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**NEWS RELEASE: FOR IMMEDIATE RELEASE**  
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**Saranac Lake Civic Center Launches Community Programming Survey**

All Invited to Participate Online

**Saranac Lake, NY** — The Saranac Lake Civic Center is seeking community input through a new public survey aimed at determining the programming the community most wants to see offered at the Civic Center.

The primary goal of the survey is to identify new or expanded programs that residents, families, and visitors would like to have at the Civic Center. Survey responses will play a key role in guiding future programming decisions and ensuring offerings align with community interests and needs.

Facility Manager **Matt Wolter** emphasized the importance of using the survey results to guide concrete action. “This survey is a critical step in developing programs that are intentional and responsive to real demand,” Wolter said. “The feedback we receive will directly inform how we prioritize, plan, and grow programming at the Civic Center moving forward.”

In addition to identifying desired programs, the survey has several secondary goals, including:

- Understanding who wants what types of programming, such as youth, families, seniors, and visitors
- Identifying barriers to participation, including cost, time, transportation, and awareness
- Evaluation of price sensitivity and preferred program schedules
- Collecting new ideas that may not currently be under consideration

The survey is open to all community members and takes approximately 5 minutes to complete. Responses will be used solely to inform programming decisions.

“We are excited to hear directly from our community,” said **Marnie Cochran Crane** of the Civic Center. “This survey gives people a real opportunity to tell us what they want to see happening at the Civic Center. Whether it’s something new, something expanded, or an idea we haven’t thought of, we want to hear it and use that feedback to build programming people are excited to participate in.”

**Access and complete the survey online at [saranaclakeciviccenter.org](http://saranaclakeciviccenter.org) - it will remain open until February 20, 2026.**



**Photo Provided:** The Civic Center is one of the largest facilities in Franklin County. Understanding what the public wants is important to help shape future programming at the facility.

#### **About the Saranac Lake Civic Center**

The Saranac Lake Civic Center is a year-round, not-for-profit recreation and events facility, serving the residents and visitors of Saranac Lake and the surrounding Adirondack community. The Saranac Lake Civic Center serves residents and visitors from across the region and beyond. Its regular users include Paul Smith's College, high school players from Saranac Lake and Lake Placid Central Schools, the Lake Placid Curling Club, Northwood School, Sara-Placid Lakers, Saranac Lake Learn to Skate and more. Expanded users include tournament users (such as Can-Am Hockey) and exposition organizers to take advantage of the event space. The Civic Center also plays host to public skating, the popular Silver Skaters program, events such as Touch-A-Truck, etc.

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