CAZENOVIA: shining brighter
September 10, 2021

Mr. James Fayle, Regional Director
CNY Regional Economic Development Council
Syracuse Regional Office
620 Erie Boulevard, West
Syracuse, New York 13204

Dear Mr. Fayle,

Thank you for the opportunity to submit this application for the 2021 New York State Downtown Revitalization Initiative through the CNY Regional Economic Development Council. We are pleased to submit the following proposal which includes several exciting projects that are ready to move forward.

Cazenovia is a dynamic community with a unique set of challenges and opportunities. We are far more than the common perception of a quaint village. The reality is much more complex. We are a rural community with residents who represent a wide socio-economic spectrum. Our largest local industries include agriculture and manufacturing. Our downtown provides goods and services to the rural communities that surround Cazenovia and we face the same economic challenges as other downtowns across Central New York.

In a post pandemic world, small rural communities are increasingly in demand by an ever-growing remote workforce. Cazenovia is well positioned to meet this demand but requires development of amenities and services that are necessary to attract residents to Central New York. This includes better health care services and additional retail opportunities. Included in this proposal is an exciting cooperative initiative to provide space and services for entrepreneurs.

Cazenovia is an example of what is possible for upstate New York. We want to be a model that can be replicated in other communities across the state. We believe that vibrant, thriving small downtowns should be part of the solution for upstate New York, creating hubs that provide goods and services for the surrounding rural areas. Downtowns like ours across the state are often underutilized assets.

Within this proposal is an example of a transformative project that redevelops a blighted property and extends the historic downtown infrastructure to include a new mixed use development that fits seamlessly with existing downtown buildings. Also included is an example of a development at the village edge that complements the existing downtown core by including walkable features and a downtown (versus suburban) character. Finally, we recognize the changing demographics of the communities within our catchment area and have developed projects that will provide needed enhancements to health care services available locally as well as affordable senior housing.

The process of developing this Downtown Revitalization Initiative proposal has been extremely useful in setting priorities and reaching for truly transformative projects. We are confident that this proposal will advance the vision for the Downtown Revitalization Initiative program.

Sincerely,

Kurt Wheeler, Mayor
Village of Cazenovia
CAZENOVIA: A Hub for Rural CNY

Vision and Goals:

- **Agricultural Industry:** Create farm to market regional co-op
- **Downtown Center:** Infill and promote mixed use development in the village center
- **Community Development:** Create regional community center with college
- **Health Care:** Expand facilities and services
- **Business and Manufacturing:** Expand industrial business park
- **Tourism:** Implement lakefront enhancement projects & trail expansions
- **Housing:** Build senior and affordable units
- **Higher Education:** Connect campuses to community through public transportation infrastructure

2021 DRI Application | p2
ACKNOWLEDGEMENTS:

The Village of Cazenovia Board of Trustees is grateful for the support of many community partners who collaborated in the preparation of this Downtown Revitalization Initiative nomination and recognizes in particular these organizations.

Town of Cazenovia
Cazenovia Area Community Development Association
Cazenovia Preservation Foundation
Cazenovia Central School District
Cazenovia Public Library and Museum
Cazenovia College
Cazenovia Arts and Heritage Alliance
Greater Cazenovia Area Chamber of Commerce
Route 20 Business Association
Madison County Board of Supervisors
Madison County Rural Health Council
Madison County Cornell Cooperative Extension
State University of New York Morrisville
Madison County Planning Department
Madison County Industrial Development Agency
Central New York Regional Planning and Development Board
Small Business Development Center at Onondaga Community College
# TABLE OF CONTENTS:

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION – VISION FOR DOWNTOWN CAZENOVIA</td>
<td>05</td>
</tr>
<tr>
<td>DOWNTOWN IDENTIFICATION</td>
<td>07</td>
</tr>
<tr>
<td>FUTURE POTENTIAL</td>
<td>11</td>
</tr>
<tr>
<td>PAST INVESTMENT</td>
<td>13</td>
</tr>
<tr>
<td>JOB GROWTH</td>
<td>21</td>
</tr>
<tr>
<td>ATTRACTIVENESS OF DOWNTOWN</td>
<td>23</td>
</tr>
<tr>
<td>QUALITY OF LIFE</td>
<td>26</td>
</tr>
<tr>
<td>SUPPORT FOR THE LOCAL VISION</td>
<td>29</td>
</tr>
<tr>
<td>TRANSFORMATIVE OPPORTUNITIES</td>
<td>31</td>
</tr>
<tr>
<td>ADMINISTRATIVE CAPACITY</td>
<td>39</td>
</tr>
<tr>
<td>CONCLUSION</td>
<td>39</td>
</tr>
<tr>
<td>LETTERS OF SUPPORT</td>
<td>40</td>
</tr>
</tbody>
</table>
BASIC INFORMATION
Regional Economic Development Council (REDC)
Region: Central New York
Municipality Name: Village of Cazenovia
Downtown Name: Cazenovia Historic Business District
County: Madison
Applicant Contact: Kurt Wheeler, Mayor
Email: kurtwheeler13035@gmail.com

VISION FOR DOWNTOWN
Downtown Cazenovia will be a regional hub for economic activity, community gathering, cultural events, and recreation. Tourists and visitors will take advantage of the many opportunities in our charming village year round. The Cazenovia downtown will draw the next generation to raise families and work in the area. Residents will be able to live, work, and play all within our community. Housing will be available for all income levels, jobs will be available across a variety of industries, entrepreneurship will be encouraged, and recreational and cultural opportunities will be plentiful. Community members from Cazenovia and surrounding rural towns and hamlets will primarily visit downtown Cazenovia for shopping, services, dining, and entertainment. Cazenovia will be a model for strong economic vitality in a rural setting - linking rich tradition with smart growth for a resilient future.
JUSTIFICATION:

A RURAL HUB: Our downtown is unique in that it serves surrounding rural towns and hamlets that have little or no retail businesses or services. Madison County has an economically diverse population including many poor, disadvantaged, and isolated communities, most of which do not have access to basic needs such as grocery stores and health care providers. Cazenovia is becoming a hub for surrounding communities that are isolated from larger urban settings. Central to our development strategies is the requirement that our diverse population is supported in order for our entire area to thrive.

POST PANDEMIC SHIFT TO RURAL AREAS: As a result of the Covid-19 pandemic, there has been a shift in lifestyle preference from urban settings to more rural places. Cazenovia is ideally situated to accommodate this shift. With excellent schools, outdoor opportunities, and reliable high speed internet, Cazenovia is poised to meet the needs of young people and families looking for high quality of life in a less urban setting. More services are needed to further attract residents, such as enhanced health care, retail, and arts and cultural offerings.

A CHARMING VILLAGE: Rural villages offer a quality of life that is not possible in more urban settings and thriving rural communities are vital to attracting people to locate in Central New York. Selection of a rural village for the Downtown Revitalization Initiative would highlight the importance of rural life to the Central New York economy and provide a model of success for other rural villages throughout New York facing development challenges.

READY FOR ACTION: This proposal outlines potential projects that if implemented holistically would provide a tremendous catalyst for further economic development. These interrelated projects address identified housing and healthcare needs which in turn will provide transformative opportunities for commercial enterprises.

WHY CAZENOVIA?

PRIMARY NEEDS:
Rural Health Care infrastructure & Agricultural Industry support required for rural region stability and growth.

ASSETS:
Emerging tourism industry brings in outside dollars and provides economic stability. Picturesque lakefront community offers high quality of life.

PREPARATION:
Cazenovia has a strong network of agencies working together to plan and implement a better future.
**DOWNTOWN IDENTIFICATION:**

**BOUNDARIES & GATEWAYS:** Cazenovia’s downtown boundaries include both western and eastern gateways along Route 20 that separate rural and village character. The business district is bordered to the north by the Cazenovia College campus and higher density, mainly historic village housing. It is bordered to the south by higher density housing that includes a mix of historic homes and new, compact developments.

**DESIGNATED HISTORIC DISTRICT:** Cazenovia was one of the first communities to achieve historic district status in NY. Following the historic business district heading east is a more modern commercial development. This forms the eastern gateway into downtown. Recently design standards were adopted within this zone to protect the character and guide future development.

**LAKEFRONT PRESENCE:** The western gateway begins at the south end of Cazenovia Lake where public open space and a state historic site maintain open views to the lake. Grand historic houses line this entrance to the village. Recent revisions to zoning law in this part of the village allow for specific, appropriate commercial uses for these buildings, ensuring their preservation at this critical community gateway.
AREA OF IMPACT:

POPULATION OVER 35,000: The Village of Cazenovia is becoming the primary downtown destination for a growing number of residents and college students, and recent new developments have helped to enhance this growth. The catchment area includes not only the nearly 10,000 people living within the Cazenovia community but an additional 23,000 living in surrounding towns and hamlets who frequent downtown Cazenovia for goods and services. In addition, this 440 square mile catchment area serves 3,500 students including those at Cazenovia College and Morrisville State College, 1,200 people who work at nearby Trush Business Park, 300 people employed by Cazenovia College, and 450 employed by Morrisville State College.
HUB FOR MULTIPLE VILLAGES AND HAMLETS: Recently, a second major grocery chain located in Cazenovia citing market research that identified Cazenovia as a hub for surrounding rural communities that lack grocery stores. Similarly, Cazenovia has been identified as a hub for health care services within our large catchment area. In addition to the services already located here including a healthcare center in Trush Park, a laboratory facility, and a number of physician and dentist offices, St. Joseph’s Hospital recently adopted a strategic plan that identified Cazenovia as a priority for a new regional medical facility. Many of the rural hamlets and smaller satellite communities within our catchment area lack health care services and other amenities and consider Cazenovia the primary source for these services.

NATIONAL REACH AS TOURISM DESTINATION: There has been existing and strategically planned increase in tourism to the Cazenovia catchment area. Capitalizing on the extraordinary beauty and resources in Cazenovia, several major investments have been made to draw more visitors for a wide range of reasons including recreation, nature and agrio-tourism, weddings, art shows, music, theater, lectures, movies and more.

REGIONAL ARTS AND CULTURAL ATTRACTIONS: The Cazenovia Arts and Heritage Alliance commissioned a study to determine the economic impact of the arts and cultural sector on our community. The final report showed that this is a $5.16 million industry in the Town and Village of Cazenovia that supports 220 full time equivalent jobs and generates $726,000 in tax revenue. Arts and cultural organizations in the Town and Village of Cazenovia spend $2.4 million/year and leverage a remarkable $2.7 million in spending by their arts and cultural audiences. This spending provides vital revenue for local restaurants, hotels, retail stores, and other businesses. Over the past year, an Arts Council, CazArts, has been established to further these efforts. The total combined audience is well over 100,000 per year. Our goal is to increase the audience and accessibility - to become the primary source for arts and cultural experiences in our catchment area.
LAKE AS AN ECONOMIC DRIVER: A recent study was commissioned to determine the economic impact of Cazenovia Lake on the immediate community. It was concluded that the lake generates well over $10 Million in value annually, stimulating local businesses, and providing quality of life services.

YEAR ROUND BALANCE: While small in comparison to urban areas, the amenities offered within the Cazenovia downtown provide a vibrant lifestyle year round. The influx of college students and academic and cultural activity during the school year is balanced by an influx of visitors and snow birds in the summer. A plethora of events that occur every month of the year consistently bring large numbers of people downtown. Cazenovia, as a small rural community, serves many surrounding communities as a regional center for services and amenities.
FUTURE POTENTIAL:

<table>
<thead>
<tr>
<th>Proposed Projects</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Landing at Burke Meadows</td>
<td>$22,030,092.00</td>
<td>Affordable rate housing for seniors and families.</td>
</tr>
<tr>
<td>2. East Albany Street Expansion.</td>
<td>$8,000,000.00</td>
<td>Historic Business District expansion, 3 story mixed use on long vacant brownfield site.</td>
</tr>
<tr>
<td>3. Eastern Gateway Mixed Use Development</td>
<td>$22,575,000.00</td>
<td>Mixed Use development including medical center to serve greater regional area.</td>
</tr>
<tr>
<td>4. 20 East Farm to Market Coop</td>
<td>$500,000.00</td>
<td>Farm to Market Coop expansion</td>
</tr>
<tr>
<td>5. Community Center at Cazenovia College</td>
<td>$3,600,000.00</td>
<td>Expansion of Schreweis Athletic facility to accommodate community center for all ages.</td>
</tr>
<tr>
<td>6. Downtown Inclusive Innovation Center</td>
<td>$2,500,000.00</td>
<td>Creation of Live/Work/Play Environments in underutilized spaces</td>
</tr>
<tr>
<td>7. Albany St. Streetscape Enhancement</td>
<td>$410,000.00</td>
<td>Alterations for ADA accessibility to storefronts.</td>
</tr>
<tr>
<td>8. Village Gateways/ Bridges</td>
<td>$950,000.00</td>
<td>Enhancements and streetscape improvements.</td>
</tr>
<tr>
<td>9. Business Development at Trush Park</td>
<td>$50,000.00</td>
<td>Marketing and Development for new and expanded businesses.</td>
</tr>
<tr>
<td>10. Lake Loop Trail</td>
<td>$1,500,000.00</td>
<td>Multi-use trail around Cazenovia Lake, 9.25 miles</td>
</tr>
<tr>
<td>11. Trail Connections</td>
<td>$200,000.00</td>
<td>Trail development to close gaps and enhance connectivity of existing trails, 0.8 miles</td>
</tr>
<tr>
<td>12. Western Gateway Building</td>
<td>$1,500,000.00</td>
<td>Redevelop brownfield property at western gateway to village.</td>
</tr>
</tbody>
</table>
Cazenovia Area Community Development Association (CACDA): The Village of Cazenovia is committed to continuing to invest in the historic downtown and has demonstrated this commitment through increased partnership with and support of the Cazenovia Area Community Development Association (CACDA). This local non-profit was established in 2005 to enhance economic vitality and preserve the rural historic character of our region through education, consensus-building, and project implementation.

CACDA is comprised of representatives from several major community organizations to facilitate coordination and collaboration. These organizations include the Town of Cazenovia, the Village of Cazenovia, Town of Nelson, Cazenovia College, Cazenovia Preservation Foundation, Cazenovia Lake Association, the Greater Cazenovia Area Chamber of Commerce, the Route 20 business park association, and the agricultural community. This is a very effective organization with a track record of administering complex projects with multiple funding sources.

FOCUS ON MAIN STREET: CACDA has embarked on a multi-year “Main Street” signature project which seeks to “optimize, support and strengthen our community core”. Accomplishments to date include: development of a downtown commercial property inventory; a market survey designed to identify gaps in goods and services available locally; launch of Caz CoWorks; Local Waterfront Revitalization planning process; and assistance to developers to obtain funding and move projects forward. Most recently, CACDA partnered with Madison County and was awarded funding from the NYS Office of Community Renewal Micro-Enterprise program.

FUTURE PUBLIC INVESTMENTS: Future opportunities for investment have been identified through collaboration with CACDA and input from the public. There are several properties within the downtown that are persistently vacant, in a state of disrepair, or are not used to the highest and best extent. Local leaders proactively engaged in a dialogue with property owners, gained public input and support, and identified potential funding mechanisms that will allow redevelopments to move forward with sufficient funding.

FUTURE GROWTH

AGRICULTURAL INDUSTRY:
CREATE FARM TO MARKET REGIONAL CO-OP

HEALTH CARE:
EXPAND FACILITIES AND SERVICES

TOURISM:
IMPLEMENT LAKEFRONT ENHANCEMENT PROJECTS
DEVELOP CYCLING & HIKING TRAIL CONNECTIONS

COMMUNITY DEVELOPMENT:
CREATE REGIONAL COMMUNITY CENTER
WITH CAZENOVIA COLLEGE AND YMCA
BURTON STREET PARK REDEVELOPMENT

HOUSING:
BUILD SENIOR AND AFFORDABLE UNITS

HIGHER EDUCATION:
CONNECT CAMPUSES TO COMMUNITY THROUGH PUBLIC TRANSPORTATION INFRASTRUCTURE

MUNICIPAL SERVICES:
ESTABLISH PUBLIC SAFETY CENTER
CONSOLIDATE TOWN AND VILLAGE

BUSINESS AND MANUFACTURING:
EXPAND INDUSTRIAL BUSINESS PARK
PROVIDE MICRO-ENTERPRISE GRANTS
### PAST INVESTMENT:

<table>
<thead>
<tr>
<th>Past Public Investment (since 2012)</th>
<th>Project Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Waterfront Revitalization Plan*</td>
<td>$41,500.00</td>
<td>Development of local Waterfront Revitalization Area</td>
</tr>
<tr>
<td>Lindale Street Parking</td>
<td>$300,000.00</td>
<td>Development of additional parking spaces within the village</td>
</tr>
<tr>
<td>Drinking Water Capacity Enhancement</td>
<td>$185,000.00</td>
<td>Development of additional well to increase the capacity of the drinking water system</td>
</tr>
<tr>
<td>Water Extension to Trush Business Park</td>
<td>$2,800,000.00</td>
<td>Increase of water service from the village to the business park</td>
</tr>
<tr>
<td>Burton Street Park Improvement*</td>
<td>$384,000.00</td>
<td>Replacement of deteriorated building with ADA compliant structure to serve public users</td>
</tr>
<tr>
<td>Lakeland Park Enhancements*</td>
<td>$580,000.00</td>
<td>Enhances park aesthetics and recreational facilities</td>
</tr>
<tr>
<td>Creekside Park Development</td>
<td>$103,000.00</td>
<td>Construction of new park along Chenango Creek</td>
</tr>
<tr>
<td>Lake Health Investments</td>
<td>$1,000,000.00</td>
<td>Investment to address historic water body issues</td>
</tr>
<tr>
<td>Tree Planting (annual investment)</td>
<td>$20,000.00</td>
<td>Annual replacement of street trees</td>
</tr>
<tr>
<td>Clean Energy Projects</td>
<td>$100,000.00</td>
<td>LED streetlight replacement, new efficient HVAC systems, improved insulation project</td>
</tr>
<tr>
<td>Development of GoCaz.com</td>
<td>$20,000.00</td>
<td>Development of website and assessment tool deployment</td>
</tr>
<tr>
<td>Development of Caz CoWorks</td>
<td>$30,000.00</td>
<td>Development of 2,500 sqft coworking space</td>
</tr>
<tr>
<td>Water/Sewer District Consolidations</td>
<td>$75,000.00</td>
<td>Consolidation of town water and sewer districts</td>
</tr>
<tr>
<td>Development of Cazenovia Art Trail</td>
<td>$35,000.00</td>
<td>Annual self-guided tour of artists studios</td>
</tr>
<tr>
<td>Development of Cazenow</td>
<td>$25,000.00</td>
<td>Establishment of a council for the arts</td>
</tr>
<tr>
<td>Invasive Species Eradication</td>
<td>$48,000.00</td>
<td>Eradication of European frog-bit from Chenango lake</td>
</tr>
<tr>
<td>Chenango Street Ballfield Improvements</td>
<td>$300,000.00</td>
<td>Restoration of baseball and softball fields</td>
</tr>
</tbody>
</table>

### GROWTH STANDARDS

**SMART GROWTH PRINCIPLES:**
- Encourage development close to village center. Maintain open farmlands.

**SUSTAINABLE PRACTICES:**
- Protect lake and ecosystem health through holistic design.

**INCLUSIVE OPPORTUNITIES:**
- Create opportunities for all community members to improve quality of life.

**COMMUNITY PARTICIPATION:**
- Encourage community participation for all proposed development. Ensure community buy-in and support.

**PRESERVE HISTORIC AND RURAL CHARACTER:**
- Utilize established review processes to ensure growth reinforces and respects the existing assets and scenic qualities of the community.

### Past Private Investment (since 2012)

<table>
<thead>
<tr>
<th>Project</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empire Farmlands Brewery*</td>
<td>$6,000,000.00</td>
<td>New construction and purchase of machinery and equipment for 32,000 sqft brewery</td>
</tr>
<tr>
<td>Hampton Inn and Suites*</td>
<td>$9,000,000.00</td>
<td>New construction of hotel with 88 rooms and 2,300 sqft of conference space</td>
</tr>
<tr>
<td>Aldi Grocery Store</td>
<td>$5,000,000.00</td>
<td>New construction of 35,000 sqft grocery store</td>
</tr>
<tr>
<td>Marquardt Switches*</td>
<td>$5,400,000.00</td>
<td>Building, replacement of machinery and equipment, training of new workers, and employee training</td>
</tr>
<tr>
<td>Knowles Cazenovia*</td>
<td>$9,000,000.00</td>
<td>Reduction of manufacturing operations to Cazenovia facility</td>
</tr>
<tr>
<td>Cazenovia College*</td>
<td>$2,300,000.00</td>
<td>New construction and purchase of machinery and equipment for education, athletic, and academic facilities</td>
</tr>
<tr>
<td>Owera Farm Winery*</td>
<td>$2,000,000.00</td>
<td>New construction and purchase of machinery and equipment for 25,000 sqft wine production facility</td>
</tr>
<tr>
<td>Cazenovia Beverage Trail*</td>
<td>$18,500.00</td>
<td>New construction and purchase of machinery and equipment</td>
</tr>
</tbody>
</table>

*GTA funded project
RECENT PUBLIC INVESTMENTS:
Since the adoption of the Comprehensive Plan in 2008, and subsequent commitments as a climate smart community, local leaders have taken proactive steps toward investment in planning, public infrastructure, parks, and the environment to improve our community core. Examples include:

LOCAL WATERFRONT REVITALIZATION PLAN: With assistance from NYS Department of State ($41,500), the village has developed a LWRP which will further catalyze appropriate development.

DESIGN GUIDELINES FOR VILLAGE EDGE SOUTH: The village hired experts to develop design guidelines for the last large tract of undeveloped land in the village. These guidelines provide developers with design parameters which has spurred interest and led to a plan which is ready for implementation by a local developer.

PARKING IMPROVEMENTS: Purchase of properties on Lincklaen and Farnham Streets to enhance downtown parking and aesthetics ($300,000).

ENSURING SAFE DRINKING WATER: Development of an additional well to supply the village drinking water system which will ensure sustainability of the water supply in anticipation of future development.

UTILITY INFRASTRUCTURE EXPANSION: Extension of water to Trush Park to address concerns of insufficient water. Funded by NYSEFC ($1.6 million) and the Northern Border Regional Commission ($200,000), this project will allow for additional development and expansion of businesses within the industrial park, creating additional jobs.

BURTON STREET PARK: This park highly used for baseball, softball, and ice skating will be improved with funding from NYS Office of Parks Recreation and Historic Preservation ($132,000) and an equal contribution from the village.
**LAKELAND PARK ENHANCEMENTS:** Several investments have been made to enhance Lakeland Park, the main public access point for Cazenovia Lake, a hub for local gathering, and focal point for the community. This has included: stabilization and adaptive reuse of Carpenter’s Barn, an historic structure within the park ($500,000) and the creation of a Master Plan for the park ($44,000) (both funded in part by NYS Parks through the CFA); restoration and repair of the historic stone wall and iron fence that significantly adds to the historic character of the village streetscape (funded by the village with money saved over time for this purpose); development of a kayak/canoe launch along the canal that connects Cazenovia Lake with Chittenango Creek and reconstruction of a section of the historic stone masonry wall. ($350,000 funded in part by NYS Canal Corp. through the CFA).

**CREEKSIDE PARK:** A community driven park in a blighted area of the village (former site of town highway garage) adjacent to Chittenango Creek was redeveloped as a park. $103,000 funded by CNY Community Foundation and several local fundraising efforts including multiple community organizations.

**LAKE HEALTH INVESTMENTS:** A variety of treatment options to address invasive species infestation (including Eurasian watermilfoil and European frog-bit) in Cazenovia Lake. This includes a combination of harvesting, chemical treatment, hand-pulling and benthic mats and represents a total investment of more than $1,000,000. These initiatives have been possible through a grant from NYS DEC (frog-bit) and collaboration between the town, village and the Caz Lake Assoc.

**TREE CITY INVESTMENTS:** Significant investment annually ($10,000-$20,000) in tree planting and replacement within downtown earning Tree City USA designation.

**CLEAN ENERGY COMMUNITY DESIGNATION:** Both Village and Town recently achieved clean energy community designation. Community investments in electric vehicle charging stations, community based solarize campaign, replacing streetlights for efficiency and received a grant ($50,000) to replace HVAC systems in municipal buildings. In addition, both Village and Town achieved bronze level Climate Smart Community certification.
**RECENT PRIVATE INVESTMENTS:**
In addition to municipal investment, in the past several years there have been a number of private investments in our downtown. They include:

**MEIER’S CREEK BREWERY:** 40,000 square foot brewery, tasting room, and restaurant funded with public (CFA $750,000, CDBG $500,000, USDA $200,000) and private investment totaling $6 million.

**HAMPTON INN AND CONFERENCE CENTER:** Hampton Inn and Conference Center - 80 room hotel with 5,000 square foot conference center funded with public (CFA $1.3 million) and private investment totaling $9 million. This project created 30 new jobs.

**ALDI GROCERY STORE:** 18,700 square foot retail grocery store funded with private investment as part of the larger “Caz Market” project of mixed use commercial and residential development totaling $5 million. This project created 40 new jobs.

**MADISON COUNTY DISTILLERY:** 4,000 square foot distillery funded with private investment. Currently undergoing an expansion through Community Development Block Grant Funding ($100,000).

**RED BARN 20 EVENT CENTER:** Former private estate offering 5,000 square feet of event space for weddings and conferences funded with private investment.

**CAZ COWORKS:** Coworking space with capacity for 40 members opened in 2018. This space brings independent professionals to the village on a daily basis which contributes significantly to community vitality.

**MEDICAL SERVICES:** Addition of various medical facilities including a facility for laboratory services all funded with private investment.

These past investments set Cazenovia up to better attract young people and families. Parks, reliable infrastructure, attention to clean energy, restaurants, and other services are important considerations when choosing a place to live or locate a business. While significant strides have been made, we can build upon these achievements to further develop Cazenovia as a rural hub.
ANCHOR INSTITUTIONS & GROWTH POTENTIAL:

Cazenovia is home to many historic and long-standing anchor institutions that have established the community’s identity and create the stability for this village to operate as a reliable service hub in the larger rural context.

HISTORIC INNS/RESTAURANTS/EVENT CENTERS:
Tourism is a major contributor to the growth and stability of our restaurants, shopping, and lodging establishments. Cazenovia has been home to three historic Inn & restaurant establishments that have drawn many visitors to this region. These include the Brewster Inn, Braeloch Inn, & The Lincklaen House. As with all hospitality businesses, the pandemic caused major disruptions for these businesses.

Several years ago, there was a clear demand for additional hotel rooms which has been addressed by the addition of the new Hampton Inn & Suites. This is the only full service, major brand hotel within our catchment area and another example of Cazenovia as a hub for the surrounding communities. This new hotel also includes a conference center that has opened up many additional opportunities for events, conferences, and weddings, bringing additional economic activity to our downtown.

More recently, Red Barn 20, a historic farmstead turned event center opened to a fully booked season. Travelers visiting nearby colleges including Colgate, SUNY Morrisville, and Syracuse University often choose to stay in Cazenovia. Our anchor tourism-related institutions are uniquely involved in the community, are members and leaders of the Chamber of Commerce, and support many local fundraising events.
ARTS & CULTURAL ANCHORS:

Tourism in Cazenovia has been a draw due to several destinations that anchor the arts and cultural components of our community identity. These include the Lorenzo State Historic Site at the southwestern gateway to the village, the internationally renowned Stone Quarry Hill Art Park, just to the east of the village and accessible by trail from the village center, the Cazenovia Public Library and Museum and the weekly Farmers Market that offers local food and art.

Lorenzo is the site of numerous very large events throughout the year including the Lorenzo Driving Competition, the Eurocar Show, Symphoria, and many others, each bringing thousands of people to our downtown. The Cazenovia Public Library and Museum, which is situated within the historic business district brings in an average of 400 visitors per day contributing greatly to downtown foot traffic. The museum contains an extensive collection of both local artifacts and an Egyptian exhibit featuring a mummy. As many as 1,000 school children visit the museum annually. The library was named the 2017 Central New York Library of the Year by the Central New York Library Resources Council. The Cazenovia farmers market is a Saturday morning ritual for many local residents and brings in as many as 1,000 customers during peak season from within the catchment area including towns and hamlets that are not served by grocery stores or farmer’s markets.

Arts and cultural organizations and events are extensive in Cazenovia and investment in key institutions is a priority. The Cazenovia Arts and Heritage Alliance meets regularly to plan and coordinate collaborative projects and events. This group of anchor arts organizations includes the Lorenzo State Historic Site, Stone Quarry Hill Art Park, Cazenovia College, the Cazenovia Public Library and Museum, the Cazenovia Forum, and other representatives from the arts community. The existence of this arts alliance helps the community to be able to capitalize on future opportunities.
BEVERAGE TRAIL ANCHORS:

Agritourism has been a steadily growing industry in the past several years. The well-known Critz Farms has become a major tourist draw for their cidery, apple picking, christmas trees, fall festivals and year-round petting farm & playground. Owera Vineyards Opened a few years ago and has become a draw for wine tasting, weddings and dining. Meier’s Creek Brewery has established a production facility and tasting room in Cazenovia and has become a destination in its own right. Madison County Distillery is an additional new business that rounds out the beverage choices on the trail.

RECREATIONAL DESTINATION ANCHORS:

Capitalizing on the draw to the area for outdoor recreational activities, Cazenovia has invested in public infrastructure to support these demands. Several local parks work together to provide access and services for lake use. Lakeland Park acts as the main connection between the downtown business district and the lake, providing concerts on the park, public swimming, kayak launches, restrooms and showers. Lakeside Park, just up the street, offers picnic pavilions, public boat launch, playground, ballfields and restrooms. Gypsy Bay Park, on the south end of the lake provides access and views at the western gateway to the village. Burton Street Park offers skating and multiple ballfields. This park is in need of renovation which is underway through a grant from NYS Office of Parks and Recreation and Historic Preservation.

Additionally, an extensive trail system has been established and is maintained by the local Cazenovia Preservation Foundation. These 13+ miles of picturesque trails surround and connect through the village and create a year-round outdoor recreational opportunity. They are fully outlined on GoCaz.com.
CAZENOVIA COLLEGE, a US News “Best Value” college has been an anchor institution to the community, providing jobs, creating cultural and educational opportunities, offering recreational facilities to the public, and partnering with the community to create a better living environment. This institution has granted the community the attractive identity of being a “college town” with all the advantages that that brings.

Additionally, Cazenovia is the closest community with services for SUNY Morrisville and is home to many faculty for that institution as well as Colgate University, Syracuse University, LeMoyne College, Hamilton College and SUNY ESF.

Cazenovia College recently made an investment in community development by agreeing to house the Center for Entrepreneurship and Community Development. This Center provides office space for the Small Business Development Center and for CACDA. It is a local resource for prospective business owners and students interested in entrepreneurship. CACDA, the college, and the Small Business Development Center partner each year to host a forum titled “The Entrepreneur Next Door” that offers a panel discussion with local, successful entrepreneurs and also recognizes a new small business as “Entrepreneur of the Year”.

All of the efforts discussed above are consistent with the Town/Village Joint Comprehensive Plan and with the CNY REDC vision for the region. By aligning with the CNY REDC strategic goal to “revitalize our region’s urban cores, main streets, and neighborhoods”, we are ready to capitalize on prior investments and take advantage of the momentum already created.
OVER 150 NEW JOBS:

MEIER’S CREEK BREWERY

MADISON COUNTY DISTILLERY

HAMPTON INN & CONF. CENTER

RED BARN 20

ALDI GROCERY STORE

OWERA VINEYARDS

CRITZ FARM BREWING COMPANY

MARQUART SWITCHES

CAZENOVIA CoWORKS

KNOWLES CAZENOVIA

RECENT OR IMPENDING JOB GROWTH:

Local leaders have worked hard to advocate for and support the kinds of new businesses that will not only bring new jobs, but attract new residents and add to the quality of life in Cazenovia.

Recently several businesses have located here that add to the shopping, dining, entertainment and lodging available to residents and tourists. New downtown employers include Meier’s Creek Brewery, Madison County Distillery, Hampton Inn & Conference Center, Red Barn 20 Event Center, and Aldi Grocery Store. Other new employers near the downtown include Owera Vineyards, and Critz Farms Brewing Company. These businesses add variety to the local offerings, complement existing establishments, and have helped to enhance Cazenovia’s visibility as a community with an active downtown.
According to market studies, the new grocery store will draw from a large rural catchment area. The ‘beverage trail’ establishments are enterprises that are attractive to professionals. They add to the vibrancy of the community and represent the kinds of businesses that are usually found in more urban areas. Many of these new businesses were supported by funding from the REDC. Over 150 new jobs resulted from these projects.

In addition, there is a thriving light manufacturing industry in Trush Park just outside the village. Several local employers within the park have made recent investments that have created and retained jobs. One example is Marquardt Switches. With the help of REDC funding ($1,200,000), Marquardt has expanded their operations and currently employs over 500 people. Knowles Cazenovia also received REDC funding ($1.8 million) to expand production capacity at their Cazenovia facility. The upcoming extension of public water to the business park will allow the existing businesses to expand and add jobs and will also allow additional acreage to be developed for new enterprises. Local leaders recognize the importance of Trush Park to economic development and are committed to facilitating the project.

Finally, CACDA’s Main Street committee identified a growing trend of professionals who could live and work anywhere, choosing to locate in Cazenovia. As a result, CACDA renovated the upper floor of a downtown historic structure and established Cazenovia CoWorks in the space. This state of the art non-profit was immediately home to almost 20 local entrepreneurs and independent consultants. There is room for growth within the space.

The combination of a charming and active downtown, spectacular scenery including a lake, trails, cycling routes, great schools, easy access to an airport, and a new coworking space has made Cazenovia a very attractive place for those who work remotely. Plans are in place to actively recruit these individuals through selective and strategic marketing of the area.
ATTRACTIVENESS OF PHYSICAL ENVIRONMENT:

The HISTORIC CHARM of the Village of Cazenovia is the most frequently cited characteristic that sets the village apart from other area downtowns. The village is located on the Route 20 Scenic Byway, has a spectacular lakefront and is known regionally for the beauty of the downtown historic district. Maintenance of this charming character and SENSE OF PLACE has been supported by village actions such as investment in preserving village owned historic property and successful pursuit of Certified Local Government status with the State Historic Preservation Office. The Cazenovia Preservation Foundation annually recognizes property owners who have made improvements to historic properties.

This has all helped to maintain the charming village that is enjoyed by both residents and visitors. However, maintenance of this character can be a challenge, due to the constant need for building upkeep and pressure for new development. The most recent new development has occurred on the edges of the downtown and it is important to ensure that new development also occurs within the community core. Owners of older properties face the burden of associated higher cost of maintenance. Financial support or incentives for façade improvements have been considered if funding were available.
Another challenge inherent to historic downtowns is enhancing accessibility without detracting from historic preservation efforts and village character. This is going to be increasingly important as our population ages.

There are several eyesores that exist in stark contrast to the rest of the beautiful village center. Proactive ways to address these chronically vacant properties are under review by village officials and CACDA. With adequate funding, these properties will be redeveloped to provide additional needed mixed use space that will be consistent with and add to the charming character of our downtown.

In addition to historic charm, Cazenovia is well known for **NATURAL SCENIC BEAUTY**. Cazenovia Lake, Chittenango Creek, many parks, trails, and bike routes make Cazenovia a hub for outdoor recreation. Several local non-profits maintain over 40 miles of trails and CACDA developed GoCaz.com and uniform trail markers to enhance the visibility of this unique trail system and wealth of recreational opportunities. This project has also helped to demonstrate existing trail connections. Village officials have worked hard to maintain, enhance, and provide new parks whenever possible. A new park offering accessible fishing and natural playground features for children (Creekside) was developed along a scenic portion of Chittenango Creek and has included collaboration with the Cazenovia Public Library and the local Boy Scout troop, both located adjacent to the park. Other parks within the downtown include Lorenzo State Historic Site, Gypsy Bay, Lakeland Park, Lakeside Park, Memorial Park, the historic village green and the Cazenovia Central School District playgrounds and ballfields. Aging infrastructure in Lakeland Park, the most heavily used public park threatens the ability of the village to continue to provide the only public, guarded swimming location in Madison County.
The Village of Cazenovia TREE COMMISSION has worked hard over the past six years to provide needed resources to an aging village tree population. Extensive planning has been done to strategically remove failing trees, maintain trees in priority locations, and replace trees where gaps exist. This planning earned the village the Tree City USA designation. The village is seeking funding from the NYSDEC Community and Urban Forestry Program to further enhance these efforts.

Finally, the presence of PICTURESQUE CAZENOVIA COLLEGE adds to the livability of the village by bringing a diverse population as well as academic and cultural opportunities for residents. The location of the beautiful, meticulously maintained campus within the downtown center helps add to the walk-ability and vitality of the village.
QUALITY OF LIFE POLICIES:

For many, the decision to locate in Cazenovia is due to the quality of life found here. Policies have been put in place to make Cazenovia a great place to **LIVE**, **WORK**, and **PLAY**.

The Village of Cazenovia has a **JOINT COMPREHENSIVE PLAN** with the Town of Cazenovia. Officials from both municipalities understand that while presently there are two local governments serving our residents, we are essentially one community with one downtown core. When crafting the comprehensive plan, it was important to plan holistically. Consolidation of the Town and Village and/or consolidation of services has been under consideration. The goal of consolidation is to provide an enhanced level of services at a lower cost to taxpayers. This enhancement to efficiency and ability to plan at a broader level will help to increase quality of life locally.

**ACCESS TO HEALTHCARE** is a key component of quality of life. The distance that residents within our catchment area have to travel for services in Syracuse is a hardship according to the Madison County Rural Health Council. When there is a lack of services in close proximity, it decreases the overall health of the community because many cannot or will not travel far to receive medical care. Cazenovia is a hub for health care services in our area and has an increasing number of opportunities for care from physicians, dentists, laboratory services, and some limited specialty services. There is great interest in expanding what is available locally, particularly additional specialty services.
There are a VARIETY OF HOUSING OPTIONS in the Village of Cazenovia and surrounding rural areas. All price ranges are included and there are both historic village options as well as newer developments. There is a big demand for Cazenovia among home buyers who are looking for a nice community with excellent schools. Too often however, local real estate professionals report that buyers do not end up purchasing a home in Cazenovia due to the inability to find the right home in the right price range. Many of the homes in the historic village require extensive upgrades. It can be difficult to compete with larger communities in terms of the selection of available homes.

IMPROVING TRANSPORTATION RESOURCES has been identified as a priority for connecting rural residents with critical local resources. The Madison County Planning Department has received grant funding to assist in identifying where the gaps in access to transportation exist. A mobility manager has been hired to begin to implement solutions. Enhanced options for transportation will further help residents of outlying rural communities and college students take advantage of the services and retail opportunities that exist in Cazenovia including healthcare, grocery shopping, farmers markets, and cultural activities.

The village has prioritized the WALKABILITY of downtown by adding some strategic new sidewalks, bike racks, trail connections, and has installed speed feedback signs through a $30,000 Safe Routes to School project. The village supports Community Resources for Independent Seniors (CRIS), which is a nonprofit that provides free rides to seniors in need and allows many local seniors to age-in-place. They also facilitate a Timebank website that provides a way for volunteers to connect with those in need.
The village is committed to **SMART GROWTH PRINCIPLES** and has worked hard to maintain a walkable downtown. Bike lanes have been established where appropriate and trail connections have been supported to encourage walking and biking on our network of over 40 miles of trails. Bike racks have been strategically placed to elevate the visibility of biking as a means of transportation.

Cazenovia is a leader in energy efficiency and stewardship of the environment. In 2014, the village completed a greenhouse gas inventory and became a Climate Smart Community. In 2017, the village and town both completed the necessary action items to become a Clean Energy Community and received $50,000 awards to implement additional energy efficiency projects. These designations allow us to be able to capitalize on future clean energy opportunities.

The **AWARD WINNING Cazenovia Central School District** provides an outstanding education for our youngest residents. The community is very supportive of the district and the success is evidenced by consistent ranking in the top 10 of 431 upstate school districts by the Buffalo Business Journal. The district also consistently earns recognition as a Best School for Music Education and has achieved national Blue Ribbon School status.

The village has attained **CERTIFIED LOCAL GOVERNMENT STATUS** from the State Historic Preservation Office which recognizes community preservation efforts in coordination with local land use planning and improvement activities. The village strives to maintain modern zoning codes and has adopted design standards for key zones in the village.

Our community is fortunate to have the **Cazenovia Preservation Foundation** which is a local land trust that holds easements on some of the most important historic structures that add to the character of the downtown.

Finally, the village supports and partners with **CACDA** providing the village with the added capacity to continue to create and implement quality of life policies and programs moving forward.
PUBLIC SUPPORT:

Cazenovia enjoys active participation by residents in civic matters. Downtown Revitalization is a key component of the Local Waterfront Revitalization Plan. A public meeting was held on September 7, 2021 to provide an opportunity for residents to give feedback and ideas for this proposal. Specifically, attendees were asked:

1) What enhancements would contribute to the livability of downtown?
2) What are the biggest challenges/needs?
3) What is your vision for downtown Cazenovia in the next 10-15 years?

The public was asked to participate in additional efforts that informed this application. Examples include:

Two years of meetings and public feedback opportunities to develop a Local Waterfront Revitalization Plan that includes Downtown Revitalization.

A 20% response rate among area households to the market survey conducted identified the gaps in goods and services available locally.

Common themes were identified in the feedback received including more local opportunities for shopping and services, additional healthcare services, and housing for seniors. This feedback was directly incorporated into this proposal.
Several committees have actively met for the past few years to develop the strategies and projects within this report including the CACDA Main Street committee, the Recreational Facilities Committee, the Town/Village Consolidation Committee, the Lake Watershed Council and the Economic Health and Heritage Committee. Each has included local residents and provided opportunities for public input. The support letters included with this proposal demonstrate wide public support.

Village leaders have demonstrated their commitment to preparing and implementing a Strategic Investment Plan through their prior efforts to plan and implement economic development projects. Elected officials worked hard over the past 10 years to improve zoning and develop design standards in order to successfully attract needed development projects. Some examples of these successes include the Empire Farmstead Brewery, the Hampton Inn and Suites, and the Aldi grocery store projects.

The Mayor of the Village of Cazenovia, Kurt Wheeler, will lead the program in partnership with CACDA. CACDA staff has many years of experience convening similar committees and working with experts to successful project completion.
TRANSFORMATIVE OPPORTUNITIES:

Building upon past investment, community input, attention to quality of life policies, and dedication to preserving the features that make Cazenovia special, a holistic portfolio of transformative projects has been developed that will:

1. Create additional mixed use space within the historic downtown on a long-vacant, blighted brownfield site.

2. Enhance the healthcare offerings that residents from Cazenovia and surrounding rural communities can access locally.

3. Create needed affordable housing opportunities for both seniors and families.

4. Develop additional healthy and affordable food market opportunities.

5. Enhance the connection between the community and Cazenovia College through development of the Schneeweiss Athletic Complex and other collaborations.

These projects are mutually beneficial and interconnected; more diverse housing options strengthens the customer base for healthcare, retail, and other commercial enterprises. Additional population will help to provide the workforce needed to attract and retain employers. At the same time, more healthcare, retail, and commercial options attract more demand for housing. A critical mass of services and amenities is needed for additional growth. Cazenovia is on the cusp of sustainable development. When implemented together, these projects will be a catalyst for further investment and growth.
Priority Project #1 Summary:

THE LANDING AT BURKE MEADOWS will address the unmet need of affordable rural housing options for both seniors and families in Cazenovia. Following a preliminary market study completed in 2018, Housing Visions Consultants, Inc. is prepared to move forward on this affordable housing development on Burton Street in the Village of Cazenovia. This development is the culmination of several years of effort by community organizations including Community Resources for Independent Seniors (CRIS) and the Greater Cazenovia Area Chamber of Commerce. These organizations understood the demand for affordable housing, particularly for senior citizens, that was confirmed in the preliminary market study.

Housing Visions has site control of the property and completed the process to annex into the village. The Landing at Burke Meadows will include a large multi-story accessible building for seniors with 30-40 one and two bedroom units. This building will include office space for CRIS and Housing Visions. Additional family unit buildings will be a mixture of two, three and four bedroom units in townhome style. All buildings will be designed and built to earn the NYSEDA Energy Star Homes label as well as LEED for Homes designation.
Priority Project #2 Summary:

**EAST ALBANY STREET EXPANSION** An opportunity exists to transform current Main Street eyesores into thriving, attractive resources. This mixed-use development will extend the character of the historic downtown district while replacing a long-vacant and deteriorating brownfield site that has been the subject of much concern for the community.

CACDA has documented the need for additional mixed use development in our downtown through the commercial inventory and the market survey. The lack of current vacancies downtown further supports this identified need. This project would include 3 new storefronts and 16 apartments in a 3 story, 7,000 sf building.

Widewaters Group has engaged with CACDA, the village and DEC this past year to remediate the site and begin development drawings. They received a “No Further Action” letter from NYS DEC in early 2019 allowing this project to move forward immediately.

DRI funding can propel this transformative project forward, leveraging private investment that has already been committed. This project has overwhelming support from the community and enhances Smart Growth principals for downtown development.
Priority Project #3 Summary:

EASTERN GATEWAY MIXED USE DEVELOPMENT

Medical Center and Mixed-Use Development will create a dynamic and memorable entry to the Village of Cazenovia. This infill development will use architecture to bridge the gap between Main Street Residential use and outlying commercial use. This project will be walkable for village residents.

The Madison County Rural Health Council has identified Cazenovia as the target location for expanded regional health care services. Market studies confirm that Cazenovia is a hub for health care services for the surrounding rural community. Expanded housing options, particularly for senior citizens, reinforces this finding for greater future needs for local health care services.

This project represents an opportunity to provide a facility with primary care, women’s health services, behavioral health, counseling and training center, imagining, urgent care, and laboratory services.

This project will address health care needs that are presently absent or underserved in this part of Madison County.
Priority project #4 Summary:

**20 EAST REGIONAL FARM TO MARKET COOPERATIVE:**
Agriculture is a key component of our local economy and critical to maintaining our rural character. While we have an abundance of food being produced within our catchment area, it continues to be challenging for people to access fresh foods, according to data from Madison County Cornell Cooperative Extension. There is a lack of infrastructure in place to connect local producers with local customers on a daily basis.

20 East is a private enterprise that has begun to address this demand. This small storefront sells local meats, dairy products, bread and a small amount of prepared meals. 20 East is ready to expand from a 1,000 square foot storefront to a 3,000 square foot storefront within the redeveloped Widewaters site. This walkable location would allow 20 East to expand their offerings to include more inventory, fresh fruits and vegetables, and a wide variety of prepared, ready to heat options. In addition, 20 East would like to include a demonstration kitchen that could accommodate classes and other events that bring community members together to learn to prepare locally sourced foods.

The goal is to connect people with local producers, support local agriculture, promote health and well-being, offer outreach and support and contribute to the downtown vitality. This project will connect with both Madison County Buy Local efforts and Taste of NY programming.

---

**Project:**
20 East Expansion

**Community benefits:**
Regional Farm to Market Coop

**Owner:**
20 East

**Location:**
Rt. 20 Downtown Village

**Project Readiness:**
Business Plan

**Job creation:**
2 FTE

**DRI request:**
$500,000
Priority Project #5 Summary:

COMMUNITY CENTER at CAZENOVIA COLLEGE ATHLETIC FACILITY:
Bringing the community together for health and social benefit. For several years, CACDA has convened a facilities committee to study the needs for and opportunities to provide indoor facilities for public gathering and recreation for all ages. The committee inventoried all of the programming and activities that are provided at disparate locations within the community and found a wealth of opportunities but no central organization. As a result, a partnership of municipalities and organizations initiated cazenvia.recdesk.com as a way to facilitate a decentralized, virtual community center. Leaders of the effort recognized, however, that it would be more efficient and an enhancement of our downtown if a community center with more offerings could be established locally. In addition, the Madison County Rural Health Council supports efforts to develop a community center, citing its importance as a crucial component of local health.

In 2016, the committee began discussions and partnership with Cazenovia College in an effort to determine if the college athletic facility could serve a dual purpose as a recreation center for the health and enjoyment of the entire Cazenovia community. An enhancement to the facility would also benefit the college and help with student recruitment. Plans are currently underway to determine the most feasible way of expanding the facility to meet community needs. The public response to this concept has been very positive. With DRI funding, implementation would be achievable within one year.
CAZENOVIA COLLEGE
DOWNTOWN INCLUSIVE INNOVATION CENTER:
Cazenovia College has partnered with Innovation Collective (IC), an organization that implements a unique economic development model, to strengthen entrepreneurial activities within Madison County.

With the college as a beacon for regional inclusive programs, the Innovation Center will leverage underutilized spaces on the college campus to support hundreds of community interactions throughout the year.

The IC’s economic development model is unique as it is anchored in redevelopment of underutilized real estate and converts these spaces into combinations of vibrant work/live/play/learn/create campuses. Each space is developed with the community as a key part of IC’s culture-first approach and they are complementary to IC’s primary mission of unlocking human potential through community.

The principles and experiences that make up IC’s method aim to deepen the connections of citizens to their community and themselves in authentic and respectful ways. Leveraging gatherings that are fun, raw, and inspiring, IC helps community members gain inspiration, selecting a path for a new or advanced career, a new path for growing or starting a business, learning the skills needed to succeed while being encouraged and challenged by neighbors.

The Downtown Inclusive Innovation Center has significant social and economic significance for downtown Cazenovia. This proposed IC Innovation Den will serve as a beacon of what is to come for continued growth in Cazenovia. Flex-tech office suites, retail, food & beverage, private business lounge, community events and community outreach all mix to create a unique culture-first offering for the area.
ADDITIONAL PROJECT OPPORTUNITIES:

7. STREETSCAPE ENHANCEMENT: Implement plans already developed by the Syracuse University College of Architecture to make the downtown storefronts ADA compliant.  
   DRI Funding Request: $450,000

8. ENHANCE VILLAGE GATEWAYS: Improve the appearance of the bridges that serve as village gateways.  
   DRI Funding Request: $950,000

9. BUSINESS EXPANSION: Incentivize business development in Trush Park through marketing.  
   DRI Funding Request: $50,000

10. LAKE LOOP TRAIL: 9.25 Multi-use trail to include extension of sidewalk on the east and south sides with cinder trail and bike lanes on the north and west sides. Many people already run, walk, and bike around the lake which includes spectacular scenery. If a trail were in place, additional visitors would come for this activity and a safer experience could be offered.  
   DRI Funding Request: $1,500,000

11. BUILD CRITICAL TRAIL CONNECTIONS  
Several trail improvements have been proposed that would connect missing links in trail connections through the village and improve accessibility to our network of over 40 miles of trails.  
   DRI Funding Request: $200,000

12. REDEVELOP WESTERN GATEWAY BUILDING  
This former car dealership is currently used as a warehouse. This is not the highest and best use of this prime waterfront property at the entrance to Cazenovia. The building has also suffered from major disrepair.  
   DRI Funding Request: $1,500,000
ADMINISTRATIVE CAPACITY:

The village partnership with CACDA provides the administrative capacity to manage a Downtown Revitalization Initiative. CACDA has a 14 year history of successfully managing complex projects with multiple funding sources and contracts for both the Town and Village of Cazenovia. The leadership of both municipalities work well together and would lend time and expertise to this effort.

CONCLUSION:
Cazenovia is well positioned to flourish as a hub for the greater rural region if given the opportunity to implement our vision with a Downtown Revitalization award. This would represent an excellent chance to showcase a model of economic vitality in a rural community and highlight the importance of thriving small towns to the health of Upstate New York.

The impact of this award would be truly transformational for our downtown and surrounding towns and hamlets.

We appreciate the opportunity to submit this nomination.
May 20, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of the Cazenovia Preservation Foundation (CPF) to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to become a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

CPF strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance, please contact me at president@cazpreservation.org or 315-466-2191. Thank you.

Sincerely,

Carlos Gavlikondo
Board President

---

Board of Directors: Carlos Gavlikondo, President; Jim Steinberg, Vice President; John Bowsor, Treasurer; Nicki Donlin, Executive Secretary; Craig Buchhout; Cynthia Curtin, Anne Saltman, Sam Soltzberger, Carl Stearns, Jim Tobey, Thad Yorks.

Judy Gianforte, Conservation Manager; Jess Trefz, Administrative Asst.
May 15, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of Greater Cazenovia Area Chamber of Commerce to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Greater Cazenovia Area Chamber of Commerce strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at info@cazenovia.com or 315-655-9243.

Sincerely,

Anna Marie Neuland
Executive Director, GCACC
May 15, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

The Madison County Industrial Development Agency is happy to support the Village of Cazenovia’s application for Governor Cuomo’s Downtown Revitalization Initiative. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state, and we believe Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

The Village of Cazenovia has been proactive in garnering public support and guidance for future land use and planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

We are committed to continue to work with you and other public and private partners to maximize opportunities for the growth and development throughout Madison County. We fully support the application, and stand ready to assist in any way possible.

Sincerely,

Kipp Hicks
Executive Director
May 16, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler,

I am writing on behalf of Madison County Rural Health Council, Inc. to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Madison County Rural Health Council, Inc. strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at 315-447-7625 or email slocum.bonnie@mcruralhealthcouncil.org.

Sincerely,

Bonnie J Slocum, Executive Director
Madison County Rural Health Council, Inc.
May 20, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

Madison County Tourism is pleased to fully support the Village of Cazenovia's application to the 2019 New York State Downtown Revitalization Initiative program. Cazenovia has shown leadership in planning for smart growth that is consistent with community character and is poised to build upon these efforts.

With the assistance of a DRI award, Cazenovia would invest in affordable housing, enhanced healthcare services and added mixed-use space within the existing downtown. This would allow the village to continue serving as a hub for the surrounding rural communities and increase its standing as a tourism destination.

As I’m sure you know, Cazenovia draws thousands of visitors each year. This business is crucial to the economic vitality of Madison County. In fact, according to statistics from Tourism Economics, visitors spent $99.9 million in the county in 2017. This spending generated $6.8 million in local taxes and $5.5 million in state taxes, which saved the average household $471 in taxes and sustained more than 2,200 jobs in the county. There is no question that a properly executed DRI plan has the potential to significantly enhance Cazenovia as a tourism destination, which will increase economic growth for the village and county.

Governor Cuomo has made support of the tourism industry one of his highest priorities, primarily because tourism generates revenue and creates jobs. And the project outlined in this application will do exactly that. Yet without support from this grant the Village of Cazenovia will not be able to close the gap between existing funding and the full cost of their proposal. For this reason and more, I am asking you to look favorably upon their application.

Sincerely,

Scott Flaherty
Executive Director

Madison County Tourism • PO Box 1029 • Morrisville, NY 13408
315-684-7320 • Fax: 315-684-7348 • MadisonTourism.com
May 15, 2019

Kurt Wheeler, Mayor  
Village of Cazenovia  
90 Albany Street  
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing to express my support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as an hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

As Cazenovia’s representative in the New York State Senate, the chair of the Legislative Commission on Rural Resources, and a frequent visitor to Caz, I strongly support the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance, please contact my office at 315-478-8745.

Sincerely,

Rachel May  
Senator, 53rd District  
New York State Senate
May 21, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of The Town of Cazenovia to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Town of Cazenovia strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at 315-655-9213.

Sincerely,

[Signature]
William N. Zupan
Town of Cazenovia Supervisor

WNZ/tgm
May 15, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of Cazenovia College to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative (DRI) program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. The vibrancy and vitality of our village positively influences the recruitment and retention of students at the College, and is essential to the experience of our students, parents, and alumni, many of whom decide to live and work in the area. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

Cazenovia College strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at (315)655-7126 or via email at dgbergh@cazenovia.edu.

Sincerely,

[Signature]
David Bergh, Ed.D.
Vice President for Planning & Institutional Effectiveness
May 21, 2019

Kurt Wheeler, Mayor  
Village of Cazenovia  
90 Albany Street  
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of the Madison County Department of Planning and Workforce Development to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Madison County Department of Planning and Workforce Development strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office by e-mail or phone as listed below. Thank you for your consideration.

Sincerely,

Scott Ingmire

---

Scott Ingmire, Director  
Jamie Kowalczyk, Assistant Director  
Department of Planning and Workforce Development  
P.O. Box 609, Wampsville, NY 13163  
(315) 366-2376 Voice (315) 366-2742 Fax  
scott.ingmire@madisoncounty.ny.gov  
jamie.kowalczyk@madisoncounty.ny.gov

Tom Reichel, Workforce Development Supervisor  
Madison County One-Stop Career Center  
PO Box 609, Wampsville, NY 13163  
(315) 363-2400 Voice (315) 367-1300 Fax  
tom.reichel@madisoncounty.ny.gov