



Retail

The residents of Ticonderoga, Hague, Crown Point, and Putnam have few retail shopping options beyond a few gift stores and Walmart. A number of studies done for Ticonderoga have outlined several retail endeavors that would be viable in our area. The most recent feasibility study profiled not just our visitor profile, but also our resident population to give us a great idea of what could thrive in our area on a year-round basis. They advise to target stores that are unique in their offerings, support the needs of residents, contribute to a sense of place and an authentic visitor experience. Data in the report can help pinpoint additional retail categories that are only accessed at significant distance to our local residents. To see the updated market data, visit page 39 of the report at [Feasibility Study](#).

On our list:

- **Ticonderoga Outfitters** – offering sporting goods, equipment, and clothing. *(this retail business could be part of an outfitter and guide operation, or as an independent complementary business)*
- **Ticonderoga Tourist Shop** - this shop could have Ticonderoga branded items, possibly partner with Fort Ti to sell some of their gift items, other tourist-focused items
- **Women's Clothing and Jewelry** – The few clothing shops that we have in the area, and those in towns like Lake Placid do well. And don't forget, women do the majority of family and gift purposes.
- **Kids Store and/or Game Store** – Could include both toy store and kids clothing boutique. Or include games & puzzles and have tournaments for Magic, Dungeons & Dragons, and other community fun.
- **Antique and Memorabilia Stores** – We have a few stores in this category, but more of them with quality products and displays creates an enclave that can be marketed as a destination.
- **Shoe Store** – Shoe stores do very well in towns like ours, especially if they carry premium brands (Bass, Sorrel, Merrell, Teva, Clark, Sketchers and others), footwear for local conditions/activities (boots, hiking shoes, sandals, etc.)– could be part of the outfitter store.
- **Cooking Store** – gourmet foods, supplies, equipment, knife sharpening, and even cooking classes – this could potentially involve some partnership with Fort Ticonderoga's new teaching kitchen in the Pavilion opening in Spring 2021.
- **Specialty Hobby Stores** – fabric arts, beading, stenciling, painting and others that can also offer lessons and community programming.

