Basic Information

Regional Economic Development Council (REDC) Region: Western New York

Municipality Name: Town of Ellicottville together with the Village of Ellicottville

Downtown Name: Village of Ellicottville

County Name: Cattaraugus County

Project Lead: Barry Goodin – Ellicottville DRI Committee Chair- barry.goodin@yahoo.com
September 14, 2021

Dear Members of the Western New York Regional Economic Development Council:

We are pleased to present you with an application for the Downtown Revitalization Initiative Round Five from the Town and Village of Ellicottville. The leadership of the town and village have been joined by an active committee of residents, business owners and developers to prepare this application that is based on years of input from a high percentage of residents that live in Ellicottville both year-round and seasonally.

Ellicottville is at a moment when it is poised for tremendous growth. The catalyst is a mixed-use project by Iskalo Development that is shovel ready and will bring together the anchor institutions of Holiday Valley and Holimont with the current Village Center into one walkable community that offers something for everyone, both residents and tourists alike. We are updating our comprehensive plans, encouraging energy efficiencies and smart growth policies, and streamlining government procedures to accommodate developers’ investment in all housing market levels. By welcoming everyone to Ellicottville we hope to encourage more families to move into this community that will offer arts and culture, abundant recreational opportunities, and family supportive amenities all in a walkable community of parks, shops, trails and attractions.

The impact of a DRI award that catalyzes the growth of Ellicottville will be felt far beyond just the town and village. Ellicottville serves as a major source of both income and sales taxes for Cattaraugus County. Growth in Ellicottville, welcoming both more tourism and additional year-round residents, will have a tremendous impact on the entire Western New York regional economy.

We thank the members of the Regional Economic Development Council and the staff at Empire State Development for their consideration of this application that will help Ellicottville move confidently into a bright economic future for the betterment of Ellicottville, Cattaraugus County and all of Western New York.

Sincerely,

[Signature]

Supervisor Matt McAndrew

[Signature]

Mayor John Buell

Village of Ellicottville
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Vision for Downtown.

Ellicottville is for Everyone—from the full-time residents and second homeowners who are drawn to the ski hills and summer recreation to the artists who are inspired by the beauty of our valley. From the hospitality workers—chefs, servers, chair lift operators and salesclerks—to young families who want the best schools along with trails, skate parks and fresh air. And now, with the change in how people work, those who can work from home and want to live in a community that offers them beauty, adventure, and a rural way of life with easy access to a number of metropolitan areas. We welcome everyone to Ellicottville.

Ellicottville has long been known as a regional tourist destination drawing from Ohio, Pennsylvania, and Ontario, Canada as well as the Niagara Frontier area. On popular weekends, the population swells to 10,000-30,000 or more with ~25,000 on typical winter ski weekends. The success of Ellicottville as a year-round recreational destination has been a strong foundation of economic support for the entire County of Cattaraugus in both property and sales taxes.

A small foundation of year-round residents supports the social and business infrastructure that allows for the influx of tourists that drive the economy. While the weekends find the streets crowded and the shops full, on weekdays the activity decreases and the shops and restaurants are not as busy. As an economic driver for Cattaraugus County, it is important for Ellicottville to both increase the recreational opportunities that attract visitors, while attracting more year-round residents who will sustain the economy and make this place a community.

Ellicottville’s biggest asset is the beauty that surrounds the Town and Village and the recreational options that have become such a draw for tourists. We want to support those industries that serve the community while offering more options that might encourage those tourists to become full-time residents. From mixed-use development that extends the walkability of the Village Center to a chair lift that is accessible year-round to the hills, to bringing more arts and culture to the community, we want to add amenities that benefit everyone. From new residential options that include reasonably priced options for our hospitality workers to mixed-use development with housing, lodging, retail and office space, we want to offer options to live in Ellicottville. And we are adding options to walk, bike and hike that help connect the Village Center to the parks and trails, tourists to the shops and restaurants and families to the sports fields and new skate park. We have held a public meeting this year, as in prior years, and have collected surveys from a number of residents. This DRI plan reflects the desires of the community to grow the base of residents, welcome the tourists and maintain the quaint small-town feel of the Town and Village of Ellicottville. Ellicottville is for Everyone.
Justification

Ellicottville has long been an economic driver in Cattaraugus County as well as a tourist draw that enhances the entire WNY region. With its past as an industrial community behind it, Ellicottville has become a year-round tourism destination. With two very popular ski resorts – Holiday Valley and HoliMont, as well as numerous outdoor recreational opportunities in the beautiful landscape around the foot of the ski hills, many families have decided to purchase second homes and spend weekends and holidays in Ellicottville. The Village shops and restaurants reflect the quaint atmosphere of this small town and attract visitors who are coming to shop and dine. The Chamber of Commerce has successfully led an effort to create popular theme weekends – such as Jazz and Blues Weekend, Taste of Ellicottville and Fall Festival among many others that swell the population of Ellicottville to that of much larger municipalities on those weekends.

All of this means a solid economic base of both property and sales tax that supports all Cattaraugus County.

However, there are drawbacks to a largely tourism-based community. Throughout the weekends and holidays, people and cars pack the streets while during the week, the streets and shops are far less busy. Exacerbated by the Covid-19-driven economic slowdown, store owners are having a difficult time keeping doors open and people employed with such dramatic swings in the number of customers. Rents are high in the Village center due to demand, but that demand is unpredictable and fluctuates with weather and day of the week.

Another recent trend that hurts Ellicottville as a year-round community is the continual desire by the local real estate market to convert year-round homes for residents to short-term rental investments. This conversion has been accelerated during the Covid-19 slowdown and can significantly change the character and drive-up housing prices. Ellicottville understands the balance between having to provide enough transient lodging to meet the demand but to also preserve the neighborhoods and build new homes to retain/attract full-time residents of all income levels.
Both the community and leadership of Ellicottville saw the need to balance out the expansion of recreational opportunities that attract tourism with the need to bring in families who want to live and work in Ellicottville year-round. That sentiment was strongly echoed in a series of public meetings that were robustly attended in planning for our DRI applications.

Our town is small, with just over 1,550 residents in both the Town and Village according to the 2019 population estimates by the US Census Bureau. In the Village, there are 401 homes, but a startlingly high 79% of them are seasonal residences. In 115 of those homes live an estimated 382 year-round residents who are the foundation for the community – on both the weekends and the weekdays. We hope to add to their ranks by bringing in arts and cultural aspects, strong high-speed internet options, new workforce housing options and needed community services.

The residents, both year-round and seasonal, have demonstrated a very strong interest in being involved in this planning project, and their input has created the DRI application we have prepared. The Town and Village are working together to creating efficiencies in local government and an increase in resources offered. Developers and private interests are poised to move to the next phase of their projects with this demonstrated support.

**Catalyst Project**

The catalyst for this revitalization is a privately funded project by Iskalo Development and HoliMont Ski Club. In 2008, Iskalo purchased the former Signore Manufacturing facility located at 55 Jefferson Street in the Village of Ellicottville. The 53 +/- acre parcel consists of 16 acres of “flat land” fronting on Jefferson Street (Route 219) and 37 acres of prime hillside adjoining the ski slopes of HoliMont Ski club. Following its purchase, Iskalo undertook an environmental clean-up of the property and demolition of the sprawling Signore manufacturing plant.

Due to its close proximity to the Village Center, Iskalo’s vision for the property has been for its redevelopment as a pedestrian-oriented, mixed-use “in-fill” subdivision for the purpose of expanding available services, housing and leisure/recreational options for the Ellicottville community’s year-round and seasonal residents. This project site provides a natural opportunity for connectivity to the Southern Tier Regional Trail.

The projects proposed for location in the subdivision would include a mix of uses, such as retail (including a possible grocery store), multi-family, hospitality, and recreational uses, organized, scaled and designed to complement the Village of Ellicottville. The centerpiece of the redevelopment plan involves a strategic partnership with HoliMont Ski Club that would include the expansion of its ski slopes on the hillside of the Iskalo property together with installation of a new chair lift and base. The new lift would accommodate skiers in the winter and bikers, hikers and nature lovers in the spring, summer and fall...all directly accessible (and walkable) to, and from, the Village Center. The new lift will directly connect patrons and employees of the HoliMont Ski Club to the Village Center, helping to bolster activity at shops and restaurants and reducing traffic and the need for parking.
For years, the Signore property has served as an unintended barrier to unification of the three main attractions in Ellicottville—Holiday Valley, HoliMont and the Village Central Business District (CBD). Funding via a DRI award will serve as a transformational project for its redevelopment beginning with the construction by Iskalo of the main spine road for the subdivision and initial mixed-use building as well as to prompt HoliMont’s ski slope expansion and installation of the proposed chair lift.

Iskalo Development has undertaken preparation of the site for redevelopment, including demolition of the former Signore manufacturing plant and remediation of residual contamination of the property, but has been waiting for a catalyst to initiate development of the subdivision. An award of a downtown revitalization initiative, that can only be realized with planning, public input and financial support both at the project site and in other community connections, will serve as that catalyst as it would instill the confidence needed for the developer to move forward with their ambitious plans.

**Downtown Identification**

**Boundaries of the proposed DRI area.**

The Village of Ellicottville is located in the southwestern portion of the Town of Ellicottville which is centrally located within Cattaraugus County, New York. It is bounded by Plum Creek to the west, Parkside Drive to the north, Fillmore Drive and Great Valley Creek to the east and Rockwell Street to the south.

The targeted neighborhood for revitalization remains within the Village central business district and commercially-developed portion of the Town. Stretching past Village boundaries is important to fully encompass essential parts of the Town and necessary residential and commercial areas of the Village that positively contribute to the area as a whole.

The proposed Downtown Revitalization Initiative (DRI) project area encompasses the Village central business district as well as the commercial and recreational developed areas in the Town along Route 219 from its intersection with Route 242 at the east end, through the Village and south to Holiday Valley. The DRI project area includes residential areas, municipal facilities, the park and local businesses. This allows for potential revitalization and increased activity not only in the “downtown” Village but in a larger area having the power and capability to positively contribute to the Town as a whole. The proposed DRI project area maintains Ellicottville’s sense of residential neighborhood charm while also providing the space and atmosphere necessary
to kickstart even more opportunities for an increase in both personal connections between individuals via different types of recreation and spending to support local businesses and by being a more walkable community with measures of smart growth.

The DRI Project Area illustrated on Map 1 shows the area of core focus moving forward connecting majorly walked routes within the Village and opportunities for growth and walkability outside of Village boundaries.

Map 1

*Please note, boundaries of the catchment area are defined by the blue dotted line. Solid black line denotes the Village boundaries.*
Past Investment, future investment potential.

Investments

There have been significant private investments made in the recreation and hospitality industry in Ellicottville in the past few years.

Those investments include:

**Holiday Valley** – Total expenditures of $105M in recent years. **Including:**
- Tamarack Club, John Harvards Restaurant & Oasis Spa
- Holiday Valley Lodge
- Snowmaking Automation
- Spruce Lake
- Morning Star and Yodeler Detachable Quad Chairs
- Snowpine and Spruce Lake Fixed Grip Quad Chairs
- Slope Development
- Cindys and Champagne Mountain Top Overlooks
- Holiday Valley Road realignment
- Cabana Bar
- Sky High Adventure Park and Sky Flyer Mountain Coaster
- Resort Enhancements
- Grooming Equipment

**Ellicottville Brewing Company** – $5.6M
- Beer garden, brewery expansion, and catering facilities

**Signore Property** – $1.85M
- Iskalo Development Corporation purchased the Signore property at 55 Jefferson and has invested $1.85M to date on demolition of the former derelict plant and brownfield remediation of the site.

**Ellicott Development Company** – $9M
- Built, opened and operating Wingate Hotel in the Village of Ellicottville.

**Steelbound Brewery and Distillery** – $1.5M
- New brewery and craft distillery with farm-to-table restaurant located on Rte. 219 at Rte. 242. Opened in 2018 and has since acquired additional property with plans for expansion.
Other Significant Projects

- Expansion of Dina’s restaurant to add a banquet facility at the former M&T building - $600,000
- Expansion of Balloon’s restaurant - $300,000
- Opening of West Rose Restaurant at 23 Washington - $850,000
- Tiny Home Village – approved in 2021 for 2022 construction of a 12-unit cottage-style motel outside the Village residential neighborhoods. $1.2 million
- Elk Creek Subdivision – Phase B – 11 single-family lots anticipated to begin construction in 2021. $200,000
- Ellicottville Brewing Company (EBC) expansion at Taqueria – opened Summer 2021.
- Continual re-investment in vacant storefronts by private retailers, including façade work.
- Solar Zoning – Three pending applications for solar farms in the Town since amending the zoning to allow solar farms.
- Ellicottville Skate Park is now in design phase after obtaining full funding, work to begin Spring 2022 – $550k

The impact of a DRI award, leveraging just $10 million, would make a significant difference in the Village, Town and County taxable assessments. If we look at the Iskalo project alone and assume a $79,000,000 estimated build out, the Village Taxable Assessment would increase 57.7%. The Town’s Taxable Assessment would increase by 12.9%. The future impact of these DRI Projects on the Village, Town and County’s annual property tax revenues is significant and would then spur further development that would continue to increase the taxable assessments for all three governmental entities.

Anchor Institutions

Holiday Valley ski resort
Holimont ski resort
Restaurants such as Steelbound, EBC, Dina’s, Villagio for dining and events

Arts and Cultural

One of the major items Ellicottville is missing is arts and cultural programming and facilities. In this DRI application, we propose adding community theater at the Town Center and arts facilities at the 1887 Building.

Available Infrastructure and Smart Growth

Because the entire DRI Catchment Area is located within the existing Water District and Sewer District, the new projects and growth called for in our DRI are consistent with the recommendations of the Town Comprehensive Plan and meet smart growth principals. All our potential projects meet the land use requirements, and most are in existing commercial zoning districts, or high-density residential districts where the projects are allowed. The identified projects do not “leap-frog” over undeveloped areas, nor do they require expansion of sewer or water district boundaries. All sites are currently served by existing public utilities, with the exception of redevelopment of the former Signore site, which will extend public utilities into the interior of the ~53 acre site.
Recent or impending job growth.

North Park Innovations has hired 5 new full-time staff and has seen a 30% growth year to year in the past three years. Due to the Holiday Valley and HoliMont expansions into four-season resorts, along with the opening of Steelbound and expansion of Ellicottville Brewing Company, many new hospitality jobs have been created.

It is anticipated that by developing the Signore property, this will bring an additional diverse workforce to Ellicottville.

Since the first application by Ellicottville to the DRI, the leadership of both the Town and Village have come together with the express goal of attracting new families to Ellicottville to increase the number of year-round residents in order to sustain the sense of community.

Though the population of both the Village and the Town is presently quite small (382 and 1,184 respectively), the population on busy tourism weekends swells to between 10,000 and 20,000—as large or larger than the cities of Olean or Jamestown. On these weekends, shops and restaurants are filled to capacity and business is brisk. However, during the week or on a weekend when the weather is not ideal, those same shops and restaurants see less activity.

The Ellicottville School District is one of the best quality educational opportunities in the State, and classrooms are partially filled by the residents of neighboring communities; there is room to add more Ellicottville residents to the classrooms. The Volunteer Fire Department is in dire need of new recruits. Other volunteer boards and groups, such as the library, are ineffective due to fewer individuals to serve.

It is not only the leadership of the community that sees a need to make a concerted effort to attract these new residents to Ellicottville. Throughout the public planning process, the Town and Village residents, both year-round and seasonal, spoke again and again of the need to attract more permanent, year-round residents to the Town and Village.

Quality of Life Policies

Trail Master Plan – Ellicottville/Great Valley (EVGV) Trail Master Plan was developed to serve recreation and transportation needs of many groups within the area, including families, the aging population and new/returning visitors. The Trail Master Plan contributes to smart growth by decreasing automobile needs, environmental concerns, increasing health benefits, and creates a connected network throughout the greater county region. The EVGV Trail is a part of the larger Southern Tier Regional Trail network.

Village Comprehensive Plan – The Village’s Comprehensive Plan was last amended in May of 2012 and is currently being updated with an anticipated completion targeted for end of 2021. The Comprehensive Plan update will provide a renewed vision combining the strength of recreational tourism with the need to strengthen the community as a year-round place to live, work and play. Objectives, policies and recommendations regarding land use as well demographics, transportation, availability of year-round housing and retail within the Village assist in fostering increased livability of the area.
Town Comprehensive Plan – The Town’s future land use plan designates areas of development including a variety of different land use types. The DRI catchment area is located within the designated areas for development. The land use plan also designates a conservation district to protect wetlands and steams and to maintain the area’s scenic corridor along major transportation routes surrounding the Great Valley Creek. Ellicottville’s consistent adoption of policies that provide environmental protection in combination with recreation contribute to an enhanced quality of life for residents and visitors alike. The Town plan, last updated in 2019, also supports more diverse economic opportunities and support of quality-of-life services in order to support full-time jobs and residents.

Historic District – Ellicottville’s Historic District is within the Village core and encompasses structures dating from 1817 to 1935. Buildings within the District range from educational to residential as well as commercial and religious. The 63 contributing structures within the Historic District have a variety of architectural styles including Greek, Revival and Federal. The Historic District was officially listed on the National Register of Historic Places in 1991 and serves as further recognition of Ellicottville’s unique character and as an important tool for the community to use in attracting tourists, future residents and business.

Public Process – Through the public planning process, the government leadership of the Town and Village, the Chamber of Commerce and the public have all come together to express common goals for growth and development. There is a strong will to move forward with the projects that the entire Ellicottville community supports to expand opportunities for growth while maintaining the quality-of-life issues that are so important to both year-round and seasonal residents. This was evidenced by the impressive level of participation in the survey and public meetings as well as the common themes that were expressed in each. A total of four public meetings, 3 live and one virtual, have been held.

Healthy Food Options
Ellicottville Greens and Vertical Fresh Farms
Nature’s Remedy on Monroe Street
And there are several community food banks, including the Nazareth Food Pantry at the United Church of Ellicottville. Ellicottville also hosts a Farmers Market on Fridays from 4-7 p.m. in the summer and fall, featuring local seasonal fruits and vegetables; gourmet preserves and baked goods; honey & maple syrup; meat, poultry and eggs; cut flowers; perennials and annuals.

Parks
The Village Park is a source of pride for the entire Ellicottville community. Located within the catchment area of the DRI, many improvements have been made and more are planned for the near future. The Park features not only recreational playground areas but also ballfields for baseball, football and soccer that are utilized by area schools and community groups for games and tournaments. Funds were recently acquired for the installation of a Skate Park; construction will begin in Spring of 2022. And the Village Park is also a planned part of the EVGV
Trail system that will link the Park, the Village, the Town Center and Arboretum with the larger Southern Tier Regional Trail system, providing safe, alternative non-motorized transportation options for everyone.

Access to Healthcare
Currently, the Olean Medical Group has an office on Jefferson Street within the catchment area of the DRI. In addition, there is the DiMarco Vein Center, Ellicottville Dental Group, UB MD Orthopedics, Home Grown Pediatrics and Ellicottville Eye Care.

Broadband
There are currently many challenges with regard to high-speed internet for every household in both the Town and Village of Ellicottville. The leadership understands this as an important community need and is actively looking for funding sources to be able to ensure that every home and business has access to high-quality, affordable internet connections.

Energy Smart Community
Ellicottville is proud to be a NYSERDA Energy Smart Community. Since the designation, the Town has applied for and received a number of grants that have been utilized to upgrade the facilities at the Town Center, creating energy efficiencies and installing 2 electric vehicle charging stations.

Solar Ready
The Town and Village have adopted the NYS Unified Solar application for solar installations (roof-top or free standing) for on-site use throughout the community. In addition, the Town has adopted a zoning amendment to allow and regulate solar farms in the Agricultural-Residential and Low-Density Residential districts (outside the DRI Catchment Area).

Trails
The Ellicottville Shared Use Path and Improved On-Road / EVGV Trail, includes approximately 3.3 miles of off-road and 0.6 miles of on-road improvements. This project includes the construction of a rail with multi-use trail along the Buffalo & Pittsburgh Railroad corridor as well as within the Ellicottville Great Valley Recreational Trail alignment. On-road facilities are proposed along Elizabeth Street and Adams Street to create a connection through the central business district. A shared-use path is proposed to connect Adams Street to Route 219, on or in the vicinity of the former Signore property. One trailhead is proposed along the project segment at the Cornell Cooperative Extension at the Town Center. Additional connections to Village amenities are proposed on Route 219 and Monroe Street within the Village. The route provides easy access to local amenities, including parks, picnic areas, and the main street in Ellicottville for all trail users.

The project is defined as part of a larger regional trail connection through the recently completed Southern Tier Trail Feasibility Study (2021), identified as a Cattaraugus County tourism priority in the Countywide Trail System Plan (2017), and supports local economic development goals as defined in the Town of Ellicottville Comprehensive Plan. Applications for funds are currently submitted in conjunction with the Southern Tier Regional Trail.
Supportive Local Policies

Shovel Ready – In order to compete with other municipalities to attract new economic development projects, Ellicottville encourages property owners and potential developers to attain a “shovel ready status.” “Shovel ready” can have several meanings. From the municipality’s position, there are some actions we can undertake in order to document shovel readiness or pre-permitting for anticipated projects. Through this DRI process, the Village and Town are being proactive in identifying sites and interested landowners for potential projects. To meet Ellicottville’s employment goals, we are seeking project(s) to “pre-permit” by reviewing the developers’ plan and providing preliminary review comments. Based on a preliminary review, the Town or Village can document that a potential project fits their Comprehensive Plan and issue a letter of zoning consistency, as appropriate.

Efficiencies and Streamlining Applications and Approvals – Both the Town and Village are ready and eager to guide new development projects through streamlining the local review and approval processes. Both municipalities have up-to-date comprehensive plans that identify the appropriate locations for new development and encourage well-planned growth. Both municipalities continually review and update their zoning codes in order to accommodate trends in development, making sure their codes address how to allow new land uses with appropriate regulation. The Town and Village have committed to supporting development projects by employing a full-time code enforcement officer and a full-time municipal planner.

The Town and Village of Ellicottville received a Local Government Efficiency Grant that created a joint Engineering, Planning and Code Enforcement Department serving both municipalities. This effort was awarded the NYS Conference of Mayors Local Government Achievement award for 2019. In the past, Ellicottville has contracted out engineering and planning services. By bringing on a full-time staff, processes such as application and permit approvals are streamlined and new features such as online GIS mapping are available to residents and developers. The planning boards of both the Town and Village are working with the engineering department to better guide applications and approvals in a timely and efficient manner that both support development and protect the community character and livability.

Public Support.

One of the most exciting developments in the Town and Village of Ellicottville has occurred in the planning for this DRI application. The public planning and input for this process has been beyond anyone’s expectations. The year-round residents, seasonal property owners, business owners and visitors actively participated in a robust process to discuss what they view as an ideal growth plan for their community.

The process began with a survey that was released to the public on February 6, 2018. The number of responses to date is more than 800. The first public meeting was held on March 22, 2018, a second meeting was held on March 24th and the final public meeting of 2018 was held on April 14th. Active participation and positive conversations were the highlight of the meetings. In 2019, we kicked off planning for that year’s DRI application by holding another public meeting in March to update locals and garner more input. Those that attended and their comments underscored the public’s enthusiasm for the plans being laid out in Ellicottville’s second DRI application. In 2021, a virtual meeting was held and sentiment remained the same. For such a small municipality with approximately 1,556 residents,
participation was high with almost 1,000 responding or attending some form of public meeting or outreach.

The public participation survey and meetings demonstrated to the leadership of the Town and Village that the public had many of the same thoughts and ideas about growth as they held. Survey respondents and meeting participants wanted to see more year-round neighbors to fill the school seats and vacancies on boards. They saw the need for a larger, stable population to frequent the shops and restaurants in the Village. They wanted to see additional recreational opportunities that would capitalize on the natural beauty of the area and attract more tourism dollars to the economy. And they wanted to see community enhancements such as arts and culture, more trails and park amenities and improvements to streetscapes and walking options in the village. They also pointed out the need for increased access to nicer options for grocery shopping, more medical facilities and better internet access.

Following these public discussions, the leadership then reached out to developers who have property in Ellicottville to ask about their future plans for these buildings or parcels. The results of the survey and discussions were shared with the developers, and it was learned that many of them had plans that were supported by the public discussions about community needs. None of the plans put forth by developers were in contrast to statements made at the public meetings.

The public planning process was a strong indicator that the residents of Ellicottville see a need to continue to grow and expand thoughtfully. They want to protect the small town feel of Ellicottville while offering world-class recreational opportunities and amenities for residents. The high level of participation demonstrates a willingness to get involved and speak up about these issues that are so important to many of the residents of Ellicottville – both year-round and seasonal.

Public support and participation within this process was extremely valuable and necessary to moving forward. Input from community members is the key to new development being both contributory and effective within the Town and Village. Not only did those who participated make a large impact on the projects going forward, they also showed what type of community Ellicottville truly is; a community that not only cares about its well-being but also wants growth and one that wants to continue having a significant impact on the surrounding region in terms of recreation, a sense of place, and economic leadership.

See attached Survey Results

Transformative opportunities and readiness.

Private projects:

55 Jefferson (1)

Signore, Inc. was a manufacturer of metal office furniture, operating out of a plant located at 55 Jefferson Street (Route 219) in the Village of Ellicottville. The Signore property consisted of a large manufacturing plant set on approximately 16 acres of level ground backing up to 37 acres of mountainside. The mountainside property is contiguous to HoliMont Ski Resort, is proximate to Holiday Valley Ski Resort and is a short walk to the Village Center.
Signore ceased operations in the spring of 2007. Iskalo Ellicottville Holdings LLC, an affiliate of Iskalo Development Corp., acquired the property on February 11, 2008. Shortly after acquisition of the property, an 8.43-acre portion of the former Signore property upon which sat the manufacturing plant was accepted into the Brownfield Cleanup Program (“BCP”). Iskalo subsequently undertook remediation of this portion of the property and demolished the manufacturing plant. The NYSDEC issued a Certificate of Completion in December of 2015. As of the May 1, 2018, Iskalo has invested approximately $1.85 million in the property.

Iskalo’s intention in acquiring the former Signore property was for its redevelopment into a mixed-use, pedestrian-oriented, lifestyle center to expand available services and housing options for the community’s year-round and seasonal residents. Proposed uses include retail, hospitality, rental apartments, and professional services, all organized, scaled and designed to complement the Village Center of Ellicottville.

The Signore Redevelopment Project is envisioned to include 15 mostly one- and two-story buildings totaling 286,000 +/- square feet and representing $75-$80 million in investment. Individual buildings would range in size from 4,080 +/- square feet to 47,000 +/- square feet that would be constructed over a 10- to 11-year period.

The plan anticipates six “village-scaled” buildings along Jefferson Street and an additional nine buildings constructed along a proposed interior access road. The first phase of the project would include construction of the interior access road from Jefferson through to the location of a future “base” proximate to a new chair lift and ski slopes to be installed and operated by HoliMont. During ski season, skiers will be able to access HoliMont’s ski slopes and the Village Center of Ellicottville from this chair lift and base. Outside of ski season, HoliMont has proposed to operate the lift for non-skiers during peak visitation as an additional Village attraction.

The Southern Tier Regional Trail would provide additional connectivity into Village neighborhoods and the CBD. The installation of the interior access road, new lift, slopes and base would serve as the catalyst for building development at the entrance to the property at Jefferson Street as well as building development contiguous to the new base. The property is zoned for development though land use approvals, including SEQRA review, would need to be completed. **Total project cost ~$80 million**

Following, please find proposed renderings for project development from Iskalo. Please note that these renderings are proposed and are not finalized.
Year-round Chair Lift into the Village (14) – The best way to draw attention is to have a visual focus that defines a community. Ellicottville’s main attractions are its natural beauty, recreation activities led by its fabulous ski resorts, and the character and charm of its Village Center. Enhancing the synergy of these attractions is paramount to achieving the vision statement set forth in this application. The addition of a chairlift to connect skiers to the Village (and vice versa) is viewed as a powerful tool for the revitalization of Ellicottville.

HoliMont, working with Iskalo Development, proposes to erect a new chairlift that would land within the mixed-use project proposed by Iskalo, creating a new “base” around which further development can be organized and which will connect HoliMont and its guests to the Village as well as provide a further attraction for the Village as the resort will run the chairlift during the summer and fall tourist seasons for those that simply want to take in the amazing vista at the top of the hill. HoliMont also has plans to add to their extensive mountain bike trails that will add a major attraction to the non-ski season recreational options in WNY. The chairlift would be open for skiing approximately Dec. 15 to April 1 each season and open for sightseeing and mountain biking approximately Memorial Day to end of October. The proposed chairlift cost, including installation would be $2.1 million

1887 Building (2) -
Peter Krog and John Northrup have purchased the historic 1887 building in the Village and are planning to convert this beautiful building in the heart of Ellicottville into mixed use with condos. Requests were made many times during the public meeting for housing that was accessible for older or handicapped individuals. Nine units would be available. These condos, with elevator access and indoor parking, would be single-story units. In the basement of the property, an arts center is proposed that could offer classroom and studio space to local artists as well as a gallery for displays and sales. The 1st floor would offer co-working space as well as public restrooms, making this a vital mixed-use re-use of an important building in the heart of the Village. Total project cost for the 1887 building is $4 million
Expand Town Medical Facilities (5) – Currently, there are some doctors’ offices available at the Holiday Valley Medical Services including Northtown Orthopedics, Olean Medical Group, a dental office, physical therapy, and a pharmacist. Residents at public meetings requested that more services such as pediatric, urgent care and others be added. This site could expand to include additional medical offices and also to offer childcare services to families that live in the area. Medical facilities would be in partnership with a local medical group such as Kaleida. **Cost of Medical Services including additional child care is $1.2 million**

Workforce Housing (3) -
The increase in employment demand in Ellicottville will create the opportunity to have these workers become new residents, thereby increasing the need for cost-effective for-sale and for-rent (workforce) housing. As stated elsewhere in this application, [79%] of the homes in the Village of Ellicottville are owned by non-residents. Of these, most are second homes used by non-residents that visit the area for skiing and other recreational and leisure activities. The remainder are owned by investors that offer the homes for both year-round and short-term (vacation) rental. The year-round rentals are needed to address current workforce housing demand and will continue to do so as investors respond to the increased demand by shifting from short-term to long-term rentals (which require less hands-on management). As demand for workforce housing increases to a critical mass, developers will respond with the creation of new workforce housing development. By way of example, the concept plan for the mixed-use subdivision planned by Iskalo Development includes mixed-use buildings with first floor retail/office and workforce apartments above. In addition to the Iskalo project, Ellicottville has available land to support development of a variety of workforce housing options. **Cost of Workforce Housing ~$3.5 million**

Public Projects:

Community Theater (9) – Community Theater at the Town Center – One request that came up a number of times at the public meetings was for a public theater performance space in Ellicottville. The Town Center is an ideal location to start a local troupe. The Rotary Theater in the Town Center has a stage and some limited lighting. The need is for enhanced lighting, adding artwork to beautify the space and the entry hall, a new stage curtain and new lights in the auditorium that can be dimmed. Marketing for creating the troupe and promoting the plays would also be needed. This would be headed up by a group of local volunteers who are enthusiastic about bringing this entertainment option to their own community. **Cost for Community Theater is $400,000**

Visitors Center, Public Restrooms and EV Charging (12) – For several years, there have been discussions of adding a Cattaraugus County Information Center in the Village of Ellicottville that would promote attractions throughout the County. This Information Center could also offer a comfort station with bathrooms and diaper changing/nursing areas for families. It would also have up to six additional parking spaces that could include Electrical Vehicle charging stations. Located in the Village CBD, this would be a way to promote attractions beyond the Town and Village and encourage visitors to stay another day. **Cost for Countywide Information Center is $2 million**
Streetscaping, Pedestrian and Complete Streets Projects (4, 7 and 13) – In order to create a truly walkable community from the Village Center to 55 Jefferson, streetscaping and traffic calming measures will need to be planned and installed. In order to take full advantage of funding opportunities to improve community facilities, future infrastructure projects will be implemented as Complete Streets projects with all traffic, pedestrian and public infrastructure elements designed and constructed at the same time. It has long been recognized that the traffic that flows along the 219, including significant tractor trailer traffic, is an impediment to the walkability of the Village Center and out toward the ski areas. The Town and Village are committed to working with the NYS Department of Transportation to find long-term solutions that will move the trucks away from the Village/Town Center. Those plans may take years. In the meantime, complete streets solutions can be implemented that will calm traffic, encourage alternative forms of transportation and make the entire stretch of Jefferson to Washington Street and the surrounding streets truly walkable. There are three areas where streetscaping and traffic calming measures should be implemented including Jefferson and Elk to Library, Town and Village Park System and Town Square and Washington and Jefferson. Cost for Streetscaping and Traffic Calming Measures is ~$5 million

Improved Retail Access (8) – In order to free up space for parking behind the businesses off Hughey and Maybe Alleys in the CBD, the Village would need to add drainage where necessary, repave and light the space. This is an effort to create a more walkable community by allowing workers or visitors to park behind the buildings and then wander by foot through the Village. Cost for finishing work to increase parking behind buildings is $1.5 million

Sidewalks (6) – Replace and repair sidewalks in and around the designated area. Some sidewalks have sunk and/or become uneven. In addition to the condition being a trip hazard, ponding of water on uneven walks can freeze during the winter to become a slip and fall hazard. In order to promote a walkable community and discourage cars in the center of the Village, its sidewalks must be in good repair and fully accessible. Cost to replace or repair 10,000 linear feet of sidewalks $300,000

Smart Lighting (11) – The Village currently has 12 iron standard light posts that could be upgraded to intelligent poles. These poles would include the ability to dim the lights, play music, have cameras for security and emergency buttons that allow citizens to call for help. These fixtures could also be equipped with the ability to be wi-fi hotspots. Underground wiring is in place for these poles already. Cost for 12 poles is $200,000

Relocate DPW Facilities (10) – The two current Department of Public Works buildings sit on prime land in the heart of the Village. The trucks, plows and equipment are in full view of the residents and visitors from the street and the surrounding hotel rooms and it is somewhat unsightly. These buildings sit on top of a well of clean, fresh water that could be utilized in brewery or cider making operations. Moving DPW operations outside of the Village and selling and re-purposing the buildings for manufacturing or retail operations would beautify the Village and bring jobs to Ellicottville in this prime location. RIT students have recently completed two different potential building renderings and cost estimates for the project that would add another shovel ready site to Ellicottville’s portfolio. Cost to move DPW operations and market the building - $1.8 million
Administrative Capacity
Town/Village Engineering, Planning and Code Enforcement Department -

The engineering department will take a significant role in all planning and administration along with the Town and Village staff. The Town Engineer and Town Planner would draft the RFPs and scope of work, oversee any outsourced designs, and manage the bidding and construction processes. Similar to what they have recently done with the LGE Engineering Grant for the New York Department of State, the Department would ensure that the Town/Village are in compliance with the State’s contracting and procurement policies.

The ability to manage the DRI process is shown in some of the benefits seen by residents and developers within the first year of the LGE project implementation include the following:

1. **Cost/Tax Savings** - This project is saving the Town and Village a combined $99K/year as a result of combining services and not paying separate engineers and engineering firms for consulting services.

2. **Faster Response Times** - Having a licensed engineer on staff and having one engineering/public works department has resulted in faster, more efficient responses to resident and developer concerns, resident permit applications and development planning, and public improvement project planning.

3. **Increased Services** - The new engineering/public works department has developed a website ([www.evlengineering.com](http://www.evlengineering.com)) that residents and developers can use to find all of the latest resources related to public works. The department also created an ArcGIS site that residents and developers can use to see public information such as parcel data, zoning data, floodplain information, etc.

4. **Public Infrastructure Longevity** - This project is also benefiting our residents because of the positive impact it will have on the future of our infrastructure. Our new engineering/public works department is establishing an asset management and inventory program that will ensure preventive maintenance is being completed and capital infrastructure project planning is being completed.

**Citizen Volunteers** – A number of citizens have come forth to volunteer in these efforts, and a committee will be formed to help complement the work of the CCIDA and engineering and administrative departments of the Town and Village to complete tasks as needed.

**County of Cattaraugus Industrial Development Agency (CCIDA) –** welcomes the opportunity to help and assist the advancement and process of the fourth round of the Downtown Revitalization Initiative for Ellicottville.

The CCIDA would greatly welcome the opportunity to shepherd and direct the processes and steps should Ellicottville's application be chosen as a winner. Furthermore, the CCIDA welcomes the chance to work more closely with the leaders of Ellicottville in expanding their business base by growing and enhancing further private sector company investment in making Ellicottville their next "home."

**CCIDA Mission Statement:** The purpose of the CCIDA is to retain, promote, attract and develop job and business opportunities and economically sound commerce and industry in cities, towns and villages in Cattaraugus County. The CCIDA strives to assist and promote growing industry in Cattaraugus County by helping business to be competitive and profitable by offering:
-Financial Assistance, Business Incentives, Tax Exemptions, Bonds  
-Improved Utilization & Development of Local Infrastructure  
-Creation of Investment, Employment & Wealth in the Community  
-Recruitment of New Business  

Notes

There are two projects that both the Town and Village recognize as vital to the growth and sustainability of the Ellicottville community. The first is access by all households and the large number of visitors on the weekends to high-speed internet. Funds are currently being sought to increase broadband access and to install additional wi-fi options in the village to meet current and future needs for internet access.

The second is the ongoing conversation about the need to divert truck traffic from the center of the Village. Diverting trucks will greatly increase not only the walkability of the Village Center, but also the health of both residents and visitors who are now exposed to elevated levels of emissions from trucks waiting to turn on the current path of the 219. Conversations with the NYS Department of Transportation are being requested with the goal of actively moving forward to plan this diversion. It is anticipated that a DRI award could help to encourage the participation of DOT in those conversations.

Other

The Downtown Revitalization Initiative (DRI) is transforming downtown neighborhoods into vibrant communities where New Yorkers want to live, work and raise families. And we truly feel, Ellicottville is a very worthy recipient to be included in this year’s round of funding.

Ellicottville’s international “brand” and assets are right to be considered a winner this year!

Since we began the process of planning for Round 3 of the DRI, the first year in which Ellicottville applied, the first steps toward the goal of attracting new business to Ellicottville have successfully begun.

The in-sourcing of the engineering department has been completed with the new Town/Village Engineer having been on the job for 14 months. The Town Planner and Code Enforcement Officer continue to work with the Town and Village Planning Boards to update and streamline the access to documents such as building permits and planning board meeting minutes as well as software upgrades that will help both boards streamline permitting and zoning for those that want to advance projects in Ellicottville. A new website is used to post meeting materials, updated application forms, procedures, and schedules as well as the zoning codes and maps.
A number of other projects are in the pipeline, and, with an award from the DRI, Ellicottville is well poised for dynamic growth in the next 1-5 years. Developers are ready to proceed with projects that are aligned with community wants and desires. The leadership of the Town and Village are working together to be proactive in planning that brings stakeholders to the table and that will lead to outcomes that are desirable in both growing the economy and maintaining that walkable, small-town appeal for both residents and visitors alike.

A DRI award would provide the community with the tools to prepare for a future that keeps the tax base strong and strengthens not only the Town and Village but also Cattaraugus County and the entire WNY region. We thank you for your consideration of this application for the 2021, Round Five Downtown Revitalization Initiative.

Addendum

As requested, Ellicottville has identified several locations where Electric Vehicle Charging Stations could be installed including:

The Town Center at 28 Parkside Drive (two are currently located here, others could be added)

The proposed Visitor Center and Comfort Station at 41 Washington Street

Attachments

DRI Proposed Area map
Trail map
Public Survey Results
ELLICOTTVILLE DRI CATCHMENT AREA
Q1 When it comes to growth and development, what is Ellicottville’s largest opportunity for improvement? Please choose one.

Answered: 708  Skipped: 2

**Answer Choices**

<table>
<thead>
<tr>
<th>Providing adequate amenities (parks, education, etc.)</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing adequate amenities (parks, education, etc.)</td>
<td>15.11%</td>
</tr>
<tr>
<td>Providing adequate job opportunities</td>
<td>19.63%</td>
</tr>
<tr>
<td>Protecting natural resources</td>
<td>6.78%</td>
</tr>
<tr>
<td>Protecting small town character</td>
<td>46.19%</td>
</tr>
<tr>
<td>Providing a suitable range of housing options</td>
<td>12.29%</td>
</tr>
</tbody>
</table>

**TOTAL** | 708 |
Q2 What is Ellicottville’s greatest asset? Please choose one.

Answered: 686  Skipped: 24

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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</thead>
<tbody>
<tr>
<td>Housing Options</td>
<td>0.29%</td>
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<tr>
<td>Natural habitat</td>
<td>13.70%</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>61.66%</td>
</tr>
<tr>
<td>Schools</td>
<td>4.66%</td>
</tr>
<tr>
<td>Sense of community</td>
<td>19.68%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>686</td>
</tr>
</tbody>
</table>
Q3 In planning for economic development in Ellicottville, which one do you believe requires the greatest focus? Please choose one.

Answered: 708   Skipped: 2

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attracting new businesses to Ellicottville</td>
<td>40.54%</td>
</tr>
<tr>
<td>Community services (police, sanitation, etc.)</td>
<td>3.67%</td>
</tr>
<tr>
<td>Education and cultural resources</td>
<td>3.39%</td>
</tr>
<tr>
<td>Housing</td>
<td>5.65%</td>
</tr>
<tr>
<td>Land use and zoning</td>
<td>14.97%</td>
</tr>
<tr>
<td>Natural resources and sustainability</td>
<td>13.84%</td>
</tr>
<tr>
<td>Parks, recreation and open space</td>
<td>14.41%</td>
</tr>
<tr>
<td>Utilities</td>
<td>3.53%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>708</td>
</tr>
</tbody>
</table>
Q4 What type of development is most needed? Please choose one.

Answered: 702   Skipped: 8

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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</thead>
<tbody>
<tr>
<td>Alternative or Renewable Energy options</td>
<td>10.83%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Parks or light manufacturing/industry</td>
<td>20.66%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased commercial activity in the Village</td>
<td>23.08%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>More housing options in the Village</td>
<td>9.83%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreational development</td>
<td>35.61%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>702</strong></td>
</tr>
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</table>
Q5 What types of housing are most needed? Choose all that apply.

Answered: 668  Skipped: 42

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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</thead>
<tbody>
<tr>
<td>Apartments</td>
<td>33.53%</td>
</tr>
<tr>
<td>Senior Living facilities</td>
<td>20.36%</td>
</tr>
<tr>
<td>Single family detached</td>
<td>32.04%</td>
</tr>
<tr>
<td>Townhouses</td>
<td>19.46%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>26.80%</td>
</tr>
</tbody>
</table>

Total Respondents: 668
Q6 Which capital improvements should Ellicottville prioritize? Please rank with 1 as your highest priority.

Answered: 681  Skipped: 29

<table>
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<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>TOTAL</th>
<th>SCORE</th>
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<tbody>
<tr>
<td>Parks</td>
<td>16.98%</td>
<td>17.66%</td>
<td>14.60%</td>
<td>14.94%</td>
<td>11.54%</td>
<td>11.04%</td>
<td>13.24%</td>
<td>589</td>
<td>4.28</td>
</tr>
<tr>
<td>Parking</td>
<td>34.44%</td>
<td>24.33%</td>
<td>15.17%</td>
<td>8.53%</td>
<td>6.64%</td>
<td>5.37%</td>
<td>5.53%</td>
<td>633</td>
<td>5.33</td>
</tr>
<tr>
<td>Resurfacing</td>
<td>4.41%</td>
<td>12.35%</td>
<td>14.99%</td>
<td>17.81%</td>
<td>18.52%</td>
<td>17.46%</td>
<td>14.46%</td>
<td>567</td>
<td>3.56</td>
</tr>
<tr>
<td>Road improvements</td>
<td>14.02%</td>
<td>18.24%</td>
<td>19.43%</td>
<td>16.72%</td>
<td>16.22%</td>
<td>10.64%</td>
<td>4.73%</td>
<td>592</td>
<td>4.46</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>5.14%</td>
<td>10.27%</td>
<td>16.95%</td>
<td>17.64%</td>
<td>19.86%</td>
<td>20.55%</td>
<td>9.59%</td>
<td>584</td>
<td>3.63</td>
</tr>
<tr>
<td>Water and Sewer</td>
<td>7.38%</td>
<td>7.72%</td>
<td>10.81%</td>
<td>13.55%</td>
<td>15.61%</td>
<td>19.73%</td>
<td>25.21%</td>
<td>583</td>
<td>3.18</td>
</tr>
<tr>
<td>Village (downtown) Redevelopment</td>
<td>27.60%</td>
<td>14.77%</td>
<td>10.88%</td>
<td>8.60%</td>
<td>7.63%</td>
<td>10.06%</td>
<td>20.45%</td>
<td>616</td>
<td>4.34</td>
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</table>
Q7 What should be the top economic development priority? Please rank with 1 as your highest priority.

<table>
<thead>
<tr>
<th>Priority</th>
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<th>2</th>
<th>3</th>
<th>TOTAL</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attracting white collar industry and light manufacturing</td>
<td>33.39%</td>
<td>35.53%</td>
<td>31.09%</td>
<td>608</td>
<td>2.02</td>
</tr>
<tr>
<td>Construction and development</td>
<td>4.84%</td>
<td>41.28%</td>
<td>53.89%</td>
<td>579</td>
<td>1.51</td>
</tr>
<tr>
<td>Recreation and tourism</td>
<td>68.88%</td>
<td>19.26%</td>
<td>11.86%</td>
<td>649</td>
<td>2.57</td>
</tr>
</tbody>
</table>
Q8 What types of jobs are needed in Ellicottville? Choose all that apply.

Answered: 674  Skipped: 36

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>27.00%</td>
</tr>
<tr>
<td>Heavy industry</td>
<td>8.16%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>55.93%</td>
</tr>
<tr>
<td>Light Industry (ie: advanced manufacturing, bio tech)</td>
<td>59.20%</td>
</tr>
<tr>
<td>Tech</td>
<td>49.26%</td>
</tr>
<tr>
<td>White Collar</td>
<td>44.51%</td>
</tr>
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</table>

Total Respondents: 674
Q9 How are you associated with Ellicottville? Choose all that apply.

Answered: 706  Skipped: 4

**Answer Choices**

<table>
<thead>
<tr>
<th>Choice</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Owner</td>
<td>9.49%</td>
</tr>
<tr>
<td>Seasonal/Part Time Resident</td>
<td>40.08%</td>
</tr>
<tr>
<td>Year-Round Resident</td>
<td>27.76%</td>
</tr>
<tr>
<td>Visitor</td>
<td>18.84%</td>
</tr>
<tr>
<td>Year Round resident of surrounding area</td>
<td>18.70%</td>
</tr>
</tbody>
</table>

Total Respondents: 706
Q10 Thank you for lending your voice to the future development in Ellicottville. To be kept informed about survey results, public meetings and redevelopment issues please give us your email address:

Answered: 375    Skipped: 335