

VISITOR'S GUIDE

*Get close!*  
**WHITEFACE  
REGION**

*adirondacks, usa*

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*adirondacks, usa*

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## Get close

**THE** Whiteface Region is made up of the Town of Wilmington and the Town of Jay, within which are the hamlets of Au Sable Forks, Jay, and Upper Jay. Each of these communities is unique in their own way, and together they create a larger, welcoming community with lots to offer — art galleries and artisanal cheese makers, world-class ski slopes, and homestyle restaurants.

**Wilmington** is home to the iconic Whiteface Mountain and so much more. From high-adrenaline mountain biking and climbing to scenic hikes along waterfalls and relaxing summer days at the town beach, this small community offers the full Adirondacks experience. Great food and cozy lodging is always close by, and the kids will love a visit to one of the Adirondacks' original theme parks, Santa's Workshop. With a fascinating history (wait until you hear about the bootlegging) and a bright future, it's no wonder Wilmington is beloved by residents and visitors alike.

**Au Sable Forks**, named for its location at the fork of the East and West branches of the Ausable River, is full of idyllic farms, locally-owned shops, live music, art, and has a real hometown feeling. When you need to relax after fishing, hiking, or biking, a stop into

20 Main for a cold drink hits the spot.

**Jay's** pastoral beauty, stunning in every season, inspires a vibrant arts scene as well as offering plentiful outdoor recreation. There are art galleries, public concerts, hiking, biking, fishing, and plenty of fresh air to help calm your mind and body. Jay is also home to the Jay Covered Bridge, one of the most photogenic locations in the Adirondacks (which is really saying a lot).

**Upper Jay** offers a taste of life along the river, where you can go from fly fishing to cycling simply by crossing the road, which road cyclists love, by the way, for its stellar views and wide shoulders. Stop by a local farm to get fresh goods like flowers, cheese, baked goods, and meat, or relax at the Recovery Lounge, which welcomes a great lineup of regional musicians and other acts.

### Local Resources

**Town of Wilmington**  
7 Community Circle  
Wilmington, NY 12997  
Phone: (518) 946-7174

**Whiteface Visitors Bureau**  
5753 NY-86  
Wilmington, NY 12997  
(518) 946-2255

**Town of Jay**  
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Au Sable Forks, NY 12912  
(518) 647-2201

**Au Sable River Valley  
Business Association**  
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## A rich history of lands & legends

**LEGENDARY** for its wilderness, the Whiteface Region supports some of the best skiing, hiking, fishing, and biking in the Northeast. Our “forever wild” lands are enjoyed today because of landmark protections established in 1892, which set international standards for conserving open spaces. Whiteface Mountain in Wilmington, its name arguably originating from Iroquoian and Algonquian-speaking peoples, reminds us of the Adirondacks' Indigenous inhabitants. It is also a legacy site of the 1980 Winter Olympics, and in 1935 President Franklin Delano Roosevelt attended the ribbon-cutting ceremony to officially open Whiteface Veterans' Memorial Highway.

During the War of 1812, Wilmington supplied good rye whiskey to American troops at the Battle of Plattsburgh as part of their daily ration. Then, during prohibition, Wilmington residents provided a temporary haven for bootleggers crossing the nearby border with Canada. Until recently, Wilmington was home to US Barrel, a whiskey barrel cooperage. The Wilmington Historical Society celebrates this storied history with liquor, legal and otherwise, with

the Wilmington Whiteface Whiskey Run and Festival each year.

Did you know that Wilmington is also home to the forerunner of present-day theme parks in the United States? Designed by artist and toy maker Arto Monaco of Upper Jay, Santa's Workshop transports you to the North Pole and all things Christmas.

In Au Sable Forks, step into a landscape painting at the former estate of artist, writer, adventurer, and political activist Rockwell Kent, now Asgaard Farm & Dairy. One of many historic landmarks throughout our region, it entered the State and National Registers of Historic Places in 2020. While in the area, be sure to stop by the Town of Jay Historical Society Museum in downtown Au Sable Forks.

Perched across the powerful East Branch Ausable River, the Jay Covered Bridge is the last covered bridge of its kind in the Adirondacks. Built in 1857, it was completely restored and opened to pedestrian and bicycle traffic in 2007. Come discover our region's local histories — as rooted and riveting as our mountains, forests, lakes, and streams.





# Adventure, personally paced

**WHITEFACE** Mountain gained global recognition for winter sports excellence when it hosted the 1980 Winter Olympics. Today, it is the region's anchor for outdoor adventure in every season. At 4,867 feet, it is New York's fifth highest peak and the Adirondack High Peaks' northernmost sentinel, along with Esther Mountain. While the western side of the mountain is protected forest, the Wilmington side has been developed throughout the years into a hub of recreation. First came the Whiteface Veterans' Memorial Highway in 1935. The first ski trails followed in the 1940s and Whiteface itself opened in 1958. Improvements continue to keep the resort on the cutting edge and expand its offerings beyond snowy slopes and into every season.



## Spring

When the snow melts, head for the river at the mountain's base. Brown trout are stocked in the West Branch Ausable River in April, and fishing season runs through October. May and June are prime months for fly fishing enthusiasts. The Whiteface Veterans' Memorial Highway opens in late May, providing mountaintop access to vehicles, cyclists, and pedestrians. There, a stone castle awaits. Visitors can hike the final steps to the summit or take an elevator carved into the mountain — either route ends in spectacular views.



## Summer

Whiteface's alpine summit promises panoramic views and cool breezes for summer visitors. After a brief spring hiatus, the Cloudsplitter Gondola re-opens in June, offering scenic rides to the top of Little Whiteface. Unload and stroll to the observation deck to gaze up at Whiteface's summit-top castle, Lake Placid below, and Lake Champlain in the distance. Family-friendly hikes unveil secret gems, like Stag Brook Falls, that hide between ski runs in winter months, and a disc golf course is accessible from the base area. For experienced hikers and aspiring 46ers, several hiking trails offer fun and challenging ascents to Whiteface's summit.

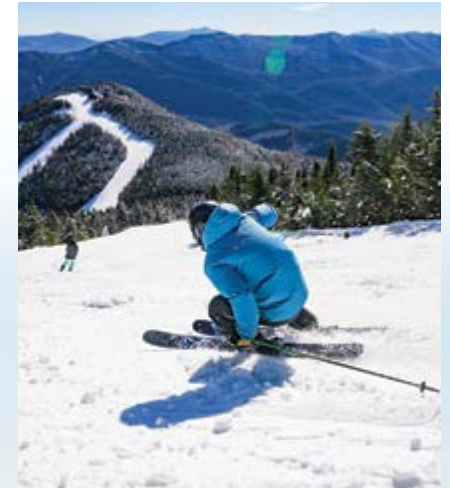
## Fall

The region's temperate deciduous forest turns into a kaleidoscope of red, gold, and orange each autumn. From the Flume trailhead on Route 86, meander through the colorful forest and stroll riverside to peep the leaves up close. A hike up Bear Den Mountain rewards visitors with breathtaking views of the foliage on Whiteface and the mountains beyond. Don't miss Oktoberfest, where you can polka at Whiteface's Base Lodge or take your German beer for a scenic ride on the gondola before digging into a brat.



## Winter

Whiteface Mountain is known for offering the biggest vertical drop east of the Rockies — 3,430 feet from the uppermost trail to the Base Lodge in a single run! That said, Whiteface is welcoming to every level of skier. Over at Bear Den Learning Center, experienced instructors will help you get the basic skills down and build your confidence. Bring the family and enjoy mellow greens with access to glades and terrain parks to keep the kids smiling. More advanced skiers and riders will enjoy well-balanced blues and thrilling black diamonds, some of which boast Olympic legacies. With 94 trails spread out over 25 miles encompassing 3 peaks, there really is a run for everyone. At the end of the day, après at the Main Base Lodge with great food and a well-earned drink. The Cloudsplitter Gondola is also open to foot passengers who simply want to enjoy the winter views.





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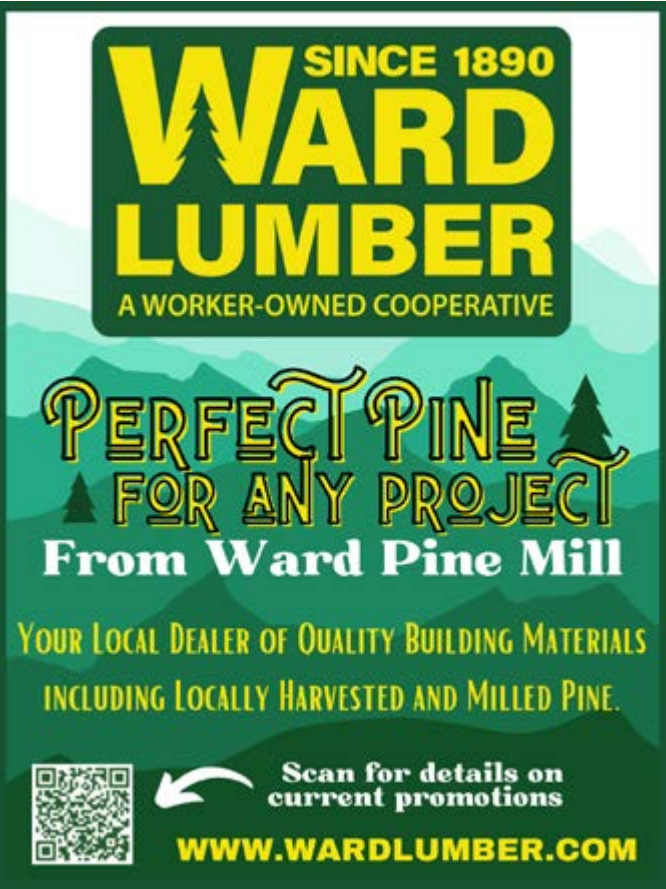


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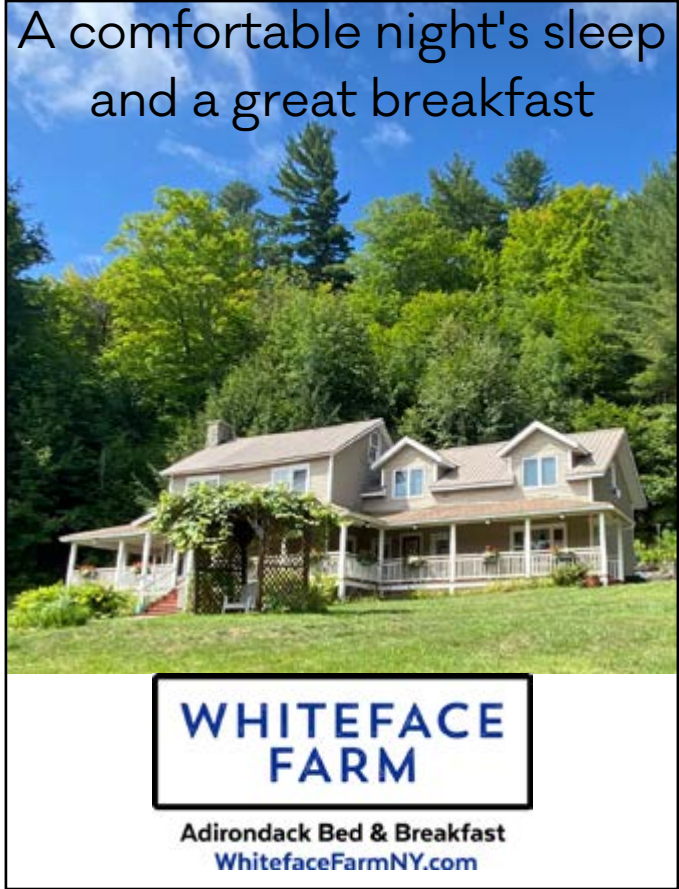
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# Literally steps away

**THE** Whiteface Region is home to some of the best hiking in the Adirondacks, which means it's home to some of the best hiking anywhere. Whether you're just lacing up your first pair of hiking boots or looking to tackle some of the highest mountains in New York state, the Whiteface Region has something for hikers of all levels.

You can take an easier hike on the Flume trails and Cobble Lookout, set out on a moderate climb like Jay and Marble mountains, or challenge yourself by going up the fifth-highest peak in New York, Whiteface Mountain. They're all here and they're all just steps away. If you're having a hard time deciding from all the great hiking options, check out the Wonders of Wilmington hiking challenge — a half-dozen hikes in the area that offer great views and a nice mix of terrain. Waterfalls, wilderness ponds, and scenic vistas await those who complete all six hikes, and for those looking for an even bigger challenge, you can add Whiteface Mountain to the mix. Don't forget to register as a finisher and get your well-deserved WOW patch!

Hiking in spring in the Adirondacks can create a unique set of challenges, so it's important to follow Leave No Trace principles, or better yet, go to [www.LoveYourADK.org](http://www.LoveYourADK.org) and take the pledge. But regardless of the time of year you plan on hiking in the Whiteface Region, be sure to pack your camera because you will want to relive your adventures over and over.



## That happy kid feeling

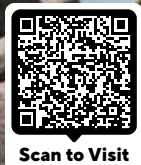
**FROM** easy hikes to delicious food to incredible waterfalls, the Whiteface Region has tons of fun for families of all ages in every season. In spring, nature puts on a special show with raging waterfalls that are easily accessible. Summer brings outdoor adventures for all interests and experience levels. In fall, a technicolor display of fiery foliage with nostalgic festivals and well-stocked farm stands. And in winter, sliding activities (both downhill and overland) will bring a smile to everyone's face.

If you're not sure where to start when planning a vacation to the Wilmington region, check out the Wonders of Wilmington (WOW)! Three separate challenges — hiking, biking, and family activities — will introduce you to the area's wide array of offerings. So pick an activity (or three) and hit the trail. Adventure doesn't end with the WOW challenges, though. Henry's Trail in Au Sable Forks offers a half-mile accessible walking trail with animal-themed pods, benches, and even

musical instruments. For a bigger adventure, hike or drive to the summit of Whiteface Mountain, the fifth highest mountain in New York state and one of the famed 46 High Peaks.

If mountain biking is more your style, the area's best and most exciting trails are close at hand. Start at the Wilmington Bike Park, which includes a pump track, skills features, and a playground for those who need a break from pedaling. The park also provides quick access to more advanced trails nearby, so parents can tag-team and trade off kid duties.

Perfect for a beautiful summer day, Wilmington Town Beach offers shady picnic areas, restrooms, a sandy beach, playground, volleyball, and swimming in the refreshingly cool water of the Ausable River. Rental boats are available and on Thursdays in July and August there are free concerts. You can also thrill the kids with a visit to Santa's Workshop, where the joy of Christmas can be found all throughout the year.





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VIEW MENU



# Trails built for your fun level



**I**N 2021, Drake Bottcher lined up for his first mountain bike race days before he started kindergarten. Fourteen other children between ages five and seven joined him to cruise over pine needles and tree roots at the annual BETA's Wilmington Mountain Bike Festival. They're part of Wilmington's first generation of kids to start mountain biking as they learn their ABCs. The trail Drake raced was one of the first projects from the Barkeater Trails Alliance (BETA), a nonprofit established in 2010 that builds and maintains mountain bike and ski trails in the Greater High Peaks Region of the Adirondack Park.

BETA's professional trail crew has led volunteers in creating and maintaining trails throughout the region, including more than 25 miles of



singletrack in Wilmington alone, many of which are featured in the Wonders of Wilmington Challenge. In addition to building miles of single-track, community members play key roles in shaping mountain biking's future in Wilmington. In 2017, Charlie Wilson and Henry Loher, two nine-year-old residents, came to BETA and their town board with the idea of a bike park for kids. The town said yes. BETA added the Hardy Kids MTB Race to the annual festival, with entry fees funding bike park expenses.

Today, the Wilmington Bike Park is home to a skills park where riders can practice pedaling over rocks and narrow bridges. The pump track propels riders through rollers and banked turns. The bike park also acts as a community hub. In warmer months, Drake visits the bike park with his parents, Caitlin and Evan, and his younger sister Fiona for regular evening sessions and potluck dinners. This is the kind of park where riders of all ages gather, ride together, swap notes, and encourage each other, no matter their age or skill level.

"It's so fun and so rewarding to get over an obstacle or hit a jump that scared you," says Caitlin. "It's where Drake wants to be, it's where we want to be, and it's right in our backyard."

Riders come from near and far throughout spring, summer, and fall to ride the trails, while BETA's Wilmington Mountain Bike Festival, held every August, is a can't-miss get together. Live music, group rides, bonfires, and beer fill three days of flowy goodness.

Beyond the bike park, the Whiteface Region

offers a wealth of amazing trails for riders of all abilities. The Hardy Road trail network offers miles of sandy soil and rolling terrain to the west, and an awesome 800-foot climb and descent to the east. The Flume Trail Network features smooth, flowing trails down low with technicality increasing as you climb, and Cooper Kill traverses hike-and-bike terrain northwest of town. For experienced riders, Poor Man's Downhill drops 1,213 feet over 3 miles on Marble Mountain while Three Sisters Preserve offers beginner-friendly downhill riding. In mud season, mountain bikers can build stamina on Jay's dirt road networks.

No matter where you ride, don't forget to Ride with Gratitude! By riding with a love and respect for nature, sharing the trails, and being a rider that others can look up to, the trails can be a safe, sustainable place for all riders. Want to get more involved? Join BETA for volunteer trail days, trail planning, group rides, advocacy initiatives, and to be part of a vibrant community of riders. Visit [www.betatrails.org](http://www.betatrails.org) to learn more.





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# Make real fish stories

**FLY** fishing is a time-honored tradition in the Adirondacks, where native brook trout have been sought by anglers for centuries. The tradition continues today in the Whiteface Region, which holds generations worth of fly fishing knowledge. The Ausable River is one of several major river systems that drain out of the Adirondack Park. But unlike many of the other rivers, the Ausable is rugged, rough, and rocky, which makes it a perfect environment packed with plenty of hiding places for wild brookies.

In addition to amazing scenery and unparalleled trout, the Ausable River offers proximity to local communities, and the professional guides who live in them, like Richard Garfield at



Fly Fish the Adirondacks.

Anglers who have experience with the river can take a nice drive on a quiet road to their favorite fishing holes, while beginners can get everything they need at places like The Hungry Trout Fly Shop.

Even if fly fishing isn't your thing, there's something serene about a mountain river cascading around huge boulders while anglers get into the rhythmic motion of casting their flies over the water. If you're lucky, you

might just catch a pro in action during the Two Fly Challenge, an annual tournament. Family members can enjoy watching or take off and explore other opportunities, just steps away. So whether you're in the market for a guided trip, a new rod, or just wondering what the fish are biting on, you'll find what you're looking for (and locals happy to help) in the Whiteface Region.



# Take the scenic route

**RIDING** a bike is fun. Riding a bike in the Whiteface Region is something entirely different, and *way* more fun. It's not an exaggeration to say that the road cycling in Wilmington, Jay, Upper Jay, and Au Sable Forks is some of the best in the Adirondacks, and even all of New York — just ask any local! Need proof? Thousands flock here every summer to ride the famed IRONMAN Loop. Once they're here, they discover some of the many other routes the region offers and they instantly become recreational favorites.



Take, for example, the 30 and 45-mile routes ridden for the annual Ride for the River, a mid-July charity event supporting the Ausable Freshwater Center. If smooth, low-traffic pavement along a stunning river valley is your thing, then clip in and enjoy the relaxed rolling terrain that links all four of these communities. Looking to test yourself? The Whiteface Veterans' Memorial Highway is open to riders looking to climb and descend the 3,500+ feet leading to the summit of Whiteface.

Another favorite is the 60-mile loop around that same mountain which connects Franklin Falls, Bloomingdale, Ray Brook, Saranac Lake, and Lake Placid to Wilmington. Or go shorter with a quick loop around Wilmington on Springfield and Fox Farm roads, both of which feature a large bike lane. If you start your ride at Lake Everest Beach in Wilmington or the Jay Covered Bridge, the crystal water of the Ausable is waiting for you to hop in and cool off after your ride. For more local road cycling info, check out [bikeadirondacks.com](http://bikeadirondacks.com), where you can find a searchable library of routes and an up-to-date calendar of events.







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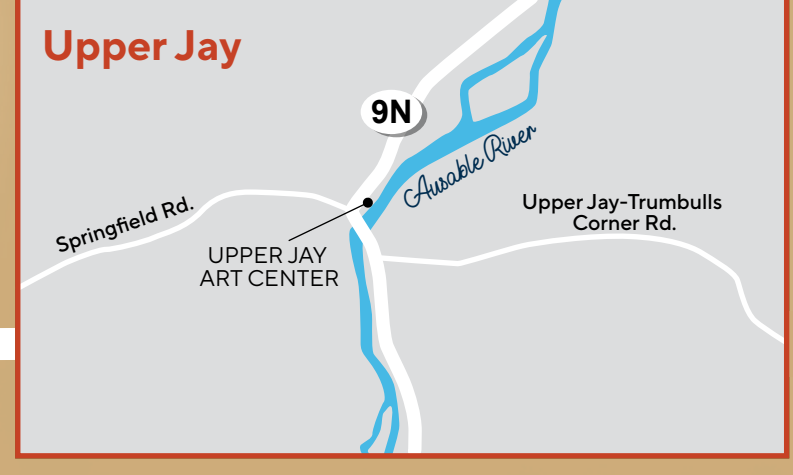
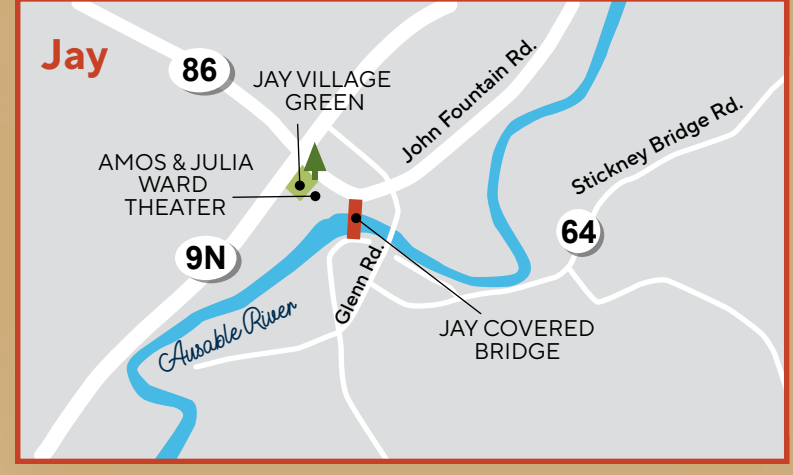
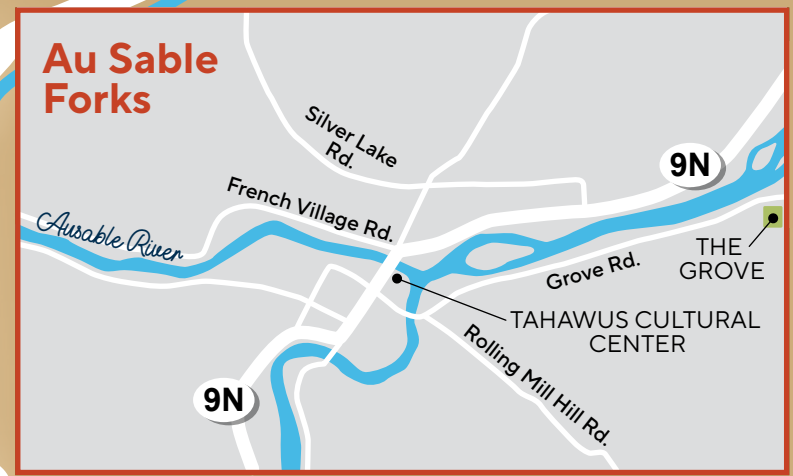
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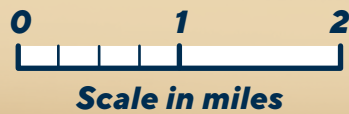
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# WHITEFACE REGION

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## Rest easy

**VISITING** the Whiteface Region for a day is a great idea. But with so much to do, see, and experience, you'll want more time. Luckily, the area is also home to a wide range of lodging options to fit every budget and occasion. Whether you're planning a weekend getaway or a week-long excursion, you'll be able to rest easy. From quaint bed-and-breakfasts to cozy Adirondacks-style cabins, classic motels to recently revived resorts, the Whiteface Region has a place for you to get away from it all — while keeping you just steps away from all the action.

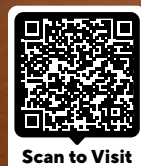
For those that want to focus their time experiencing the region and just need a place to land, the region's family-friendly motels offer a comfortable, convenient home base. If you're into all things retro, you'll find several options to suit your style, while others have renovated to feature more modern Adirondack charm. Several, including The Hungry Trout Resort, Cadence Lodge, Chalet Whiteface, and ADK Trail Inn, offer onsite dining, and many are pet-friendly.

Find a more personalized experience at one of the area's bed-and-breakfasts, like the Ice Jam Inn or Whiteface Farm. Talk with the proprietors to find out locals' favorite places to hike or fill up on a hearty breakfast before hitting the slopes. Farm stays at Sugar House Creamery, Blue Pepper

Farm, and Asgaard Farm are also a great way to experience the region with a view behind the scenes into daily life along the river. Want to experience the region like a real local? Book a vacation rental for a taste of what it would be like to live here yourself.

If you're looking for a resort experience, NewVida Preserve is right for you. The former Paleface Ski Mountain is now a luxurious escape for those looking to relax and rejuvenate. Rest up in a recently-renovated room, then start your day with breakfast from the onsite Bistro. Spend the day exploring the grounds, getting a massage, or head out and discover the region. In the evening, return to the soaring A-frame dining room to indulge in the Restaurant's delicious menu or grab a cocktail and small plate from the Craft Bar and chat with locals while you lounge or play billiards. Open to local members and visitors, it's a popular gathering spot, especially when there is live music.

On the other hand, camping is an excellent way to enjoy the regional natural beauty. The most adventurous can shoulder a backpack, hike into the woods, and sleep under the stars or in a pond-side lean-to. Area campgrounds offer a few more comforts, such as drive-in sites, fire pits, hot showers, flush toilets, and other amenities to balance the fun of the outdoors with modern conveniences.







# Your table is ready



**FROM** comfortable fine dining to community pubs and quick-bite delis, cafes, pizza joints, and the nostalgic fast food of an A&W Restaurant, the Whiteface Region has everything you need to fuel your adventures. Get going in the morning with diner fare from Country Bear Diner or Up a Creek. For house-roasted coffee, baked goods, and breakfast and lunch offerings, grab a seat at The Adirondack Mountain Coffee Cafe.

Find on-the-go deli desires at Little Supermarket in Wilmington, Black Brook General Store in nearby Black Brook, or Devin's Deli in Jay. For laid-back atmospheres and comfort food, check out Rudy's Scar Bar + Grille and the Twisted Raven, both of which frequently host live music. If the day calls for pizza, pasta, and the works, head to Fratelli Pizza Restaurant & Bar II or Lance's Place Pizza Kitchen.

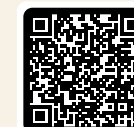
Dine with stunning riverfront views at



The Hungry Trout and enjoy fresh seafood and meats paired with the perfect wines. Or cheer on your favorite team on a big screen while eating burgers and a basket of fries downstairs in the HT Tavern. For more riverside dining, enjoy lunch at River View Café at High Falls Gorge or dinner at Ice Jam Inn & Restaurant, serving made-from-scratch goodness from starters to desserts.

Several lodging properties boast onsite restaurants with menus to suit every diet, taste, and appetite. Explore the creative menus at Cadence Lodge, Monday Tuesday Grill at ADK Trail Inn, and NewVida's Bistro, Restaurant, and Craft Bar.

Sate your sweet tooth with Adirondack Chocolates year-round or with ice cream from Whitebrook Dairy Bar, open seasonally. If your taste buds want to roam, don't worry. Most eateries offer take-out options so you can grab your food and keep the adventure going!



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# Find your diamond

**AT** first glance, the Whiteface Region might look like it's all about adventure. Get closer, though, and you'll find the community's creativity on display in unique eateries, eclectic entertainment centers, art galleries, and boutique shops throughout the wonderful Whiteface Region.

Wilmington's Riverside Thrift Shop is the place to find

everything you never knew you needed, while at Unicorn Square you'll find things you thought you could only dream of. Speaking of dreams, Adirondack Chocolates is a wonderland of melt-in-your-mouth delicacies that will have you licking your fingers and wishing for more. The ultimate indulgence? A deep tissue massage at River Stone Wellness, a spa with a menu of wellness

services to rival any major metro area. Another notable thing about Wilmington's downtown district? A significant portion of the local businesses are woman-owned and operated.

Head to Upper Jay to explore more local gems. The Ice Jam Inn serves elevated comfort food, including the popular Belgian moules frites with Prince Edward Island mussels. Dine in their warm, inviting dining room beneath the rentable rooms, or enjoy your meal on the open air porch while the East Branch Ausable River burbles by. After dinner, catch a blues, rock, or jazz show at the Upper Jay Art Center (UJAC), known locally as The Recovery Lounge, where the audience lounges on vintage furniture.

In summer, the Jay Entertainment & Music Society (JEMS) presents a live music series on the Jay Village Green on Saturday evenings. Stroll the few hundred yards from the



grassy green to the Jay Covered Bridge, built in 1857, to take in dramatic waterfalls that stun in every season. Across the street, browse the Jay Craft Center, an Adirondack craft gallery featuring beautiful pottery for both practical and decorative purposes. Just up the road, Young's Studio & Gallery is another beautiful pottery studio with a wide array of Adirondack-inspired artwork and an impressive selection of colorful yarns, earning it a place on the NY Fiber Trail. A true artist's community, Jay is home to even more crafters and creators waiting to be discovered.



Hidden gems are plentiful in Au Sable Forks, including a wide array of treasures old and new at Arts & Antiques. Few things demonstrate the renaissance this old timber and iron town has undergone better than the Tahawus Cultural Center, founded in 2009. In the bright

and airy space they offer ballet and contemporary dance classes, host gallery shows for local sculptors, potters and painters, and frequently offer hands-on crafting events with local experts. Currently under renovation next door, the Ausable Theater is transforming from a 1930s vaudeville

theater into a modern performing arts venue. Across the street sits 20 Main, a "friendly neighborhood pub" where locals gather for pints, pool, and tunes from the jukebox or weekend acts. Take your drink into the garden out back and relax into life along the river.



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## SCENIC DRIVES

# Just around the corner

**WHETHER** you're traveling on two wheels or four, powered by pedals, electricity, or gas, visit the Whiteface Region for a restorative afternoon jaunt, captivating day trip, or exhilarating multi-day journey. As the only Adirondack summit accessible by motorized vehicle, Whiteface Mountain offers a unique experience for road trippers with its Veterans' Memorial Highway. Drive, ride, or pedal to the top of the Adirondacks' fifth-highest mountain and soak in panoramic wildland views that reach into Vermont and Canada. Then explore the two-story granite castle perched at the top, with its restaurant, gift shop, summit tunnel, and mountain elevator.

Off the mountain, our country roads follow the meditative bends of the Ausable River, framed by stunning mountain views with convenient pull-offs for picnics, pictures, and play. Check out the Wilmington Whiteface Road Race Course starting from the Wilmington Town Park; traverse Route 86 on the Rapid Descent Trail and Black



Brook Scenic Trail; or discover where the East and West branches of the Ausable River merge on the Ausable River Loop. Spectacular rock bluffs provide views into forest-lined rapids, which will inspire and surprise.

Travel down Route 9N between Jay and Upper Jay and relish the rolling hills sandwiched between expansive meadows, glistening waterways, and precipitous mountains. Picnic at the historic Jay Covered Bridge and roam the roads that merge farm and forest, such as the River Forks Trail, Stickney Bridge, and Water's Edge Trail. No matter the season, our scenic roadways indulge the senses and satisfy any wanderlust.





# Good twists & turns



## WHITEFACE

may dominate the local skyline, a constant reminder of the epic skiing and riding to be found there, but you'll find winter activities of every stripe in the region that shares the mountain's name. Lace up your skates at the Wilmington public skating rink, where access to the ice and dozens of pairs of donated skates are free to all. Admire the twinkling lights, hung by volunteer firefighters, adorning streetlights and bridges in each hamlet. Find lively scenes in local gathering spots, whether you're listening to (or participating in) the January Jams open mic at the Upper Jay Art Center or playing hot wing roulette at the Twisted Raven in Wilmington. At the end of the day, cozy up with a craft cocktail in the renovated A-frame lodge at NewVida Preserve and gaze out over a sparkling winter landscape.

When temperatures plummet, familiar sights transform into dramatic landscapes. Along the West Branch Ausable River, icicles drape steep walls and tumbling waterfalls spill through frozen boulders. The East Branch's meandering flow becomes a snowy ribbon dotted with fox tracks and overlooked by porcupines munching tree bark in the winter sun. Trails you might hike in summer become perfect destinations for snowshoeing or cross-country skiing. These moments of stillness and wonder balance the effervescent thrills of downhill skiing or a visit to the North Pole. In the Whiteface Region, you can get closer to all that winter has to offer.

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# Reasons to come back

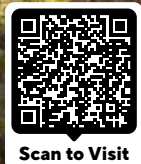
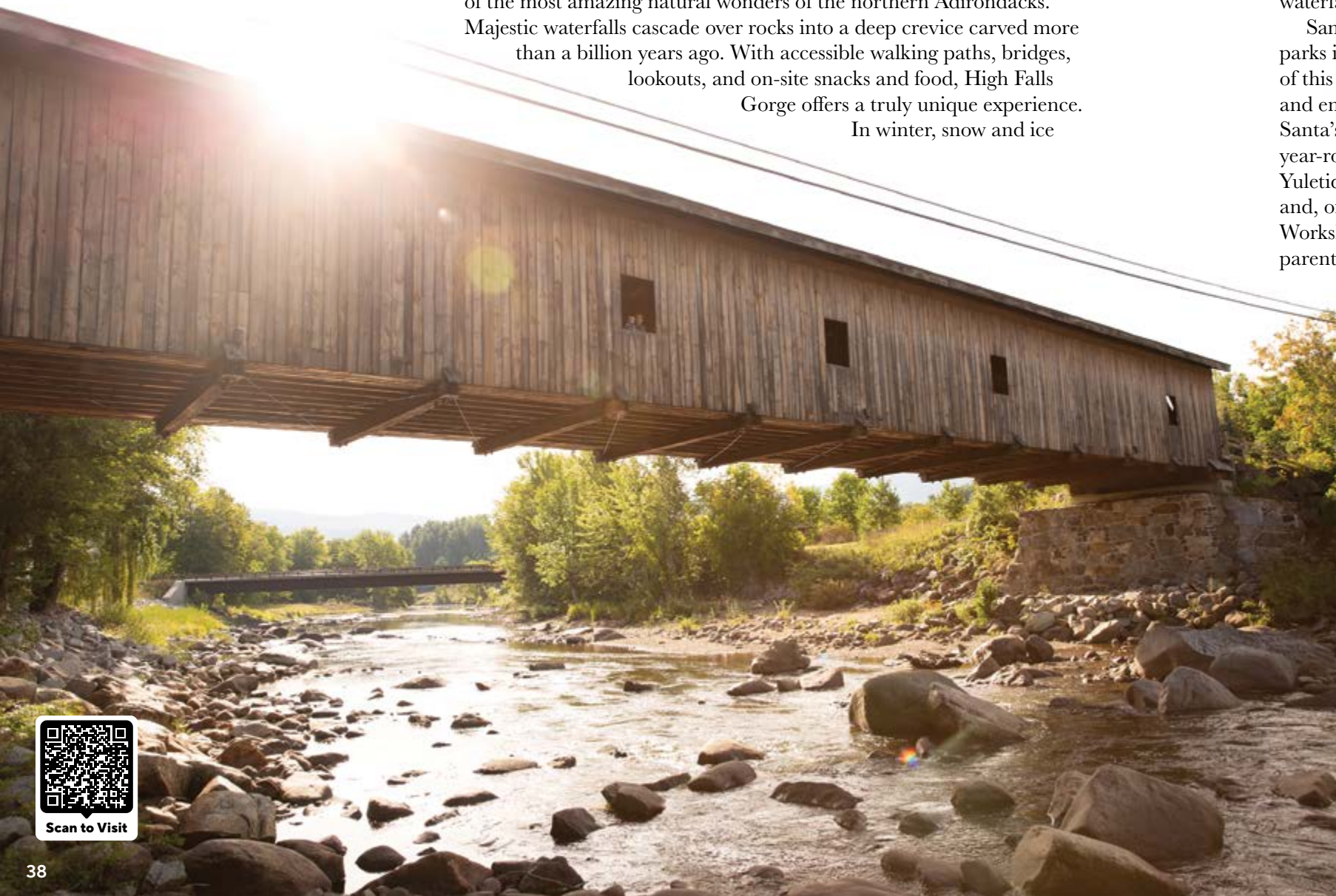


AS if the natural beauty of the Adirondack Mountains, the Ausable River, and the quaint towns of the Whiteface Region weren't enough to keep one happy, there are also many other attractions in the area to keep people of all ages busy. High Falls Gorge is one of the most amazing natural wonders of the northern Adirondacks. Majestic waterfalls cascade over rocks into a deep crevice carved more than a billion years ago. With accessible walking paths, bridges, lookouts, and on-site snacks and food, High Falls Gorge offers a truly unique experience. In winter, snow and ice

transform the falls in a way that seems to stop time. Embrace the slow down while you sip hot chocolate and roast s'mores over a campfire. In summer, let the cool mist from the impressive waterfalls cool you down.

Santa's Workshop was one of the original theme parks in America, and the 1950s and '60s vibes of this roadside attraction continue to delight and enchant nostalgic adults and children alike. Santa's Workshop inspires the holiday spirit year-round. With live reindeer, rides and games, Yuletide Family Weekends, the Village of Lights, and, of course, the Big Guy himself, Santa's Workshop is fun for all ages. Parents and grandparents can relive the sparkle of their youth while passing along that same magic glow to the next generation.

During the summer months, cool off at the Wilmington Town Beach, which includes public restrooms, a shaded picnic pavilion, and a sandy beach. Kayaks and stand up paddleboards are also available for rent. If you're up for a more adventurous dip, try the natural waterslides on the rapids above the Jay Covered Bridge, which also features a covered picnic space. Or take the kids to play at the Town of Jay Children's Park and Playground. The fenced-in park has play elements for children aged 2-12 years old, with slides, swings, climbing elements, a sand table, and much more. It also has benches, a picnic area, and a pavilion for a full day of family fun.





## Front row seats



**OUR** forests and waterways are stirring backdrops to the equally inspiring arts-and-culture events and activities happening year-round in our communities. The Whiteface Region is home to professional artists and performers (and their studios) across multiple disciplines, from dancers, musicians, and actors, to writers, photographers, painters, potters, fiber artists, and more, many of whom share their talents to the great benefit of the community and its visitors.

At the Tahawus Cultural Center in Au Sable Forks you'll find a former Masonic lodge transformed into a community space for the visual, performing, and musical arts. Unwind and recharge at the Upper Jay Art Center (UJAC).

Known as the Recovery Lounge due to its punworthy location in an actual upholstery shop, UJAC presents live music, plays, and cool art throughout the year, and its January Jams is a favorite winter hang-out. The Jay Entertainment & Music Society (JEMS) organizes seasonal concert series and workshops on the Jay Village Green or inside at The Amos & Julia Ward Theatre.

The headlining music event of the year is the Wilmington Mountain Music Fest. In its early years and growing exponentially each summer, the July festival brings a multi-artist lineup (and fire dancers!) to the Wilmington Ball Park. Throughout the summer, live music can be enjoyed every Thursday evening at the Wilmington Town Beach, and establishments like 20 Main, NewVida, Twisted Raven, and Rudy's Scar Bar + Grille frequently host live local acts year-round.

Explore the artistic creations of local and regional artists at Jay Craft Center and Young's Studio & Gallery. At both you'll find handcrafted Adirondack pottery, wood crafts, jewelry, paintings, greeting cards, toys, and more. For works of art that seem to bring the waters of the Ausable River to life, browse unique pieces at Lunar Liquid Art's Gallery in Upper Jay. At these and other photo and art galleries throughout the region, find special keepsakes, gifts, and pieces of home decor that allow you to take a piece of the Whiteface Region home with you.



## Kick & glide

**THE** best mountain biking trails often make the best cross-country skiing and snowshoeing trails too. In the Whiteface Region, that is certainly the case. You'll find fabulous skiing and snowshoeing at both the Flume Trails and those located on Hardy Road. For the most variety of terrain, the Flume is where it's at. You can climb from the trailhead above the waterfalls all the way to the base of Whiteface Ski Center, then noodle your way back down along any number of trails and boardwalks.

For a more mellow experience, head to Hardy Road. The parking lot side of the road features two short, easy loops, Coniferous and Lost Farm. Or you can climb Ante Up to the top for a nice view of Whiteface Mountain. While the climb is moderate, most choose snowshoes for that particular adventure. The opposite side of Hardy Road, also known as the Beaver Brook trails, features much more mellow terrain, complete with a short Americans with Disabilities Act (ADA) compliant loop that also features a stunning Whiteface Mountain view. As you stride (or ski) a

little further, you'll experience trails like the Land of Make Believe and Twisted Pine close to the parking lot. Keep moving a bit deeper into the network and Good Luck will bring you to a series of viewsheds toward Whiteface.

If a short, family walk is more your speed, then Henry's Trail on Grove Road in Au Sable Forks is the place. This half-mile accessible walking trail features fun areas themed after Adirondack animals; Bald Eagle and Red-tailed Hawk, Honeybee, Snowshoe Hare and Cottontail Rabbit, Fisher, Deer Mouse, and Bullfrog pods. Each area features musical instruments and benches.

Of course, if a groomed and professionally maintained network is what you're looking for, then head to nearby Mt Van Hoevenberg Olympic Sports Complex, a Lake Placid Legacy Site that continues to host international biathlon and sliding competitions today. They have skis and snowshoes available for rent and the Mountain Pass Lodge is ideal for warming up with a hot cocoa or bowl of chili.





## Two Fly Challenge

Spend a May weekend casting flies on the Ausable River by day and gathering for food, live music, and fly tying at night. The rules for the catch-and-release tournament are unique: Anglers fish in pairs, each limited to two flies per day, and the overall winner is decided by total inches of fish caught.

## Whiteface Mountain Uphill Bike & Foot Race

Pedal from Wilmington's village center to the highest point in the Adirondack Mountains accessible on two wheels. Each June, hundreds of cyclists and runners climb 8 miles and 3,800 vertical feet to the end of the paved Whiteface Veterans' Memorial Highway. The course peaks at an eight percent grade and participants can descend by foot, bike, or car.



## Wilmington Whiteface 100K & 50K

Affectionately deemed "The Beast from the East," this mountain bike race takes riders along jeep roads near Jay and Saddleback mountains, on single track trails, and past breathtaking vistas of Vermont, New England, and the sprawling Adirondack wilderness. [wilmingtonmtb.com/WilmingtonWhiteface](http://wilmingtonmtb.com/WilmingtonWhiteface)

## Whiskey Run

Take a lap and raise a glass to Wilmington's rich whiskey

history of local whiskey stills in the 1800s, bootlegger hideouts during Prohibition, and a modern-day whiskey barrel cooperage. Runners of all ages, speeds, and abilities choose from a 5K or 10K course, circling back to Wilmington's Festival Field for whiskey tastings and food trucks. This event is a fundraiser for the Wilmington Historical Society. [adkwhiskeyrun.com](http://adkwhiskeyrun.com)

## Ride for the River

Explore the Ausable River watershed by bicycle in July while supporting the Ausable Freshwater Center, a nonprofit dedicated to clean water and vibrant habitats. Admire river, forest, and farm views along 30- and 45-mile routes, then rendezvous at the Wilmington Town Beach for BBQ and live music — and perhaps a river dip to cool down. [bikeadironacks.com](http://bikeadironacks.com)

## Wilmington Mountain Music Festival

One of the newest events to join the regional annual lineup, the Wilmington Mountain Music Festival brings a wide variety of regional acts, as well as a showstopping headliner, to the Wilmington Ball Park for a fun day of music and community. The festival is fun for the whole family!



## Jay Day Fair & Celebration

Jay Day, held in August at the historic Jay Village Green, brings over 45+ vendors, community members, and visitors together for music, food, refreshments, and activities.

## BETA's Wilmington Mountain Bike Festival

Riders of all ages flow into the Adirondacks' premier mountain biking destination for a three-day celebration each September. With on-site camping, skills

clinics, group rides, and shuttles available, riders of all abilities can explore more than 25 miles of singletrack. Don't miss the kids race and the Saturday night bonfire. [wilmingtonmtbfestival.com](http://wilmingtonmtbfestival.com)

## Festival of Colors

When maples turn scarlet and aspens go gold, get ready for September's Festival of Colors. More than 50 vendors gather at Preston Festival Field to sell artisanal wares, serve food, paint pumpkins, and showcase

local organizations. Planned with families in mind, free kids' activities include a comedy show, bouncy house, and face painting.

## Oktoberfest

Polka, pretzels, and bier. Find traditional German fun during this fall weekend at Whiteface Mountain. Balloon animals and face painting entertain children while adults sample hefeweizens and pilsners. Live music keeps everyone dancing and gondola rides lead to spectacular views. [whiteface.com](http://whiteface.com)

## Christmas in the Forks

The first weekend in December, locals converge on downtown Au Sable Forks for a celebration twenty years strong. Saturday night brings a holiday parade down Main Street, followed by a showstopping fireworks display over the Ausable River and an ugly sweater contest at 20 Main. Visit the event's Facebook page for details.





# Love Your ADK



**THE** Adirondack Park was created in the late 1800s as people with an eye for the future worked to protect one of New York's most unique landscapes. The tradition continues today as people who live, work, and adventure inside the Adirondacks follow Leave No Trace principles. By leaving the Adirondacks better than you found it, you're helping protect the woods, waters, and wildlife that make this region so special, allowing current and future generations to benefit from those resources.

Following these Leave No Trace principles will make you a steward of the land, and provide a better experience for those that come after.

- 1. Know before you go** — Be prepared! Remember food, water, maps, and clothes to protect you from cold, heat, and rain.
- 2. Stick to trails and camp overnight right** — Walk and ride on designated trails to protect trailside plants. Camp only on existing or designated campsites to avoid damaging vegetation.
- 3. Pack it in, pack it out** — Put litter in garbage bags and carry it home. Use bathrooms or outhouses when available. If they're not available, bury human waste in a small hole 6-8 inches deep and 200 feet (70 big steps) from water and trails.
- 4. Leave it as you find it** — Leave plants, rocks, and historical items as you find them so others can enjoy them.
- 5. Be careful with fire** — Use a camp stove for cooking. Stoves are easier to cook on and create less impact than a fire.



**6. Keep wildlife wild** — Observe wildlife from a distance and never approach, feed, or follow animals. Protect wildlife and your food by securely storing your meals and trash.

**7. Share our trails and manage your pet** — Be considerate when passing others on the trail. Keep your pet under control to protect it, other visitors, and wildlife.

Join thousands of others and take the Love Your ADK pledge at [www.LoveYourADK.org](http://www.LoveYourADK.org).

# Delicious starts here

**DISCOVER** for yourself why our food tastes so good and life smells so sweet here in the Whiteface Region. Get close to two artisanal creameries, a flower farm and design studio, rejuvenating farm-stays, and year-round farm stores stocked with products from local growers and makers. Sugar House Creamery in Upper Jay milks brown Swiss cows on 23 acres of hillside pasture to create three signature cheeses. In addition to these delicious cheeses, their farm stand is stocked with raw milk, veal, and beef alongside other products from local farms and makers including meats, eggs, vegetables, yogurt, and bread.



Down the road is Blue Pepper Farm, a small, human-scale sheep dairy that produces wool products and lambskins along with excellent lamb, sheep's milk yogurt, pork, and eggs. Get the full farm experience when you stay in their cozy yurt or other onsite lodgings. While you're in the area, be sure to stop by Moon Valley Farm. Their Highland cattle are fun to view while on a bike ride or scenic drive.

In Au Sable Forks, on the former estate of

artist Rockwell Kent, Asgaard Farm & Dairy produces award-winning goat cheeses, mouth-watering caramels, pastured meats and eggs, and homemade soaps. Nearby, The Meadow Farmstead supplies locals with fresh veggies through a CSA program and Little Farmhouse Flowers demonstrates the beauty that comes from sowing innovation into the soil and cultivating community through regenerative farming practices.



Scan to Visit





# Little Super Market

Your "One Stop Shop" in Wilmington, NY

Groceries, Sandwiches, Gas, Beer just minutes from Whiteface Mountain.

We stock groceries, beer, gas and are best known for our made to order sandwiches. Stop by seven days a week for a friendly smile and everything you need at your "One Stop Shop" in Wilmington.

Learn more about our family owned business at [littlesupermarketwilmington.com](http://littlesupermarketwilmington.com)

5794 NY-86, Wilmington, NY 12997 (518) 946-2274

# LOVE YOUR ADIRONDACKS

## What is Love Your ADK?

There is something special about the Adirondacks. Here, we live, visit, work, and play in a place where millions of acres of public and private land offer us a chance to coexist with nature. To Love Your Adirondacks is to protect the lands, waters, and communities we all know and love.

## Take the Pledge!

Visit [LoveYourADK.org/pledge](http://LoveYourADK.org/pledge).



By taking the Love Your Adirondacks Pledge and practicing Leave No Trace ethics you can help ensure that the forests, waterways, and communities of the Adirondacks remain beautiful and unique for generations to come.

## Hiking Checklist

### To Wear

- Hiking backpack
- Weather-appropriate clothing (think layers)
- Hiking boots or sneakers

### To Pack

- Food and water
- Map and compass
- First-aid kit
- Knife or multi-tool
- Headlamp or flashlight

### To Do

- Review the 7 Principles
- Take the Pledge
- Use the restroom
- Check the weather

\*For a comprehensive list, visit [LoveYourADK.org/hiking-101](http://LoveYourADK.org/hiking-101)

Visit [LoveYourADK.org](http://LoveYourADK.org)

Learn more about Leave No Trace ethics and preparedness tips.

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