

# Downtown Revitalization Initiative

## Village of Ellenville / Town of Wawarsing Application

### BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Mid-Hudson

Municipality Name: Village of Ellenville / Town of Wawarsing

Downtown Name: Village of Ellenville

County: Ulster

Applicant Contact(s) and Title: Jeff Kaplan - Mayor, & Michael Warren, Village Manager

Applicant Contact(s) Email Address and Secondary Email Address [jkaplan@villageofellenville.com](mailto:jkaplan@villageofellenville.com) & [mwarren@villageofellenville.com](mailto:mwarren@villageofellenville.com)

### VISION FOR DOWNTOWN

*The Vision Statement for the Ellenville Downtown Revitalization Initiative (DRI) developed by the DRI Committee, is:*

#### **Ellenville Hits a New High Note:**

Ellenville, once a thriving and bustling village in the 1950s, is now on a path to reach even greater heights over the coming years. Investment in music and the performing arts will be the driver for this new golden era for Ellenville, centered on the development of a 1,000-seat state-of-the-art Amphitheater in the heart of the Village. This venue will draw a new generation of visitors and migration to the area.

Ellenville's grassroots community organization and unwavering dedication to see it once again reach its full potential is unique in the mid-Hudson region, and its mix of accomplished long-term residents infused with a new vibrant energy from its recent migration wave, has this proud and beautiful Village positioned to succeed.

Ellenville's time is now.

### JUSTIFICATION

*Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.*

**The Village of Ellenville is currently in a stage of enormous rebirth.** We have an exciting new crowd of once city dwellers both moving up here full-time to start their own businesses and to live and thrive in the mountains. We have craftsmen, makers and musicians, who were forced off of their 9-5 hamster wheels during the pandemic and in turn took the opportunity to grow their passions and careers as small business owners and artisans.

Ellenville once thrived, not only as a major industrial manufacturing Village, but as a tourism and entertainment hub. We've been home to many popular festivals and events throughout our time as a Village, dating back to the late 1800's and early 1900's when Ellenville was the original location for the Ulster County Fair. As the center of the Borscht Belt in the 1950's, Ellenville was the site of New York's Empire State Music Festival, attracting over 2,000 people a night. The Nevele Hotel brought in world-renowned comedians, musicians and talent on an ongoing basis and places like the Tamarack Hotel held live performances for famous bands and musicians such as The Who.

In the "in-between" years, Ellenville continued to show a love and success for the performing arts. Ulster County's only non-profit professional Actors' Equity theatre, Shadowland Stages, thrived back then and continues to today as Ellenville's downtown economic cultural engine. Art happenings such as the 1 million square foot "Beethoven in the Field" by Best of Hudson artist Roger Baker, known nationally for his massive field portraits, drew tourists from across the region. This, and music and the performance arts have played a key role in Ellenville's school district curriculum.

Recently, Ellenville has become home to a number of professional artist studios and production houses such as Market Street Studio and Reservoir Studio, proving the ability for Ellenville to become a key Village for artist worker spaces and creative productions. In the past few years, Ellenville has held live performances and opportunities for artisans to sell through events such as Market on Market, Music on Market, and Ellenville StrEATS drawing crowds of over 500+ for each market. Perhaps as exciting are the underground jazz performances taking place across mid-century homes in the Village.

We want to cement Ellenville as a year-round arts and performance Village once again by continuing to create opportunities for both artists and musicians, as well as residents and visitors, to thrive. The Village plans to create a 1,000-seat amphitheater on its municipal golf course land as the summer home for the Albany Symphony Orchestra, a new Empire State Music Festival in the making, as well as an outdoor space for Shadowland Stages performances such as Shakespeare in the Park. This four-season event space will have a major impact on the public, allowing opportunities for seasonal public events. This would include the amphitheater's base structure transforming into an ice-skating rink – a much needed winter activity opportunity for the children of Ellenville.

In addition to our key project, the Norbury is being rebuilt into a year-round indoor performance space, reconstruction of The Terrace Motel is in the works to create a community and art events center in addition to the hotel, and of course The Nevele itself is being rebuilt. We are working with music industry leaders to provide NYC talent the opportunity to once again perform in Ellenville.

We believe with the help of the DRI grant, our municipality, downtown businesses, and nonprofits will create a truly catalytic experience, bringing Ellenville to a new high note this decade. However, there's much more work that is needed across the downtown, which we believe is critical for this transformation. We believe we have the right location, time, space, infrastructure, and community of businesses and nonprofits to bring these experiences to the tri-county region, including southeast Sullivan and northwest Orange counties, as well as northern New Jersey and northeast Pennsylvania.

## DOWNTOWN IDENTIFICATION

1. **Boundaries of the proposed DRI area.** *Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.*



The boundaries of the DRI area are defined by the dotted line in the picture above. This area captures the Canal and Center Street corridors, which have historically served as the lifeblood of Ellenville’s downtown region, home to the Village’s and Town’s key municipality buildings, landmark properties, and most popular restaurants. The Market Street corridor connects these key streets to the proposed amphitheater.

Our 2022 “Pedestrian and Bike Pathway” (investment project 2.1), which is shaped as the 16th note, will reinforce Ellenville’s commitment to music and the performing arts, and runs along all projects in our DRI application. (details for the pathway in section 7, 2.1)

2. **Past investment, future investment potential.** Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

This section of the DRI will be presented in three (3) Segments: First (1), Grant and Municipal projects that the Village/Town have successfully completed over the past 4/5 years. Second (2), projects currently in the pipeline which are or will be brought to completion. Third (3), projects which are related to the 5<sup>TH</sup> ROUND DRI APPLICATION. The purpose of this segmented approach is to demonstrate that the Village/Town have successfully and, on a timely basis, undertaken and completed projects of significant importance:

#	Projects Fully Managed by Village of Ellenville	Cost
	<b>Completed Projects</b>	
	CDBG Sanitary Sewer	\$600,000
	CDBG Hydrants & Water Mains	\$750,000
	New York Rising - Generators	\$400,384
	New York Rising - Fantinekill	\$813,466
	New Sewer Plant	\$13,432,560
	Water For The Future	\$3,450,000
	<b>TOTAL - Completed Projects</b>	<b>\$19,446,410</b>
	<b>Active Projects</b>	
	CHIPS	\$167,000
	Route 209 Bridge	\$7,455,000
	D&H / O&W Rail Trail	\$120,000
	Clinton Ave over North Gully	\$1,576,000
	New York Rising - Emergency Shelter	\$1,050,000
	New York Rising - Stream Bank Restoration	\$3,674,000
	EFC - Water System Improvement	\$7,300,000
	<b>TOTAL - Active Projects</b>	<b>\$21,342,000</b>
	<b>5th Round DRI Application Projects (Municipality Only)</b>	
1.1	The Empire State Amphitheater (Details in Section 7)	\$3,750,000
2.1	Pedestrian and Bike Pathway (Details in Section 7)	\$400,000

2.2	D&H / O&W Rail Trail Expansion (Details in Section 7)	\$350,000
2.3	Downtown Streets Beautification (Details in Section 7)	\$985,000
2.4	Ellenville 88 Public Arts Initiative (Details in Section 7)	\$300,000
2.5	Empty Storefronts Program (Details in Section 7)	\$300,000
4.2	Hunt Memorial Building Museum (Details in Section 7)	\$200,000
4.3	Stoeckeler Memorial Park Parking (Details in Section 7)	\$300,000
<b>TOTAL - 5th Round DRI Application Projects (Municipality only)</b>		<b>\$6,585,000</b>

3. **Recent or impending job growth.** *Describe how recent or impending job growth within or near the DRI area will attract a diverse workforce and population to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.*

**Ellenville has two significant developments taking shape on both sides of the Village.**

To the immediate north on Route 209 is Cresco Labs, Inc., an \$800 million, publicly-traded, vertically-integrated cannabis and medical marijuana company. Cresco Labs Inc. has plans for the old Schrade/Channel Master concrete slab to build a 300,000-square-foot hydroponics operation to grow high quality cannabis for the burgeoning market in what is now a fully legal drug in New York state. This \$90 million investment would bring 350 high-paying jobs to the area.

To the south is Somerset Partners, a New York City private real estate investment company specializing in commercial, residential, hospitality, development and redevelopment. They have submitted plans for a Montage, a boutique hotel, 40 condominiums and 45 estate homes on the site of the former Nevele Hotel: a \$380 million investment with 300 livable-wage jobs. Both projects will bring a large number of workers and visitors alike, ready to spend time and money in the Village.

Current estimates suggest over 100 ongoing full-time jobs will be created as an outcome of the projects included in this DRI submission, complementing those already slated for the community. This does not include the shorter-term jobs during the construction phases, which is estimated to be closer to 500.

The Ellenville/Wawarsing area currently has a substantially higher unemployment rate than the rest of Ulster County, and these developments collectively are focused on improving this situation for the local community.

This influx of new jobs will also result in an additional demand for local affordable housing. The village has made a concerted effort to encourage rehab of existing housing for personal ownership, and multiple new townhouse developments are moving to the planning board phase. Extensive public outreach is also underway to encourage continued investment and to simplify the process where possible. In addition, the Village is reviewing specific land parcels for larger development opportunities that are first and foremost affordable, are conducive to the character of Ellenville, and push us further along to meeting the demand for new housing.

4. **Quality of life.** *Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.*

**The Ellenville Downtown Historic District is entered in the National Register of Historic Places** as a locally significant district. The boundaries define an historic district that reflects significant themes in regional history and

retains a substantial degree of integrity. The broad period of historical significance, 1840-1960, reflects the momentous economic and social changes that occurred in Ellenville as a result of improvements in transportation and changes in tourism and recreation. Ellenville's downtown commercial district contains a collection of buildings that represent the Village's mid-to-late 19th century period of development, as well as buildings updated and redeveloped to respond to market conditions and new functional requirements arising in the late 19th and 20th centuries.

**Nature has always been the backdrop and a magnet for the community**, as the Village is surrounded by the majestic beauty of the Catskill and Shawangunk Mountains. Trail systems beginning at Berme Road Park provide connections to hiking trails in Minnewaska State Park, including a section of the Long Path – a bi-state hiking trail that traverses the States of New York and New Jersey. Local leaders see a need for an open space and trails plan that links public open space and nearby trail networks, and plans are in place to transform the vacant O&W rail corridor on the west side of Sandberg Creek.

**Liberty Square, at the heart of the DRI area, serves as the de facto center of the community**; a place for concerts, festivals, parades, and community activities. Because the Ellenville schools are located entirely in the Village, walkable from the DRI area, residents have access to a substantial complex of recreational facilities on school grounds. The Berme Road Park, located at the eastern end of the DRI area, provides an additional source of open space nearby and provides a link to the thousands of acres of the Minnewaska State Park.

**And community and revitalization has always been at Ellenville's core.** For example, the Garcia family initially opened Gaby's Restaurant as a rental and went through a period with few customers. Yet they persisted, and eventually purchased a vacant storefront that was completely restored and turned it into Ellenville's most successful restaurant to date. When Cohens Bakery, a much loved and integral part of the community, closed its doors several years ago, it was the Garcia family that stepped up to rebuild the bakery and create yet another successful eatery, working double and triple shifts until Cohens Bakery was once again a thriving business.

**Ellenville's population is skewed to the younger age ranges.** However, our 35-44-year-old demographic (at 14.7%) is growing and is currently higher than the national average. This key demographic is the crux of our new business owners and head of households moving to Ellenville. We have an opportunity to reduce the gap in the younger Millennial cohort, as only 6.5% of the population is within the age group of 25-34. This Demographic distribution is tabulated below, in comparison with national averages. With relatively high concentrations of the population being under the age of 14, a significant gap in the younger workforce, and relatively low concentrations of the population being over the age of 65, this suggests that there are opportunities to not only attract greater numbers of young professionals and older adults to Ellenville, but to sustain those populations with nodes of walkability, a greater sense of place, and diversity of activities.

Age	<5	5-14	15-19	20-24	25-34	35-44	45-54	55-64	65-84	>84
Ellenville	7.9%	14.6%	10.7%	8.7%	6.5%	14.7%	13.1%	12.7%	9.4%	1.6%
National	6.0%	12.5%	6.4%	6.6%	14.0%	12.7%	12.4%	12.9%	14.5%	2.0%

**The median sales price of housing in Ellenville is the lowest in Ulster County**, which in turn is the lowest in the seven-county region. There are a disproportionate number of rental units in the Village compared to the surrounding area. Given the low vacancy rate in the Village, this rental stock is filling an important local and regional need. However, a review of characteristics of housing suggests the need for greater diversity of housing, particularly to diversify the population by attracting more, higher-income residents into the Village and keeping more senior residents in the community.

**Ellenville's cultural background is one of diversity** with a resident population that is 29.4% Hispanic or Latino in origin, 58.4% Caucasian or White, 7.9% African American or Black, and 4.3% Two or More Races / Other. The median household income is \$44,732, which is lower than the New York State average of \$55,322, and 20.1% of our population live below the poverty level. As part of a countywide evaluation of municipal-level demographic data, the Village of Ellenville meets all three criteria for economic distress (poverty level at 125% or more of the Ulster County rate; per capita income at 80% or less of the County per capita; and median housing value at 80% or less of the County median value). People in the Village largely depend on the DRI area for employment and necessities.

5. **Supportive local policies.** *Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes or New York State Stretch Code, comprehensive plans, Clean Energy Communities or Climate Smart Communities designation, complete streets plan, transit-oriented development, non-discrimination laws, age- friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.*

**Over the past decade, the Village of Ellenville has developed policies and management structures that support a more vibrant and livable downtown area, and prepare it for catalytic transformation through DRI investment.** After struggling for decades as manufacturing and tourism declined, signs of new life have emerged within the Village’s compact downtown business district as a result of forward-looking policy changes that set the stage for growth. Today, local institutions such as Aroma Thyme Bistro, the Shadowland Stages, Optimum Windows, Cohen’s Bakery, the Ellenville Regional Hospital and the George and John R. Hunt Memorial Building are a testament to the area’s resiliency, and they owe a portion of their success to a series of supportive policies and community-building efforts that have taken place in recent years. There are also a handful of pioneering new businesses, such as 81 North Inn, Cresco Labs, EZ Fast Printing, Reservoir Studios, and the Terrace Motel, which have come to recognize the opportunities that Ellenville presents and are choosing to invest with an eye toward the community’s future.

**The Village’s 2009 Comprehensive Plan** and subsequent code update provide the foundation for Ellenville’s nascent revitalization by refocusing land use and municipal policy on strengthening the community’s livability and economic competitiveness. The Plan calls for the Village to build upon and strengthen its ethnic and economic diversity; provide economic opportunities for existing residents and newcomers in tourism, niche marketing, specialty retail, services and arts; promote pedestrian-friendly intergenerational neighborhoods; and re-establish the central business district as a regional commercial and cultural center.

**Following a 2013 Safe Routes to Schools grant** from NYSDOT, the Village and the Town passed **Complete Streets policies** and formed a joint **Complete Streets Advisory Committee** to guide future policy and investment decisions by the two communities. The Advisory Committee sets the stage for transformative investments that will link the Village’s compact, walkable street grid to the O&W rail trail, which bisects the southeastern portion of the Village, and the Smiley Carriage Road, which links the Village’s Berme Road Park to the back of the Sam’s Point Area of Minnewaska State Park.

In 2015, after Ellenville was passed over for a state casino license, an allocation of \$1,000,000 from Ulster County (known as the “Ellenville Million”) helped to seed **initial investments in the downtown business district**, including **facade improvements, sidewalk enhancements and a municipal wi-fi network**. The Ellenville Million also resulted in the creation of a **joint Town/Village Parks Commission**, which developed a Parks & Recreation master plan and directed funds to critically needed park upgrades, including signage and new pavilions. These investments have laid the groundwork for further DRI-funded investments and paved the way for the community to successfully administer DRI funds.

To further show support for the business community, the Village established the **Ellenville Revolving Loan Committee**. This committee has provided funding for almost every eatery in the Village, providing low interest loans of between \$20,000 and \$50,000 when other sources of financing were not available.

More recently, in 2019 the Village and Town participated in a **County-wide Brownfield Opportunity Area pre-nomination study** that identified two targeted revitalization areas: Ellenville South, which includes key commercial and industrial corridors within the Village of Ellenville; and Ellenville North, which focuses on industrial, commercial and vacant areas north of Beer Kill in the Village of Ellenville and Town of Wawarsing. The pre-nomination study sets the stage for the Village and Town to pursue nomination of these areas for the BOA program in the future, and has already helped jump-start redevelopment efforts in these areas.

Preserving and interpreting the Village’s historic narrative, the **Ellenville Downtown Historic District is a 13-acre National Historic District that falls within the DRI Boundary**. It encompasses 52 contributing buildings and 3 contributing sites in the central business district of Ellenville. The district developed after 1823, with the construction of the Delaware and Hudson Canal, which was once the central economic corridor for the region. It includes notable examples of Greek Revival, Italianate, Late Victorian, and Art Deco architecture. Village zoning

code provides conservation and historic preservation protections for properties in the designated National Historic District, which enhance the community's quality of life by preserving its unique historic fabric.

6. **Public Support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

The Village Board discussed the DRI at its public meetings and voted by resolution to submit an application.

The Village reached out to the community and brought together a combination of Village and Town board members, local community leaders, small business owners, and the general public, who were notified and spoken to personally by the Village Manager. With millions of dollars already recently invested into projects by local businesses owners within the DRI area, it was important to speak to the community to confirm if grant money was made available, that they had the capacity to invest more and expand.

As small communities, Ellenville and Wawarsing are fortunate to have an active and committed group of business leaders who engage in strengthening the community's quality of life and support each other through two local Chambers of Commerce: the Rondout Valley Business Association, which serves the Rondout Valley from Stone Ridge to Ellenville, and the Ellenville/Wawarsing Chamber of Commerce, which focuses on the Town and the Village. An active chapter of the NAACP also engages the community in ways that support diversity, equity and inclusion, and the area's churches are active in building the community. All of these social institutions provide the foundation for successful outreach, engagement and inclusiveness in the implementation of the DRI program.

In addition, the Ulster County Executive's office of Economic Development have been included in the process and have provided meaningful input.

The submission of the DRI application was reaffirmed at a Village Board public hearing.

7. **Transformative Opportunities and Readiness.** *Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project). Projects may be public or private, and could address economic development, transportation, housing, and community development needs. Project descriptions should include demonstration of readiness, proposed cost and funding sources, and identification of the project sponsor.*

*For private for-profit projects, DRI funds may not exceed 40% of the total project cost (with a 10% bonus available for projects that commit to meaningful carbon reduction goals, including full electrification and net-zero building performance). While DRI funding may be used to cover the entire cost of a public or not-for-profit project, leveraging of investment dollars from other sources (i.e., private, local, federal, or other state sources) is strongly encouraged. Also identify any other transformative opportunities that may be explored during the planning process, such as reuse of vacant and developable properties and underutilized buildings; projects to address unmet needs in the downtown, including housing, retail, and community services; and activities that will build upon regional strengths and trends. If a loan or grant fund is proposed, please identify who might be an appropriate entity with capacity to manage the fund. If candidate projects have been identified, please include them to demonstrate potential demand for the fund. Funds are typically capped at \$600,000.*

*Please note that if your community is selected to participate in the DRI program, projects identified in the application, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.*

The Village of Ellenville / Town of Wawarsing DRI Application Committee has identified 18 projects totaling \$13,151,000 of investment that could potentially be eligible for DRI funding. The pages that follow provide a list and description of each project which address the key goals of the DRI application:

Projects are identified by number on the DRI boundary map included in section DRI priority projects 2021.

#	Project	Proposed DRI Funding	Secured Funding	Total Project Cost
<b>1</b>	<b>Music &amp; the Performing Arts</b>			
1.1	The Empire State Amphitheater	\$3,750,000	\$1,100,000	\$4,850,000
1.2	Norbury Theater	\$480,000	\$720,000	\$1,200,000
1.3	Shadowland Stages	\$600,000	\$150,000	\$750,000
<b>2</b>	<b>Accessibility, Sustainability, &amp; Beautification</b>			
2.1	Pedestrian and Bike Path	\$250,000	\$150,000	\$400,000
2.2	D&H / O&W Rail Trail Expansion	\$300,000	\$60,000	\$360,000
2.3	Downtown Streets Beautification	\$885,000	\$100,000	\$985,000
2.4	Ellenville 88 Public Arts Initiative	\$274,000	\$26,000	\$300,000
2.5	Empty Storefronts Program	\$200,000	\$100,000	\$300,000
<b>3</b>	<b>Small Business &amp; Local Jobs</b>			
3.1	Terrace Motel & Lounge	\$1,750,000	\$2,750,000	\$4,500,000
3.2	The Wayside Inn	\$368,000	\$552,000	\$920,000
3.3	The Bormont Hotel	\$450,000	\$675,000	\$1,125,000
3.4	81 North Inn	\$300,000	\$450,000	\$750,000
3.5	23 Market St Workforce Housing	\$1,840,000	\$2,760,000	\$4,600,000
3.6	Dolly's Village Market	\$100,000	\$150,000	\$250,000
3.7	Aroma Thyme Rooftop Community Garden	\$189,000	\$283,000	\$472,000
<b>4</b>	<b>Other Municipality &amp; Community Services</b>			
4.1	Institute for Family Health Medical Center	\$1,000,000	-	\$1,000,000
4.2	Hunt Memorial Building Museum	\$150,000	\$50,000	\$200,000
4.3	Stoekeler Memorial Park Parking	\$265,000	\$35,000	\$300,000
	<b>Total</b>	<b>\$13,151,000</b>	<b>\$10,111,000</b>	<b>\$23,262,000</b>

## 1. Music & the Performing Arts

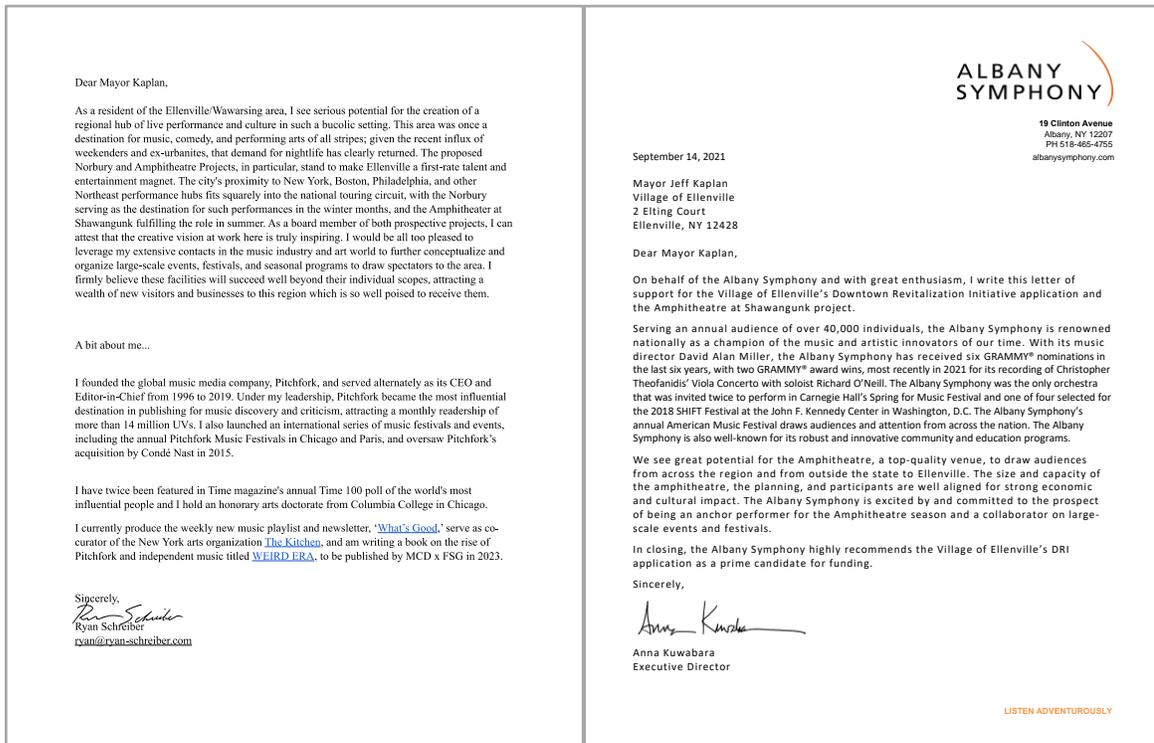
Ellenville’s revitalization will be led by targeted investment in music and the performing arts, a focus that draws and engages the local community of all ages, and will attract a new and diverse crowd to the region.

### 1.1. The Empire State Amphitheater:

- Ellenville, once home of the Empire State Music Festival in the 1950s, which attracted crowds in the thousands, is now committed to becoming a premier music and live performing arts destination in upstate New York. Central to this vision is the construction of a 1,000-person capacity amphitheater, located at the existing Shawangunk Golf Course in Ellenville. The location will become the home to a variety of arts festivals featuring music, theater, dance, and beyond. With its natural slopes and iconic views of the Shawangunk Mountain Range, the amphitheater is expected to make an immediate cultural impact in the region. World renowned design firm Olsen Kundig, and landscape architects West 8, who are already engaged to design the neighboring Nevele property, are on the short list to bring this vision to life. Robust summer arts programming will be curated by industry leaders, attracting top talent to the area, whilst still prioritizing community and youth programs when no programming is scheduled. In the winter, the site will also double as an ice rink for the local community to ensure year-round use. Local businesses will be engaged as vendors during live performances to sell food and beverages, providing a new and lucrative revenue stream.

The project has so far received formal commitment from these industry leaders, dedicated to bringing this vision to life and ensuring its success:

- Ryan Schreiber - Founder, Pitchfork Media (*see recommendation letter*)
- Anna Kuwabara - Executive Director, Albany Symphony (*see recommendation letter*)
- Nick Gordon - Chief Client Officer, Symphonic Distribution
- Rachael Pazdan - Director of Programming, Public Records
- Brice Rosenbloom - Founder, NYC Winter Jazzfest



## **1.2. Norbury Theater:**

As one of the most historic venues in Ellenville, the Norbury will be a centerpiece of our music and the performing arts vision. A renovated Norbury Theater will draw event-goers from around the region by booking major talent across the performing arts spectrum. While the amphitheater will be the summer home of live performances, the Norbury will be the winter home. Rooftop solar panels powering electricity at the venue will move us towards carbon neutrality.

## **1.3. Shadowland Stages:**

Shadowland Stages is the current cultural centerpiece of Ellenville and its ability to address ongoing and future challenges is crucial to the financial health of both the organization and the community. Its HVAC system needs replacement that complies with Actors Equity Association requirements, and a new digital production and presentation system will permit greater flexibility year-round and during periods when main stage is not in use. In addition, digital expansion will provide a myriad of opportunities to increase programming, host public and private events, and create digital content that can be shared worldwide in the promotion of Ellenville/Wawarsing and the Hudson Valley at large.

## **2. Accessibility, Sustainability, & Beautification**

Ellenville's success will be dependent on how well this funding opportunity connects the community to these new opportunities.

### **2.1. Pedestrian and Bike Path:**

Tying the community together both figuratively and literally, the development of this path will improve pedestrian and bike access along the Village's two main streets (Canal St & Center St), and provide improved access directly to the proposed Empire State Amphitheater at Shawangunk Golf Course. Improved pedestrian and bike access will reduce the Village's dependence on motor vehicles downtown thus reducing its overall carbon footprint. The pathway will be lined with art installations and murals, also creating an outdoor art-walk free to the public.

### **2.2. D&H / O&W Rail Trail Expansion:**

Additional improvements as part of the continued development of the Rail Trail, and a formalized design concept to connect the proposed Pedestrian and Bike Pathway to the Rail Trail on both the north and south ends. This will make the Village of Ellenville section of the Rail Trail a landmark in its own right.

### **2.3. Downtown Streets Beautification:**

The beautification program includes facade improvements of existing buildings, creating a more cohesive and curated feel to the Village, and the rehabilitation of sidewalks, lighting, public benches, landscaping and signage (wayfinder) throughout the DRI district.

### **2.4. Ellenville 88 Public Arts Initiative:**

The Ellenville 88 Public Arts Initiative will produce artwork to be dispersed throughout the Pedestrian and Bike Path, creating a unique scavenger hunt-like experience for pedestrians and bikers alike. The Village will form an arts committee to manage and deliver this initiative. This committee will ensure community and student involvement, and be tasked with the enhancement of public spaces for arts and cultural events to serve the existing community but also draw in new crowds from around the region.

### **2.5. Empty Storefronts Program:**

In order to sustain the Village's momentum and to reduce blight and empty storefronts, an incentive program will be created for those wishing to open up diverse storefronts in downtown. Up to \$15k will be granted to new business owners who set up shop in a currently vacant building, providing residents the opportunity to move their businesses (or start businesses) in Ellenville, and creating a pathway for more people to live happier in the Village.

### **3. Small Businesses and Local Jobs:**

To sustain and accommodate the new wave of visitors to Ellenville, investment is necessary to increase housing, entertainment, eating, and shopping options. Additionally, investment in local small businesses will create further job opportunities in a newly diverse range of industries for the local community to live, work, play, and eat, shop, stay.

#### **3.1. Terrace Motel & Lounge:**

Sitting atop a hill on Route 209 with clear views of the Shawangunk Mountains, the Terrace Motel is an iconic, yet long abandoned property. With new owners since June 2021, and recently featured in the New York Times, the Terrace Motel will provide a much-needed lodging option for visitors, with 20 newly renovated and modern rooms, plus a community co-working space for use by local entrepreneurs.

#### **3.2. The Wayside Inn:**

This long-neglected property represents the historic heart of the Village and was historically a commercial hub, from the original Wayside Inn to the Terwilliger House. Between a refurbished diner, the wine shop, and a beer garden, the property will attract people from around the region, with the beer garden acting as a gathering place for the Village. These businesses will accommodate traffic from local hiking/nature goers, spectators from music and performance venues, and plenty of locals.

#### **3.3. The Bormont Hotel:**

An 11-room boutique hotel with a rooftop bar/lounge with views of the Shawangunk Mountains, the Bormont hotel will service visitors who want to stay in the heart of the Village near the new dining and nightlife hotspots. Local artists will provide artwork in the hotel both as decor to enjoy during your stay or to purchase and take home, showcasing the breadth of creative talent while serving as a makeshift store-front for said local businesses.

#### **3.4. 81 North Inn:**

Creation of an outdoor space attached to 81 NORTH to be known as the Elting Court Country Club will include a pool and patio, and be available to both guests of the Inn as well as to the local community for events. In addition, there will be elevator access to the tallest rooftop bar in the Village, offering 360-degree views of the entire bowl surrounding Ellenville.

#### **3.5. 23 Market St Workforce Housing:**

The restoration of a vacant space in the heart of the Village to create a mixed-income, mixed-use project comprising 13 residential apartments situated above 10,000 square feet of ‘maker space.’ The residential apartments will include a mix of one bedroom and studio apartments, all located on the second floor of two buildings. In a mixed income approach, the apartments are expected to provide affordable housing to households earning up to 80% of Ulster County’s Area Median Income (AMI), as well as market units without income limitations.

#### **3.6. Dolly’s Village Market:**

Dolly’s will act as a Village market, filling a “provisions desert” within the village, and will house local artisan goods, and infrastructure for bike rentals for use along the Pedestrian and Bike Path. This Village market will support local creators through a year-round point of sale for their products in downtown Ellenville. It offers bike rentals, as well as a pivotal shopping experience for hikers, bikers and explorers.

#### **3.7. Aroma Thyme Rooftop Community Garden:**

Aroma Thyme Bistro plans to expand to build out a community rooftop garden and farm, ushering in the next phase of this iconic Village restaurant. As the very first certified green restaurant in upstate NY, Aroma Thyme has continued to be at the forefront of the farm-to-table movement. This expansion not only provides some relief to its currently compact establishment, but offers a key opportunity to promote local and sustainable food sources in the area.

#### 4. Other Municipality & Community Services

Investment in municipality and community services is integral to ensure a quality of life for the local community as the Village continues to grow and develop.

##### 4.1. Institute for Family Health Medical Center:

Ellenville Regional Hospital will add additional medical and health promotion services within the heart of the Village. The space will be used as a satellite medical office for the Hospital's partner, the Institute for Family Health (IFH), the only Federally Qualified Health Center in the community. In order to support our rural residents, IFH will be providing telehealth services for primary care and other services to increase access to preventative and care services. Additional building space will house ongoing population health efforts by the Hospital, building out a community area in which health education and other health related support groups and classes will be offered. A nutritionist will host office hours here to provide community residents with one-on-one nutrition consultations free of charge.

##### 4.2. Hunt Memorial Building Museum:

This historic building in the center of the downtown area will be reinvented as a museum and events space for the local community. The centerpiece of the museum will be a permanent exhibition dedicated to Ellenville's rich history, including its importance to the Borscht Belt era, and remaining spaces will be used for live performances, contemporary art exhibitions, and community events.

##### 4.3. Stoeckeler Memorial Park Parking:

Adjacent to the Stoeckeler Memorial Park, a new public facility will be created on a 5-acre parcel provided by the Village of Ellenville. This parcel will provide parking for 250-300 cars, be home to EV fast charging stations, and also house a New Public Swimming Pool, provided by Ulster County.

#### 8. **Administrative Capacity.** *Describe the local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.*

The Village of Ellenville will be the lead agency for this project with integral engagement from the Town of Wawarsing. The assigned consultant will work in coordination with the Village Manager. The Village will be responsible for the implementation using existing staff, which includes the Village Manager, Treasurer, municipal departments, and administrative aide, with oversight by the Mayor and Board of Trustees. Community input and assistance will be provided as needed from the proposed DRI Local Planning Committee.

Ulster County has also agreed to enter into a municipal shared services arrangement in order to augment the Village's capacity.

The following community members have contributed to the development of this application, and have been identified as key members of the Local Planning Committee (LPC) for the planning and implementation phase:

- **Jeff Kaplan - Ellenville Mayor**

- Mr. Kaplan has served as the Ellenville Mayor for the past 20 years and formerly the following: a Village Justice for 12 years, Town of Wawarsing Attorney for 8 years, Town of Wawarsing planning board attorney for 8 years, Partner in law firm, Kalter, Kaplan, Zeiger, & Forman for 41 years, Village of Woodridge attorney for 30 years, Wawarsing/Ellenville Chamber of Commerce, and board member of Ellenville Credit Union.

- **Mike Warren - Ellenville Village Manager**

- Mike is the current Village manager, and has over 20 years of public sector experience, and manages a Village budget of 5 million, manages 75 employees, and leads the police, sewer, water, and streets departments. He has also previously served as Town Supervisor of Marbletown.

- **Tim Weidermann - Director of Economic Development, Ulster County**
  - Tim brings over 20 years of experience in economic development, including grant management, stakeholder engagement, and administration of the County's Revolving Loan fund.
- **Kate Heidecker, Deputy Director of Economic Development, Ulster County**
  - Kate brings 15 years of experience in community engagement and outreach, including public information campaigns for schools and municipal projects.
- **Anthony Nelson - Committee Member**
  - Anthony is a former investment banking executive, most recently Director at Credit Suisse where he led the delivery and implementation of a portfolio of global programs. In April 2021, he quit his career to focus on the re-development of the Terrace Motel in Ellenville. He is currently a member of the Ellenville & Wawarsing Parks & Recreation Commission, and has served as Treasurer and Vice Chair for Not-For-Profit Hope Community Inc., based in East Harlem.
- **Richard Travers - Committee Member**
  - Richard Travers, a 37-year resident of Ulster County, is the owner and developer of 81 NORTH, the only luxury boutique inn currently operating in the Village of Ellenville. In his ongoing career as an Insurance Consultant he founded Travers, O'keefe & Associates, recognized by Crain's New York as one of the top 25 Employee Brokerage Firm's in NYC. He also serves on a number of local boards, the Rondout Valley Business Association (having served for 11 years as President) the Lederman Children's Center and the Ulster County Planning Board, as the representative for the Village of Ellenville.
- **Martin Rabkin - Committee Member**
  - PR/marketing consultant to Wall Street emerging fintech and research firms (semi-retired); former founder/publisher & editorial director, Dow Jones Markets corporate business magazine (95,000 global circulation), Dow Jones & Co.; 20-year freelance advertising copywriter to Fortune 1000 brands; board of directors, Shadowland Theater (2005-2013); Ellenville resident since 2004.
- **Victoria Messner - Committee Member**
  - Victoria Messner is a Creative Director, Ellenville business owner, and President of Ellenville's recently formed forward-facing coalition: C.O.F.F.E. As a former VP and director at digital marketing and creative agencies in NYC, she knows how to bring ideas to life from concept to fruition through the lens of today's most powerful creative and marketing tools. As co-founder of Market on Market, formed during the pandemic, she has brought both the community and artisans together in the heart of downtown on a grassroots level.
- **Reuben Hull, PE - Consultant**
  - Reuben is a professional civil engineer with more than two decades of expertise in community & regional planning and downtown revitalizations. Reuben is currently the Private Development Market Leader and Eastern NY Civil Regional Manager for LaBella Associates. As a native of Ellenville and a 1982 graduate of Ellenville High School, Reuben weathered the decline of the Borscht Belt region firsthand, and is thrilled with the opportunity to assist the community in its continued renaissance through the implementation of the DRI program.

In addition, the following community members have also made significant contributions to this application and will be also be integral members of the LPC:

Terry Houck - Town of Wawarsing Supervisor, Roger Buchwalter - Town of Wawarsing Board Member, Patricia Steinhoff - Village Trustee, Barbara Hoff - Business Owner, Hal Brill - Business Owner, Eric Springer - Business Owner, Gerald Berliner - Marketing Consultant, Jeff Rubin - Municipality Representative, Kevin O'Connor - Business Owner, Levi Hecht - Business Owner, Lisa Wiles - Ellenville School District Superintendent, Mary Sheeley - Business Owner, Victoria Nelson - Business Owner, Marcus Giuliano - Business Owner, Debbie Briggs - Ellenville Regional Hospital, Ray Faiola - Shadowland Stages.

There has been strong interest in the community for engagement in the development of this DRI plan, and additional committee members and contributors will be added to ensure a diverse planning committee consisting of new and long-time residents with a variety of complementary backgrounds and perspectives that will ensure community buy-in of the final plan. This includes representation from Ellenville's leading community organizations including the Ellenville/Wawarsing Chamber of Commerce, Rondout Valley Business Association, Ellenville Regional Hospital, and Ellenville/Wawarsing NAACP.

9. *Other. Provide any other information that informs the nomination of this downtown for a DRI award.*

When it comes down to it, we are a diverse community of resilient and proactive individuals, working together to bring **Ellenville to A New High Note**. Our DRI proposal is made up of many projects that together will create a whole larger than just the sum of its parts. A \$10 million injection into our current landscape will catapult worker opportunities and housing, reach all generations of locals and visitors, facilitate sustainable solutions for our future, and secure economic growth for the Hudson Valley region.

**Music & the Performing Arts:** Already known for its Shadowland Stages and history of performances in the Borscht Belt, Ellenville is amped to make itself known as the year-round music & the performing arts destination once again. Through a combination of private and public projects in the works, and the help of DRI funding, we have the infrastructure and talent to make this happen.

**Accessibility, Sustainability & Beautification:** As a compact Village mixed with residential, business and industrial use, we are in a unique position to make our entire Village walkable and bikeable, working towards NYS's goal of reducing reliance on automobiles. We are in the process of replacing all downtown street lights with solar lights, having secured funding for the entirety and already updating Market St and Resnick Parks lights. We need the help of the DRI funding to place EV fast charging stations throughout the village but have multiple businesses ready to co-contribute.

**Small Businesses & Local Jobs:** With the addition of Cresco Labs and the revival of The Nevele, we will have over 500+ job opportunities coming to Ellenville. What we need now is to support our small businesses in order to bring their housing, retail, events, shopping and hospitality projects to fruition. These projects will guarantee Ellenville as a desirable and realistic place for workers to live year-round.

**Municipality & Community Services:** Our strength is our community, and we will ensure services provide continue to improve to enrich the lives of our residents. We are committed to leaving no one behind on this path of growth.

The Ellenville/Wawarsing Chamber of Commerce and the Rondout Valley Business association, along with the Ellenville Regional Hospital, Family of Ellenville, Coalition of Forward-Facing Ellenville, the NAACP, and the Ellenville Arts Collective are ready to work with municipality and private businesses to distribute funds and actualize all projects.

**In our case, it really takes a Village, and Ellenville is ready to hit a new high note, together.**

**\$20 Million Request.** For applicants wishing to be considered for \$20 million in DRI funding, provide a clear but concise justification of why your community should be awarded \$20 million. Justification should include identification of at least 1-2 large, transformational projects that will have a significant impact on the downtown and could be realized with a larger grant award. Project descriptions should include status of the following: site control, commitments from project partners, other funding sources, and zoning/regulatory requirements. Since a larger award amount will require heightened capacity on the part of your municipality, please identify the individual or entity that will coordinate DRI implementation. Also describe the capacity of any project partners to undertake the additional large-scale projects

A \$10 million injection of grant funds is sufficient to meaningfully transform the entire Village of Ellenville, a key benefit of its high-density downtown area.

**Addendum: Opportunities for Electric Vehicle Charging Stations.**

DOS is soliciting feedback from communities on whether they may have locations suitable for electric vehicle (EV) fast charging stations in their downtowns, either at municipal or private parking lots. While responses to this question will not be included in the evaluation of applications for a DRI award, applicants are encouraged to consider opportunities for EV charging in their downtowns. Benefits to a host site community include becoming a destination for travelers to the downtown, resulting in additional spending/economic activity for businesses in proximity to the fast charging site. Public EV charging stations also provide charging opportunities for community members without access to home charging. Applicants should indicate any interest in having charging station(s) installed within their proposed DRI boundary and identify any locations that have the space requirements/ characteristics listed below. If it is a privately-owned site, please indicate owner interest in participation.

\* Upper-bound: 5 parking spaces able to dedicate to fast charging (e.g. become EV-only), with 32' x 16' additional space for supporting power somewhere in lot that can be either in parking spots or on grassy areas within the property lines.

\* Lower-bound: 3 parking spaces able to dedicate to charging, with 22' x 16' additional space for supporting power somewhere in lot that can be either in parking spots or on grassy areas within the property lines

Four downtown public fast charging EV stations are proposed in total at Liberty square and Village Hall parking lots, and one each at the three lodging projects included in this application, 81 North Inn, the Bormont, and the Terrace Motel.

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