NewVida Estate & Preserve

6394 State Route 86 Wilmington, NY 12941



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Property Details



Muroff Hospitality Group is proud to exclusively present the extraordinary opportunity to acquire **NewVida Preserve & Estate**, a one-of-a-kind experiential resort set on **1,140 private acres in the Adirondack High Peaks**. Formerly the beloved Paleface ski mountain, NewVida has been reimagined as a boutique, revenue-generating destination blending luxury lodging, wellness, culinary, and outdoor adventure. The property includes a **12,000+ SF mountaintop residence, a 25,000+ SF resort lodge with restaurant, bar, gym, and wellness center**, and **over 35 miles of private trails**, all just **7 minutes from Whiteface Mountain** and under two hours from Montreal. With no zoning restrictions in the Town of Jay, development-ready infrastructure, and strong state and community support, NewVida presents a rare chance to own and scale a historic resort property with proven income and significant potential for lodging and event-driven expansion.

Call for Pricing Guidance

Property Highlights

Exclusive opportunity to acquire the legendary NewVida Preserve & Estate!

1,140 acres in the Adirondack High Peaks with rich ski history and untapped development potential!

Iconic A-frame resort lodge with wellness center, craft bar, restaurant, and 35+ miles of private trails!

12,000+ SF luxury Mountain House perched above the ridge with 360° panoramic views!

Closest full-service resort to Whiteface Mountain, just 7 minutes away, and under 2 hours from Montreal!

Borders 1,000+ acre Hardy Trail System, soon to be the largest mountain biking park in the Adirondacks!

15 ski runs with commercial-grade drainage, plus five access roads and no zoning restrictions!

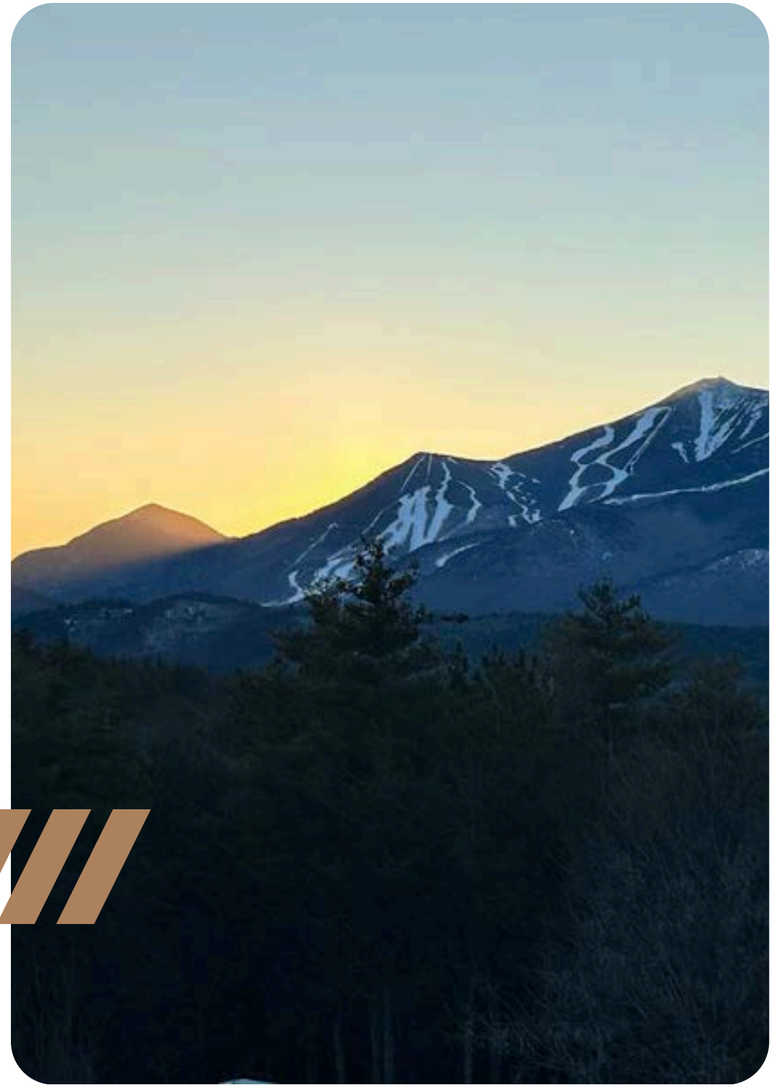
Includes 4-bed, 3-bath staff home and 12 auxiliary structures including barns and former ski huts!

Significant revenue growth opportunity through expanded lodging, events, and a new microbrewery!

Fully operational with existing cash flow, growing resort membership base, and extensive press acclaim!

Strong local, state, and APA support, with access to $3M+ in government grants and tax incentives!

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Executive Summary

NewVida Preserve & Estate is a once-in-a-generation opportunity to own a 1,140-acre legacy resort in the heart of the Adirondack High Peaks. Perched just 7 minutes from Whiteface Mountain and 25 minutes from Lake Placid, this extraordinary property blends natural beauty, historic charm, and modern hospitality across a vast and privately held mountain landscape.

Formerly the Paleface ski mountain, NewVida has been reimagined as a boutique resort and wellness destination that caters to both visitors and the local community. Anchored by a stunning 12,000+ SF mountaintop residence and a 25,000+ SF A-frame lodge with lodging, dining, wellness, and trails, it offers immediate income potential—and even greater upside. With no zoning restrictions, supportive municipalities, and millions in eligible grants, the stage is set to scale NewVida into the Adirondack's premier four-season resort, with expansion plans already in motion.

At its core, NewVida is about breathing new life into a storied mountain—where luxury, adventure, and community converge. With high summer occupancy, over a dozen booked events, and strong existing operations, NewVida is more than a vision—it's a thriving, income-generating asset. Backed by $3M+ in eligible state grants, tax incentives, and APA support, NewVida represents a generational opportunity to create the largest year-round resort destination in the Adirondack High Peaks.



The Mountain House

Perched atop Bassett Mountain with breathtaking 360-degree views of the Adirondack High Peaks, the Mountain House is NewVida's crown jewel—a 12,000+ square foot luxury estate that combines the grandeur of the region's historic Great Camps with the comfort and elegance of a modern mountain retreat. Designed into the granite mountainside and surrounded by master-crafted stonework by renowned artisan Lew French, this four-story residence offers unmatched privacy and architectural beauty.

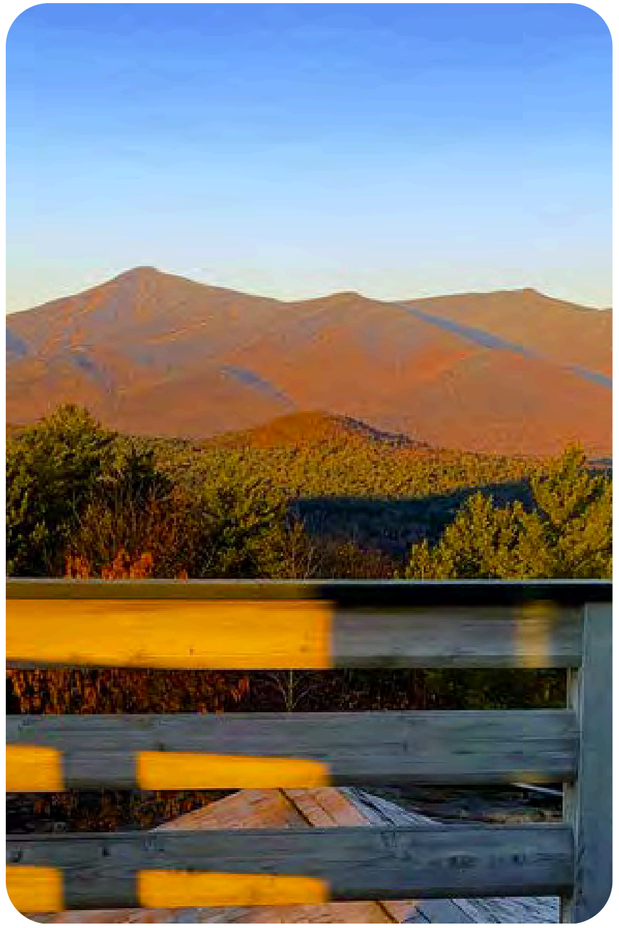
The home features multiple living and dining areas, two full kitchens, a dramatic great room, and four spacious bedroom suites, including a stunning fourth-floor "Aerie" with panoramic views. An elevator services all levels, spiral wooden staircase, and high-end finishes like custom woodwork, gas fireplaces, a copper and slate roof, and a heated two-car garage complete the offering. Accessible by a private 3/4 mile drive from the base, the Mountain House offers a true mountaintop escape—yet guests also enjoy full access to the amenities of the lodge below.

Whether used as a private residence, luxury guest rental, or executive retreat, the Mountain House is an unparalleled asset that captures the magic, scale, and serenity of the Adirondacks.

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The Mountain House



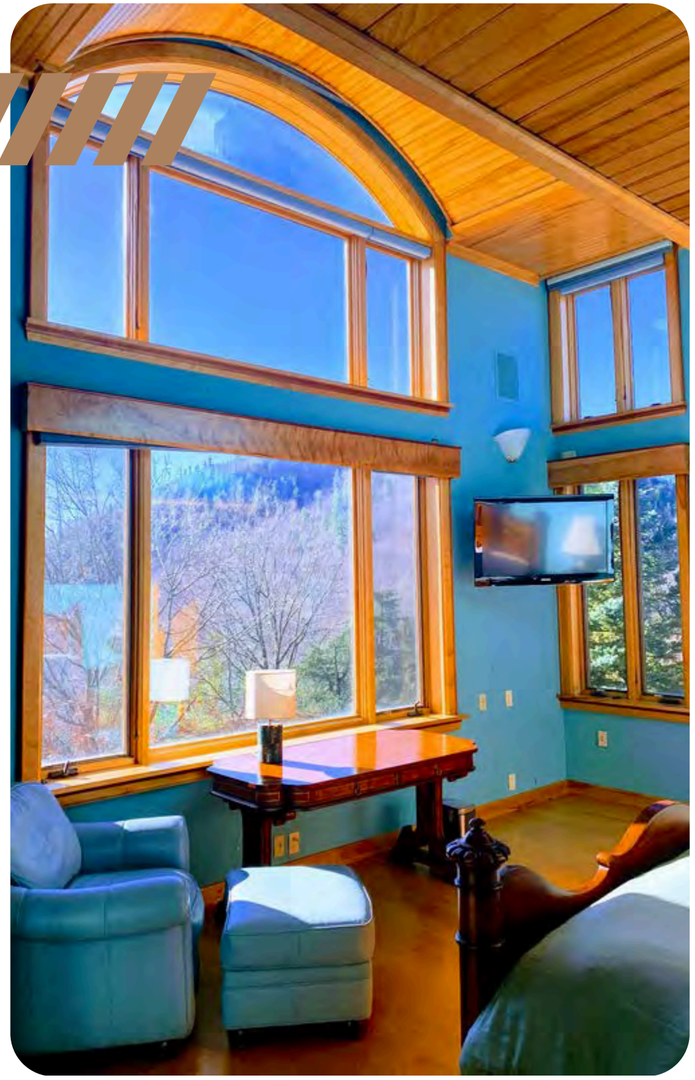




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The Mountain House







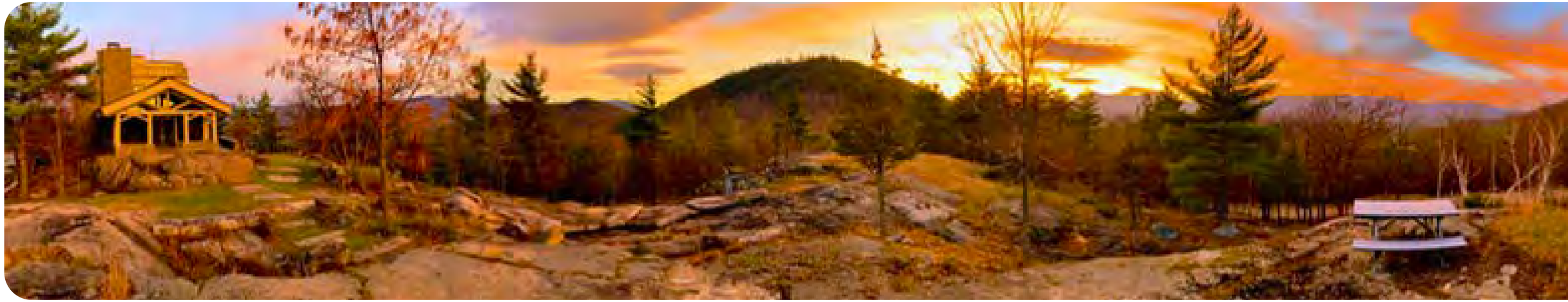
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The Mountain House









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The Apogee Lodge

Nestled at the foothills of Bassett Mountain, the Apogee Lodge is the vibrant centerpiece of NewVida Preserve—an expansive **25,000+ square foot** hospitality lodge that blends rustic Adirondack character with the warmth and versatility of a modern resort. Originally built as the lodge for the historic Paleface ski mountain, the structure has been thoughtfully restored, showcasing soaring A-frame ceilings, exposed Douglas Fir trusses, and sweeping views of Paleface Mountain and the surrounding wilderness.

Serving as both a boutique lodging destination and a beloved community hub, the lodge features **14 thoughtfully appointed guest suites**, a **full-service restaurant and craft bar**, a **wellness center** with yoga and massage studios, a **boutique gym**, and a **billiards and game** lounge. A commercial kitchen and multiple flexible spaces support year-round events, private retreats, and experiential programming.

With strong existing operations and multiple income streams, the Apogee Lodge is a fully activated asset that anchors the guest experience at NewVida—offering charm, scale, and significant upside as part of a premier four-season resort.

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The Lodge & Guest Suites

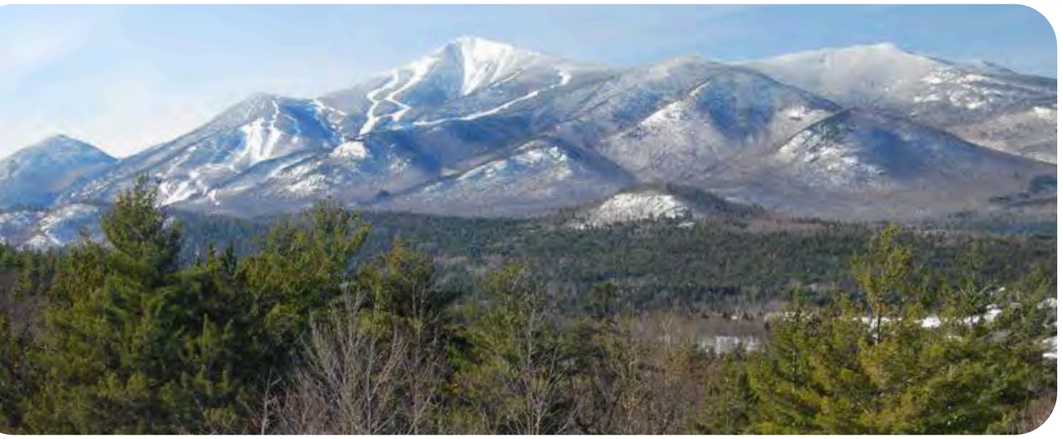
NewVida's 25,000+ SF A-frame lodge serves as the operational core of the resort, housing 14 well-appointed guest suites with immediate income-generating potential. The building has undergone significant upgrades, and guest accommodations are designed to evoke the warmth of a vintage ski lodge while meeting the expectations of today's traveler. Occupancy and ADR are growing steadily, providing a solid foundation for hospitality revenue.



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The Lodge & Guest Suites







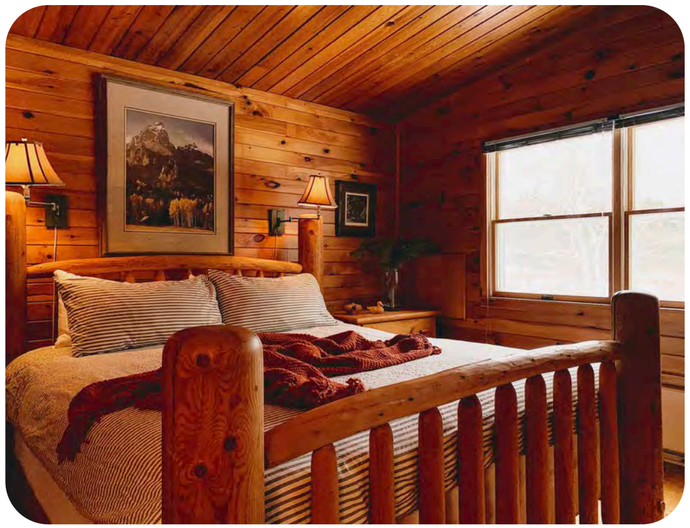


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The Lodge & Guest Suites









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Restaurant & Craft Bar

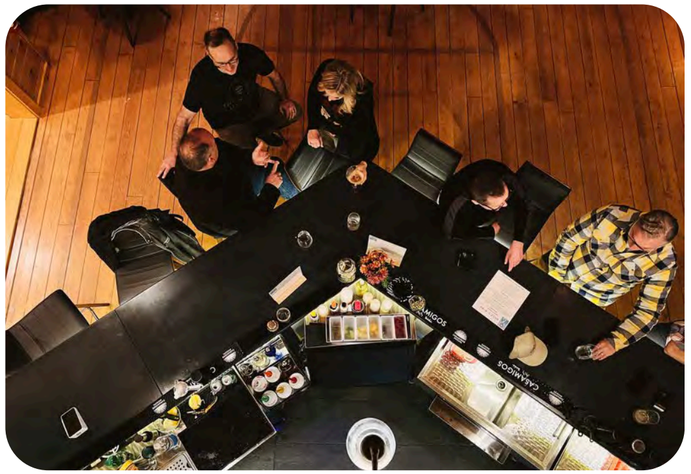
The lodge features a **fully licensed**, **full-service restaurant** and **craft bar** with indoor and outdoor seating, exposed beam architecture, and panoramic views—frequently used for public dining, live music, and private events. This drives local traffic year-round and supports F&B revenue, group buyouts, and weddings, with room for increased monetization under expanded operations.



Restaurant & Craft Bar









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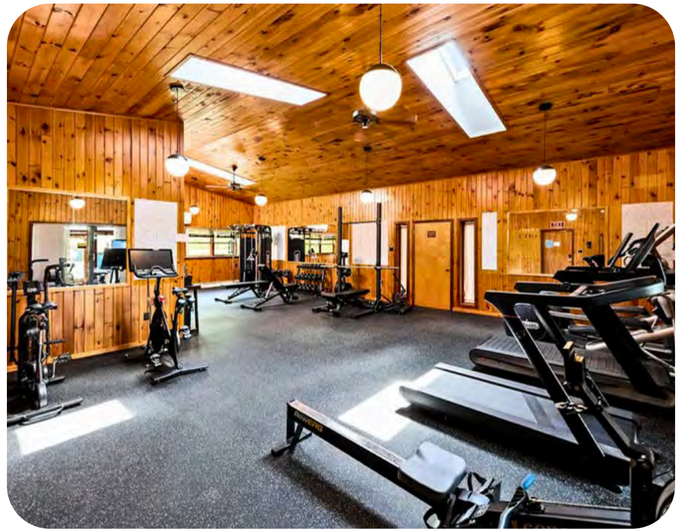
Wellness. Workout. Wilderness.

The Apogee Lodge offers a dedicated **wellness and recreation wing** designed to elevate both guest satisfaction and revenue potential. This includes a serene **yoga studio**, **massage therapy rooms**, a **boutique gym** with locker rooms, and a **game lounge** complete with billiards, ping pong, and a cozy TV nook. These amenities not only drive added value through memberships, classes, and private sessions, but also enhance the overall guest experience—encouraging longer stays, group bookings, and wellness-focused retreats for locals and tourists. Complemented by **35+ miles of surrounding mountain trails** for hiking, biking, alpine touring, and outdoor exploration right from your door.









Wellness.
Workout.
Wilderness.



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Demographic Highlights



Tucked in the Adirondack High Peaks, Jay, New York offers a rare mix of privacy, natural beauty, and year-round access to nearby destinations like Whiteface and Lake Placid. With rising demand from outdoor enthusiasts, seasonal homeowners, and urban escapees for New York, Boston, and Montreal, the area is quickly emerging as a premier retreat destination with strong growth potential.

Four-Season Adventure Destination

The Adirondack region attracts 7–10 million visitors annually, with Essex County leading in growth—thanks to year-round outdoor recreation, from skiing at Whiteface to hiking, biking, and fly-fishing. ^

Growing Real Estate Market

The median property value in Essex County, NY was **$200,000** in 2023. Between 2022 and 2023 the median property value increased from $189,500 to $200,000, a **5.54% increase**.*

Household-Income

In 2023, the median household income of the 16k households in Essex County, NY grew to **$70,215** from the previous year's value of $68,090.*

Short-Term Rental Boom

According to Adirondack Explorer, Airbnb revenue in the Adirondacks surged from $21M in 2019 to $52.8M in 2021—a 151% increase—reflecting strong year-round demand for short-term rentals across Essex County and surrounding areas.**

*Source: Data USA **Source: Adirondack Explorer ^Source: Roost

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Development & Expansion Vision

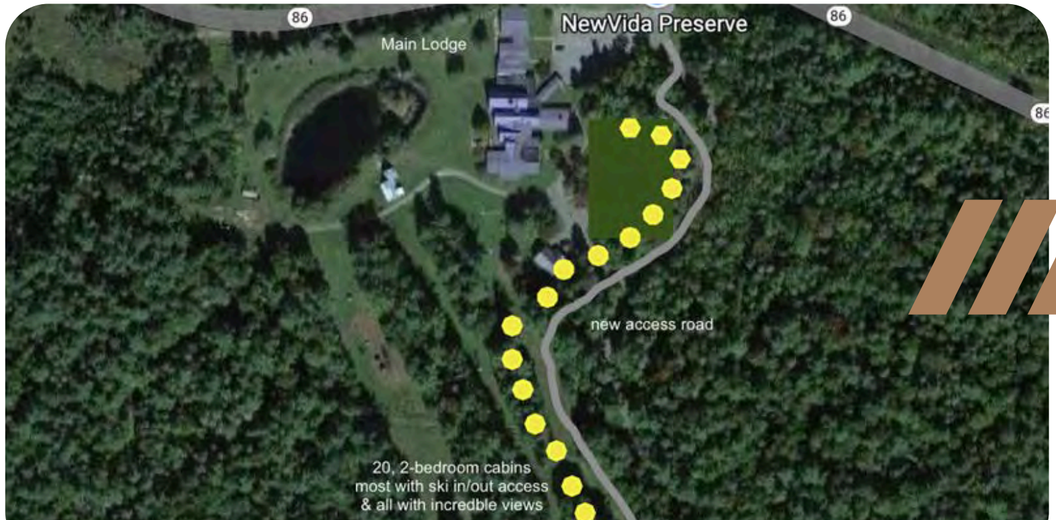
NewVida Preserve offers a rare, turnkey growth opportunity with a fully developed and permit-ready expansion strategy—eliminating the heavy lift for future ownership. The vision includes increasing lodging capacity from **50 to 250 guests** through the addition of **50 eco-friendly A-frame cabins** across two thoughtfully planned hubs: one offering **ski-in/ski-out access** along former ski runs, the other positioned for panoramic views of Whiteface Mountain.

To further diversify revenue, plans call for a **350-guest event venue with catering kitchen** and a **sustainable microbrewery**—supporting weddings, retreats, local engagement, and branded product distribution. Additionally, **a current cell tower lease generates $3,000/month in reliable passive income**, with potential to grow to **$12,000/month** through expansion of cell infrastructure and solar energy partnerships.

With **no zoning restrictions** in the Town of Jay, extensive infrastructure in place, and formal support from the Adirondack Park Agency and local municipalities, the path to development is clear. The project also qualifies for **over $3 million in NY State grants and tax incentives**, making this a uniquely scalable, low-barrier investment in one of the Northeast's most sought-after four-season destinations.

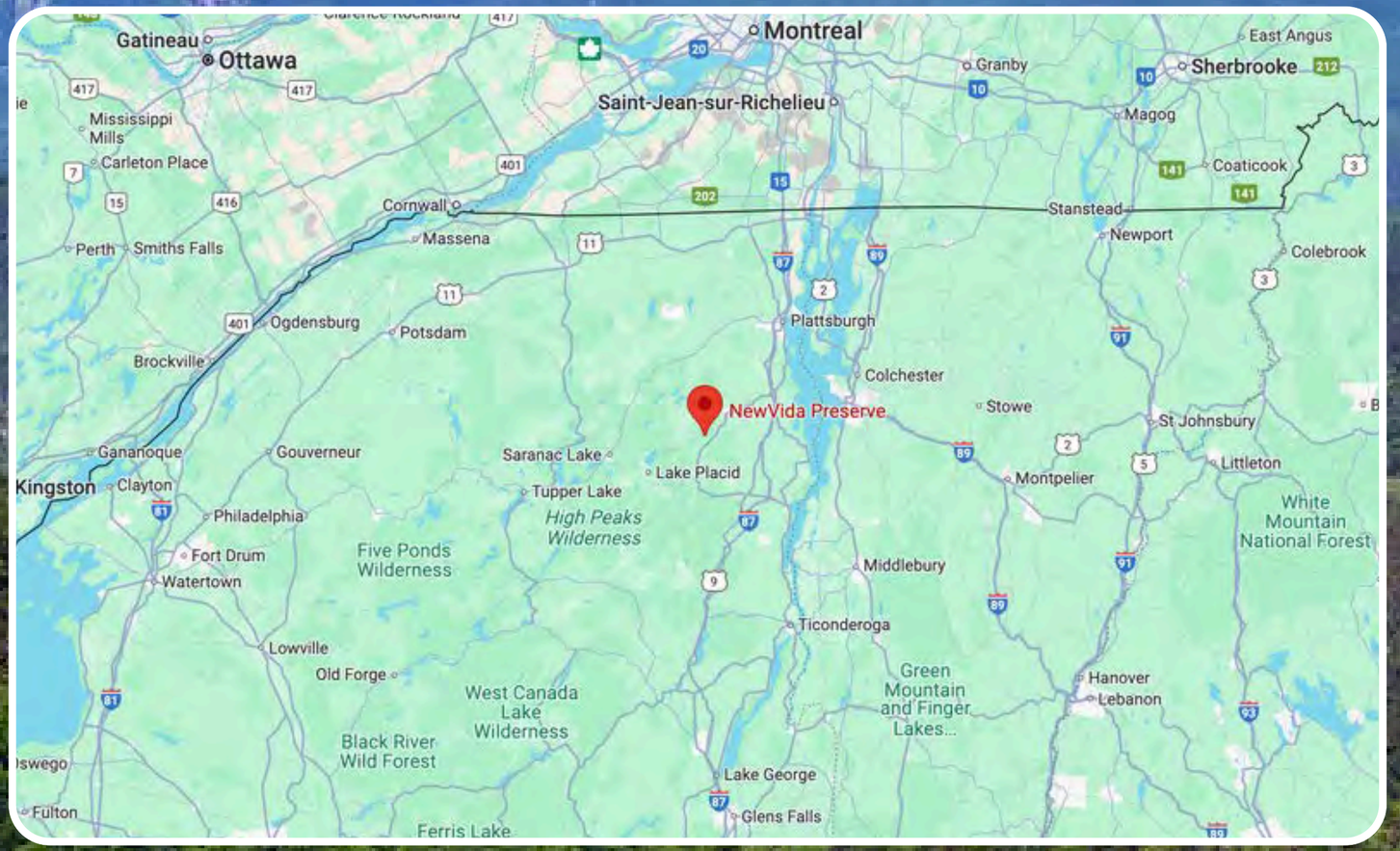






Location

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Website Link

Meet Mitch:

Mitch Muroff is the founder of Muroff Hospitality Group, a boutique brokerage and advisory firm specializing in hospitality real estate across New York and New England. With over 50 years of industry experience, the firm provides personalized service to independent and franchised hoteliers and restaurateurs.

Before launching Muroff Hospitality Group, Mitch was a principal of Sage Hotel Corp., overseeing a portfolio of 35 hotels across the Northeast and Canada. Following the successful sale of the portfolio, he founded Muroff Hospitality Group to leverage his deep expertise in hospitality transactions.

As a licensed attorney and realtor, Mitch has successfully negotiated dozens of complex sales, offering strategic insights and a hands-on, client-focused approach. His extensive industry knowledge and commitment to excellence make Muroff Hospitality Group a trusted partner for those buying or selling hospitality assets.

Mitchell B Muroff, Esq. | Muroff Hospitality Group

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