essential that Hancock focus on enhancing its promotions at the statewide, regional, and local levels.

## TECHNICAL SUPPORT FOR HANCOCK

### Introduction

A number of organizations currently provide technical assistance to the Hancock area. The Hancock Partners detailed the extent of current collaboration with these groups that provide technical assistance. These affiliates have many resources and programs that could potentially benefit the Hancock area. Each current provider of technical support has been grouped into categories: Government agencies (Table 18), non-government organizations (Table 19), community-based organizations (Table 20), and educational institutions and organizations (Table 21).

**Table 18.** Government agencies currently providing technical support to the Hancock area.

Name of Agency	Responsibilities	Address
National Park Service- Upper Delaware Scenic and Recreational River	Landscape management of the national scenic and recreation river corridor.	www.nps.gov/upde RR2, PO Box 2428 Beach Lake, PA 18405
Upper Delaware Council Inc.	The oversight body responsible for the coordinated implementation of the River Management Plan for the Upper Delaware Scenic & Recreational River, a component since 1978 of the National Wild & Scenic Rivers System.	211 Bridge Street PO Box 192 Narrowsburg, NY 12764
Southern Tier East Regional Planning Development Board	Special purpose unit of government created provide technical and financial assistance in supporting local initiatives and projects.	www.steny.org 375 State St. Binghamton, NY 13901
Delaware County Department of Economic Development	Stimulates development in Delaware County by hosting a series of programs to help revitalize its productivity.	<a href="http://www.co.delaware.ny.us/depts/codev/ecodev.htm">http://www.co.delaware.ny.us/depts/codev/ecodev.htm</a> 1 Gallant Ave. Suite 2 Delhi, NY 13753

**Table 19.** Non-Governmental Organizations (NGOs) currently providing technical support to the Hancock area.

<b>Name of Non-Governmental Organization</b>	<b>Responsibilities</b>	<b>Address</b>
Planit Main Street, Inc.	Design guidelines for Downtown Business District - Hancock, NY	<a href="http://planitmainstreet.net">http://planitmainstreet.net</a> P.O. Box 824 Rock Hill, New York 12775
Stone & Garden	Specialists in stone	655 Vanderbilt Ave. Brooklyn, NY 11238
Delaware Highlands Conservancy	A land trust working with land owners to conserve the natural and cultural heritage of the upper Delaware river region.	<a href="http://www.delawarehighlands.org">http://www.delawarehighlands.org</a> PO Box 218 Hawley, PA 18428
THOMA Development Consultants	Consulting firm that specializes in planning, economic market analyses, grant preparation, and program implementation in the areas of housing, economic development, infrastructure, downtown revitalization, and community facilities.	<a href="http://www.thomadevelopment.com/">http://www.thomadevelopment.com/</a> 34 Tompkins Street Cortland, NY 13045

**Table 20.** Community-based organizations currently providing technical support to the Hancock area.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Address</b>
Hancock Partners Inc.	Dedicated to foster and promote the economic and social growth of the Greater Hancock, New York area.	<a href="http://www.hancocknewyork.com/">www.hancocknewyork.com/</a>
Hancock Rotary Club	The Hancock Rotary is involved in many service projects for the community's benefit.	<a href="http://www.clubrunner.ca/CPrg/home/homeG.asp?cid=1994">www.clubrunner.ca/CPrg/home/homeG.asp?cid=1994</a> First Presbyterian Church 217 West Main Street Hancock, NY 13783
Louise Adelia Read Memorial Library	Provides a number of programs and information for community members.	<a href="http://www.4cls.org/webpages/members/Hancock/Hancock.html">www.4cls.org/webpages/members/Hancock/Hancock.html</a> Joanne Halberli 104 Read Street Hancock, NY 13783
Hancock-Chehocton Historical Society	Explores local history and provides a general meeting area. Only open through reservation.	Doris Davis 199 Vestal Ave. Hancock, NY 13783

**Table 21.** Educational institutions and organizations currently providing technical support to the Hancock area.

Name of Organization	Responsibilities	Address
SUNY College of Environmental Science and Forestry	Technical assistance. Currently assessing and creating a Tourism Management Plan.	www.esf.edu 1 Forestry Dr. Syracuse, NY 13210
Cornell University	Community and Rural Development assistance	www.cardi.cornell.edu 43 Warren Hall Ithaca, NY 14853
Hancock Community Education Foundation	The mission of The HCEF is to increase as rapidly as possible the number of Hancock High School graduates who go to college.	<a href="http://hancockeducationfoundation.com/">http://hancockeducationfoundation.com/</a> PO Box 819 Hancock, New York 13783
Hancock Central School	Educating local populace	<a href="http://hancock.stier.org/">http://hancock.stier.org/</a> 67 Education Lane Hancock, NY 13783
Education Plus Corporation	Bringing students through the difficulties of their teenage years and guiding them toward responsible adulthood.	<a href="http://www.edpluscorp.com/">http://www.edpluscorp.com/</a> RR#1, Box 224-A Hancock, NY 13783

**Assessment Summary**

Hancock currently receives a moderate amount of technical assistance. Further cooperative efforts between current support providers and Hancock would be very beneficial to the community. Additional programs that could benefit Hancock are reported in the “Recommendations” section of this tourism plan.

## FUNDING OPPORTUNITIES

### Introduction

The village of Hancock, New York has a lot of ideas on how to improve its economy and quality of life. Organizations like the Hancock Partners are committed to turning Hancock into a destination for those seeking history, culture, and recreation. Unfortunately, one problem remains a constant: finding funding sources. It doesn't matter how many people put their heads together on improvement ideas if there isn't any money to fund them.

### Hancock's Funding Needs

In many other towns and cities across America, improvements are funded by the local government, but this is difficult in Hancock. Currently the Village of Hancock has about 1,200 permanent residents, a population that has been steadily declining since the 1960s. The residents that remain in Hancock have an average household income of about \$36,000, well below the state average. The combination of a decreasing population and low-income families makes it increasingly difficult for Hancock to generate tax revenue. On top of this, Hancock's property taxes are already lower than comparable New York State villages. Because of the current economic conditions in Hancock, it is necessary for the village to look for outside sources of funding to meet current needs.

In March of 2004, the Hancock Partners established a Business and Marketing Plan for the Village. Included in this plan were needed improvements to the town. Table 22 shows the improvement ideas generated by the Hancock Partners and their approximate costs (Hancock Partners 2006).

**Table 22.** Improvement ideas recommended by Hancock partners and related costs.

<b>Project Description</b>	<b>Cost (\$)</b>
Landscaping of proposed town square	\$25,000
Parking lot landscaping	10,000
Streetscape improvements	50,000
River access development	50,000
Updating of zoning regulations	5,000
Anchor store development	25,000
Store improvements	25,000/yr
Marketing/promotion program	25,000/yr
<b>Total</b>	<b>\$215,000</b>

The ideas generated by the Hancock partners are \ a step in the right direction for the village. Additional improvements will be necessary for the town to truly become a focal point of the Upper Delaware. Overall the estimated costs for the improvements outlined above seem very low. Though \$215,000 is a lot of money, it runs out quickly when you start looking into the costs of big projects like the revitalization of the town square. The Hancock Partners need to be prepared for unforeseen costs that will appear once these projects are underway.

### **Current Funding Sources**

There are a few different sources of outside funding available to the Village of Hancock. The first is through New York State legislative grants. These grants may be available to the village for different projects. Some provide funding for streetscape and sidewalk improvements, while others deal with more specific projects like anchor store development. So far the village has received two New York State legislative grants. The first is through Governor Pataki's Main Street Revitalization Program; the village received \$200,000 in a matching funds grant for historic restoration of Hancock's main street. Hancock can reapply for this funding once its current funding has been used. A New York sidewalk grant has also been received by the village. Unfortunately, there is confusion about how the money can be used and, therefore, it remains untouched. The village is allowed to apply for the loan multiple times if the money is used up. In addition to the problem of Hancock not utilizing the funding it has received, obtaining future grants requires that someone in the village go through the time-consuming and complicated application process.

Beyond grants, the village can also look into the Hancock Partners fundraising campaign as a source of outside funding. This Hancock Partners see this money being used as start-up money for the entire revitalization process. The Partners plan to ask for a one-time donation of \$1,000 each from key businesses, individuals, and the Hancock Industrial Development Corporation (HIDC).

### **Impediments to Future Funding**

At this point, two main issues hold Hancock back financially. The first is inadequate grantsmanship. The village needs someone who can search and apply for grants and implement them. The second problem facing the village is public participation. Many of the village improvements rely at least partially on the Hancock Partners. More involvement by local residents and business owners is needed in order to more efficiently implement improvement efforts. The Hancock Partners need to expand resident educational efforts about the work they are doing and why it is important for everyone to be involved.

### **Assessment Summary**

Overall there are a number of funding needs within the Village of Hancock. Combining multiple funding efforts together could generate enough capital to implement improvements within Hancock and return to the booming village it was in the 1960s. Funding, generated from multiple sources, should go a long way in improving the village's overall appearance. With enough funding and community involvement, Hancock, New York can truly become the gateway to the Upper Delaware.



## MONITORING AND EVALUATION

### Introduction

“Monitoring is an essential component of any planning or management process, for without monitoring, managers know nothing about progress towards the objectives they have been set or have set themselves” (Eagles, McCool, and Haynes, 2003). The purpose of a monitoring and evaluation program is to keep track of progress to ensure that activities happen on time, that actions are producing the desired results, and that participants continue participating (Tribe et al, 2000). Hancock, NY currently has no programmed or planned monitoring and evaluation program. This type of program will be necessary for successful implementation of tourism in the Hancock area. Such a program will be able to monitor current conditions within Hancock and show future changes that occur. Changes in resident and visitor perceptions towards tourism, combined with any potential physical changes in Hancock, can suggest both positive and negative trends resulting from tourism. Although there is currently no formalized monitoring plan within Hancock, there are already a number of monitoring devices established. The following items can provide Hancock with useful monitoring data. In addition, these items also suggest areas to monitor in the future.

### National Trends

The National Survey of Recreation in the Environment (NSRE) suggests overall recreational trends occurring in North America. The NSRE listed walking, family gathering, viewing natural scenery, visiting a nature center, nature, trail or zoo, and picnicking as the five most popular individual activities (Table 23). These activities are popular due to their low cost, minimal exertion, and lack of specialized equipment or skill needed to participate (NSRE, 2000). Enhancing these activities in the Hancock area would benefit current residents with increased recreational opportunities and attract visitors.

**Table 23.** Percent and number of people 16 years and older in the U.S. participating in outdoor based activities, 1999-2001 (NSRE, 2003).

Activity	Percent of Population 16 and Over	Number in Millions
Walking	83.1	172.3
Bicycling	39.7	82.3
Visiting a nature center, nature trail or zoo	57.4	119
Visiting a historic site	46.3	96
Viewing natural scenery	60.4	125.2
Driving for pleasure through natural scenery	51.5	106.8
Sightseeing	52.1	108
Family gathering	73.6	152.6
Picnicking	54.7	113.4
Freshwater fishing	29.4	60.9
Swimming/Lake, River, Ocean	42.1	87.3

## **State Trends**

The Statewide Comprehensive Outdoor Recreation Plan (SCORP) provides data specific to trends in NYS. These trends are quite similar to those occurring on a national level. The most popular recreational activities in New York State involve relaxing in the park, walking, swimming, and biking. Other popular activities include team sports, visiting historic sites, and fishing (SCORP, 2003). The Hancock Area currently has opportunities to provide all of these activities to residents and tourists. However, present conditions in Hancock show a need for continued improvement and an addition of new facilities.

## **US Census Data**

*Village of Hancock.* The 2000 US census indicates that, in comparison to 1990, the population of Hancock has slowly declined, per capital income is below the US average, and there is a rising cost in housing. In 1990, the Village had a population of 1,330; this number declined to 1,189 in 2000. The per capita income is \$16,616 (1999 dollars), lower than the US average of \$21,587. Housing in 2000, had a median value of \$58,900. Over half of the residents in Hancock were employed in 2000, and 50.6% of residents over 16 were in the labor force, lower than the national average of 63.9%.

*Town of Hancock.* In 1990, there were 3384 residents; in 2000, there was a slight increase to 3449 residents, possibly the result of second homeowners moving in to the area. The per capita income of \$16,057 was slightly lower in the Town than the Village. The median value of housing was reported as \$65,100 in 2000. Over half of the residents in Hancock were employed in 2000, with 54.1% of residents over 16 in the labor force (this is lower than the national average of 63.9%).

## **Local Business Data**

Other available data is available from the chamber of commerce. Past, present and future businesses can reflect the needs of the society. In the past, Hancock has had a number of attractions, shops, and businesses that attracted visitors and encouraged people to live within the Hancock Area. Presently, there are limited opportunities for recreation, although the basic necessities are present. This reality may become a hindrance for tourists and future residents. A current inventory of businesses has been outlined in this report.

## **Collecting Additional Data**

Estimating visitor use is essential for monitoring tourism efforts in Hancock. Currently, there are no methods for monitoring visitor use of services and facilities in Hancock, or travel along Route 17, Route 97, or the Delaware River. In the past, Hancock has been known for an excellent trout fishery on the East and West Branches of the Delaware River; little is known about the current status of fishing on the Delaware River. Mechanisms for monitoring recreational use of the Delaware and visitation into Hancock is needed to identify if the goals outlined in this plan are being accomplished.

Trails, bike routes, fishing access points, and other recreational sites must also be located, and marked on maps and websites. Currently, only some of these sites are known and marked, and the condition of each site is highly variable.

There is also a possibility of gathering visitor information from fishing and hunting licenses sold within Delaware County. Fishing and hunting licenses may provide some information

about tourist numbers; however, these data are not all inclusive since not every visitor to Hancock is hunting or fishing. Secondly, not every hunter or angler that visits Hancock buys his or her sporting license in the Hancock Area. This information can be obtained for Delaware County from the NYS DEC.

Finally, there is currently no quantitative or qualitative data reflecting resident perceptions of tourism. Numerous researchers state that successful tourism implementation must be a community effort and must be wanted by the community. During the writing of this report, it was observed that a negative perception of tourism may exist within Hancock and its surrounding areas. If this is the case in Hancock, steps must be taken during planning to include residents in the decision-making process.

## RECOMMENDATIONS

The recommendations contained in this section of this tourism plan are listed in order of priority according to the goals each will help to accomplish. Recommendations were prioritized by importance to residents and future tourism in the Hancock area, cost, and length of time required for implementation.

### GOAL #1

*To enhance and create collaborative partnerships between government jurisdictions, agencies, NGOs, business owners, residents, and other stakeholders both within Hancock and between Hancock and surrounding areas.*

**Establish a planning task force.** Establish a volunteer committee within the Hancock Partners or Hancock Chamber of Commerce that develops and is responsible for the implementation of tourism programs and materials for Hancock. This committee could produce scheduled reports (monthly, biannually, or yearly) that outline the planning process, provide dates for public meetings, and explain results of tourism planning. This committee should be representative of the entire community. Sub-committees should be created which handle the oversight responsibilities listed below.

- ***Fundraising.*** Fundraising is essential for accomplishing many of the recommendations listed in this plan. Community-wide fundraising events should be organized through local clubs and schools, and grants should be obtained from government agencies and private foundations (see fundraising recommendations on page 72). Individuals with grant-writing experience (e.g., directors of non-governmental organizations) and/or experience with writing loan requests (e.g., business owners) could be asked to participate in this sub-committee.
- ***Recreational access and facilities.*** This sub-committee would focus on implementing facility enhancements in the river corridor and village. Individuals on this sub-committee could consist of local residents, NYS DEC staff, National Park Service staff, and village and town representatives.
- ***Promotions and marketing.*** This sub-committee will be responsible for developing promotional materials (e.g., websites and brochures) that successfully target specific market groups (e.g., anglers and boaters), as well as organizing trade shows and conventions for recreation enthusiasts. This sub-committee could consist of local business owners and staff from local chambers of commerce and tourism promotion agencies.
- ***Education and interpretation.*** This sub-committee should consist of 2 to 3 individuals who have a general knowledge of education and interpretation (e.g., someone involved with local schools, a local historian, and a professional interpreter from the National Park Service). This focus is needed to develop a village-wide program that will be successful both for local residents (e.g., school groups and families) and visitors.
- ***Tourism monitoring.*** This sub-committee will monitor tourism efforts in Hancock with regard to the accomplishment of plan goals by examining existing data on an annual basis and obtaining stakeholder feedback as needed. It will also be responsible for conducting an assessment of current resident perceptions towards tourism (see recommendation

below). Individuals with experience with census data and other forms of data (e.g., business owners) should be asked to participate on this sub-committee.

*Timeline for completion:* 6 months to organize and ongoing after.

**Identify current resident perceptions towards tourism.** Community involvement will be absolutely necessary in future tourism efforts in the Hancock Area. In order to ensure public involvement, the planning task force described above should implement a study that measures current resident perceptions and attitudes towards tourism. This study could measure resident's willingness to participate in projects, their knowledge of tourism and its positive and negative impacts, and the needs and wants of the community for tourism. Without this data, future planning may not be feasible nor in the best interest of the community. A process including a resident survey, educational presentations, and facilitated dialogue between governments, business, and local residents would foster a sense of cooperation and purpose among all stakeholders regarding Hancock's future. This study should be facilitated by an outside and independent research consultant or institution. Additionally, this information could be revisited in the future to show changes over time.

*Timeline for completion:* Within 2 years

**Create a partnership between the Chehocton-Hancock Historical Society and local schools.** Develop a program for students to work at the Historical Society on weekends as part of a community service or class project. This will provide free workers and help the village open its historical society to the public. It would also be a great way to link the school with the development of the village. This program could be developed in the high school with high school faculty assistance. *Timeline for completion:* 1 year.

**Work with nearby businesses, organizations, and programs to develop cooperative promotion and education efforts.**

- ***Equinunk Historical Society in Pennsylvania.*** Form a summer program between the Chehocton-Hancock and the Equinunk Historical Societies that offers a wide array of opportunities for local children and families, as well as visitors. An example of one of these joint programs could be hosting a program about the history of bluestone mining during the Bluestone Festival and Fireman's Field Days at the end of July.
- ***Deposit Historical Society.*** Another Catskill Regional attraction that Hancock could utilize is the Deposit Historical Society Museum located just 13 miles away. I recommend Hancock contact this historical society to share information and integrate the history of both Deposit and Hancock so that they both may benefit.
- ***Bethel Woods Center.*** Use the Bethel Woods Center for the Arts (which is 36 miles away) to promote lodging opportunities in Hancock such as the hotels, bed & breakfasts and, campgrounds. In addition Hancock should link with site in order to promote the cultural, historical, musical and artistic experiences available in Hancock.
- ***Lumberjack Festival.*** Hancock should consider taking part in the July Lumberjack festival to highlight its own historical industries logging and bluestone mining.
- ***Heritage New York program web site.*** Hancock is located at the end of three stops on the Revolutionary War Heritage Trail coming North West from NYC on route 97 the Upper Delaware Scenic Byway. These three stops consist of the Fort Delaware Museum, Minisink Battleground Park, Fort Decker. Hancock could use these locations to attract visitors looking for a place to stay after a day traveling from site to site.

**Resolve grievances with existing affiliates.** Resolve the current conflict between the Friends of the Upper Delaware River and Hancock in addition to any other conflicting issues with providers of technical assistance. Make it a priority to handle problems and complaints of providers of technical assistance as they arise. In order to “enhance” collaborative relationships with these organizations, Hancock should perpetually aim to diplomatically address any conflicting interests with their affiliates.

*Timeline for completion:* Immediate.

**Develop partnerships with additional providers of technical assistance.** There is a vast array of organizations that could provide technical assistance to the Hancock area (Table 25). These organizations could be contacted by the Village of Hancock to create new collaborative partnerships that are mutually beneficial.

*Timeline for completion:* Immediately and continuously.

**Table 25.** Organizations and agencies with which Hancock could be involved in the future.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Contact</b>
Friends of the Upper Delaware River	To improve the flows and protect the habitat of the famous Upper Delaware wild trout fishery.	<a href="http://www.fudr.org/">www.fudr.org/</a>
US Fish and Wildlife Service	A variety of conservation programs and land management responsibilities.	<a href="http://www.fws.gov">www.fws.gov</a>
New York State Department Environmental Conservation	Exists to: "conserve, improve, and protect New York State's natural resources and environment, and control water, land and air pollution, in order to enhance the health, safety and welfare of the people of the state and their overall economic and social well being."	<a href="http://www.dec.state.ny.us">www.dec.state.ny.us</a> Region 4 (includes Delaware County) 1130 North Westcott Road Schenectady, NY 12306-2014
Delaware River Invasive Plant Partnership	To advance regional coordination and planning for invasive plant management in the Delaware River watershed.	<a href="http://www.paflora.org/DRIPP.html">www.paflora.org/DRIPP.html</a> Delaware River Invasive Plant Partnership The Nature Conservancy P. O. Box 55, Long Pond Road Long Pond, PA 18334
Trout Unlimited	America's leading trout and salmon conservation organization.	<a href="http://www.tu.org">www.tu.org</a>
Delaware River Basin Commission	A coalition of the four basin states. The Delaware River Basin Commission performs hydrologic study, provides education and recreation opportunities, and provides technical assistance.	<a href="http://www.state.nj.us/drbc/">www.state.nj.us/drbc/</a> 25 State Police Drive P.O. Box 7360 West Trenton, New Jersey 08628-0360
Cornell University Cooperative Extension – Delaware County	An educational program that enables people to improve their lives and communities through partnerships that put experience and research knowledge to work.	<a href="http://counties.cce.cornell.edu/delaware/">http://counties.cce.cornell.edu/delaware/</a> Delaware County Resource Center 34570 State Highway 10 P.O. Box 184 Hamden, NY 13782-0184
The Academy of Natural Sciences of Philadelphia	Performs scientific research on upper Delaware river. Completed fish census December 2006.	<a href="http://www.ansp.org/">www.ansp.org/</a> 1900 Benjamin Franklin Parkway, Philadelphia, PA 19103

**Increase collaborative fundraising efforts for the village.**

- ***Send volunteer to grantsmanship seminar.*** The Grantsmanship Training Program, hosted by the Commission on Economic Opportunity, hosts classes on proper grant writing techniques. These classes educate on how to properly apply for, and administer New York State grants. The cost of the classes is \$825, with a limited amount of discounted spots available for qualifying organizations. *Timeline for completion:* Immediately.
- ***Research potential grants for the village.*** Many grants are available to small towns like Hancock and to not-for-profit organizations like the Hancock Partners. Grant monies could be used for streetscape revitalization and facility improvements, as well as the development of promotional materials and a visitor center. The list of granting agencies and organizations in Table 26 is intended as a sampling of grants that could be beneficial to Hancock and the surrounding areas; it is by no means comprehensive in its coverage. The grants were selected based on the goals outlined for Hancock's future. *Timeline for completion:* Ongoing process, to begin immediately
- ***Host a village fundraising event.*** Incorporate fundraising into future village improvements. For example, allow potential donors to sponsor pavers, planters, and benches. People will be more willing to help the cause if they see tangible evidence of their money being well spent. *Timeline for completion:* 1-2 years.
- ***Contact local businesses for fundraising assistance.*** Local business owners could be contacted to provide funding for a new promotional brochure for the village of Hancock, in exchange for a listing of their business on the brochure. *Timeline for completion:* 1-2 years.
- ***Work with Delaware County Chamber of Commerce to participate in statewide matching-funds projects.*** Matching funds are available through the I Love NY program for designated tourism promotion agencies seeking funds for promotional efforts. The village of Hancock should consider working with the Delaware County Chamber to improve its promotions in county-wide efforts.

**Table 26.** Sample of potential grants.

<b>Grant name</b>	<b>Agency sponsor</b>	<b>Description</b>	<b>Eligibility</b>	<b>Funding</b>	<b>Contact</b>
Community Facilities Program	United States Department of Agriculture and Rural Development	Assists in the development of essential community facilities in rural areas. A Community Facilities loan and/or grant would be approved to finance the following types of activities: Health Care – clinics, ambulatory care centers, chemical dependency centers, hospitals and nursing homes; Public Safety – communication centers, police and fire stations, fire trucks, rescue vehicles and jails; Public Services – adult and child care centers, town/village halls, courthouses, libraries, museums, schools, fairgrounds	Rural towns, villages and cities of 20,000 people or less.	Variable	Rural Development Offices listed in the telephone book under the U.S. Department of Agriculture.
New York State Quality Communities Program	New York State Department of State (DOS)	Under this program, funds are available for planning projects that revitalize downtowns, develop strong economies, and protect environmental resources. Eligible applicants may apply for grants by submitting proposals that incorporate one or more of the following programs: Inter-municipal Growth, Community Growth, Community Open Space, Mountain Communities, and Community Center.	Counties, towns, cities, villages, local public authorities, local public benefit corporations, Indian tribes/nations, and not-for-profit corporations (under certain circumstances).	Contact DOS for details	Visit <a href="http://www.qualitycommunities.org">www.qualitycommunities.org</a> , call (518) 473-3355 or send an e-mail to <a href="mailto:QC@dos.state.ny.us">QC@dos.state.ny.us</a> .
Recreational Trails Program	New York State Office of Parks, Recreation and Historic Preservation	The Recreational Trails Program is a State-administered, Federal assistance program to provide and maintain recreational trails for both motorized and non-motorized recreational trail use. Among other criteria, the proposed project must be legally and physically accessible to the public, or be a portion of an identified trailways project which, when completed, will be legally and physically accessible to the public. In addition, the proposed project must be physically and environmentally developable as a trailway.	Non-profit organizations; municipal, state and federal agencies; Indian tribal governments; and other public agencies and authorities. If the applicant is not the owner of the property, a legal land use agreement will be required.	No limit on the number of grants received. For 2007, minimum grant award is \$5,000; maximum grant award is \$100,000. These are matching grants (Federal share not to exceed 80% of the total project costs).	<b><a href="http://www.nysparks.state.ny.us">www.nysparks.state.ny.us</a></b> Contact T. Kevin Burns, Bureau of Grants Management, OPRHP, Empire State Plaza, Agency Building 1, 16th Floor, Albany, New York 12238; phone (518) 474-0427; fax (518) 486-7377.



**Table 26 (continued).** Sample of potential grants.

Grant name	Agency sponsor	Description	Eligibility	Funding	Contact
Funding for Conservation Projects	Tourism Cares for Tomorrow	Tourism Cares for Tomorrow awards grants to tourism-related nonprofit organizations worldwide for conservation or preservation of exceptional cultural, historic, or natural sites. Tourism Cares for Tomorrow considers projects or programs with either or both of the following goals: 1) projects that protect, restore, or conserve sites of exceptional cultural, historic, or natural significance; and 2) programs that educate local host communities and the traveling public about conservation and preservation of sites.	501(c)(3) nonprofit, tax-exempt organizations	Historically, grants have ranged between \$10,000 and \$20,000 each. However, based on merit and availability of funds, grants of up to \$100,000 will be considered	Visit <a href="http://www.tourismcaresfortomorrow.org/">www.tourismcaresfortomorrow.org/</a> for complete program guidelines
Partners for Fish and Wildlife Program	Department of the Interior, U.S. Fish and Wildlife Service	The Partners for Fish and Wildlife Program provides financial assistance on a competitive basis to landowners interested in restoring fish and wildlife habitat on their own lands. It is a goal of the program to secure at least 50 percent of project costs from non-Service sources, but this goal applies to the program as a whole, and does not have to be achieved on a project-by-project basis.	Nonprofits that do not have 501(c)(3) status, other than institutions of higher education; independent school districts; Native American tribal organizations (other than Federally recognized tribal governments); county governments; individuals; nonprofits having 501(c)(3) status, other than institutions of higher education; city or township governments; Federally recognized Native American tribal governments; for profit organizations other than small businesses.	Estimated total program funding is \$25,500,000 for an estimated 2,700 awards	<a href="http://www.fws.gov/partners/pdfs/grantsgov06partners.pdf">http://www.fws.gov/partners/pdfs/grantsgov06partners.pdf</a> , or contact Branch of Habitat Restoration, U.S. Fish and Wildlife Service, 4401 N. Fairfax Drive, Room 400, Arlington, VA 22203; (703) 358-2201. You may also contact Carl Schwartz, the New York State coordinator for this program, at 3817 Luker Road, Cortland, New York 13045; (607) 753-9334; fax (607) 753-9699; or e-mail <a href="mailto:Carl.Schwartz@fws.gov">Carl.Schwartz@fws.gov</a> .

**Table 26 (continued).** Sample of potential grants.

<b>Grant name</b>	<b>Agency sponsor</b>	<b>Description</b>	<b>Eligibility</b>	<b>Funding</b>	<b>Contact</b>
Funding for Parks, Historic Properties, and Heritage Areas	New York State Office of Parks, Recreation and Historic Preservation	The New York State Office of Parks, Recreation and Historic Preservation (OPRHP) has announced the availability of funding for municipalities and not-for-profit organizations under Title 9 of the Environmental Protection Act of 1993 for the acquisition, development and improvement of parks, historic properties and heritage areas. In addition, municipalities may apply for funds under the Federal Land and Water Conservation Fund (FLWCF) for the acquisition and development of outdoor recreation facilities.	Municipalities and not-for-profit organizations with an ownership interest in the property. Such an interest may be outright ownership (fee simple), or a lesser interest such as development rights, an easement or a long-term lease of duration equal to the period of OPRHP's oversight of the project. For the FLWCF, only municipalities can apply.	This is a matching grant program; therefore, grant recipients will be expected to provide at least a 50 percent match to these awards.	<a href="http://www.nysparks.com/grants">http://www.nysparks.com/grants</a> or contact T. Kevin Burns, Chief of Grants, Bureau of Grants Management, New York State OPRHP, Empire State Plaza, Agency Building One, 16th Floor, Albany, New York 12238; phone (518) 474-0427; fax (518) 486-7377.
National Scenic Byways Program	United States Federal Highway Administration	Funding is available to implement projects on roads designated as National Scenic Byways or All-American Roads, state scenic byways, or Indian tribe scenic byways.	State, local and Federally recognized tribal governments, special district governments, and non-profit organizations with 501(c)(3) IRS status, other than institutions of higher education.	The estimated total program funding is \$30,000,000	<a href="http://www.bywaysonline.org/grants/">www.bywaysonline.org/grants/</a> .
Grants in Environmental Stewardship	Laura Jane Musser Fund	The Laura Jane Musser Fund assists for-profit and nonprofit organizations in rural areas to oversee consensus-based activities in either environmental stewardship or dispute resolution. The fund is most interested in new programs, or in funding the initial phase of projects or ongoing support.	Nonprofit 501(c)(3) tax-exempt organizations; groups supported by 501(c)(3) organizations; and federal, state or local level government agencies.	Grants are up to \$35,000.	Contact Mary Karen Lynn-Klimenko, Managing Consultant, The Laura Jane Musser Fund, 332 Minnesota Street, Suite E-1420, St. Paul, Minnesota 55101; phone (651) 224-5209; e-mail <a href="mailto:musser@visi.com">musser@visi.com</a> ; or visit <a href="http://www.musserfund.org">www.musserfund.org</a> .

## GOAL #2

*To attract visitors and residents to Hancock's downtown area by enhancing downtown facilities, restoring businesses to their historical 1950s appearance and character (where feasible), and encouraging the use of historic building styles in future development.*

**Restore Village of Hancock businesses to historic 1950s style.** Several steps are needed to restore Hancock to its historic 1950s appearance. These steps are as follows:

- **Define "1950s character."** In order to restore the 1950s character, the Town of Hancock will need to define what is meant by "1950s character." A review of photos of the downtown area from that era, and a review of photos and architectural styles from that time period can be used to define what features create a "1950s character."
- **Educate local residents about the change in appearance.** The support of local residents will be needed in order to implement changes in local appearance. It is recommended that newspaper articles, articles on internet sites, and presentations at village and town meetings be used to inform residents about the benefits and costs of this change. Discussing the success of other themed communities such as Lancaster, PA and Gettysburg, PA is also recommended.
- **Encourage existing businesses to implement guidelines.** Local business owners should be encouraged to implement any future changes to storefronts using the appearance guidelines.
- **Require future businesses to adhere to appearance guidelines.** Hancock should consider altering zoning laws to ensure that any incoming companies adhere to the new appearance guidelines.
- **Monitor changes in building appearance.** In order to identify if changes are occurring as desired by the Village of Hancock, building conditions should be photographed on an annual basis (beginning in early 2007). Photographs will provide baseline data to show the changes in building appearance that occur over the ten years of this plan.

*Time for completion: 1-7 years*

- **Implement village square project.** Developing a village square greenspace at the current location of the empty Great American store would greatly increase the attractiveness of downtown by removing an eyesore and creating a public space suitable for events and community gatherings. It is particularly important that an attractive town square be placed at this location because of the site's centrality in the downtown area. The town square should be developed with consideration to enabling continued use of the area for farmers markets and festivals. Street-side parking adjacent to the town square should be incorporated into any town square design. Use the Downtown Improvement and other grants if possible. Consider contacting the SUNY ESF Landscape Architecture Department for student assistance with the design of this project.

*Timeline for completion: 1-5 years.*

**Install a kiosk in the proposed village square.** Place a kiosk in the proposed village square that provides historic information about the village, as well as a map showing businesses, attractions, and river access locations.

*Timeline for completion: Within one-year of the completion of the village square.*

**Improve downtown facilities for pedestrians.** The accessibility of the downtown area to visitors could be greatly improved by improving the downtown area facilities.

- **Develop a parking plan for the village of Hancock.** A plan on acquiring new areas to provide parking within the village would benefit both residents and visitors and improvement in Hancock's downtown area occur. The plan could involve converting vacant lots into parking areas, as well as adding parking into proposed development projects (e.g., adjacent to the proposed town square project). *Timeline for completion:* 1-2 years for plan completion; 3-5 years for implementation.
- **Make parking easy to find.** Most visitors arrive in Hancock by car, and so getting them out of their cars is an important first step. One way to accomplish this is to provide free, easy-to-find parking in or very near the downtown area. Visitors should be informed of this parking opportunity as soon as they leave a highway, so that they know that they will have a place to park when they come to the downtown. (This parking could be described on brochures or map kiosks, and identified with easily visible signs). Parking is currently available in the old Great American lot, but will need to be planned for in the future. *Timeline for completion:* 1 year for signage and parking information for visitors. 10 years for a designated parking lot near downtown.
- **Widen sidewalks.** Widen narrow downtown sidewalks to at least 6 feet where possible. Use the Sidewalk Grant for this. *Timeline for completion:* 2 years for widening sidewalks.
- **Facilities.** The downtown could be made more accessible and attractive with benches and tables, trash cans, public bathrooms, and more street lights at night. Use the Main Street Revitalization Program Grant for this. Because Hancock is an upstate town and therefore likely to have some bad weather, a pleasant indoor public space would also be a considerable asset to consider for future planning. *Timeline for completion:* 5 years for improving facilities.
- **Consider changes to sidewalk planters.** Another recommendation is that the village consider changing the current planters to a type more favorable to pedestrian flow. The current round planters block a portion of the sidewalks, forcing pedestrians to walk around them. Narrow rectangular planters or hanging planters would open up space on the sidewalks, and could be installed as the current planters wear out. A side benefit of installing pole mounts for hanging planters would be that the mounts could be used to hang signage advertising upcoming events. *Timeline for completion:* 2-3 years.

**Promote the 1950s character of the downtown area.** Once the appearance of the downtown area is improved, promotion of Hancock's 1950s character area could be a valuable tool for drawing in visitors who wouldn't otherwise be planning to stop in Hancock. Knowledge of the opportunities that exist in Hancock will allow visitors to plan a stop into their trip.

- **Promotional Material.** The Village of Hancock can promote its downtown by providing materials describing the types, locations, and contact information for the businesses there. The 2006 Summer Celebration booklet (Hancock Rotary, 2006) is an example of this. This booklet could be enhanced to include more descriptive information about the downtown area, as well as photos showing the businesses. These materials could be distributed regionally outside of Hancock, along Route 17 and the Scenic Byway, and also at locations within the town. Informational kiosks containing maps and business descriptions could be constructed at major entry points. *Timeline for completion:* 2 years for published materials and 3 years for kiosks; updated annually.

- **Websites.** The Chamber of Commerce website ([www.hancockareachamber.com](http://www.hancockareachamber.com)) has great potential. A Virtual Tour of Hancock’s Downtown could contain an interactive map of business locations linked to descriptions of the businesses, contact information, photographs of the storefronts and inside the stores, and business webpages. *Timeline for completion:* 1 year for improved website promotion
- **Festivals and events.** Festivals and events centered around Hancock’s downtown would be a valuable promotional tool, and provide advertising opportunities in a variety of different media. Existing festivals and events could be expanded to offer programs, craft and antique sales, and other recreational activities downtown. *Timeline for completion:* 2 year for increased focus on downtown in festival and event promotion.

**Increase attractiveness of downtown.** Hancock’s downtown is in a scenic location, and has many historic buildings. Unfortunately, many of the buildings are in poor repair, and this detracts from the positive aspects of the downtown area. There are a number of things that could be done to improve the attractiveness of Hancock’s downtown.

- **Fill empty storefronts.** Encourage new businesses to utilize existing empty storefronts (see new business recommendation). Clean and restore these storefronts. For storefronts without businesses, fill windows with displays such as artwork from local artists or pictures from the historical society. *Timeline for completion:* 1 year for displays and cleaning, 5 years for restoration, 10 years to have businesses in all.
- **Restore storefronts and downtown building facades.** Restore downtown buildings to a prosperous and well-kept appearance by repainting, repairing signs, brickwork, woodwork, and glass, and other repairs. The Main Street Revitalization Program Grant can be used to fund many of these activities. *Timeline for completion:* 1-10 years.
- **Restore store interiors.** Improve attractiveness of store interiors by repainting, recarpeting, improving lighting and displays, and other repairs where ever feasible. Use Main Street Revitalization Program or other grant money whenever possible. *Timeline for completion:* 1-10 years.

**Encourage flow of visitors through downtown.** Hancock faces a rather unusual challenge in that the downtown commercial district is roughly Z-shaped, and the businesses are not evenly dispersed along these streets. In addition, many potential visitors exit Route 17 and stop at the gas stations and fast food stores immediately off the exit, not realizing that many other stores and services are located just slightly further down the road. Visitor flow through downtown can be encouraged as follows:

- **Inform visitors of downtown layout and businesses.** Visitors must be informed of the businesses that exist further down the road and on the next street over. This can be done with downtown directory kiosks at the major entry points to the town, with a map and a list of businesses and short business descriptions. A “downtown” directional sign with an arrow and “1 mile” should be placed at the exit ramp to Route 17. Brochures containing the same information could also be distributed, and road signs in Hancock could direct visitors through the downtown. *Timeline for completion:* 1 year for increased business information materials and signage.
- **Make corners of “Z” appealing.** If visitors are to follow along the Z, it must be made appealing. A very important aspect of this is having attractive areas at the corners of the Z, which will encourage visitors to navigate around the corner and find the businesses on the other side. These junctions exist at the corners of Main and Read streets, and Front and Read streets. A problem exists because at the current time, each of these junctions is

dominated by unsightly and abandoned businesses: the large Charlie's Great American on Main St. and the burned-out and partially repaired Kandyland on Front Street. This is highly discouraging to visitor traffic. Implementing the Village Square Project would mitigate this problem. *Timeline for completion: 7 years.*

- ***Enhance business connectivity along the Z where the businesses are dispersed.*** At present the dispersed appearance of businesses along the middle stretch of Main Street, and along the two short side streets (Read and Wheeler) that are the major connections between Main and Front streets, make it unclear to visitors where downtown is actually located. Vacant lots between businesses could be converted into public use spaces (that include picnic tables, rest room facilities, and business directories), parking areas, and new businesses to enhance the connectivity between businesses. *Timeline for completion: 5 years to bring in viable businesses or public spaces at these corners.*

### GOAL #3

*To create, enhance, and monitor, visitor recreation experiences in the Hancock area by improving recreation facilities, maintaining natural resources, and creating opportunities for promotion of and education about local attractions and resources.*

**Develop a resource and facility inventory for the Town of Hancock.** Inventory recreational, historic, natural, educational, and cultural facilities and resources within the Hancock Area. Record the condition, location, and any other relevant information about these resources and facilities. Develop guidelines for improving these current resources as well as methods to monitor future conditions.

*Timeline for completion:* Within 1 year.

**Monitor visitation to Hancock.** Develop a method to monitor the number of visits to Hancock, as well as other benefits of tourism (e.g., increased income by local businesses). Information can be gathered from bed tax, sporting license sales, room occupancy rates, visitation at major events, business surveys, and road/car counters. These indicators have been used in other communities and have shown measurable results. This information will provide baseline data to show future changes.

*Timeline for completion:* Within 1 year.

**Continue fixing roads, sidewalks, and storm drains in the village of Hancock.** Due to the flooding that has occurred over the past few years the roads within the Village of Hancock are degraded. Many of the main roads have been repaired but certain recommendations need to be made for other roads as follows:

- **Continue repairing all side roads that are damaged.** West Front Street just behind the Rite Aid has a very large pothole that needs to be fixed, as does West Front Street in front of the Cinema.
- **Continue fixing the roads around the storm drains.** There are places where the road is torn up around the storm drains due to the flooding.
- **Repair sidewalks as needed.** Some of the sidewalks have received damage and need to be repaired.

*Timeline for completion:* 1 year

**Enhance signage in Hancock.** Signs need to be added, increased in size, or reduced in the following areas:

- There should be directional signage at the corner of Sands Creek Road and West Main Street. At the moment there are no signs indicating where to access the scenic byway, the downtown area, or any services offered in Hancock.
- Incorporate new food businesses onto the highway signs on Route 17 and after exiting Route 17. Businesses such as The Bluestone Grill currently do not have signage.
- The large sign within the village that says “Hancock New York, Gateway to the Upper Delaware” is parallel with the road, making it difficult for anyone to notice it. A sign like this may be more helpful before people enter the actual village. Having another sign like this on West Main Street with directions to the northern terminus of the scenic byway would increase people’s awareness of the scenic byway.

- Reduction in the clutter of the signs at the end of the exit ramps from Route 17 may help people use the signs that are located there.
- Additional directional signs that direct visitors to river access sites should be placed throughout Hancock. Boat launch signs should be placed along Main and Front streets directing them down Route 97/Stockport Road toward Bard-Parker road. This would help direct people looking for the launch, since it is somewhat difficult to find.
- The layout of the town is a challenge for tourists coming and going through, due its z-shape. Directional signs should be placed along Main and Front directing visitors through the town and into the other side of the business district, helping to connect the two sides of the town, and to ease the flow of traffic.

*Timeline for completion:* 1-2 years.

### **Increase the hours of operation for the Chehocton-Hancock Historical Society.**

Currently, this historical society is only open by appointment only. The local historical society should be opened for three hours on Saturdays and three hours on Sundays during the summer months to provide opportunities for locals and for tourists to learn more about the history of Hancock and its surrounding areas. Once hours of operation are set, the Historical Society should be submitted for inclusion in the *I Love New York Statewide Travel Guide* so that Hancock can be added to the statewide tourism map.

*Timeline for completion:* 1 year.

**Enhance websites used to promote Hancock.** The websites discussed on pages 45-46 of this plan need to be enhanced in order to increase their effectiveness at informing local residents about local tourism efforts and at attracting visitors to the Hancock area.

- ***Organize and categorize pages.*** To enhance promotion of and education about local attractions and resources, separate pages should be created for specific categories (e.g., natural resources, historic attractions, outdoor recreation, festivals and events, local businesses, directions to Hancock, contacts for further information about Hancock). Each of these categories in turn would have separate pages (for example, the outdoor recreation page would include separate pages for fishing, boating, hiking, and birdwatching). Detailed information relevant to each of these pages should also be included (for example, the fishing page would include information on all fishable bodies of water, species that can be found in each, specific regulations and laws, licensing locations, and access). *Timeline for completion:* 1 year.
- ***Include images of resources and attractions.*** To enhance the promotion of local attractions and resources, include more images of local attractions and resources on the appropriate pages. Photos are one of the most effective ways to promote an area, and increasing the number of pictures on websites, as compared to other promotional media, will not increase the cost. It is important to include pictures of visitors actively participating in outdoor recreational activities to show that the Hancock area is a desirable location that others enjoy. The placement of photos is also important. Pictures should reflect the category they are placed under. For example, pictures of people fishing should be shown under the fishing category. Also, it is important to post pictures not just on Hancock's own promotional sites, but also on other sites as well, such as the National Park Service, scenic byway, and I Love NY sites. *Timeline for completion:* 1 year.
- ***Include links that connect promotional sites.*** To enhance the promotion of local attractions and resources, link all Hancock promotional websites to one another. Links to the Upper Delaware Scenic Byway and the Delaware Scenic and Recreational River



Corridor websites should also be added to all website about Hancock (Note: permission from the Upper Delaware Council and National Park Service should be obtained before adding these links). *Timeline for completion: 1 year.*

**Update and improve promotional literature for Hancock.** Current promotional brochures about Hancock lack focus and appealing design. They should be updated and improved to highlight the identity of Hancock as an important gateway to the Delaware River and the scenic byway. Brochures should focus on gateway identity, specific river and byway resources and attractions, past and present industries, local businesses, and resource access locations, rather than recreation opportunities in general. A one-page flier listing local events could be inserted into the brochure annually so that the entire publication does not have to be updated on an annual basis.

*Timeline for completion: 1-2 years*

**Create more access to the river in the Village of Hancock.** At the moment there are very few access points to the river that people can use. Travelers to the area are going to want to have easy access to the river from many areas. The following efforts are recommended to enhance accessibility to the river for residents and visitors:

- **Create one river access site in the village of Hancock.** Hancock needs to create a river access /boat launch site for residents and visitors within the village. The Firemen's Park is the perfect venue for this effort, but the current access dispute needs to be resolved in order to use this site. *Timeline for completion: 1-3 years*
- **Improve existing boat launches.** Due to the recent flooding, much of the existing facilities were either damaged or completely destroyed. Out of all the state boat launches in the area (four within 15-20 miles) none of them have easy access to the water for putting in and taking out boats. There should be ramps graded down to the water's edge or should have locking removable steps installed to allow for easier access. It should be noted that the steps should be securable as to prevent theft, but removable in case of heavy flooding, preventing total loss. Picnic tables (secured to prevent theft) and portable restrooms should also be installed at river access areas throughout the summer season. *Timeline for completion: 5-7 years.*
- **Construct a wildlife viewing platform.** The local schools could anchor a fundraising effort to allow the construction of a centrally located wildlife viewing platform overlooking the Delaware River. Such a feature would encourage visitation, attract the growing market of wildlife viewers, focus visitor groups on the downtown area, and provide solid word of mouth promotion for the area. *Timeline for completion: 1-2 years*
- **Create a River Walk in the village.** Develop a river walk/bike trail in the village of Hancock connecting the Fireman's Park to the state boat launch on Bard Parker Road, which is located on the property behind the sewage treatment plant (Figure 10). A riverside path that can be used by the entirety of the community could help to alleviate some of the accessibility of the river issues, while at the same time, would help the community by giving residents and visitors alike a recreational place to go to and spend free time. An example of such an area is the river walk paths located in Liverpool, New York. This area would also help to link the two areas of the town, and, if the facilities at the Fireman's field were able to be utilized, it would also provide an additional area for picnics and other family events, along with providing restrooms, and necessary space for gear (drying out, packing, etc). This leg of the path could be the first phase of several, depending on the popularity among the residents and the amount of use of the walk. The

walk could extend further downstream past the boat launch, if successful, to connect the river walk with other locations in the town of Hancock. The walk should be constructed off the immediate shoreline as to keep the natural beauty of the area intact, and to allow for access to the river for shoreline fishing and pedestrian use. See map below for example. The area shaded in with cross-hatches is the proposed river walk area. *Timeline for completion: 8-10 years*



**Figure 10.** Proposed River Walk.

**Create rail trails.** In the past, the NY Ontario and Western Railway shipped timber, agricultural and mining resources from Oswego, NY and Scranton, PA to New York City with Hancock/Cadosia as the junction. The existing railroad beds of the former O & W rail road could make ideal multiuse trails for the use during all the seasons of the year. As demonstrated by the O & W rail trail in Wayne County, PA, these railroad beds are popular for many different types of recreation, including snowmobiling, cross-country skiing, hiking, biking, ATV use, and horseback riding. Pennsylvania has already developed many rail trails, with over 130 miles of rail trail on the old D & H line and over 80 miles on the old O & W line (which runs right to the other side of the Delaware River, opposite Hancock). If a River Walk is constructed in Hancock, efforts should be made to connect this rail trail with the proposed River Walk.

*Timeline for completion: 5-10 years.*

**Create a county-wide trail plan.** Prior to implementing any new trail construction, a plan should be developed that identifies the location of trails, as well as connections between existing trail system on state lands, the scenic byway, and proposed rail trails and River Walk.

*Timeline for completion: 2-3 years.*

**Promote the existence of locally unique flora and fauna.** The Delaware River provides unique habitat for wildlife species such as bald eagles and trout. National recreation data indicates that wildlife viewing and photography are growing in numbers of participants. Educating both residents and visitors about these resources could attract those interested in nature education and outdoor recreation. Two mechanisms for promoting wildlife are:

- **Articles about local wildlife.** The presence of highly desirable species such as the bald eagle could be promoted through trade specific literature such as *Audubon*. A volunteer community liaison could work with the National Park Service representatives currently managing the Scenic and Recreational River Corridor to inform conscientious promotion and careful observation of wildlife by residents and visitors. *Timeline for completion: 1-3 years*
- **Develop a wildlife-viewing guidebook.** Develop a guidebook about the wildlife found in the Delaware County and locations for viewing. The guidebook should include a checklist so residents and visitors can check off animals that they observe. This publication would be useful for school groups, and could encourage families with school-aged students to take an active interest in local natural resources. It should be filled with interesting facts about wildlife, illustrations, and maps for wildlife viewing areas. Viewing locations along the Upper Delaware Scenic and Recreational River, and state lands such as the Bear Spring Mountain Wildlife Management Area and the Tomannex State Forest should be included, as well as maps showing access trails and sites. The booklet should be easily obtained by children and families through schools and by visitors through the Hancock Chamber of Commerce and Delaware County Chamber of Commerce. *Timeline for completion: 3-5 years*

**Create tours based from the Chehocton-Hancock Historical Society.** Regional, village, and self-guided tours could be offered through the local historical society.

- **Regional tours.** There are many excellent historical sites in and around the immediate Hancock area that could be unified through regional tours. Tours would begin at the Chehocton-Hancock Historical Society. Some examples of potential regional tours are: 1) Revolutionary War and/or French and Indian War battle sites; 2) past and present industrial sites such as bluestone mills and quarries, sawmills, the old Louisville Slugger Baseball Plant, and acid factories. *Timeline for completion: 2-3 years*
- **Village tours.** Festivals and other community events are an excellent time to offer guided walks about the village of Hancock that highlight unique buildings and village history. Guides could be volunteers from the community or local historical society. *Timeline of completion: immediately after Visitor Center opens.*
- **Self-guided tour brochure.** A self-guided tour brochure of the village could easily focus on the unique architecture of homes and businesses in Hancock. The brochure would encourage visitors to explore Hancock's side streets and businesses. It could be distributed through the local Chamber of Commerce, historical society, and local businesses. *Timeline of completion: 3-5 years.*

**Locate historic locomotive.** A locomotive named after Hancock was owned by the NY O&W Railroad. If obtained, this locomotive could provide an interesting visual sight for visitors to Hancock. The locomotive could be placed in the proposed village square.

*Timeline for completion:* identify if locomotive is still in existence immediately then create timeline for obtaining it.

**Expand river rescue abilities in Hancock.** As the number of visitors to the area increases, it is likely that local river rescue abilities may need to be expanded. It is recommended that the Hancock Fire Department acquire a boat or raft for the exclusive purpose of river rescue operations and/or patrol of the river. The boat should be one that is easily transported by the equipment truck and deployed at any launching point on the river. Volunteer firefighters and EMTs should be certified as lifeguards by either American Red Cross or American Safety Council Green Cross standards.

*Timeline for completion:* Implemented as increase in visitor use warrants.

**Enhance winter tourism opportunities.** Currently, little winter tourism is occurring in the Hancock area. Winter tourism would provide a potential growth opportunity for businesses in the area. The Hancock area contains a variety of resources that could be utilized for winter activities, including bald eagle habitat, productive maple sugar bushes, lodges, inns, and other bed and breakfast facilities, and nearby snowmobiling areas.

- **Maple syrup production.** A very popular late winter attraction, syrup production provides a unique local product and production process that may draw visitors. This could be accomplished by placing advertisements for business opportunities in agriculture and agritourism publications.
- **Snowmobiling opportunities.** Snowmobiling is becoming a very popular family-oriented activity, and is also established for winter recreation enthusiasts. Snowmobile opportunities currently exist in nearby locations. In order to attract snowmobilers to Hancock, it is recommended that rail trails be constructed using the old O&W railroad beds. In addition, public and private lands could be administered for this use through a local snowmobile club (liability needs to be considered). Once facilities are in place, targeted promotions to snowmobilers could begin.

*Timeline for completion:* Depends on availability of suitable businesses and facilities.

## GOAL #4

*To make the Hancock area unique from surrounding townships by enhancing its identity as a gateway to the Upper Delaware Scenic Byway and to the Delaware Scenic and Recreational River Corridor.*

**Enhance signage for and along the scenic byway.** Signs need to be added, increased in size, or reduced in the following areas:

- The Scenic Byway sign that is on many of the signs in the area should be increased in size. At present, it is hard to see what the sign is trying to convey due to small lettering and small logo size.
- Signs should be placed on Route 17 telling the travelers that there is a scenic byway that starts in Hancock.
- There should be directional signage at the corner of Sands Creek Road and West Main Street. At the moment there are no signs indicating where to access the scenic byway, the downtown area, or any services offered in Hancock.
- The large sign within the village that says “Hancock New York, Gateway to the Upper Delaware” is parallel with the road, making it difficult for anyone to notice it. A sign like this may be more helpful before people enter the actual village. Having another sign like this on West Main Street with directions to the northern terminus of the scenic byway would increase people’s awareness of the scenic byway.
- Additional directional signs that direct visitors to river access sites should be placed throughout Hancock and along the town of Hancock portion of the scenic byway. At the moment there is inadequate signage for this purpose.

*Timeline for completion: 1-2 years*

**Widen the shoulders on the scenic byway.** The current width of the shoulder on the scenic byway near Hancock is inefficient for many types of users. Since the byway is shared by bikes and cars, the shoulder width is currently insufficient due to the many bends on the byway. The shoulder is also not wide enough to accommodate a car in case of emergency. The shoulder should be increased in width to at least 4 feet to enhance biking opportunities and for use as an emergency pull-off for vehicles.

*Timeline for completion: 2-5 years*

**Create a pull-off on the scenic byway.** There are currently no pull-offs for cars on the scenic byway near the village of Hancock. Construct a new pull-off within 5 miles of the village. This area could include bathrooms (porta-johns or permanent), a trailhead with newly developed trails that lead down to the river (possibly to connect with the River Walk described on page 79), and an interpretive kiosk providing information to visitors about Hancock and activities that can be found there.

*Timeline for completion: 5-10 years.*

**Help organize scenic byway bus tours.** Motorcoach tour operators may be interested in offering tours of the Upper Delaware Scenic Byway. Hancock could easily work with tour operators to ensure a stop is made in the Village of Hancock by tour buses. It is important that storefront renovations are made in Hancock prior to implementing this recommendation. Having a visitor center available would also be extremely beneficial for any tour passengers.

*Timeline for completion: 10 years.*

**Initiate a “Green Theme” within Hancock.** Hancock could make itself unique from the surrounding area by embracing environmentalism in regards to all new construction, improvements, and projects. “Going green” will also contribute to goal seven “*by improving recreation facilities, maintaining natural resources, and creating opportunities for promotion of and education about local attractions and resources.*” This recommendation is very broad and applies to almost every future endeavor Hancock pursues. By embracing environmentalism Hancock would create a new market for attracting visitors, encourage youth involvement in community activities, and offer a unique experience not otherwise provided in the region. The following are a number of suggestions to facilitate this recommendation.

- ***New construction.*** New construction should be built according to the US Green Building Councils Leadership in Energy and Environmental Design (LEED) standards. Special attention should be given to the proposed interpretation center at the old bat factory. This facility has the potential to be extremely beneficial and exist as a shining example of the construction standards of the future. Also, strong efforts should be made to encourage energy efficiency when revitalizing Main Street. Following these guidelines is proven to conserve resources (and money) in the long run, and will give Hancock recognition as an environmentally friendly community. Table 24 lists organizations that provide technical assistance to communities that desire environmentally-friendly construction. *Timeline for completion:* Whenever new construction or revitalization occurs.
- ***Use less energy in public buildings.*** Create a standard of using only low energy light bulbs throughout the town (these bulbs return 650% on investment, help slow climate change, and can save almost \$50 over their lifetime). This should be especially considered in public buildings, street lights, and other high use light fixtures. *Timeline for completion:* Over time as bulbs need replacing.
- ***Alternate energy vehicle.*** Hancock could sponsor an alternate energy vehicle, possibly maintained through an extracurricular club for the local high school. This vehicle could then enter the Tour de Sol, an alternate energy vehicle race, and exist as an education tool for the community. *Timeline for completion:* 3-5 years.
- ***Tour de Sol.*** Hancock could petition the Tour de Sol to be a stop along the route of the race. The proposed environmental theme of Hancock would incite the Tour de Sol to accept the petition. Contact information for the Tour de Sol is included in Table 24. *Timeline for completion:* 2-5 years.
- ***Alternate energy fueling station.*** Hancock can capitalize its location at the western end of the scenic byway by installing an alternate energy vehicle fueling station. The owners of alternate energy vehicles in New York City are the same type of people who would enjoy the beauty of the scenic byway. The choice of fuel and construction would require significant research and should go through a lengthy deliberation process. *Timeline for completion:* 5-10 years.

**Table 24.** Organizations involved in “green” efforts.

<b>Name of Organization</b>	<b>Responsibilities</b>	<b>Contact</b>
Northeast Sustainable Energy Association	The Northeast’s leading organization of professionals and concerned citizens working in sustainable energy and whole systems thinking. NESEA facilitates the widespread adoption and use of sustainable energy by providing support to industry professionals and by educating and motivating consumers to learn about, ask for, and adopt sustainable energy and green building practices.	www.nesea.org/ 50 Miles Street Greenfield, MA 01301  For additional information about green buildings visit www.nesea.org/buildings/info/
Leadership in Energy and Environmental Design (LEED)	The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings’ performance.	Contact LEED Customer Service at 202-742-3780 or leedinfo@usgbc.org.
Green Building Professionals	A networking resource compiled to provide information of green building professionals in local areas.	<a href="http://directory.greenbuilder.com/search.gbpro">http://directory.greenbuilder.com/search.gbpro</a>
Tour de Sol	The Tour de Sol is a high tech, high touch event that celebrates progress made toward more environmentally friendly vehicles that use less fuel and emit less climate change emissions, and offer new ways of getting around.	www.nesea.org/transportation/tour/index.php
Green car club	A free membership organization of people who own energy efficient vehicles.	www.greencarclub.org/

## GOAL #5

*To integrate past and present local industries into Hancock area tourism efforts.*

**Development of an industry-based interpretive/visitor center.** A visitor center is highly recommended in order to serve as an educational center for school groups and other residents interested in local history, industries, and natural resources, and as an information center for visitors. The abandoned Louisville Slugger Factory would make an excellent visitor center for residents, travelers on the scenic byway, and visitors to the village of Hancock since it is located at the northern terminus to the scenic byway at a major entrance point to Hancock. It is located on the banks of the West Branch of the Delaware and could be connected with the proposed River Walk (see goal #7). The outside of the old brick building is covered with tin which should be removed to reveal the original brick structure. The exhibits at the museum could focus on the past and present industries of Hancock (i.e., baseball bat factory, bluestone quarries, timber/acid industry, river-based industries), as well as provide up-to-date information about local recreational activities, events, and the scenic byway. This center would be open all year round. Specific recommendations are as follows:

- ***Bat manufacturing industry.*** Historic bat manufacturing equipment should be showcased if possible. In order to promote the historic bat manufacturing, the Louisville Slugger Company could be contacted about getting authentic historic bats, especially those from famous players such as Babe Ruth and Honest Eddie Murphy (the Louisville Slugger Company has the dimensions of every bat that they have ever created). Reproductions of the bats could be tried out by visitors in an outdoor batting cage. A baseball field (using the dimensions of historic baseball fields) could be constructed outside on the visitor center property and host historic re-enactment baseball games of adult and school teams. The Cooperstown Baseball Hall of Fame could be contacted about the possibility of hosting a display about the Hancock visitor center in Cooperstown.
- ***Bluestone industry.*** The history of the local bluestone industry should be presented through exhibits that show the changes in the industry from when it first started to present day. Considerations should be given to having tours of bluestone quarries based out of the visitor center.
- ***Timber industry.*** The history of the local timber industry, from acid plants to current sawmills, should be presented through exhibits.
- ***River-based industries.*** Use of the Delaware for local industries could be highlighted through exhibits that show past river-based industries, as well as present-day river industries (e.g., recreation-based businesses). Local businesses reliant on the river (e.g., river guides and outfitters) could be contacted to provide funding for exhibits in exchange for the visitor center providing a visitor contact service for the businesses.
- ***Community meeting room.*** Currently, meeting space is difficult to find in Hancock. By adding a meeting room to this visitor center, the center could serve as a “meeting place” for Hancock residents and groups.
- ***Gift shop containing locally manufactured items.*** The information center can also have a souvenir shop with items dealing with Hancock such as maps, pictures, bluestone items, and personalized bats.
- ***Information center.*** Information on events, programs, local businesses, recreational activities, natural resources, Delaware National Scenic and Recreational River, and the



Upper Delaware Scenic Byway should be readily available to visitors. Development of scenic byway and river-related exhibits should be completed with assistance from the National Park Service.

*Timeline for completion:* begin effort to obtain community support immediately; build within 3-10 years.

**Create an indigenous products marketing effort.** An area-based approach to the marketing of indigenous products could center on local Bluestone quarries, forest product operations, and historic industries (e.g., bat manufacturing). Products made of local materials should be sold in local retail shops. Promotion through trade specific publications such as *Log Homes Illustrated*, *Popular Woodworking*, and *Architectural Digest* would attract outside interest, capital, and promote the “long view” approach to protecting natural resources important to Hancock’s future.

*Timeline for completion:* 1-5 years

**Increase the number of tours of local sawmills and bluestone mills.** During the Bluestone Festival and the Fireman’s Field Days at the end of July, there are tours offered for the Larimer and Norton Plant and the Tompkins Bluestone Mill. Tours of these mills and other local sawmills and bluestone mills could be offered on a “by request” basis from May through September for local residents, school groups, and visitors. Tours could eventually be based out of the visitor center.

*Timeline for completion:* 1-2 years.

**Host industry trade shows.** Efforts to promote key local industries and traditions should include market specific groups. Area chamber of commerce representatives could arrange for local Trade Shows. These promotional events could center on: traditional logging and building, historical stone construction techniques, and sustainable products development. Markets could be reached via promotion of the events in trade specific periodicals such as *American Woodworker*, *Backyard Living*, *Building Design and Construction*, *Structural Engineer*, etc.

*Timeline for completion:* 1-5 years.

## GOAL #6

*To have the average family income of the Hancock area at or above the average state income by 2017.*

**Monitor family income in the Hancock Area.** Create a database that records current information related to the family income within the Hancock Area. Check information with each census or yearly if feasible. An increase in the income may provide residents with more expendable income and a better standard of living. The average cost of living, taxes, housing prices and additional information could be calculated in order to observe changes over the ten years of this plan.

*Timeline for completion:* Within 1 year.

**Expand efforts to promote local goods and services.** An inventory of local businesses and their associated goods and services could be compiled by the local Chamber of Commerce, or similar body. Such a database would help inform an advertising campaign designed to bolster the local economy and bring awareness to any gaps in services offered. The *Hancock Harold* could act as the initial vehicle for promotion of the inventory's results.

*Timeline for completion:* 1-2 years.

**Promote Village of Hancock to prospective business owners.** Promote Hancock as a good place to do business by emphasizing its unique small-town character, its scenic location, its position at the confluence of the Delaware River and at the head of the scenic byway, and its location on major travel routes. Consider implementing incentives for opening new businesses. Make business owners aware of grants available for use in downtown improvement projects, and plans to implement these projects. A difficulty that Hancock will face is attracting new businesses before a market for them has been clearly established. Visitor traffic through downtown Hancock is not particularly high at this point, and without substantial promotion over a wide area, many specialized new businesses would fail. One way to address this would be to encourage businesses to maintain an online component. The business can then operate a storefront in Hancock to begin establishing an on-the-ground identity while being supported by an Internet trade. Some business segments that could be added to downtown include:

- **Retail shopping.** The presence of unique retail businesses that provide shopping opportunities that can't be found anywhere else would be an enormous draw to the downtown Hancock area. It is more important that these businesses be unique than that they be large. An example of a unique business that has brought people to downtown Hancock in the past is Kandyland, which is still fondly remembered on the Internet by ex-summer campers. New businesses, even if they cater primarily to outsiders, do not need to be at odds with the local character. This is particularly true if the businesses encouraged to become a part of Hancock are small and not chain stores. Businesses could focus around traditional activities and may include things like artisan bakeries, craft supply stores (such as wool and yarn stores), antique shops, bluestone items and memorabilia shops, traditional baseball-themed stores, and shops selling locally made wooden furniture. If Hancock does follow the path of becoming a hot-spot for Enduro riding, a number of opportunities for specialized businesses catering to this market could be created.

- ***Set up raft and canoe trip guide and rental services.*** Hancock needs to utilize the Delaware River for recreation other than just fishing. To do this they can set up a water sport company that will take visitors on fun and educational rafting and canoe trips. This company can provide fun for groups of all ages. The company will educate the visitors about the beauty of the area while on the trip. To expand the tourist base for these activities, the company can also provide lessons in how to do other water sports such as kayaking. A riverfront location for this type of business would be most effective.

*Time for completion:* 1-10 years.

## GOAL #7

*For the population level of the Hancock area to increase by 10% to 20% by 2017 from its current 2006 level of approximately 3,450 residents.*

**Monitor demographics of current population.** Create a database that records the current population and demographics of Hancock and surrounding areas. Record historic data from previous censuses and other sources. Revisit the data after each census and when conditions change. Develop criteria for measuring the flow of people into and out of Hancock. This recommendation will measure and record the changes (if any) that Hancock will experience over the next ten years. This information may allow insight into the changes that Hancock is experiencing from second homeowners.

*Timeline for completion:* Within 1 year.

**Use promotion to keep residents in Hancock.** For the population to grow, Hancock must stop the shrinking population trend. Hancock must create promotional programs targeting Hancock residents at risk of moving out of town (mostly younger residents). These efforts will promote Hancock as a desirable place to live and work and will highlight features such as natural beauty, industry, tight-knit community, and recreation opportunities. The following efforts are recommended:

- **Expand school involvement in local community-wide efforts.** Student involvement in local events and other events (e.g., community-wide cleanups, volunteering at historical society, etc...) should be fostered.
- **Enhance recreational opportunities for local school students.** Classes should take advantage of local historical, industrial, and natural resources by integrating information about these resources into class discussions. Field trips that utilize local resources should also be organized for students. These could include tours of local industries (e.g., bluestone quarries) and recreational experiences on the Delaware River (e.g., rafting trips). Internships with local industries and the proposed visitor center could also be created.
- **Inform residents of area's natural resources.** Through a collaborative program between Hancock and the resource providers of the Catskill region, inform Hancock residents of natural resources in their area through a pamphlet or brochure that lists the natural resources in the area, as well as access areas and facilities. If residents were knowledgeable of the many natural resources around them, it might entice them to stay in the region instead of looking elsewhere for recreation opportunities.
- **Expand efforts to unify local identity.** Involve all strata of the community in a grassroots promotional effort designed to foster residents' pride, inclusion, and responsibility for the future of the Hancock area. Local schools could be involved in an effort to select a promotional slogan and create graphics for this effort that unify local identity and increase community pride.

*Timeline for completion:* 2-3 years

**Advertise Hancock in real estate media.** For Hancock to grow this quickly, it will need new residents to move in. Begin advertising Hancock in at least five regional real estate sections of newspapers, magazines, or area guides as a first-home destination. This promotional program should target retirees and families attracting to small-town life. Programs also promote Hancock as a desirable place to live and work and will highlight features such as natural beauty, tight-knit community, and recreation opportunities.

*Timeline for completion:* 1 year

**Expand the Hancock medical clinic for residents.** If the population of the Hancock area increases in the future, it is likely that local medical facilities may need to be expanded. An expansion could also better accommodate increases in the number of visitors to the area. A loop driveway for both ambulance and public access to the emergency room would allow for easier patient drop off. A larger parking area would also make the clinic more accessible. The clinic should also acquire an ambulance. Funding for this ambulance and EMTs to staff it can be sought from Binghamton hospitals and the New York State government. *Timeline for completion:* dependent on increase in resident population and visitor numbers.

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