

*Promoting a New Vision of the Past: Connecting
Millennial Audiences to a National Historic Landmark*

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Mission of the Sagamore Institute of the Adirondacks:

Sagamore Institute of the Adirondacks, Inc., the steward of Great Camp Sagamore, is dedicated to its historic preservation and use for educational and interpretive purposes. Great Camp Sagamore is a National Historic Landmark in the heart of the Adirondacks that uses the beauty of its location and the power of its programs to foster understanding and respect for the critical interdependence among people, history, culture, and nature.

Vision of the Sagamore Institute of the Adirondacks:

Great Camp Sagamore achieves its mission of integrating historic stewardship, education, recreation, and personal renewal, into a broad range of experiences for visitors: families, volunteers, students, lifelong learners and educators. Its mission is inspired by its historic setting which was created to enhance the power of the surrounding Adirondack woods and water.

Research Question:

How can Sagamore take advantage of recent research on the millennial generation's preferences to be more welcoming, inclusive and attractive to young people?

Great Camp Sagamore is a National Historic Landmark located in the Adirondack region of New York. Sagamore was built by William West Durant, one of the inventors of the "Adirondack Style" it was later the Alfred G. Vanderbilt Family's wilderness retreat. Sagamore is now a non-profit educational institution hosting classes, workshops and family events from May through October. As Sagamore prepares for the future it must attract new, younger audiences to sustain its vision of being a gateway to the wilderness for people. Sagamore intends to take advantage of recent studies sponsored by New York that indicate the tastes and preference of the Millennial generation requires a fundamental shift in program development and marketing to meet the needs of these consumers. This internship would focus on audience research and the development of social media marketing materials to start our institution on this project.

Project Description:

Sagamore would like to engage a Colgate University on a research project that will inform its program development and marketing strategies to attract millennial generation audiences. The project will utilize existing research commissioned by the

WILD Center of Tupper Lake, NY funded by New York State in 2016 (see attached document) and come up with marketing strategies and materials for Sagamore's use.

The summers at Sagamore are a busy place with a group of 10-12 interns and other staff running classes, workshops and tours for our 12,000 visitors each summer. We envision integrating the research intern into our operations through staying at Sagamore (all interns stay in one of our historic buildings and take meals with our guests in the Dining Hall). The Upstate Researcher would be engaged in surveying our current visitors, developing a research tool to explore ideas about attracting millennial visitors and working on a social media campaign targeted to potential visitors ages 20 – 35. We particularly need to present better visual materials, Youtube videos, Instagram images, etc. that can reach this critical audience.

This project would directly benefit Sagamore and its audience development efforts, but would also help support the Adirondack region's desire to attract new audiences. Cultural institutions in the area have worked together to rebrand themselves and to better communicate the positive aspects of the Adirondacks--six-million acres of parkland in an increasingly crowded country--to the Millennial generation. Part of this effort was a study commissioned by the WILD Center of Tupper Lake, NY and completed by a New York research firm that Sagamore participated in. *Connecting Millennials to the Adirondacks* was presented to the public in the Spring of 2016. The research documents that young people are looking for authentic, meaningful experiences in the forest preserve. It is our hope that the Colgate University Upstate Institute intern would help Sagamore develop a strategy to better tailor the Sagamore experience to a new generation.

To do this we would like to work with a student who is outgoing and passionate about the Adirondack region, the outdoors and history. They should be comfortable producing videos for Youtube and photography for other social media. The media doesn't need to be produced at a professional level, but does need to be engaging and well thought out. The student will work with the professional staff of Sagamore to design and implement surveys as well as strategizing on social media campaigns.

Most of all, the Field School Fellow should be prepared to have a great summer in the Adirondacks in a unique wilderness environment.

Thank you for your consideration.

Sincerely,

Garet D. Livermore