

VILLAGE OF 

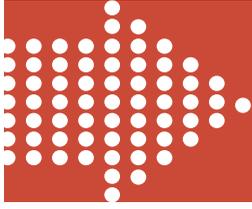
 **CANTON**



Photo credit: North Country Public Radio

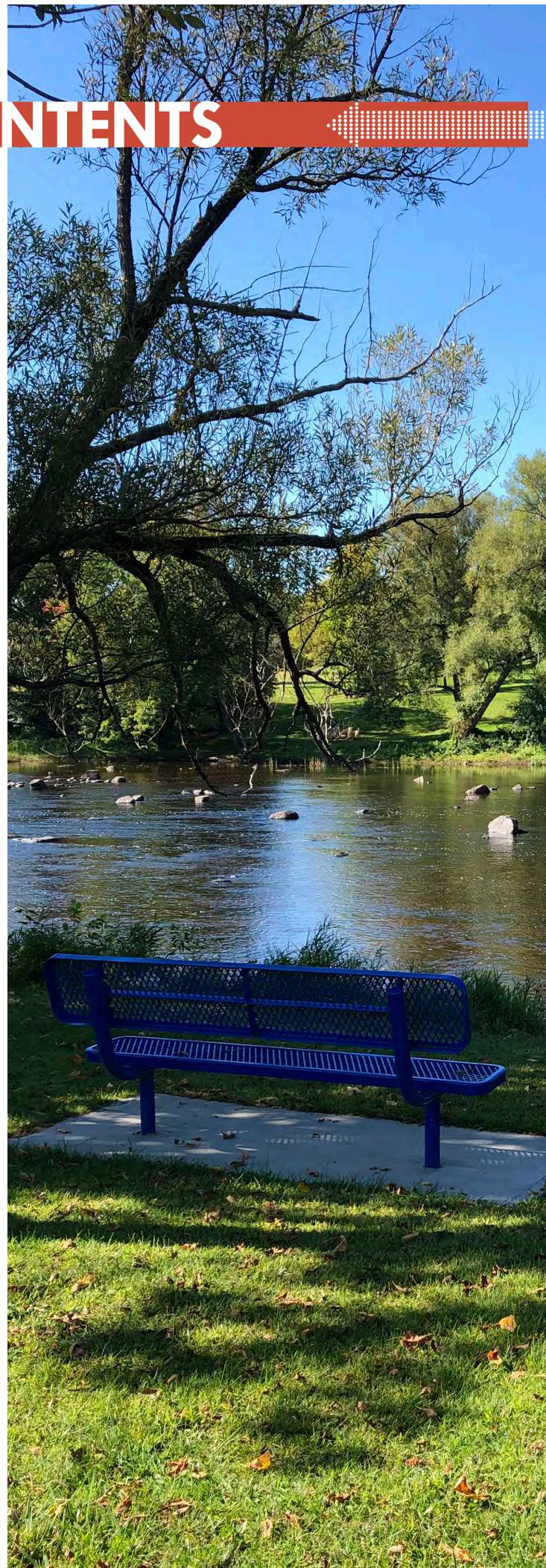
Downtown Revitalization Initiative
DRI Application
September 2021
North Country Region



**Downtown
Revitalization
Initiative**

TABLE OF CONTENTS

Acknowledgments	1
Basic Information	2
Vision for Downtown	4
Justification	5
Downtown Identification	
Boundaries of Proposed DRI Area.....	6
Past Investment, Future Investment Potential.....	10
Recent or Impending Job Growth	17
Quality of Life.....	19
Supportive Local Policies	23
Public Support.....	26
Transformative Opportunities and Readiness.....	29
Administrative Capacity.....	68
Other.....	69



ACKNOWLEDGMENTS

The Village of Canton acknowledges the following individuals and organizations for their contributions to making this Downtown Revitalization Initiative application possible.

- › Governor Kathy Hochul
- › North Country Regional Economic Development Council
- › New York Department of State Office of Planning & Development
- › Empire State Development
- › New York States Homes & Community Renewal
- › Village of Canton Mayor Michael Dalton
- › Town of Canton Supervisor Mary Ann Ashley
- › Village of Canton DRI Committee:
 - › Leigh Rodriguez, Director of Economic Development
 - › Jeni Reed, Economic Development Assistant
 - › Carol Pynchon, Village of Canton Trustee
 - › Anna Sorensen, Village of Canton Trustee
 - › Lenore VanderZee, Executive Director of University Relations - SUNY Canton
 - › Martha Foley Smith, Town of Canton Council Member
 - › Brooke Rouse, Local Business Owner
- › Supporters of and Participants in the Village of Canton's DRI Application



BASIC INFORMATION

REDC Region

- › North Country

Municipality Name

- › Village of Canton

Downtown Name

- › Downtown Canton

County Name

- › St. Lawrence County

Applicant Contact Name and Title

- › Leigh Rodriguez,
Director of Community Development

Applicant Email and Secondary Email

- › lrodriguez@cantonny.gov
- › mdalton@cantonny.gov





THE OFFICE OF THE MAYOR

VILLAGE OF CANTON

60 Main Street

Canton, New York 13617

Phone: (315) 386-2851 Fax: (315) 386-1361

September 15, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

Canton is at the crossroads – poised and ready to do the transformational work that will ensure the Village's future as the vibrant hub of the North Country. With pride and enthusiasm, I introduce Canton's application for the fifth round of the North Country region's Downtown Revitalization Initiative award.

We are ready! Canton has been preparing and planning for this opportunity for a very long time. With broad participation from the community and strong support from area businesses and committed stakeholders – including the Economic Development Consortium, Economic Development Steering Committee, and Village/Town Economic Development Committee – our team has assembled an ambitious set of projects that will truly transform Canton. We appreciate the value of these revitalization efforts, and are committed to the hard work that will make it happen.

On behalf of the Village of Canton and the Board of Trustees, I enthusiastically support this Downtown Revitalization Initiative application.

Sincerely,

Michael E. Dalton

Mayor

VISION FOR DOWNTOWN

Canton is at the crossroads, connected and accessible to everything in the St. Lawrence River Valley and beyond.

Situated along the Grasse River corridor, our diverse community is growing and evolving. The historic downtown is the center of government and commerce for our region, with varied and vibrant employment, residential, recreational, and educational opportunities.

Our downtown shopping, dining, and entertainment choices, complemented by our beautiful river parks and idyllic Village Green, offer a sustainable, safe, and healthy environment for our residents and visitors to live, learn, work and play.

Our planning and hard work have paid off. Our vision is realized.

Canton *IS* the crossroads to everywhere.



cross·roads

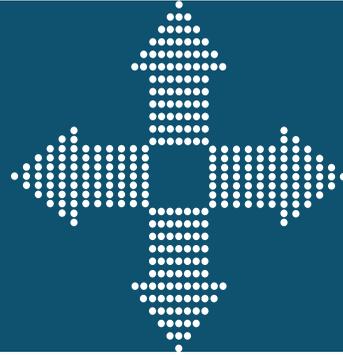
/ krōs rōdz/

noun

1. an intersection of two or more roads.

- › a point at which a crucial decision must be made that will have far-reaching consequences.

“we stand again **at a historic crossroads**”



Canton is at a crossroads.

Canton is a vibrant North Country community situated in the center - both geographically and economically - of the St. Lawrence Valley. A dramatic transformation of the Village's downtown will impact the community today and for years to come.

Canton is a crossroads.

All roads leading across the North Country - from Canada and U.S. points west and south - pass through Canton's downtown.

The Village's charming, Victorian-era downtown Main Street district is listed on both the national and state historic registries. The mixed-use buildings on Main Street house retail shops, residences, a community arts center, a historic movie theater, restaurants, a spa, and a health food store. Main Street is bookended by a picturesque downtown park at one end and the pristine Grasse River at the other.

As home to several large companies, SUNY Canton, St. Lawrence University, growing healthcare facilities, and numerous small businesses, Canton's economic community has continued to invest in growth. St.

Lawrence Health System built a new \$23 million medical facility just outside the Village; Corning, Inc. retained 250 jobs with its \$100 million expansion; both St. Lawrence University and SUNY Canton have constructed new resi-



dence halls on their campuses, reflecting their strong continued growth; United Helpers spent \$850,000 purchasing and refurbishing a vacant building and creating an outpatient mental healthcare facility just a mile from downtown.

Throughout downtown, substantial investments are evident, including updated façades, new and renovated housing, and new businesses filling vacant storefronts. This economic activity continues to draw new people seeking job opportunities at every level. The flow of new residents, paired with committed generational families, makes Canton a place where history and tradition are embraced as the next generation seeks to invest in an interesting and exciting community to raise their families and make their long-term home.

While we respect and cherish the Canton that was, we have a bold plan...to bring our downtown to a new place of commercial, cultural, and entrepreneurial excellence.

Canton continues to grow in diversity and cultural vibrancy, but it is hard to ignore the evidence of hard times that we, like so many rural communities, have faced. Some communities want to recreate the past, return to the way life used to be. While we respect and cherish the Canton that was, we have a bold plan – backed by substantial private investment and community-driven planning

documents – to leverage the \$10 million DRI award and bring our downtown to a new place of commercial, cultural, and entrepreneurial excellence.



Some may see being at a crossroads as a negative, a place of uncertainty and impasse. The Canton community sees its crossroads as a positive, an opportunity to transform its downtown and shape the Village of Canton and North Country region. Canton is at a crossroads, and we have charted the course for our future.

Boundaries of Proposed DRI Area

Canton's proposed DRI area encompasses 179 acres, comprising 185 parcels of mixed commercial, residential, and open space properties. Downtown Canton is well defined by geography, historic commercial buildings and Victorian-era architecture, major transportation corridors, including the most heavily trafficked intersection in the County, and updated zoning codes to encourage economic growth.



Geography

Downtown Canton is a compact commercial hub and is bordered by the natural beauty of the Village Green to the east, SUNY Canton to the north, Bend in the River Park to the south, and the Gouverneur Gateway to the west with the Grasse River running through its center.

Historic Commercial Buildings and Victorian-era Architecture

The proposed DRI area represents the best of historical Canton with its Victorian-era architecture and sites included on both national and state historic registers; it also represents the best of what Canton is and could be, with underutilized properties ripe for renewal and revitalization along Canton's most heavily traversed thoroughfares and the Grasse River waterfront.



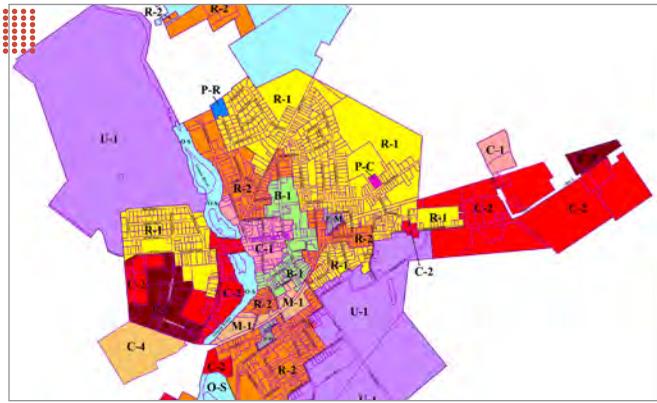
Major Transportation Corridors

Main Street and the Gouverneur Street Gateway are two of the most heavily trafficked corridors, not only within the Village of Canton but in the North Country as a whole. The corridors hold space for both an increase in economic opportunity and streetscaping improvements for improved walkability and enhanced pedestrian experience.



Updated Zoning Code

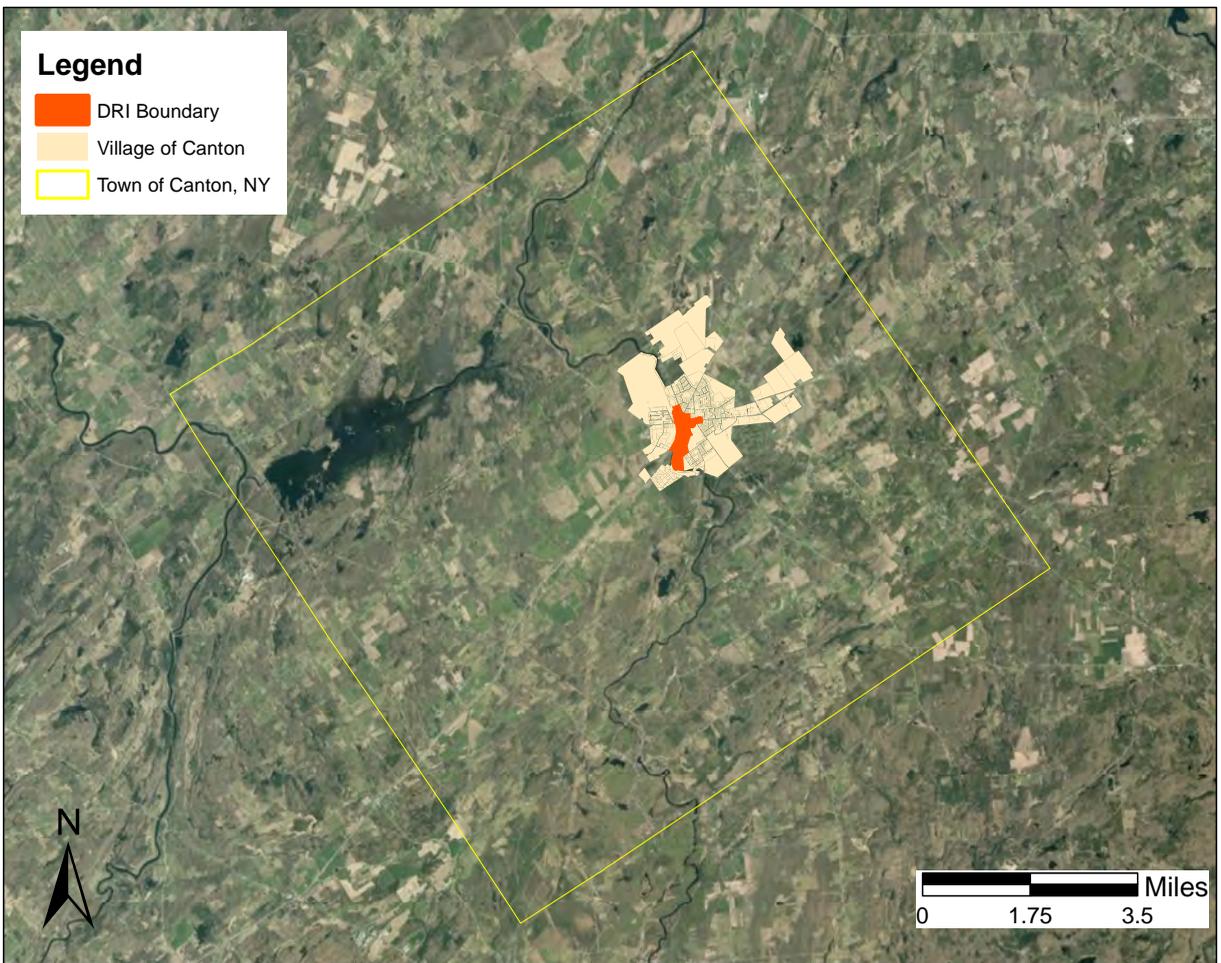
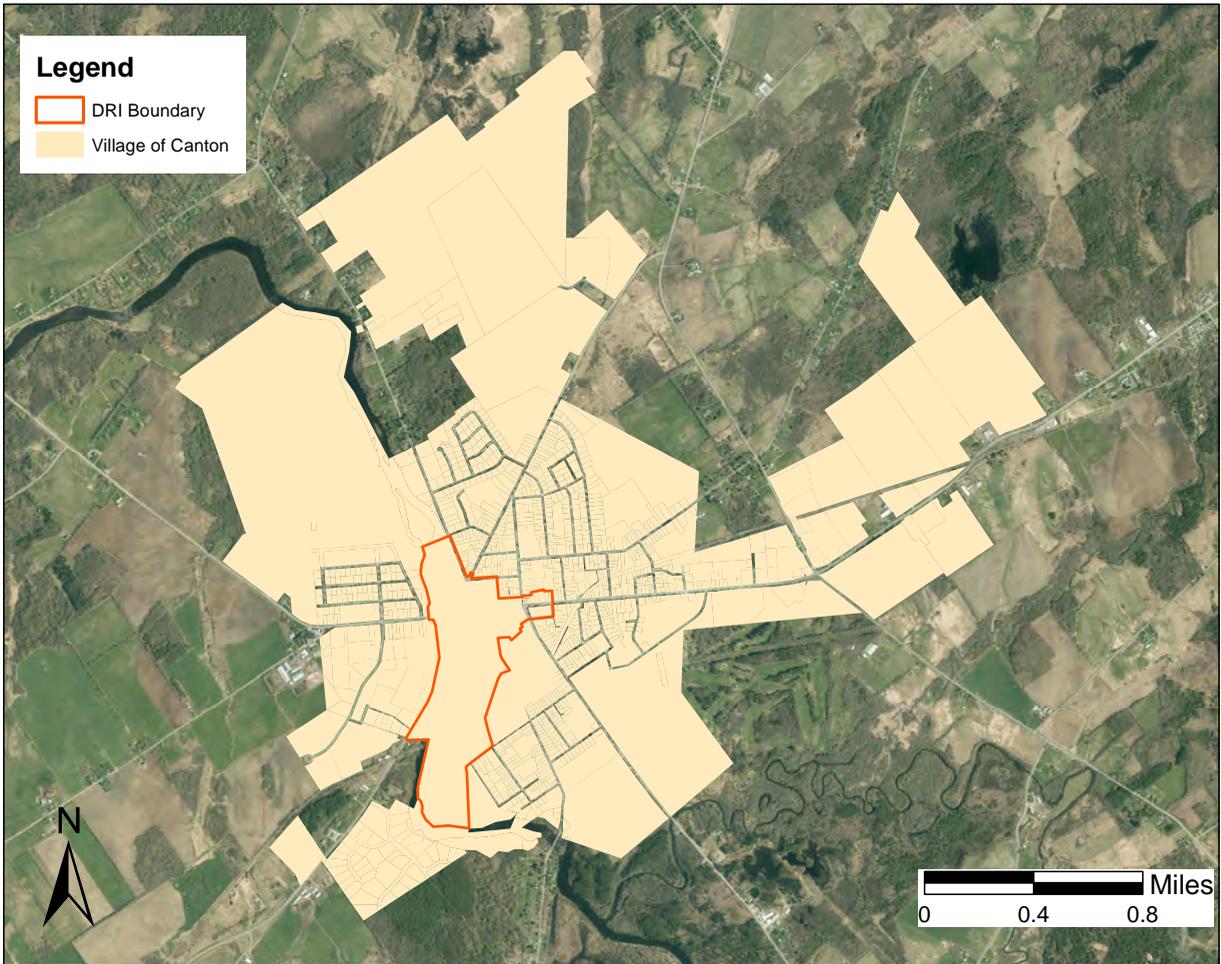
The Village's pending zoning code update supports vibrant community and economic development and will facilitate plans outlined in the DRI. The necessary zoning and code changes were made to ensure consistency with recommendations from the Comprehensive Plan, which will further support downtown revitalization plans and holistic planning stemming from community input.



For maximum impact and commitment to increasing economic, cultural, and recreational investment, downtown Canton's proposed DRI area is defined to include the traditional central business district along with portions of the Grasse River corridor and its adjacent commercial and open space areas. This was intentional and includes areas that overlap with the Village's Grasse River Waterfront Revitalization Plan boundary and the Canton Brownfield Opportunity Area (BOA)

Nomination Study boundary. The DRI boundary also includes properties specifically mentioned in the Village's Comprehensive Plan to give clear direction for priorities and projects that will enhance, beautify, and develop Canton's downtown. The DRI is the next piece in furthering planning and implementation efforts following substantial public participation and reuse planning.





Past Investment, Future Investment Potential

Past Investment

Consistent with state, regional, and local strategic planning and priority setting, Canton has made significant investments in downtown Canton in the past decade and has several projects currently underway and in planning.

Critical remediation and redevelopment have taken place on Willow Island, Coakley and Falls Islands (West Main Street), the former Gray Lanes (now Rushton Place, 1 Main Street), and the former Bell's Garage (30 Riverside Drive). Public-private partnerships among the Town, Village, County, Grasse River Heritage Area Development Corporation, and private local developers have been instrumental in the success of these efforts. Public grants, such as Restore NY, Office of Parks, Recreation and Historic Preservation, helped leverage the private investment to make these projects both economically feasible and overwhelmingly successful.

The Village recently completed a \$1.2 million expansion of water and sewer service to the Maple Hill Subdivision. This is an area of the Village that was not previously served and represents a prime area for new development with 33 residential and commercial lots. We have already seen the construction of one new home, with three other lots under contract, and a commercial building in the works.

The Village of Canton secured \$300,000 in CDBG Public Facilities funds for a \$679,000 project to modernize the thirty-nine year old elevators at the Canton Housing Authority Grasse River Apartments, a seven-story, 50-unit HUD Section 8 Multifamily project for low-income senior and/or disabled individuals. The non-ADA compliant elevators had reached their usable limit, and

the increasingly frequent malfunctions and service interruptions presented an architectural barrier to the residents, negatively impacting their movements, and first responders abilities to provide assistance. Elevator modernization has brought systems into compliance with ADA, removed the architectural barrier, and enhanced safe and affordable rental housing opportunities for low income seniors and those with disabilities.

The Village acquired property where a solar array was developed to provide electricity to all municipal operations. Tesla (previously Solar City) installed the array, which went online in March 2019. The solar project represents a \$36 million investment that will result in an estimated \$2 million savings for the Village over the first 20 years.

The Village and Town, along with a significant cadre of local stakeholders and volunteers, have undertaken substantial planning to facilitate local development and growth. With support primarily from the Department of State (DOS), several plans have been completed, including a Comprehensive Plan for the Town of Canton and Villages of Canton and Rensselaer Falls, Grasse River Local Waterfront Revitalization Plan (LWRP), Canton Village Brownfield Opportunity Area (BOA) Steps 1 and 2, and feasibility studies for two pedestrian connector bridges/pathways and a whitewater play park.

These planning documents, along with the Canton Community Action Plan, have provided a roadmap for development in our community. Grants from the DOS LWRP program have supported the development of a Grasse River Blueway Trail Plan, a marketing plan for the Grasse River Blueway Trail, the first phase of a waterfront revitalization plan for the Oswegatchie River,

and a Master Trail Plan to identify options and plan for expansion and interconnection of existing trails.

Since 2006, Canton was awarded two New York Main Street (NYMS) grants. The results have created additional second-story housing units in several historic structures along Main Street, led to improvement of façades and interiors of buildings on Main and Park Streets, increased accessibility, and beautification through streetscape enhancements. These awards require private investment to leverage the public funds, and have been successful in helping transform several downtown buildings.

A Community Development Block Grant micro-enterprise program award injected \$200,000 into Canton's small business economy in 2018. It assisted in the startup of three new enterprises in the Village, and bolstered three existing businesses in our central business district.

In addition to leveraging public investments in Canton, the business community throughout the Town and Village have stepped up their private investments, creating jobs and demonstrating their faith in Canton's growing economy.

The Village Green at the eastern end of downtown is and has historically been a central gathering place for community events. Among many other events, the annual St. Lawrence County Dairy Princess Festival ushers the beginning of summer and the Remington Arts Festival, honoring Canton's native son and internationally renowned artist Frederic Remington, is celebrated there every autumn. A volunteer committee has successfully raised \$125,000 for the rehabilitation of the historic fountain in the center of the Green, which was completed this summer. Additional work - including the reconstruction of deteriorating walkways - has also been proposed and is described in greater detail in the projects section of this application.

Dairy Queen completed the \$1 million rebuilding of their restaurant which was destroyed by fire in 2018. They are now open year round, rather than just seasonal, and have filled a void in the Gouverneur Street corridor.

McDonalds has recently completed a \$1.5 million restaurant on the eastern side of the Village.

Corning, Inc. underwent a \$14 million, 9,900-square-foot addition to their Canton plant in 2018, assisting in the retention of approximately 250 jobs at the Canton facility. Over the past six years Corning has added nearly 60,000 square feet of manufacturing and warehousing space to the local plant.

Argent Development has constructed six units of a planned 24-unit market-rate residential development in the Village.

Rite-Aid, in 2019, vacated its former location and constructed a new \$2.1 million facility on East Main Street. The 11,130-square-foot store, now a Walgreens, is about twice the size of the store that had been in the former Jubilee Plaza since 1980. Approximately six additional part-time employees and a second pharmacist have been hired to work at the new store.

The Best Western University Inn underwent a multi-million dollar renovation of the hotel, including refurbishment of all guest rooms, entrance, parking, conference and banquet spaces, and restaurant spaces.

A convenience store and gas station is currently under construction on East Main Street at the site of a former restaurant that has been vacant for at least ten years. The location is adjacent to the recently renovated Holiday Inn, and newly constructed Fairfield Inn. This \$1.25 million project will bring gas, convenience items, and a Tim Horton's to that area of the Village.

Community Bank, N.A., has been in business in Canton for 150 years. In 2010, they showed their continued

commitment to Canton by constructing an Operations Center that currently houses roughly 107 employees. The bank plans to expand the Canton location to accommodate growth projected by their strategic acquisition plan. Back office operations have been identified by the region as a strategic industry to target that is suitable to the North Country.

A \$6.5 million, 82-room Marriott Fairfield Inn, located adjacent to the University Plaza on East Main Street, was completed in 2019. The three-story hotel features an indoor pool and an eating area, and employs up to 25 full- and part-time employees.

The former Comfort Inn, located just over a mile from Downtown Canton, recently completed major renovations to affiliate with the IHG chain of hotels. Now a Holiday Inn Express, its 69 rooms have been beautifully updated.

The table below shows a selection of recent investments in Canton's Downtown and throughout the Village and Town.

Recent Investment	Impact	Investment	Jobs
McDonalds constructed a new building on East Main Street after having no presence in the Village since closing their old location in 2015.	New tax base	\$1.5 million	75
Dairy Queen has rebuilt their restaurant after a total loss due to fire in 2018.	New tax base	\$1 million	4 FT, 46 PT
A historic fountain in the Village Green was renovated with funds raised by the community.	Restoration of his- toric infrastructure	\$125,000	n/a
The Village completed an expansion of municipal water and sewer to an area previously not serviced, the Maple Hill Subdivision. The project included grants from Northern Border Regional Commission, ESD and St. Lawrence River Valley Redevelopment.	New shovel ready sites will encour- age development, increase tax base	\$1.2 million	n/a
St. Lawrence Health System purchased 293 acres, constructed a 60,000 square foot medical office building, and are planning phase 2.	New construction and access to healthcare	\$28.5 million	60+ created
Corning, Inc. added nearly 60,000 square feet of manufacturing and warehousing space to the Corning Canton plant.	Expanded manu- facturing and job creation	\$20 million	250 created or retained
JProulx, Inc. (Save A Lot, Canton) invested \$770,000 to renovate a vacant space in the University Plaza creating a new grocery store.	Occupy previously vacant space	\$770,000	20 created
The Village received a \$300,000 CDBG public facilities grant to assist with the rehabilitation of two elevators at Canton Housing Authority's Grasse River Apartments.	Rehab of public infrastructure	\$679,000	n/a
Community Bank, N.A. constructed a 21,000 square foot back office building and is looking to expand on the site, where municipal water is now available.	New tax base, business growth and job creation	\$3.8 million	88 created or retained

Recent Investment	Impact	Investment	Jobs
The Village of Canton collaborated with Tesla to install a 1mw solar array which will provide electricity for all municipal operations.	\$2 million in savings over 20 years	\$36 million	n/a
The Canton Main Street Program in 2018 renovated seven properties downtown including the addition of two new 2-bedroom residential units, and the remodeling of one residential, nine commercial and one civic unit. Bike racks and recycling bins were added to the streetscape.	7 buildings renovated	\$420,700	n/a
Canton Microenterprise Grant Program supported three existing businesses, and three startup businesses in the Village. All six businesses are owned by low-moderate income entrepreneurs. There are two new storefront spaces occupied as a result, and one office. One storefront was converted from an office, the other two spaces were vacant.	3 new commercial spaces occupied	\$217,600	3 new businesses, 3 expanded businesses
Upgrades were made at Bend in the River Park with the assistance of a \$100,000 grant from NYS Senator Patty Ritchie. The project replaced all picnic tables, benches, and repaired the picnic pavilion roof. The pedestrian path was repaved, and a bathroom facility constructed.	Municipal park upgrades	\$135,000	n/a
Grasse River Heritage Area Development Corporation acquired and transformed two nearly abandoned islands into Heritage Park, one of downtown Canton's most distinctive and attractive features.	Renovated blighted properties to public park	\$477,500	n/a
Elizabeth Pier purchased an empty Main Street building, renovated the entire building, upgraded electric and plumbing, and built a commercial kitchen with private investment. Her two new businesses NOLA's General Store (new), and Fleur de Lis Estate Services, now occupy what was vacant second story, and former office space.	Occupied vacant space; new retail space	\$350,000 NOLA \$75,000 FDLES	10 created at NOLA's; 1 created, 1 retained at FDLES
Rushton Place, LLC acquired and transformed a 16,000 square foot dilapidated eyesore at 1 Main Street into five condominiums units and 3 commercial office spaces.	Addition of tax base, new residential and commercial units	\$3.1 million	28 jobs created/retained
NYS DOT completed extensive repair to two bridge decks on Main Street in 2018, adding bicycle lanes on each side as recommended by Complete Streets Committee.	Addition of bike lanes on bridges	\$3 million	n/a
30 Riverside Drive was acquired by the Village of Canton as part of a collaboration with the Town of Canton, St. Lawrence County, and the New York State Oil Spill Fund. This project is complete, and the site is shovel ready.	Removal of blighted building and remediation of environmental contamination	\$500,000+	n/a
Vision Hotels completed construction of a Fairfield which opened in 2019, creating 25 new jobs. This state-of-the-art facility features WiFi connections, a pool, and meeting space to accommodate 50-75 people. The building has three stories and offers 82 rooms.	New tax base, 82-room hotel	\$6.5 million	25 jobs created

Recent Investment	Impact	Investment	Jobs
The Bagelry/Park Bros. Coffee acquired the building at 103 Main Street and invested in extensive repairs and upgrades.	Upstairs commercial converted to residential	\$205,000	3 FT, 5 PT created
Rainbow and Joshua Crabtree restored the façade of their building at 21 Main Street, home of their business Nature's Storehouse, back to its historical look, while increasing energy efficiency.	Façade improvement and energy efficiency	\$33,000	2 retained
Pizza Hut invested \$565,000 to construct a new building on East Main Street, moving from their old location across the parking lot, which is now occupied by Verizon.	New tax base	\$565,000	Unknown
Cornell Cooperative Extension has constructed the Harvest Kitchen to support local growers and value-added food production.	Commercial kitchen added	\$235,000	n/a

Current and Future Investment

Canton is always looking ahead, and we are at an exciting crossroads. Having worked hard to develop plans to strategically envision the community's future, Canton is focused on the implementation of and building on current plans.

The need for quality childcare is great: employers in the area point to this as an area of concern for prospective employees. Recognizing that adequate childcare is crucial to economic and community development, Canton Day Care Center, Inc. (CDCC), a nonprofit, licensed daycare center, has committed to making the investments required to ensure our children are well cared for. Founded in 1977, the center built and moved to its current location, co-located with United Helpers in 2008-09. United Helpers provides assisted living, skilled nursing, and rehabilitation services. Intergenerational programming with the children and residents of the co-located senior care facility enhances the experience of both groups; co-location reduced the cost of the original construc-

Having worked hard to develop plans to strategically envision the community's future, Canton is focused on the implementation of and building on current plans.

tion, and cooperative operations such as food service reduces the center's cost of operation. To accommodate more full-time and after-school children, Canton Day Care will build out the second floor of their facility to include four classrooms, two with restrooms, a gross motor space, and storage space including floor coverings, ceilings, heating and air conditioning, fire protection, and classroom furnishings. The total cost of the build-out project will be \$450,534; to date more than \$100,000 has been

raised. Work on the project is proceeding as funds are available. With the expansion of childcare capacity, Downtown Canton will be revitalized by affording additional people the opportunity to work outside their home. In addition, it will provide the environment to help children thrive and develop skills to be confident capable adults.

Municipal water for the Village is a continued focus. While there is no immediate need for additional water, with development projects in the works, additional demand will be placed on the system. Infrastructure is

key to economic growth, and the Village is committed to expanding needed services. The Village intends to pursue the next phase which includes constructing a second water source, and replacing six miles of transmission pipe. Partial grant funds were secured for the \$9.75 million in water related projects, which allowed the expansion to Maple Hill subdivision to be completed.

The Maple Hill subdivision represents tremendous new development and investment opportunity for the Village. This area, now serviced by municipal water, has the opportunity for additional private investment in new home construction. New housing development brings not only private investment, but much needed tax base to the community.

The historic fountain in the Village Green was rehabilitated. The Village and Town are collaborating with the Presbyterian Church to complete maintenance of the tree canopy in the park through a grant from the NYS Department of Environmental Conservation (DEC). Work will be completed this fall, including approximately 24 new tree plantings with assistance from the Soil & Water District. The final stage of this renovation project is the reconstruction of the walkways in the park, which are in very poor condition. DRI funds are being requested to assist with this final stage.

The Town and Village are implementing projects along the Grasse River with assistance from an LWRP grant.

The Town is carrying out a priority of the Master Trail Plan, by widening Miner Street Road to include bike paths on each side from the Village line to Taylor Park, an approximately \$372,000 project. The Village is collaborating with Grasse River Heritage to add enhancements to Willow Island, a small part of which is home to GRH's recently created sculpture park. The project will continue the arts theme, and construct an outdoor performance space, reconfigure parking, and a rustic play area, landscaping and composting toilets. This is an approximate \$345,000 project.

The Village received another \$500,000 New York Main Street Grant through the 2020 funding round. This will allow for the renovation of eight buildings in our downtown area, with an estimated total investment of \$963,000 over the next two years. We anticipate assisting seven residential units, 11 commercial units, and two civic units. Streetscape projects will include two new covered bike parking areas; conversion of a vacant alley into a Gallery Alley where local artwork will be displayed, lighting and seating added; and the creation of a Museum in the Streets that will highlight historic buildings and create a walking tour through downtown.

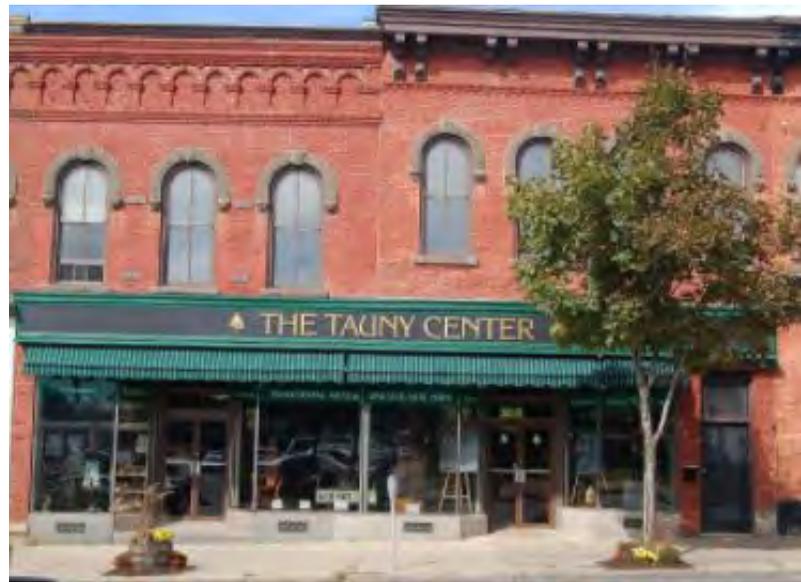
The Town is applying for \$500,000 in funding to create a small business assistance program to help business within the town in recovering from the pandemic.

A small housing subdivision is being planned for Miner Street, which would add six new single family homes to the tax role.

An anchor project in this plan will turn the long-vacant plaza at the center of downtown into a \$16 million mixed-use development offering diverse housing options, premium retail space, and – at its core – an entrepreneurship center, which will ignite innovation, spur the creation of new businesses, and ensure enduring economic and community growth. Our core project is to replace the dilapidated Midtown Plaza



in the heart of Canton's downtown with a multi-use development that will include new commercial space, mixed-income housing units, and SUNY Canton's Entrepreneurship Center. The Center will offer a co-working space to accommodate small businesses and remote workers; entrepreneurship programming for students and community members; and a makerspace that will bring the latest technology to community members. This development will anchor our planned downtown revitalization, bringing new housing and businesses and encouraging entrepreneurship and innovation that will spur continued economic growth.



Other projects proposed in this DRI proposal include new additional commercial and residential buildings to replace currently underutilized and dilapidated structures, and simple but important efforts such as beautifying our Main Street and ensuring that our downtown is welcoming and accessible to all.



We also aim to enhance, social and cultural revitalization in Downtown Canton. The renovation of Canton's historic American Theater will create a performing arts center and community space for our community's rich arts tradition to thrive. The TAUNY Table will celebrate our local food system, and offer a unique dining experience downtown.

Two projects seek to transform the underutilized waterfront properties along the Grasse River into commercial and residential centers where people can enjoy the natural beauty of the flowing water in the heart of downtown.

A local nonprofit plans to expand on its nature-based development of Heritage Park and Willow Island, currently home to walking trails and interpretive signage and a sculpture park, by furthering the arts concept on Willow Island, and expanding onto Dwight Church Park.

Recent or Impending Job Growth

According to the 2020 Census, the Village and Town of Canton are the only two communities in the County to have gained population. Between the healthcare system, banking, institutions of higher learning, government agencies, nonprofits, and the hospitality industry, employment opportunities of all kinds exist in the community.

St. Lawrence Health System (SLHS), the parent corporation of Canton-Potsdam Hospital (CPH), Potsdam and Gouverneur Hospital (GH), has more than doubled its medical staff since 2008. It recently completed construction of a 60,000-square foot medical office building on 293 acres that were annexed into the Village of Canton, creating some 20 new jobs and bringing 68 people to work in that facility. Because the hospital's main campus is located in a land-locked residential neighborhood in Potsdam, Canton represents the greatest opportunity for continued growth - especially because it is geographically central for the majority of the population in St. Lawrence County.

The Community Bank, N.A., Operations Center currently houses roughly 100 employees, and an additional 20 to 25 during times of acquisition. The bank plans to expand the Canton location to accommodate the growth projected by their strategic acquisition plan. Back office operations have been identified by the region as a strategic industry to target that is suitable to the North Country.

The St. Lawrence County Industrial Development Agency (IDA) has developed the Canton Industrial Park within the Village of Canton. The first building was constructed in 2012 and is currently fully occupied. In 2014, municipal water and sewer infrastructure were laid, making five shovel-ready sites available for development. The park is heavily marketed by the IDA, particularly to companies in the northeastern US and Canada.

Higher education brings well-paying jobs and benefits to Canton. As home to St. Lawrence University and the State University of New York at Canton, the Village of Canton must consider how to support these economic engines and ensure their continued success. Both campuses are experiencing growth and investing in infrastructure and diversifying their program offerings. The institutions of higher learning in the rural North Country region of New York State (which also include Clarkson University, SUNY Potsdam, and SUNY ESF in Wanakena) are some of our greatest assets and economic drivers. As identified in the St. Lawrence County Comprehensive Economic Development Strategy (CEDS), the "... five colleges and universities in St. Lawrence County constitute an important competitive attribute that may be effectively leveraged to advance economic development objectives. In addition to being economic engines themselves through their employee and student base, these institutions possess a diverse mix of assets that support the efforts of the County's developers."

The Marriott Fairfield Inn brought at least 25 new jobs to Canton. Anecdotal information from the colleges tells us that the addition of hotel rooms could prompt



them to seek opportunities to host larger, national-level sporting events that could not otherwise be accommodated. The infusion of economic activity would support the expansion of current businesses and the creation of new ones.

United Helpers, a nonprofit organization that supplies elder care as well as rehabilitation psychological services, recently purchased and renovated the former Key Bank property in Canton. Providing psychological care for children and adults, the new center has provided several new jobs and has filled a recognized community need.

Dairy Queen was rebuilt, and brought four full time and 46 part time jobs to the community, many of which are held by persons of low-moderate income.

McDonalds recently completed construction of a new facility, bringing 75 jobs.

An injection of new professionals into the community will drive demand for active and accessible living downtown. More and more people want to be able to walk or bike within the community where they live to meet their needs for entertainment, goods, and services. All of the aforementioned jobs are easily accessible from, or included within, Downtown Canton and can be reached by foot, bike, or public transit.

Redevelopment of key sites should support a walkable, livable community rich with recreation, food, amenities, art, culture, entertainment, and necessities. Canton's core industries of education, government, and health-care provide a stable stream of professionals into the community. To sustain growth in the long term we must be sure our downtown provides the amenities needed to support this demographic.



Quality of Life

Canton boasts a diverse population of varying ages, income levels, abilities, gender identities, mobility levels, and racial and cultural backgrounds thanks to the presence of the universities, healthcare systems, businesses, communities of faith, and generations of families that have chosen to make this community their home. Many are attracted to move to - and stay in - Canton and the North Country because of the physical beauty and extraordinary natural resources.

Canton is a walkable community with amenities, work opportunities, and access to municipal services easily reachable by foot or bike. The proposed Canton Municipal Center will make municipal offices, community meeting spaces, public restrooms, and other services accessible and ADA compliant in a modern facility. "Safe Routes to School" are established, and a network of trails provides connectivity and recreational opportunities to residents and visitors – and between the universities – for walking, running, biking, and skiing.

Numerous parks within the Village and along the Grasse River, including Taylor Park and Bend in the River Park, offer opportunities to enjoy outdoor recreation such as swimming, kayaking, canoeing, and fishing. Heritage and Dwight Church parks commemorate Canton's history through interpretive signage, and a new sculpture park on Willow Island hosts outdoor sculptures by contemporary artists for visitors and passersby to experience and enjoy. These parks serve as outdoor gathering spaces for festivals and events throughout the year. Other spaces such as The TAUNY Center (Traditional Arts in Upstate New York), church com-



munity rooms, the recreation pavilion, fire hall, public library, and fraternal organization halls such as the VFW and Knights of Columbus are available for events and gatherings. The Village Green, with its recently refurbished historic fountain and ongoing grant-funded work to manage and maintain its trees, provides a gathering space and hosts the Canton Farmers' Market twice a week and weekend festivals throughout the year. The Village Green project included in this application provides for the final phase of improvements to walkways.





During the winter of 2020-21, a working group of more than 20 community members met twice a month to consider all of Canton’s recreation assets and opportunities and “Reimagine Canton Recreation.” The group’s recommendations led to the formation of a citizen-led Recreation Advisory Group that will advise the municipal recreation staff and serve as liaisons to the recreation programs and constituencies of the community. The level of public interest and engagement in the reimagining process demonstrated the value residents place on recreation resources and opportunities in the community. The Bend in the River Park, Grasse River Heritage Park, and Village Green projects included in this application all aim to transform existing parks and gathering spaces into spaces that are attractive and accessible and provide opportunities for residents and visitors of all ages, abilities, and incomes to enjoy the natural beauty of the area. These efforts complement and strengthen Canton’s work to secure funding to improve residential and tourist access to the waterfront.

Several healthcare facilities, including clinics serving low-income residents, are in or close to downtown Canton, providing accessible healthcare and promoting healthy living. St. Lawrence Health System recently expanded a facility on East Main Street and has completed construction of a new medical office building at the eastern end of the Village. Claxton Hepburn hospital has a medical office building on West Main Street. After-hours clinics operate from each of the two existing facilities. Community Health Center of the North Country operates a facility within easy walking distance of downtown that provides affordable, high-quality healthcare to people of any age, race, gender, sexual orientation, religion, marital status, or national origin, regardless of their health insurance status or ability to pay, and pride themselves in acting as a safety net for those with insufficient or no health insurance. Several private medical offices are located in or near downtown Canton.

Along with the many amenities the community has to offer, downtown Canton also has a host of developable mixed-use properties within its boundaries. Canton’s downtown is part of the Brownfield Opportunity Area and Local Waterfront Revitalization programs, and, as described in the BOA Nomination Study, Riverside Drive and Gouverneur Street are gateways to the historic downtown and present a key opportunity for waterfront and downtown revitalization.



Riverside Drive presents a key opportunity for downtown revitalization.

Riverside Drive directly connects to the SUNY Canton footbridge, which carries pedestrian traffic from campus into downtown; however, this route is unfortunately not pedestrian friendly and contains some run-down properties. Of nine sites in the Riverside Drive corridor, seven are brownfield, vacant, or underutilized, including a property where a former service station was demolished and remediation was undertaken by the DEC, leaving a desirable downtown location that is municipally owned and ready for redevelopment. The Riverside Revolution project proposed in this application will capitalize on the natural beauty of the waterfront and transform this area into a vibrant corridor by developing a mixed-use residential, and commercial building that will provide housing and employment opportunities to a diverse population.

The Gouverneur Street area of downtown is one of St. Lawrence County's most heavily trafficked corridors and is a major employment zone for the Village. However, it suffers from a lack of shopping and dining amenities, contains several underutilized and vacant properties, and has been designated a strategic site within the BOA. The proposed Gouverneur Street Gateway Corridor and Gateway Mixed-use Development projects will transform this area into a visually attractive and inviting entrance to downtown and will provide

additional residential and retail development with visual access to the Grasse River.

Adjacent to Main Street is a vacant and blighted former grocery store plaza and a shuttered former fast food chain restaurant, all located on prime, underutilized land in the heart of downtown. With abundant parking and easy access to Main Street, the derelict properties have severely impacted downtown appearance and prosperity for nearly two decades and were widely cited by the public as being in urgent need of attention and improvement at several community input sessions. Easy access to groceries and other sundries by the mixed-income residents of our downtown is also an often-cited priority for redevelopment in downtown Canton. Several of the proposed developments,

Former Jubilee Grocery Store



Riverside Revolution and Jubilee Plaza, include properties that would be ideally suited for the development of retail businesses offering the amenities desired and demanded by residents in and adjacent to downtown.

Real estate agents report the serious need for rental units in the downtown area. Several housing roundtables have been convened to gather input about housing needs from residents, employers, developers, and realtors. The investment from New York Main Street grant awards in 2008 and 2020 is having a significant impact on increasing accessible, affordable housing opportunities with a host of new residential units coming online this building season. Because all projects could not be funded in the most recent round, there remains tremendous potential for the development of all categories of residential units; the Riverside Revolution, Jubilee Plaza, and Gateway Mixed-use Development projects all aim to meet this need.

There has been notable progress downtown through substantial private investment and public funding via Restore NY, NY Main Street, BOA, and other grants. These funds can be leveraged by the influx of much-needed DRI funds to enact our comprehensive vision for a vibrant, beautiful, diverse downtown Canton.



Supportive Local Policies

Canton has made it a priority to focus on policies and plans that ensure the Village is poised to capitalize on and continue growth by maintaining and improving the livability and quality of life that attracts and retains our residents.

Canton completed a comprehensive planning process in October of 2019, culminating in a strategic vision and action plan for the Town of Canton – including the Villages of Canton and Rensselaer Falls and the Hamlets of Morley and Pyrites – with downtown Canton as its central hub. The comprehensive planning process integrated existing plans for the development and revitalization of Canton’s waterfront, transportation systems, trail networks, community resources, recreational opportunities, sustainability, and, of course, economic progress. Involving key stakeholders from across constituencies and municipalities, the Comprehensive Plan established a holistic strategy for Canton that will drive public and private investment, leveraging our strengths and taking advantage of our many opportunities for growth.

Following the adoption of the Comprehensive Plan, the Village of Canton is nearing completion of a process to update and revise Village zoning code. The rezoning will be utilized as a tool by the Village to properly implement new develop and specific land uses where deemed appropriate in areas such as Riverside Drive, the Gouverneur Street Gateway, and Canton’s downtown and open spaces. The new zoning protects natural resources and scenic views and includes overlays of defined districts near the Grasse River waterfront and Canton’s downtown.

The volunteer, citizen-led Canton Sustainability Committee has been proactive, advising the municipality on policies, practices, and projects that improve the Village’s sustainability and resilience. Among its highly

successful efforts were solar projects throughout the community: through a NYSERDA grant, the committee launched a Solarize Canton campaign that led to the installation of more than 30 solar energy systems on residences in Canton – leading state-wide solarize efforts, even in much larger cities; the committee also worked closely with the municipal government to install a solar array that powers all municipal operations, drastically reducing Canton’s carbon footprint.

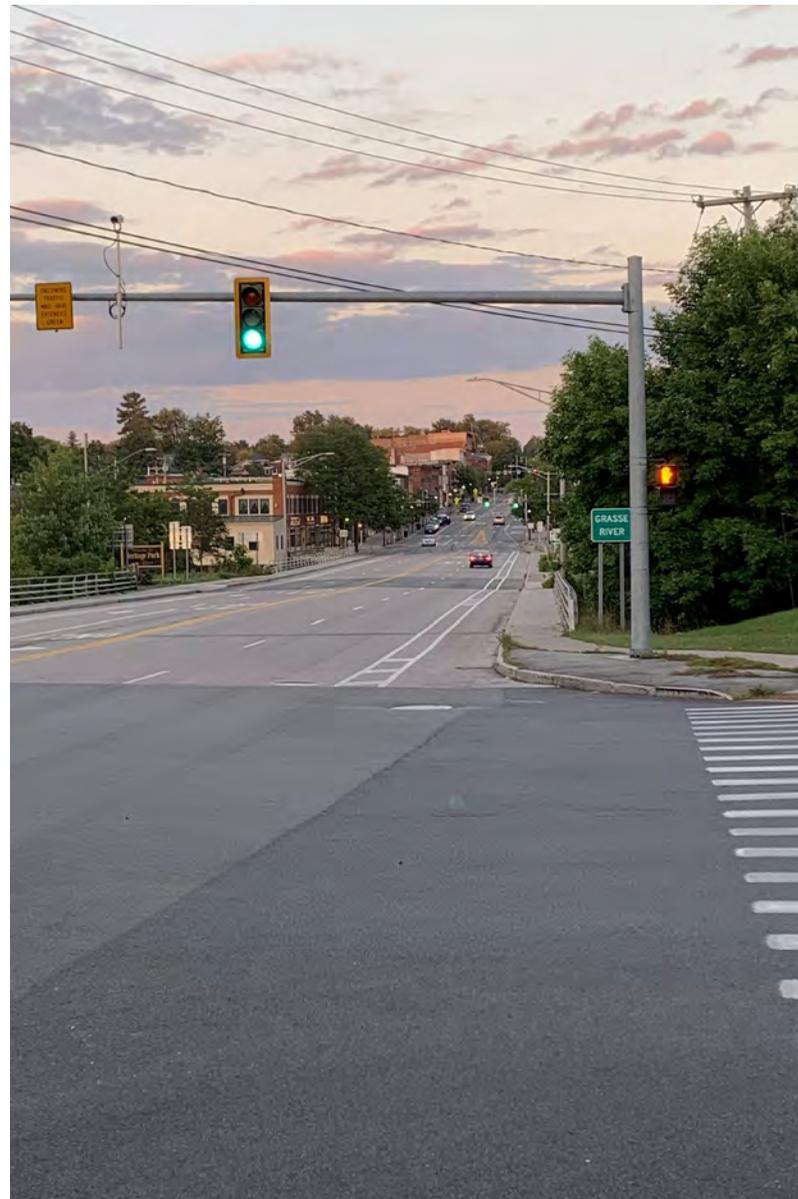
The committee coordinated the effort to achieve Climate Smart Community and Clean Energy Community designation, making Canton eligible for grants to implement sustainability-related projects, and spearheaded a pilot project that encourages residential composting to keep food scraps out of the waste stream.

With guidance from the Sustainability



Committee, the Village is currently exploring a Community Choice Aggregation (CCA) program to provide residents the opportunity to participate in the clean energy economy by ensuring that a significant proportion of electricity is coming from renewable sources. The Village is also considering an initiative to reduce the use of single-use plastics by requiring restaurants supply customers with plastic straws only when requested and altogether bans the use of plastic stirrers. Other projects designed to improve residents' quality of life and decrease negative environmental impacts include the conversion of all Village streetlights to LEDs, saving money and energy.

One key to a vibrant downtown corridor is multi-modal transportation options that provide for all travelers. Canton has demonstrated a consistent interest in providing for increased transportation means throughout the downtown business district and the Grasse River waterfront. The Village and Town adopted a Complete Streets policy in 2016 and established a task force to review projects to ensure that Complete Streets principles are incorporated into development plans, with particular attention to pedestrian/bicycle paths between key points in Canton and improved traffic flow and enhanced safety for walkers, riders, and drivers. The task force's work has led to the implementation of traffic calming mechanisms on Judson Street to better and more safely accommodate a busy bus stop and slow traffic to increase pedestrian safety at busy intersections. The Complete Streets Task Force has also taken the initiative to secure and encourage charging stations for electric vehicles in municipal and commercial parking lots, a sound economic and environmental move. The Downtown Traffic Reconfiguration and Pedestrian Mall projects proposed in this application further implement Complete Streets policies and Canton's Master Trail Plan by creating safer pathways for pedestrians, bicyclists, and drivers at a key community crossroads while the Canton Sidewalk Improvement



Plan will create sidewalk paths that will connect Canton's downtown to several residential areas and provide safe access to scenic areas of the Grasse River.

Another key to creating a vibrant downtown is the cultivation of a welcoming and inclusive community. The Village of Canton has adopted Affirmative Action, Fair Housing, and Equal Opportunity policies and reaffirms them annually, signaling the municipality's steadfast desire to assist the residents of the Village in the elimination of discrimination. The Village has explicitly expressed our desire to create a welcoming and inclusive community, facilitating a robust community conversation about police-community relations

in response to the ongoing national discourse about race relations and passing a resolution that Black Lives Matter. The Village and Town have also declared June Pride Month, flying the pride flag from the municipal building in celebration and support of LGBTQIA residents and visitors.



In addition to the volunteer-led Sustainability and Complete Streets Committees and the efforts of municipal officials, downtown revitalization initiatives are overseen by the Canton Community Economic Development Consortium. The Consortium is constituted by the principals of major employers and municipal officials and provides strategic-level oversight for economic and community development in the Village and Town. In addition, the Community Economic Development Steering Committee (EDSC) is composed of the designees of each Consortium member, the municipal members of the joint Village and Town Economic Development Committee, the Director of Economic Development, representatives of the Canton Chamber of

Commerce, and at-large members of the local business community. The EDSC monitors the implementation of the Comprehensive Plan and other adopted plans that pertain to economic development concerns and impacts and develops strategies to address Consortium priorities. The EDSC served as the Steering Committee for the Brownfield Opportunity Area and a Local Waterfront Revitalization Program Area Nomination Study and often forms working groups to address key priorities. Existing committees include a Marketing Committee focused on promoting economic and business development opportunities in Canton, a Housing Task Force that is working on a strategic housing plan for the community, and a Diversity Committee focused on working with local businesses to create a welcoming and inclusive community.

Public Support

To ensure that the Vision and Transformative Projects in the Village of Canton DRI application truly reflect the wants and needs of local residents and stakeholders, two virtual community meetings were held on September 2, 2021. The meetings were promoted on social media, through email distribution lists, and through local media. They were promoted through an online survey launched on the Survey Monkey platform and DRI website established to engage the public throughout the application process. DRI Committee members also attended Music on Main, a Village event held every Thursday in early and late summer, to hand out flyers regarding the DRI and receive input on the boundary and any priorities for the final application. Input received through the recently completed Step 2 BOA Nomination Study is also considered germane to the DRI because the boundaries of the two are nearly coterminous and the results of the engagement processes reflect consensus.

Participants in the public meetings characterized the current downtown Canton as historic, unique, hopeful, warm, quaint, historic, and safe. One participant called it a crossroads, “where you stop along the way”.

The vision for downtown Canton’s future is lively, bustling, vibrant, thriving, and accessible. “It’s a place you come home to,” said one participant. More than one said it will be a destination, and yet another characterized it as “realized.”

During the brainstorming portion of each meeting, participants named some of the potential they see for downtown. Bend in the River Park was named as a great resource, “a wonderful place for music and gatherings.” Other sites included the Gouverneur Street Gateway and extending the improvement at Grasse River Heritage Park to Gouverneur Street. Participants



The vision for downtown that emerges through public input for the DRI and the BOA is one of a bustling traditional downtown with a diverse mix of uses that links together its riverside parks and waterfront access.



noted much-needed upgrades and improvements such as enhanced gateways, walkability, and better tourism infrastructure. Specific properties called out for improvement included Jubilee Plaza, the Riverside Drive corridor, and the former True Value /AAA property on Gouverneur Street. Participants said downtown needs more restaurants and shopping; suggested downtown accommodations, façade lighting, and traffic calming/reduction measures.

The DRI survey was formally launched on Survey Monkey on September 1. It included a series of open-ended questions and one ranking question. The survey asked what kinds of things the respondents want to do in downtown Canton. They overwhelmingly named traditional downtown amenities: local eateries – naming restaurants of all types from “a real sit-down nice restaurant” to “outdoor rooftop cafés” and “a restaurant/ café/pub with a riverfront patio.” One respondent summed it up this way: “Buy shoes. Fill a prescription. Do grocery shopping. Eat at a ‘special occasion’ restaurant. Do laundry. Buy treats for my co-workers. Get printer paper. Safely and easily cross Main Street. Get lunch at a different restaurant every day of the work week. People-watch.” Museums, live music, spaces for arts and culture and community gatherings, and a new municipal complex were also suggested.

Suggestions for improving the Gouverneur Street Gateway included enhancements such as bike lanes, landscaping, banners, flowers, seating, planters and public art. Respondents envision a downtown gateway with new and rehabilitated housing. They want to see areas that are dilapidated and vacant

revived. “Show off the river and get rid of the blight,” wrote one DRI survey respondent. “Greenway!” wrote another. Several named specific properties such as the former Mace Motors property and the Cascade Inn and the Quonset hut on the southern edge of the corridor. Some suggested landscape elements echoing those of Main Street to more clearly tie the gateway corridor to the shopping district.



Respondents want to see vacant properties revived.

DRI survey respondents also want to see more organized activities and amenities in the downtown Grasse River parks, including play structures, washrooms, concerts, instruction, and swimming. Some responses mentioned the ability to access the parks without encountering sometimes-heavy Main Street traffic. Others suggested more picnic areas.

WHAT DO YOU WANT TO DO IN CANTON?

“Buy shoes. Fill a prescription. Do grocery shopping. Eat at a ‘special occasion’ restaurant. Do laundry. Buy treats for my co-workers. Get printer paper. Safely and easily cross Main Street. Get lunch at a different restaurant every day of the work week. People-watch.”

The results of the DRI survey are consistent with those of the BOA survey, which ran from December 2019 through January 2020. When asked their priorities for revitalizing the BOA study area, respondents focused on revitalizing commercial areas and reusing vacant, underutilized, and abandoned buildings. Similar proportions of respondents agreed and strongly agreed, 97%, that these are the priority. Revitalizing

the housing stock and developing tourism were less well supported with 61% strongly agreeing and agreeing that housing is a priority. A larger proportion, 78%, agreed and strongly agreed that tourism development is a priority.

Respondents were invited to name other priorities for revitalization. Responses were dominated by restaurants, dining, downtown and shopping, river and waterfront improvements. Other responses included focus on parks, recreation, bicycling, and walking. Several specified parking and traffic as priorities.

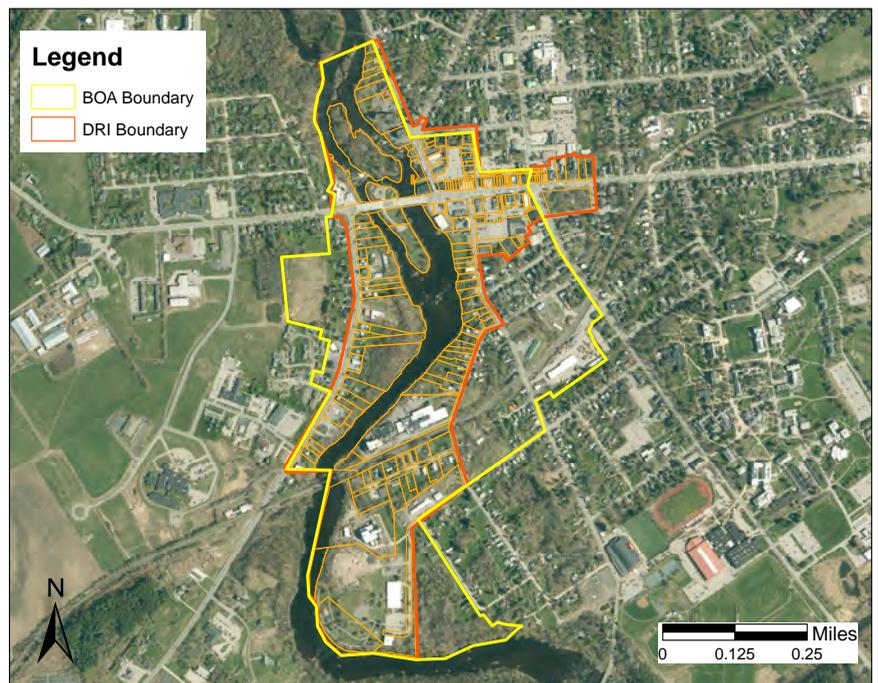
The BOA survey invited respondents to provide any other input. And as with responses to previous questions as well as to the DRI survey, restaurants, dining and eateries, or the lack thereof, were mentioned frequently, Retail, shopping, and entertainment were also mentioned. A number of properties that have emerged as DRI projects were mentioned by name.

A short sample of representative responses is below (condensed).

- › There are plenty of people here, just bring us back downtown.
- › I would love for Canton to be a “destination” for many. I would love for those that visit Canton to want to come back again and again. My biggest frustration is the lack of stores and restaurants.
- › We are frustrated with the lack of dining options. We really need some dining with more of a farm to table focus.
- › The abandoned buildings are the biggest thing in my mind. Jubilee Plaza at the center of the village is an embarrassment.
- › We are not using our river frontage in a thoughtful way with a few excep-

tions. There are a lot of ugly buildings that once served a purpose, but do not now. The Mace (Motors) buildings and the Triple A garages are two examples.

- › What I wouldn't give for a good restaurant on the water, bonus if it were a decent music venue as well.
- › One thing that would be nice would be to use the alley between the Pear Tree and Glow as a three-season café space
- › Sprucing up Riverside Drive; cleaning up some of the structures on Gouverneur Street



Transformative Opportunities and Readiness

TRANSFORMATIVE PRIVATE INVESTMENTS

1	Midtown Plaza Redevelopment and SUNY Canton Entrepreneurship Center	The Entrepreneurship Center will attract new residents, spur economic growth, and encourage innovation and entrepreneurship in the heart of the DRI area transforming derelict and vacant Midtown Plaza into a center of activity and a source of community pride.
2	Gateway Mixed-use Development	Located on the Grasse River corridor on Gouverneur Street this new, mixed-use development will include apartments and retail space. It redevelops a long-vacant retail lumber and hardware operation.
3	Revive the Cascade Inn	Updates to the Cascade Inn, a local landmark motel and restaurant on St. Lawrence County's busiest intersection. The project includes building, façade and site improvements, and signage, to offer downtown Grasse River waterfront dining, entertainment and lodging.
4	Riverside Revolution	Development of a new mixed-use residential and commercial building on the Grasse River with views of Falls and Coakley's islands on a recently cleared site. This project will enhance Riverside Drive's status as a northern downtown gateway and catalyze other investments.
5	American Performing Arts Theatre	Extensive restoration of Canton's historic national register-listed American Theater. The American Performing Arts Theatre will showcase local and national touring musical acts, and theater and performing arts groups, as well as arts and film festivals.
6	Atlantic Testing Laboratories Expansion	Atlantic Testing Laboratories will expand its local headquarters to increase capacity, provide new well-paying jobs in the community and renovate an underutilized industrial site.

NON-PROFIT INVESTMENTS

7	The TAUNY Table	TAUNY will enhance The TAUNY Center visitor experience and expand its local food programming by opening a mission-related café focused on North Country food traditions and local products. In addition to providing in-house dining and takeout, the café will host regular special events with guest cooks.
8	The Arts in Our Parks	Grasse River Heritage will complete its Willow Island and Grasse River Heritage Sculpture Park into an arts park including both visual and performing arts spaces with a small band shell, natural playground, composting public restroom and landscaping.

PUBLIC INVESTMENTS

9	Downtown Traffic Reconfiguration and Pedestrian Mall	The reconfiguration of the hazardous and unsafe intersection of Chapel and State streets with Riverside Drive. The project also includes a pedestrian mall on a portion of underutilized Hodskin Street.
10	Canton Municipal Center	A reconstruction and expansion of the Canton Town and Village shared municipal building. Included are an inviting new outdoor green space on Main Street, as well as wayfinding and information, public restrooms.
11	Canton Village Green	New paths in the iconic Village Green to improve accessibility and enhance sense of place. The Green hosts Canton's Farmers Market and events such as the Remington Festival of the Arts as well as small gatherings and activities.
12	Bend in the River Park and Pavilion Improvements	Streetscaping, accessibility, lighting, building and signage improvements to Bend in the River Park and the Canton Pavilion and the addition of a bike pump track to increase use of an underutilized area north of the Pavilion.
13	Gouverneur Street Gateway	Improvements along the Gouverneur Street corridor including updated sidewalks (through Complete Streets project), curbs and curb cuts, landscaping and new crosswalk with signal to create a more walkable and investment-ready environment.
14	Complete Streets	Improved and new sidewalks and bike lanes to facilitate safer travel, enhance business activity in the downtown, and create more welcoming downtown gateways connecting destinations on Buck, Lincoln, Miner, and Gouverneur streets and Riverside Drive.
15	Downtown Improvement and Retail Incentive Program	Grants and revolving loans for DRI businesses to renovate and create housing in upper-level spaces, upgrade current businesses and create new ones, and make façade, accessibility, lighting and signage upgrades.

1 Midtown Plaza Redevelopment and SUNY Canton Entrepreneurship Center



Purpose

The purpose of the project is to transform this dilapidated plaza at the center of Canton's downtown into a mixed-use development offering diverse housing options, premium retail space, and – at its core – an Entrepreneurship Center which will ignite innovation, spur the creation of new businesses, and ensure enduring economic and community growth.

Detailed Description

Just behind some of the historic façades along Canton's Main Street lies a derelict shopping plaza, once home to a grocery store, pharmacy, and other businesses. Twenty years ago, the grocery store closed its doors; the plaza has continued to be underutilized since then, and currently stands vacant. The building and its surrounding parking lot have fallen into disrepair and create an eyesore, impeding sustainable downtown economic and residential growth.

The existing dilapidated structures will be demolished and replaced by an attractive 3-story mixed-use building. The 1st floor will house an Entrepreneurship Center (15,000 s.f.) and commercial space (10,000 s.f.). The 2nd and 3rd floors will house 45 residential units (50,000 s.f.). Improvements will be made to parking lots

PROJECT DETAILS

Project Cost Estimate:	\$1,670,000
Project Lead:	SUNY Canton Small Business Development Center
Address:	17-21 Miner Street
Status:	Design
Plans Consistent With:	<ul style="list-style-type: none">- Canton Comprehensive Plan- Canton Brownfield- Canton BOA- Canton Community Action Plan

and grounds resulting in an attractive 3.76 acre space integrated architecturally and economically with the Village's Main Street.

Project Benefits

This project addresses the three most pressing needs in the North Country region: increased economic development, commercial revitalization of a key downtown core, and construction of quality downtown housing.



CANTON DRI MIDTOWN PLAZA REDEVELOPMENT PROJECT
FRONT ELEVATION STUDY

LAKER DEVELOPMENT NY, LLC
MACKNIGHT ARCHITECTS LLP

Spurring Economic Development

Transforming the regional economy is at the center of this project. Downtown blight impedes progress, and having a dilapidated, vacant plaza in the heart of our downtown has limited Canton's growth for far too long. This project not only reverses this blight, creating a live-work-play environment in the center of downtown Canton, it also invests in the community by spurring entrepreneurship and innovation. The anchor of this facility is an Entrepreneurship Center which will create a comprehensive entrepreneurship ecosystem that provides the resources innovators and businesses need to create, fabricate, and bring new ideas to market. The Center will serve St. Lawrence County, a county that has been losing population as large employers, such as Reynolds, GM, and Alcoa have left or significantly downsized.

In partnership with the SUNY Canton Small Business Development Center, the Entrepreneurship Center will

provide comprehensive resources for aspiring and existing entrepreneurs, both on and off campus, helping them create business plans, conduct market research, and connecting them with experienced mentors and access to capital to begin their new ventures.

Working hand in hand with SUNY Canton's academic programs in Mechatronics, Renewable Construction Technology, Game Design and Development, Information Systems, and more, the Center will target innovative industries such as robotics/artificial intelligence, sustainable technologies, gaming, digital media, and software development, and web applications. The Center will also partner with SUNY Canton's Career Ready Education and Success Training (CREST) Center to expand workforce development and micro-credentialing opportunities in emerging and expanding industries.

The Center will also include community fabrication space with state-of-the-art technologies, including 3D printing and sophisticated fabrication and computing



CANTON DOWNTOWN PLAZA REDEVELOPMENT PROJECT
CONCEPT SITE PLAN



LAKER DEVELOPMENT NY, LLC
KEPLINGER FREEMAN ASSOCIATES

equipment; a Business Accelerator to facilitate the scaling up of the most promising innovation-based companies; and community collaboration and networking opportunities through co-working facilities. These facilities will be available to community members, organizations, and small businesses.

SUNY Canton will also continue to support established businesses in strategic growth opportunities. Partnering with the University of Buffalo Center for Entrepreneurial Leadership (CEL), SUNY Canton offers regional business leaders the opportunity to participate in an eight-month intensive Core Program, which focuses on all aspects of business sustainability and growth.

Most recently, SUNY Canton engaged with the Center on Rural Innovation (CORI) to assess the innovation infrastructure in St. Lawrence County and across the North Country. CORI provides intensive technical assistance to “execute an innovation hub strategy, an economic development model that works to educate and train local residents in digital skills, employ them in new economy jobs, and empower them to launch the startups that will drive their digital economy” (Center on Rural Innovation, <https://ruralinnovation.us/rural-innovation-initiative/>.)

The St. Lawrence County Economic Development Study (<https://nypa.gov/-/media/nypa/documents/document-library/re-licensing/stl/stlcountyreport1221.pdf>), commissioned by the New York Power Authority (NYPA) and conducted by McKinsey, estimates that the Entrepreneurship Center would significantly grow county-wide GDP and help reverse outmigration trends. The project will result in new businesses, increased economic activity, creation of a more entrepreneurial workforce, and greater economic diversification. Small business incubation and creation, including an Entrepreneurship Center, is included in the most recent St. Lawrence County Comprehensive Economic Development Strategy (CEDS) as a key project to improve the regional economy, catalyze job creation, promote

workforce development, promote entrepreneurship and innovation, and reverse outmigration by bringing and retaining new and returning residents.

Revitalizing a Key Downtown Core

The redevelopment of the Midtown Plaza will have a transformative impact on Canton’s downtown core, yielding numerous benefits including: leveraging of \$11.2 million in private investment, demolition of a vacant and blighted assemblage of properties on a 3.76 acre site, and construction of a 3-story facility with housing, retail, and a community-centered Entrepreneurship Center.

The location for the Midtown Plaza project, 17-19 Miner Street (commonly known as the Jubilee Plaza), has been a source of deterioration and disinvestment within the downtown core for many years. The plaza was once a thriving economic hub within the Village, providing both goods and services within walking distance to residents, business owners, and those employed within the Village. The former Jubilee grocery store, which had the largest footprint within the plaza, has been closed and deteriorating for nearly 20 years. Since Jubilee’s closure, a number of tenants have left along with it through the years. This is largely due to the sad state of the plaza – both its structures and surrounding parking – making it an unattractive location for new tenancy.



The revitalization of this plaza will have numerous benefits to the local economy, including:

- › **A dramatic increase in the tax base:** In the Village of Canton, only one-third of the property is taxable due to the many non-taxed properties, including municipal and County facilities, the two colleges, and multiple churches.
- › **Growth of both the business and resident population:** Additional premium retail space and attractive housing options will spur renewed revitalization across the downtown core and throughout the Village, attracting new residents to the vibrant community.
- › **Job creation:** Not only will the construction of the facility create jobs, but the Entrepreneurship Center will also spur increased economic activity by creating new businesses and job opportunities.
- › **Enhancements to the attractiveness of Canton's downtown:** One of the key factors to downtown revitalization is removing blight. Key investments encourage more private investment, leading to an overall increase in the beauty and vitality of the downtown core.

Creating Diverse Housing Options

Prior to the Pandemic, employment was showing signs of growth in St. Lawrence County. Between the health care system, banking, institutions of higher learning, government agencies, not-for-profits, and the hospitality industry, varying levels of employment opportunities exist within the community with different salary levels and potential for mobility between jobs. However, suitable housing for these would-be residents has not kept pace. According to a recent housing analysis done by C&S Companies as part of Canton's Brownfield Area Opportunity (BOA) Step 2 project, new units are needed to address gaps in the existing supply, respond to changing needs and preferences, and replace older housing in poor condition.

This project addresses these needs by injecting much-needed market-rate residential units in the heart of downtown Canton. This 3-story facility will contain 45 residential units ranging from 1 bedroom (750 s.f.) to 3 bedrooms (1,300 s.f.) in size. The units will be affordable to the majority of area residents, and are located in the heart of the downtown area, near employment, recreation, and commercial development. They will add to the diversity of housing stock in the area, and are available to residents from all age groups.

Projected increases in household income levels support the development of some higher-end housing in the area. In St. Lawrence County, several household-segments are projected to grow, including those aged 35-44 with annual incomes of over \$75,000; those aged 55-64 with incomes of 100,000 or more per year; and retirees with incomes of over \$100,000. These populations desire downtown housing with walkability to nearby amenities, as well as low-maintenance options that promote an engaged and active lifestyle as they get older.

In addition, high-density residential development in the proposed Canton BOA could help to stimulate demand for various types of businesses, especially if the housing increases both the number and household income levels of consumers. The Entrepreneurship Center will help these businesses successfully launch, and the centrally located retail space will offer attractive lease options for these new businesses to take root and flourish.

The County also has the ability to attract professionals who have the ability to work remotely, either due to the shifting remote-work ethos as a result of the pandemic, or the overall shift toward a more mobile workforce. Because of the low cost of living, the availability of quality PreK-20 education, the availability of arts and culture (especially due to the four colleges in the County), the tremendous recreational opportunities afforded

by the St. Lawrence River Valley and the Adirondacks, and the availability of high-speed broadband internet connectivity in the towns and villages dotting the landscape, our region is a perfect home for remote workers looking to lead a lower-pressure, rural lifestyle.

Achievement of DRI Goals

As described above, the project will achieve the goals of DRI including:

- › Create much-needed, new downtown housing
- › Increase visitation to downtown businesses
- › Foster the development of new businesses
- › Increase the diversity of housing options for area residents
- › Rehabilitate and reuse underutilized downtown structures
- › Significantly increase the tax base by turning a nearly valueless vacant site into a contributing piece of property

Project Impact

An underutilized eyesore will be transformed into desirable housing options not currently available. The presence of 45 new residential units in Canton's downtown will result in greater demand for downtown retail and dining options, and will spur the creation of new business and the jobs and tax revenue that go along with those businesses. The attractive housing will help businesses recruit and retain professionals and support staff in the growing local academic and medical communities.

Project Status

A significant hurdle that has been addressed is obtaining the bulk of funding necessary to complete the project, as discussed below. Conceptual design has been completed, and the project is anticipated to begin in Fall 2022 and end in Fall 2023.

Grant Funding Needs

This project is budgeted to cost \$16.7 million. Of this overall cost, \$11.2 million of private investment has been committed (67% of the total project cost), and the project has secured funding through the New York State Consolidated Foundation Application for an additional \$1.35 million. The Northern Border Regional Commission (NBRC) also awarded the project a \$111,000 grant. This leaves a gap of \$4.09 million (less than 25% of the total project cost).

2 Gateway Mixed-use Development



Purpose

The purpose of the Gateway Mixed Use Development project is to create a living space for people to live within walking distance to our downtown business, social, artistic, and recreational opportunities.

Detailed Description

The vacant lumberyard is the subject of conceptual design efforts intended to create retail and residential space on Gouverneur Street. The property provides access to the Grasse River. The Project Lead intends to include a restaurant in the project with the facility acting as a central gathering place for people that reside in Canton as well as visit from elsewhere. The project



PROJECT DETAILS

Project Cost Estimate:	\$1,390,000
Project Lead:	Charles Rouse
Address:	15 Gouverneur Street
Status:	Planning
Plans Consistent With:	<ul style="list-style-type: none">- BOA- LWRP- Comprehensive Plan- Community Action Plan

is being designed in a manner that helps to create a significantly improved gateway into Canton.

The first planned phase of the project includes the transformation of one of the structures into five separate apartments. It also includes the redevelopment of a second building into a restaurant. If possible based on funding availability, the first phase may include the development of a vibrant for-profit community space on the property that is expected to transform the Village of Canton and people's interaction with downtown. The property provides hundreds of feet of



underutilized visual access to the beautiful community waterfront.

Project Benefits

The Gateway Mixed Use Development project will rehabilitate currently vacant buildings on the property. The buildings are in poor condition and will require extensive repair before they can be used by commercial or residential tenants. The project will improve the aesthetics of the area and increase property values of the surrounding properties, and also provide an improved gateway. Additionally, the project will create much needed space for residents to live, work, and play, and its location will allow residents to walk to downtown businesses. The development of a new restaurant on the property will provide a much-needed gathering place for community members and visitors alike.

Achievement of DRI Goals

The project furthers the DRI goals in the following ways:

- › Beautify the western gateway into Canton.
- › Create multiple spaces for businesses including dining, mixed use retail, and/or maker space.
- › Perfectly dovetail with the work that the Grasse River Heritage has done in the public park in close proximity to the project property.
- › Create attractive residential apartments within Canton's downtown, which will allow residents the ability to walk to shopping and recreational opportunities, as well as to centers of employment.
- › The project's location will benefit the existing businesses with Canton's downtown through increased traffic.

Project Impact

The project is expected to create at least six full-time positions associated with the planned restaurant. The



project will also create five much-needed apartments in one of the buildings in the first phase of implementation, and future phases will include development of multiple apartments and new commercial space in the remaining on-site structures as demand allows. Critically, the project will transform a derelict structure into a contributing part of Canton's improved western gateway.

Project Status

The Project Lead is obtaining funding through various sources to advance the project. The Project Lead intends to finalize the purchase of the property and begin Phase 1 of the proposed redevelopment as soon as sufficient funding is obtained. It is anticipated that the project would begin in April 2023 and be complete no later than October 2024.

Grant Funding Needs

In order to make this a transformational project, the Project Lead will require DRI funding to make this the most attractive gateway project possible. Over the course of many years, the Project Lead has undertaken numerous privately funded residential and commercial projects that have improved and beautified Canton. However, those past projects were smaller in scale than this proposed Gateway Mixed Use Development project. As such, the Project Lead requires outside assistance in order to make the project a success.

3 Revive the Cascade Inn



Purpose

The purpose of the project is to transform the Cascade Inn into a local and regional tourism and entertainment hub offering waterfront dining and entertainment and accommodations.

Detailed Description

The Cascade Inn has been operated by the same family since its establishment in 1958 on the banks of the Grasse River. Named for the watercourse over which it sits, the Cascade was founded on a vision of traveler and local comfort and relaxation. Over its many years it built its reputation on reliability and tradition as a solid diner offering daily specials and holiday pies and rolls. Many a trucker and out-of-town contractor lodged at the motel overnight and longer term. Downstairs from restaurant dining room the Buccaneer Lounge – the “Buc” – is a popular local watering hole that in recent years gained repute for its retro vibe.

The Cascade Inn, like the rest of downtown Canton, is at a crossroads, quite literally and figuratively. In the literal sense, this landmark restaurant, bar, and motel presides over the intersection of NYS Route 11 and NYS Route 68, St. Lawrence County’s busiest. In the figurative sense, through the DRI the Cascade Inn has a once-in-a-lifetime opportunity to step into its potential as a Grasse River waterfront destination.

PROJECT DETAILS

Project Cost Estimate:	\$1.2 million
Project Lead:	Gary Barcomb
Address:	4 West Main Street
Status:	Design and Planning
Plans Consistent With:	<ul style="list-style-type: none">- BOA- LWRP- Comprehensive Plan- Community Action Plan

The Cascade is ripe for transformation. The vision of the Cascade is not as a wayside but as a tourism and leisure destination. Cantonians clamor for waterfront dining, entertainment and nightlife. The village lacks a downtown catering and event space and downtown lodging with modern amenities. The Cascade property is an untapped resource to fulfill these needs.

The main restaurant and bar building will be updated to meet modern tastes and expectations for a waterfront destination to include a new deck on the upper





level off the dining room that will in turn provide a covered patio space for the downstairs lounge below. Updated equipment throughout the kitchen and bar area will expand the ability of the kitchen to cater as well as provide meal service in the restaurant and bar. New building systems will be energy efficient and sustainable.

The exterior public realm will be updated with green infrastructure measures to reduce and filter stormwater runoff directly into the Grasse River and to provide an appealing sense of arrival.

The waterfront area in back of the restaurant building will provide open space for larger gatherings, celebrations and outdoors entertainment. The space will easily accommodate a three-season tent if desired. Adirondack chairs and fire pits complete the scene.

The updated motel will ride the wave of renewed interest in motels that has been documented in the downstate area. The motel can offer rooms for event attendees, provide a special wedding-party experience or accommodate guests attending events in any of the three adjacent public parks: Heritage Park, Willow Island Sculpture Garden, and Canton Island Park.

Project Benefits

The project will benefit the community in three primary ways:

#1 Waterfront Dining and Entertainment – During public engagement for Canton’s recently completed Step 2 Brownfield Opportunity Area Nomination Study, participants named waterfront dining and entertainment over and over again as amenities they want in Canton. In its current configuration, the Cascade, can’t be considered a waterfront dining destination because it offers only a limited view of the water and no outdoors seating or waterfront access. The new configuration will draw patrons from throughout the region. In the four St. Lawrence County population centers – Canton, Potsdam, Gouverneur and Ogdensburg – all of which have downtown waterways on the Grasse, Raquette, Oswegatchie and St. Lawrence rivers, respectively, there is one restaurant offering limited seating overlooking a waterway.

#2 Revival of a Legacy Brand – The Cascade is a known and trusted, albeit tired brand. Its reinvigoration will draw people who have not been there during its decline back to downtown Canton and attract new visitors. With four major institutions of higher education within 10 miles of one another, the demand for quality and unique dining, entertainment and lodging experiences is very high. Word of mouth on new destinations spreads like wildfire.

#3 Visibility – Travelers arriving in Canton via the Gouverneur Gateway will inevitably find themselves staring straight into the Cascade Inn property. Our DRI application includes the Gouverneur Gateway public realm and a mixed-use redevelopment project. Each of these projects leverages the others. The reinvigorated vibrant and busy Cascade Inn caps the arrival experience and announces arrival at our crossroads as a part of a special, unique and delightful downtown. It will inspire the confidence of local residents, the imaginations of investors and excitement (and taste buds) of visitors.

Achievement of DRI Goals

- › **Creation of an active, desirable downtown with a strong sense of place** – The Cascade Inn project will revitalize an important corner of downtown and revive a long-time downtown brand. It will increase downtown Canton’s overall desirability and sense of place as an important gateway landmark on Route 68 and continuation of the revitalized Gouverneur Street Gateway to the south.
- › **Attraction of new businesses** – People understand what the condition of a landmark business says about the viability and vitality of the downtown. Cascade Inn is such a landmark. Additionally, the availability of dining, entertainment and lodging are important selling points for the downtown as it works to attract and retains businesses, investors and new families to settle in Canton.
- › **Enhancement of public spaces** – The revitalized Cascade Inn can facilitate use of the three public parks to which it is adjacent. Restaurant and tavern patrons will discover the parks as they walk along Main Street and visitors may plan events in the parks, such as weddings and other celebrations, using the Cascade as their home base. With its expanded kitchen capacity, the Cascade can cater events in the parks. With its prominent location and spectacular river views, the Cascade will increase awareness of the Grasse River and appreciation for its beauty.
- › **Growing the local property tax base** – Although it is a private property, the Cascade is so large and plays such an important role in the downtown, its public realm can has an outsized impact on the visual impression downtown makes on visitors and potential investors.
- › **Providing amenities that support and enhance downtown living and quality of life** – Public input gathered during the recently concluded Canton Brownfield Opportunity Area Step 2 study found that residents crave downtown dining and

entertainment choices. (NB: The BOA boundary is nearly coterminous with the DRI boundary.)

Canton also needs downtown tourism infrastructure – shopping, dining, night-time entertainment and lodging to support the efforts local tourism promotion agencies are making to develop a tourism economy based on enjoyment of the region’s outstanding natural resources and outdoor recreation.

- › **Reducing greenhouse gas emissions by creating compact, walkable development patterns** – Lodging at the Cascade Inn is in a central downtown location that will allow motel guests to leave their cars in the lot and walk to other downtown destinations including the three adjacent public parks, Main Street shopping district, downtown houses of worship and other downtown amenities.

Project Impact

Revive the Cascade Inn will revitalize and expand this landmark downtown business. It will create short-term construction jobs and long-term employment opportunities in food service and hospitality. The project will improve the existing Cascade Inn property and enhance water access for residents and visitors.

Project Status

The project is in the preliminary planning stages. The expected start date of the project is June 2023 and the anticipated completion date is December 2024.

Grant Funding Needs

This project is a priority for the community but the project’s anticipated costs exceed the owners’ financial resources. Therefore the project requires grant funding and, since this is a reimbursement program, gap financing will also be identified.

4 Riverside Revolution



Purpose

Riverside Revolution is meant to be a catalyst for improvements and development along the Grasse River in Canton. Currently Riverside Drive is dilapidated and home to a number of businesses who need vast improvements that would contribute to a friendlier pedestrian experience and a more pleasant entry into Canton's downtown.

The former building at the site for the project was unsafe to occupy with a roof that was caving in, and an unsound structure. This building was demolished by the Village of Canton in the summer of 2019. This created a large plot directly along the eastern banks of the Grasse River which allows for visual access of the falls. Ms. Hodge would like to harness the potential by developing a mixed use, commercial building, with residential units above to allow views of Coakley and Falls Islands, filling the demand for non-student housing, and providing updated commercial spaces for rent.

Detailed Description

The project site is located along the waterfront of the Grasse River on Riverside Drive in Canton, NY. Previously a laundromat that blocked the waterfront from use by residents and creating a safety hazard; the building has since been demolished. The plan includes funding for purchase of the land with a current asking price of \$160,000, sitework and preparation, as well as construction costs.

The building will be designed by ReNew Architecture architect Rebecca Weld. Using her design and bid process the owner will select a building company to proceed with the construction. The building will be finished with a security system built in, light fixtures,

PROJECT DETAILS

Project Cost Estimate:	\$3.11 million
Project Lead:	Hailey Hodge
Address:	25, 27, 29 Riverside Drive (24 Riverside Drive parking lot)
Status:	Planning and Design
Plans Consistent With:	<ul style="list-style-type: none">- BOA- LWRP- Comprehensive Plan- Community Action Plan

storage, a stairwell and elevator to make the apartments to code, and an easement to the water.

The development will incorporate three stories of rental property, which will include three commercial/retail spaces on the bottom floor, and two floors above with 9 total residential apartments. The layout allows for four apartments on the second floor and five on the third floor. Rent will be \$1,250 for the 7 apartments that will have a view of the water, \$800 for the one bedroom apartment on the roadside, and \$1,100 for the waterfront apartment with one bedroom and an office. The total square footage for the building is 19,232. The first floor including a deck on the water comes to 5,848 gross square feet.

Once Riverside Revolution is completed, the apartments will target young professionals, visiting hospital workers, visiting university faculty/staff, or newly retired people. Intent to Lease forms have been signed and can be updated after the grant is awarded. The spaces



will be designed with an upscale, modern style with lots of light and an open concept aesthetic. The town has a need for more rentals, with students taking up most of the rental property for

most of the year. These quality apartments will attract a segment of the market that is not normally catered to in Canton.

Two of the three commercial properties already have interested tenants. One side would be a men's clothing store with 1,502 square feet. The space with 3,833 square feet will house Ms. Hodge's boutique Luna, which she has successfully operated for three years. In between the two will be a small retail space with 716 square feet, which is currently open for potential business customers. There is a possibility this space could house a small take-out Ramen bar. A second option may be creating a co-working space for various business owners to rent individual desk space. If needed, Ms. Hodge will work with the local economic development office to find an interested business for the third retail space prior to opening.

The building will be owned and operated by Hodge Properties, LLC which would be managed by Hailey Hodge. Ms. Hodge will be developing the facility and will continue to own and manage the property after construction is completed. Hodge Properties, LLC will be created with assistance by Silver and Collins Law firm in Canton, NY pending approval of financing prior to building construction.

The vision for the project is to draw people to Canton to live and socialize in the community by providing a mixed-use space. Research has shown that over the last ten years, tenants around the country have tended to gravitate toward mixed-use developments rather

than more traditional housing and office space. (HR&A, 2016). A better utilization of the waterfront as well as a fresh and modern looking structure will draw tenants to the rentals as well as business to the commercial spaces.

Project Benefits

This feature of Canton is not currently capitalized and is one of our areas for improvement. There is potential for a restaurant with on the water seating, water sport rentals, and other businesses that benefit from being on the water. We have proof that humans will travel to the water to enjoy the view. Countless people in Canton and surrounding towns drive 30+ minutes to Jakes on the Water to sit near the water and eat. By creating a beautiful space, new business, updated housing, and waterfront utilization, Riverside Revolution will be the beginning of revitalization of Downtown Canton.

Achievement of DRI Goals

Riverside Revolution will spark action and a sense of place on Riverside Drive by creating a vibrant and modern building with multiple different types of businesses and significant housing. Riverside Revolution will be built to support dining experiences, arts such as a yoga studio, dance studio, spaces for live music, as well as retail. All of these businesses will need multiple employees. Being on the water will lure those involved with the local arts and music scene for live music on the waterside porch, and art displays in the easement. The building will cater to a diverse population with opportunities for middle class citizens to live upstairs, lower to middle class workers at the commercial spaces downstairs, and students from the four colleges frequenting the businesses. The building will significantly increase the local tax base. The estimated tax that would be paid yearly for the property is approximately \$7,483.

Project Impact

Riverside Revolution becoming a reality would have a great impact on the quality of business relations, community togetherness, and visual appeal for downtown Canton. Currently these plots of land are occupied by a vacant lot in the middle the Village along the Grasse River. This project will create multiple commercial and residential spaces to house local business owners and their endeavors. The space will be open to everyone melding the student and local groups to enrich our experiences. Elevators and direct sidewalk accessibility will be implemented to ensure ADA accessibility and provide a welcoming atmosphere for all.

III. PRELIMINARY FINANCIAL INFORMATION:		
Estimated costs:		
Acquisition of real estate	\$160,000.00	
Construction/renovation	\$2,800,000.00	
Machinery/equipment		
Contracted services		
Working capital	\$135,000.00	
Contingencies		
Other	\$15,000.00	
Estimated total project cost	\$3,110,000.00	
Preliminary financing plan:	Committed	Needed
Owner equity	\$300,000.00	
Non-DRI grant funds		
Loans	\$1,000,000.00	
Other		
DRI funding request*	\$1,800,000.00	

5 American Performing Arts Theatre



Purpose

The American Theater is a landmark of cultural and historical importance.

This project will relocate the movie theater to another part of Canton and transform the building back into a performing arts theater. It would be renovated to provide the modern conveniences and technology needed to host quality performances by local and national touring musical artists, theater performances, independent films and film festivals. It would be a showcase for the arts in the community; there is no other venue like this in the area. Canton is in need of more arts and cultural opportunities. Residents have expressed their desire for entertainment opportunities and access to activities in the evening hours. The addition of a performing arts theatre would create a more desirable downtown. It would become a destination for entertainment and the streets would come alive again on weekends and in the evening hours. People from outside communities would be drawn to the area, often taking advantage of local restaurants, hotels, and retail shops.

PROJECT DETAILS

Project Cost Estimate:	\$5,680,000
Project Lead:	Jeff Szot, Michael Scriminger
Address:	98 Main Street, Canton
Status:	Planning
Plans Consistent With:	<ul style="list-style-type: none">- BOA- LWRP- Comprehensive Plan- Community Action Plan

Detailed Description

Built in 1921 by Canton builder Byron Rogers for the love of his community, the theater it is an example of classic 1920s style architecture. It has a full three-sided marquee on the front on Main Street and is on the National Register of Historic Places. In its original state, the American Theater's walls were high and tastefully decorated with satin curtains; there was beautiful wall and ceiling décor and decorative lighting. Theater seats were finely upholstered and set to the raked concrete floor, with a seating capacity of 850. The stage was designed for vaudeville performances, musical acts, and community events. The American Theater has had great music performers on its stage such as Muddy Waters, Bob Dylan, and BB King. In later years, the theater was converted to a movie theater with five small screens and a total seating capacity of 436.

The plan will include a relocation of the present five screen small theaters to a new location within down-

town which will be a new, state of the art movie theater for the community.

Following relocation of the present five screen theaters, the project will include demolition as needed, bringing the building up to code, removal of sidewalks, rebuilding of stage with dressing room, new modern conveniences and necessary technology for performances including lighting and ADA accessibility.

Project Benefits

The addition of a performing arts theater will help further the culture of arts appreciation within the community and is an opportunity to continue to include Canton's universities in local growth efforts. The new theater will employ local community members and be an economic engine for Canton's nightlife – affecting local bars, eateries and convenience stores.

Following Canton losing their opera house to a major fire and it not being replaced, it left the North Country without a space for performing arts events. A new performing arts venue in downtown Canton will create a destination for entertainment and social gatherings, grow the economic base, and strengthen Canton's culture surrounding the arts.

Achievement of DRI Goals

- › Enhancement of public spaces for arts and cultural events that serve the existing members of the community but also draw in attendees from around the region
- › Growing the local property tax base
- › Providing amenities that support and enhance downtown living and quality of life



Project Impact

The project will have an impact on Canton's ability to offer diverse entertainment within their downtown corridor. It will also contribute to Canton's night life, provide visitors for local lodging and restaurants as well as continue to foster relationships between private business owners and Canton's local universities. Continued relationships between the universities and private business owners allow students to become more invested in Canton's overall success and encourages students to work, live, and play in Canton following graduation.

6 Atlantic Testing Laboratories Expansion



ATLANTIC TESTING LABORATORIES

Purpose

Atlantic Testing Laboratories, Limited (ATL) has developed a 5-year, 4-phase plan to redevelop 80 Lincoln St, Canton, NY. The facility is located in the Village's Brownfield Opportunity Area (BOA) and Local Waterfront Revitalization Program (LWRP) in the Village of Canton, within close proximity to downtown Canton commercial district and St. Lawrence University. The facility also sits directly on the Grasse River waterfront. The facility is the former Megan-Racine cogeneration plant, and was later purchased by Tamarack Tree Service, which operated an arborist school there until 2003.

The IDA and its Local Development Corporation held mortgages and liens on the building, which were assigned in 2010 to ATL as part of the purchase and sale agreement with Tamarack. At that time, ATL took possession of an unoccupied property and buildings that were in need of a number of repairs. Minor building repairs were made in order for ATL to occupy the building since 2010. In order to retain 22 full time positions and add two additional positions, ATL must undertake the redevelopment of phase 1 and 2 as outlined in this project proposal. Phases 3 and 4 will be presented as future concepts.

Detailed Description

Phase 1: Secure the building envelope, which encompasses the rear of the building that is currently used as

PROJECT DETAILS

Project Cost Estimate:	Phase 1 - \$1,250,000 Phase 2 - \$1,000,000 Phase 3 - \$750,000 Phase 4 - \$1,500,000
Project Lead:	Eric VanAlsytne
Address:	80 Lincoln Street
Status:	Planning, Preliminary Engineering and Feasibility Studies
Plans Consistent With:	- BOA - LWRP - Comprehensive Plan - Community Action Plan

a heavy equipment fabrication and repair facility. It is also used as a light truck repair center. This will retain 22 full time positions.

- › Remove multiple roof lines and lower roof line
- › Install insulation and new roof
- › Remove existing siding and insulation
- › Install insulation and new siding
- › Replace doors and windows

ESTIMATED COST: \$1,250,000.00

Phase 2: Secure the building envelope, which encompasses the center of the building that is currently used for equipment and material storage. Purchase additional drill rig to allow growth and job creation of two employees.

- › Remove multiple roof lines and lower roof line
- › Install insulation and new roof

- › Remove existing siding and insulation
- › Install insulation and new siding
- › Replace doors and windows
- › Purchase Drill Rig

ESTIMATED COST: \$1,000,000.00 (\$500,000 building repairs + \$500,000 Drill Rig)

Phase 3: Secure the building envelope, which encompasses the front office area of the building.

- › Remove multiple roof lines and remove clock tower
- › Install insulation and new roof
- › Remove existing siding and insulation
- › Install insulation and new siding
- › Replace doors and windows.

ESTIMATED COST: \$750,000.00

Phase 4: Design and build out entire interior of the building.

- › Design interior space to include all new mechanical systems
- › Build out new office space

ESTIMATED COST: \$1,500,000.00

Project Benefits

This project will retain and increase full-time positions in the DRI Study Area, and bring additional workers into the area that will take advantage of Canton’s dining and shopping opportunities and increase activity along Canton’s Main Street. Beautification of a currently underutilized building will also encourage other downtown and near-downtown locations to undertake their own upkeep and renovation projects, providing a catalyst for downtown revitalization. The project is also located directly north of Canton’s Bend in the River Park and is one of the first things visitors and community members see when entering the park from Lincoln Street. Having a renovated and attractive building in

such close proximity to the Grasse River and Bend in the River Park is a high priority for ATL and the Village of Canton.

Achievement of DRI Goals

This project will improve the aesthetics of a currently rundown facility, creating a more active and desirable downtown as more workers move into the vicinity from an out-of-town location. It will also attract employees and individuals to the downtown, and encourage upkeep and investment from other businesses.

Project Impact

This project will retain 22 existing full-time jobs and create at least two new ones. In addition, it will improve the aesthetic of this currently poorly maintained building along the banks of the Grasse River, and improve the use of a currently underutilized building. Accessibility and mobility issues will also be addressed during the renovations.

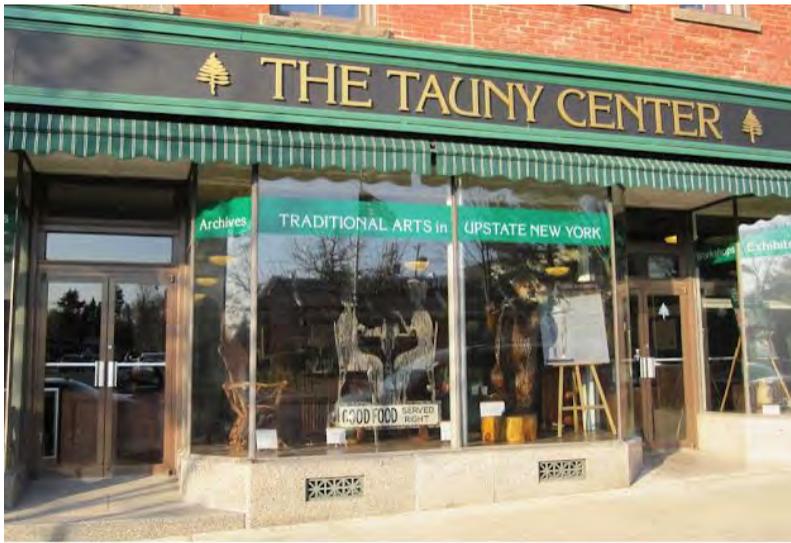
Project Status

Initial planning and financial estimates are completed.

Grant Funding Needs

Grant funds are required to support the implementation of the project, as this is a major undertaking by a small, private, locally-owned Women-Owned Business (WBE).

7 The TAUNY Table



Purpose

To develop a full service café and seating area in the TAUNY Center on Main Street.

Detailed Description

TAUNY will enhance visitor experience to The TAUNY Center and expand on its local food programming by opening a new café that will provide in-house dining as well as take-out options for residents and visitors to Canton's Main Street.

TAUNY will reorganize the existing Health-Department approved demonstration kitchen in our Main St. level gallery that has been offering programs for five years to be more suitable for food service. The main exhibition space will then be converted into a dining room.

The café will be a mission-related dining experience focused on North Country food traditions and will highlight local as well as regional products. Part of the concept for the café will be different types of programming, including regular special events with guest chefs. This project will also entail constructing supplemental storage space for the café in the existing basement.

PROJECT DETAILS

Project Cost Estimate:	\$160,000
Project Lead:	Traditional Arts in Upstate New York
Address:	53 Main Street, Canton
Status:	<ul style="list-style-type: none">- BOA- LWRP- Comprehensive Plan- Community Action Plan- Local Food, Local Places Plan

Project Benefits

Canton is in need of more diverse dining options in the downtown. Currently, TAUNY's exhibitions, public programs, and retail shop draws visitors to the downtown during all season, but it is anticipated that adding a café will increase additional traffic to the downtown even more, and will provide another option for a gathering space.

TAUNY has long served as a local community and gathering space and would like to continue to be a major contributor to Canton's Main Street.

Achievement of DRI Goals

The theme of the café will contribute to creating a downtown with a strong sense of place. With the addition of a café, the TAUNY Center will become a more diversified visitor experience in one space, and enhance the arts and culture experience of our site. The café will be an affordable, inviting space for all economic classes, and it will contribute to downtown amenities.

Project Impact

This project will create one full-time position for a chef, and several part-time positions for prep cooks and wait staff. There will also be periodic employment for guest chefs and teachers.

8 The Arts in Our Parks



Purpose

There is a need in Canton to complete Willow Island and Dwight Church Park as attractive green spaces, with value added by arts activity on the waterfront. This project will update, enhance, and complement the highly successful Heritage Park directly across Main Street/US Route 11, which features environmental awareness and Canton's natural and early industrial history.

An Arts Park will provide opportunities for the public to have closeup views of the river as well as the arts, based on priority recommendations of several recent community focus groups and planning documents completed by Canton. As an attractive entrance to downtown, and an enhancement for existing and prospective businesses, it will attract college students, families, and tourists, as well as local residents of all ages.

As free public spaces, both the Arts Park and Heritage Park will also satisfy a real need for handicap accessible recreation areas for senior citizens and low income residents within walking distance.

PROJECT DETAILS

Project Cost Estimate:	\$826,000
Project Lead:	Grasse River Heritage
Location:	Willow Island, Heritage Park & Dwight Church Park on Main Street
Status:	Planning and Design Complete
Plans Consistent With:	<ul style="list-style-type: none">- BOA- LWRP- Comprehensive Plan- Community Action Plan

Detailed Description

In a public-private partnership between Grasse River Heritage (GRH) and the Village of Canton, we wish to complete the exciting transformation of all of Willow Island – the GRH sculpture park and the adjacent village property – into an arts park that includes both the visual and performing arts, following a master plan created by and for GRH. Phase I – including a small band shell, a natural playground, a composting public





restroom, some landscaping, electric service and paving a driveway and handicap-accessible parking spaces – has been funded by a CFA.

The proposed Phase II will enhance the basic music venue from Phase I, seating areas to accommodate larger events, and an expanded playground, create a permanent public restroom with water and sewer connections, construct walking paths, more landscaping, benches, and lighting for safety and security. For Dwight Church Park, which sits at one of the busiest intersections in St. Lawrence County and the busiest intersection within Canton, we propose to commission an innovative and dramatic public sculpture that could become iconic trademark for downtown Canton.

For Heritage Park, which has seen increases in visitorship since 2008, it is proposed to update landscaping, walkways, repair and painting of the historic bridge and add amenities to serve and attract public use. That includes design and construction of a new bridge



and path to the northern tip of Falls Island, ADA picnic tables and benches, and removal of diseased trees.

Project Benefits

The proposed Arts Park and enhancements to Church and Heritage parks have potential to serve both the public and artists with an exciting new venue to experience both visual and performing arts in a revitalized part of downtown Canton. The proposed projects will also provide new community gathering places, after several others have been lost in recent years.

Community revitalization is important to our regional economy as it gives incentives for young people to stay and pursue careers here. It's critical in attracting current downtown businesses to grow and new businesses to locate and in recruiting professionals and support staff in the growing local academic and medical communities, with higher incomes for housing, purchasing goods and services, recreation, etc. Raising awareness of local historical and cultural assets and implementing ways to participate in arts and cultural activities add to the quality of life for all.

Achievement of DRI Goals

Updates and enhancements to the Parks along Canton's Main Street will increase capacity for arts and cultural events that will serve the existing community while drawing attendees from around the North Country and NYS as a whole. The project will also contribute to an active and desirable downtown and continue developing a sense of place within Canton's green spaces along the Grasse River. The parks will also provide amenities that support the downtown and quality of life for residents and those visiting the area.

Project Impact

The proposed project will have an important impact on the Canton community in a variety of ways. Completion of the Arts Park and adding interesting artwork to the Dwight Church pocket park at Gouverneur Street's terminus will invite community members to gather for recreation or cultural events and an added attraction to visitors to the village.

These properties have until recently been vacant and underutilized. Now, new educational and cultural programs will be offered to the community in both Willow Island and Heritage Park including a natural playground will be an added incentive for families to attend concerts and other events, at least three seasons of the year.

Canton is the terminus of two scenic byways and a logical destination for visitors. With two colleges and three major hotels, and several B & Bs in Canton, visitors will be looking for something to do and places downtown to eat or shop. These parks are in easy walking or bicycling distance from the Canton's main downtown corridor and available lodging.

Project Status

Plans are in various stages for the project on these three properties. Arts Park - Phase I has been funded by a CFA grant in 2019 which includes construction of a covered stage for the performing arts, paving of the driveway and parking spaces, extension of basic electric service to the island, a two-unit, handicap-accessible composting toilet system, landscape plantings for goose control, and a basic natural playground. The

grant includes \$236,958 in state funds and \$87,955 in local match. Meetings have begun with the Department of State representative, a local advisory committee has been formed and has met, and we are currently preparing RFPs for design and engineering drawings. We anticipate contracts being drawn up later this year.



Planning for Phase II of the Arts Park on Willow is based on the master plan for the complete project completed in 2019; enhancements of both Church Park and Heritage Park are at an earlier stage, but GRH has both a Planning and a Building & Grounds Committee to work on those.

Grant Funding Needs

\$826,000 – based on 2019 figures from Master Planning. Includes construction of a combination public restroom and concession stand, water / sewer pumping system.

9 Downtown Traffic Reconfiguration and Pedestrian Mall



Purpose

In 2018, Canton received an \$11,500 grant through the NYS Local Waterfront Revitalization Program to develop the Canton Master Trail Plan. As Canton has an impressive array of roads, paths, trails, and waterways, the plan aims to reconfigure routes and improve and increase the connectivity among them all. This project will create a network that safely link users to downtown, residential neighborhoods, schools and universities, commercial areas and business districts, and parks and recreation—aligning with strategies in the Canton Master Trail Plan.

Detailed Description

Riverside Drive & State Street Intersection

State Street, Riverside Drive, and Chapel Street come together at a three-way intersection that is known to be confusing and hazardous for travelers. Turning from Riverside Drive onto State or Chapel Streets requires attention to traffic coming toward Riverside Drive from both streets and turning from Chapel Street onto Riverside Drive requires crossing two or three lanes of traffic to get into the correct turning lane. This project will reorient Chapel Street and State Street where State Street meets Riverside Drive.

PROJECT DETAILS

Project Cost Estimate:	\$600,000
Project Lead:	Village of Canton
Location:	Riverside Drive & State Street Intersection / Hodskin Street
Status:	Planning
Plans Consistent With:	<ul style="list-style-type: none">- BOA- LWRP- Comprehensive Plan- Community Action Plan- Master Trail Plan- Complete Streets Policy

Pedestrian Mall

As Canton is the County seat of St. Lawrence County and home to a large population of college students, there are thousands of people who pass through the area on a regular basis. This project will encourage people to stop and enjoy the shops and restaurants Canton has to offer. The pedestrian mall would be designed on a portion of Hodskin Street, an under-utilized road right off Canton's Main Street. The road would be turned into an attractive, vehicle-free area where people could walk safely and enjoy the Village's downtown.

Project Benefits

The project will help benefit the downtown and Canton community in a variety of ways. It will provide clearer and safer routes for drivers and thus create a safer environment for pedestrians. It will also encourage pedestrian activity in the downtown leading to an economic stimulus for Canton's shops and restaurants.



Achievement of DRI Goals

The project directly improves the public realm for community members and visitors to the Village of Canton which enhances quality of life. The project contributes to a more attractive physical environment along Riverside Drive and contributes to Canton's existing strong sense of place. The project also increases walkability throughout the downtown area and decrease auto dependency.

Project Impact

The impact of the reconstructed intersection on Riverside Drive and pedestrian mall will increase accessibility and pedestrian safety within Canton's downtown.

Project Status

Planning Stage and Design

Grant Funding Needs

Grant funding is needed for this project due to the cost being too high to include in Canton's municipal



budget. Canton's municipal budget is already spread thin due to the many existing responsibilities and services they offer the community. Canton has already invested funding into this project following the approval of funds to begin environmental due diligence for the McDonald's property and a building assessment for the current municipal building.



10 Canton Municipal Center



Purpose

The Town and Village of Canton municipal building is located along Main Street within the heart of the Village. Although the building is a central hub for Town and Village operations including the Canton Police Department, the building is not ADA accessible, needs major capital improvements and is located directly next to a vacant, former McDonald's.

The proposed project would expand the municipal building into a municipal center located along Main Street. A new municipal center with additional amenities would provide more space for municipal operations, community gatherings, and would create a new connection between the proposed Midtown Plaza redevelopment project to the south and Main Street. The project would also provide an outdoor green space for municipal employees and community members as well as wayfinding signage, public restrooms and visitor information for visitors to the area. It would transform the current municipal building from a small, underutilized property into a development that is active, highly utilized by all members of the community and acts a central hub for Canton operations and community gatherings.

Detailed Description

The project would include a complete reconstruction of the Town and Village municipal building to allow expansion of operations and provide space for the Canton Police Department and ADA accessibility including ramps, automatic doors, lighting improvements, handicapped parking spots and hand rails.

The project would also include the creation of new, green space along Main Street where employees as well as community members and visitors can enjoy the

PROJECT DETAILS

Project Cost Estimate:	Est. \$20 million
Project Lead:	Town and Village of Canton
Address:	60-64 Main Street, Canton
Status:	Planning
Plans Consistent With:	<ul style="list-style-type: none">- BOA- Comprehensive Plan- Community Action Plan- Master Trails Plan

bustle of downtown without being in a formal park setting. Parking will be behind the building to contribute to Canton's continued efforts of place making and a scaled, aesthetically pleasing environment.

Due to being within the heart of the downtown, the project would also include new wayfinding signage, public restrooms, and helpful visitor information, making it a key destination for anyone visiting the Village with the goal of spending the day downtown.

The project would have an intentional pedestrian and roadway connection to the midtown plaza redevelopment just south of Main Street and the current municipal building. This not only creates a denser, more walkable downtown, but assists with making the midtown plaza more accessible within the downtown and activating a currently vacant space.

The redevelopment of the municipal building includes: finalization of acquisition of the McDonald's property, planning and design, demolition of the current building and construction.

Project Benefits

The project will help revitalize Canton in a variety of ways. It will provide green space in the heart of downtown, provide new pedestrian connections, and increase walkability between public spaces and mixed-use private development. Most importantly, it will provide a meeting space for community members for community events that isn't currently available and act as an informal welcome center for visitors to the area by providing wayfinding, helpful information about the Village and restrooms. By acting as an informal welcome center, the municipal building becomes an active hub in the heart of downtown.

Achievement of DRI Goals

The project directly improves public spaces for community members and employees of the Town and Village of Canton which enhances quality of life. The project contributes to a more attractive physical environment along Main Street and contributes to Canton's existing strong sense of place.

Project Impact

The impact of a new municipal building will increase the Town and Village's capacity to serve community members, it will occupy the long-vacant McDonald's directly east of the current municipal building, it will add to the beautification of Main Street and provide ADA accessibility which currently does not exist.

Project Status

The status of the project is in the planning stages. The Village of Canton has begun the due diligence process for acquisition of the McDonald's property. Following acquisition of the property, the Village will be able to start redevelopment of both properties. A building assessment was done for the current municipal building to help shape future budgets for redevelopment.

Grant Funding Needs

Grant funding is needed for this project due to the cost being too high to include in Canton's municipal budget. Canton's municipal budget is already spread thin due to the many existing responsibilities and services they offer the community. Canton has already invested funding into this project following the approval of funds to begin environmental due diligence for the McDonald's property and a building assessment for the current municipal building.

11

Canton Village Green



Purpose

Throughout its history, the Canton Village Green has been widely utilized by organizations, community members, and visitors as a place to gather and to host events and celebrations. The Village Green is used twice a week from May to October by the Canton Farmer's Market, and hosts several other annual activities and events including the annual Dairy Princess Festival. Other yearly events that draw visitors from all over the St. Lawrence Valley include the Remington Arts Festival, held in honor of Canton's native son and world-renowned artist, Frederic Remington, the Canton Chamber of Commerce's Peter Rabbit in the Park, and Phantoms in the Park.

Detailed Description

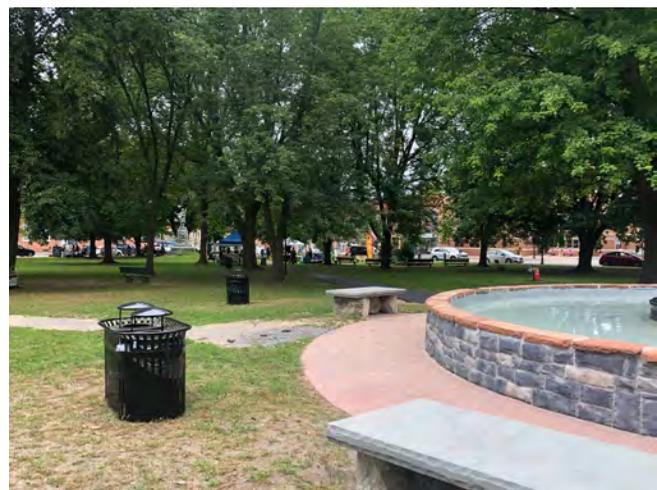
A dedicated committee of community members and elected officials formed a committee in 2016 to raise funds to make essential repairs to the historic fountain at the center of Canton's Village Green. The committee has raised \$125,000, mostly from private donations, to bring the historic fountain back to working order

PROJECT DETAILS

Project Cost Estimate:	\$100,000
Project Lead:	Village of Canton
Address:	Canton Village Green, Main Street, Canton
Status:	Planning and Design
Plans Consistent With:	<ul style="list-style-type: none">- Canton Comprehensive Plan- Canton Community Action Plan- Master Trail Plan

and make improvements that will ensure it remains at the heart of the Green for the next generation. Work was completed in the summer of 2019. Landscaping updates were completed in 2021.

However, the walkways in the Village Green are seriously deteriorating with age. These improvements are low in cost, but invaluable to the community that loves the Village Green. The replacement of walkways with high-quality paving stones is estimated at \$100,000.



Project Benefits

New high-quality walkways will make the Village Green a safer, more accessible community gathering space for Canton's diverse population. Improved walkways will allow for better access and flow through the Village Green space during large events such as the Farmer's Market and the Remington Arts Festival.

Achievement of DRI Goals

- › Creation of an active, desirable downtown with a strong sense of place;
- › Providing amenities that support and enhance downtown living and quality of life; and
- › Reducing greenhouse gas emissions by creating compact, walkable development patterns.

Project Impact

The Village Green is an important asset to the Canton community. The space being accessible and safe for community members and visitors will have a major impact on the Village's downtown. With higher accessibility and clear routes within the Village Green, more people will attend events. When more visitors and local residents attend events they are likely to spend more time downtown visiting local shops or enjoying park amenities.

The project will also contribute to Canton's sense of place and existing identity of being home to relaxing, inviting green spaces.



12 Bend in the River Park and Pavilion Improvements



Purpose

The Canton Recreational Pavilion is a crucial part of Bend in the River Park and a long-standing asset to the Canton community. Canton is known as a regional hub for hosting sports tournaments and events throughout the year, especially within the winter months surrounding hockey. As such, it is important that their recreation facilities and parks reflect their identity as a destination for year-round gatherings and sporting events. Bend in the River Park is the largest open space and Village-owned property within the Village and the recreation building contains the Canton ice rink as well as the recreation offices for the Village.

The Pavilion is outdated and worn with signs of visible wear and tear surrounding the exterior of the building. The building and current salt storage to the north is also the first thing visitors and community members see when they enter the Park on Lincoln Street. As such, the Pavilion needs significant exterior and gateway improvements in order to maintain and increase the visitorship to the Park and downtown Canton for events and tournaments.

PROJECT DETAILS

Project Cost Estimate:	Phase 1: \$81,220 Phase 2: Dependent on Assessment and Strategic Plan
Project Lead:	Village of Canton
Address:	Lincoln Street
Status:	Planning
Plans Consistent With:	- Canton Comprehensive Plan - BOA - LWRP - Trail Master Plan

There is also a great deal of underutilized land just north of the Pavilion that is currently being utilized by Canton as salt storage. This is the first thing visitors to the park see when entering the park. The Village of Canton BOA suggested this area be used for active recreation such as a Pump Track.

The suggested improvements stem from Canton's diligent work after forming a Recreation Committee



to inventory, assess and brainstorm future recreation improvements. The Recreation Committee meets on a regular basis and just finished a number of working sessions focused on Canton's identity as a recreation and eco-tourism destination.

Detailed Description

Suggested improvements to the Park and Pavilion and Recreation Center include:

- › Streetscaping and new sidewalks leading to the Park from Main Street and surrounding residential neighborhoods to the east
- › Pavilion façade improvements
- › New pavilion signage
- › Wayfinding signage within the Downtown and within the Park
- › Scaled lighting improvements
- › Parking lot striping and plantings
- › ADA accessibility (ramp and automatic doors)
- › Outdoor seating including new benches and tables
- › Pump track to replace salt storage area



Project Benefits

Bend in the River Park is less than a fifteen minute walk from Canton's main commercial corridor on Main Street. The Park also directly fronts the Grasse River, and is the major recreational hub for the Village and Town of Canton. Yet, a large majority of the Park remains underutilized and the Pavilion/adjoining outdoor rink is deteriorating quickly. The Park and Pavilion do not reflect the historic charm and sense of place that the downtown has. Therefore, updates to the Park and Pavilion will revitalize the downtown in a variety of ways. It will assist with bringing more visitors into the area for tournaments and passive recreation. An increase in visitors will likely increase the number of families who stop to enjoy businesses and amenities along Canton's Main Street.

Achievement of DRI Goals

The project directly enhances public spaces for members within the community and provides a regional draw for tournaments and regional events/festivals. The project also contributes to a more attractive physical environment by implementing pavilion improvements, activating underutilized space within the Park, and implementing streetscaping efforts. The improvements will contribute to a better connection between Bend in the River Park and the downtown will also lead to a more walkable neighborhood, thus decreasing potential automobile emissions.

Project Impact

The impact on an improved Bend in the River Park and Recreation Pavilion would increase Canton's tourism draw and available recreational amenities. If the Village has the capacity to host more tournaments as well as festivals and events, their downtown will experience a positive impact as a result. The project will also increase accessibility to green space, visual access to the Grasse River, and overall access to the Canton Recreation pavilion by adhering ADA accessibility standards.

13 Gouverneur Street Gateway



PROJECT DETAILS

Project Cost Estimate:	\$950,000
Project Lead:	Village of Canton
Address:	Gouverneur Street, Village Line to Main Street
Status:	Planning
Plans Consistent With:	- BOA - LWRP - Trail Master Plan - Comprehensive Plan

Purpose

The purpose of the Gouverneur Street Gateway project is to incentivize private development, raise property values, calm traffic and facilitate multi-modal circulation through public realm improvements.

Detailed Description

The objectives of the Gateway project are to provide a pleasing and navigable corridor for pedestrians, bicycles and vehicles and to transform this mixed-use transitioning neighborhood into a welcoming and delightful gateway corridor.

Through public realm improvements, the project will create a more welcoming and pleasing introduction to the Village on this, one of the county's busiest corridors to calm traffic and make it more appealing for investment. The elements under consideration are:

- › Landscaping and green infrastructure facilities

such as rain gardens, streets, street-side swales

- › New five-foot-wide sidewalks, possibly in porous pavements as part of green infrastructure
- › Curbs and curb cuts
- › Possible sidewalk extension on south side of the corridor from Dairy Queen west to the Village line
- › Human Activated Walk (HAWK) or similar crossing in the vicinity of Commerce Lane
- › Inclusion of multi-modal facilities such as bike lanes – although width of right of way to accommodate bike lanes is not yet determined
- › Gateway sign at the Village line

Project Benefits

The Gouverneur Street area of downtown is a major employment zone for the village. But the corridor lacks shopping, dining and services. These amenities will make the corridor user-friendly for employees, clients and through travelers.



The streetscape project will tie Gouverneur Street to Main Street and the rest of downtown from a design perspective, creating a consistent message and brand for the community. The attractive and animated street will increase excitement about downtown Canton and help to attract and retain investors and residents and attract new and repeat visitors.

Streetscape enhancements are known to increase neighborhood desirability, increase spending in the neighborhood and increase property values. The improved public realm will animate the Gouverneur Street corridor and encourage people to interact with the landscape, to walk and enjoy the street. The completed Gouverneur Gateway project will announce arrival in the Village of Canton through attractive signage and an attractive public realm, communicating the village's unique sense of place and culture.

Curbing and curb cuts will organize vehicle entrances and exits from business, increasing safety for vehicles and, bicyclists and pedestrians and will encourage pedestrian activity. The new sidewalks will be wide enough for two people to walk together and again, encourage pedestrian activity and at five feet throughout will be ADA compliant. A mid-block person-activated signal, such as a HAWK signal, will allow pedestrians to safely move through the area without having to go to the nearest protected intersection at West Main and

Gouverneur streets – or dodge traffic to get across.

Gouverneur Street is perched over the Grasse River and the project's green infrastructure elements: porous pavements, rain gardens, street trees and swales will improve and protect the Grasse River's water quality.

Achievement of DRI Goals

The project furthers the DRI goals in the following ways:

- › **Creation of an active, desirable downtown with a strong sense of place** – The Gouverneur Street Gateway project is a public realm enhancement project that increase the desirability of the corridor by creating a delightful and attractive environment. The project will tie Gouverneur Street to Main Street, enhancing and communicating the community's brand and sense of place. The enhanced public realm will create an atmosphere that will attract investors and businesses that will serve downtown employees, residents and through travelers.
- › **Attraction of new businesses** – Enhanced downtown streetscapes are known to attract investment in shopping, dining and services for downtown employees, local residents and visitors. The Gouverneur Street Gateway is a strong downtown employment zone that needs shopping, dining

and services for the employees as well as corridor residents and residents of nearby neighborhoods.

- › **Growing the local property tax base** – Ample opportunities exist along this downtown corridor for investment, business and resident development. Downtown public realm improvements are known to create interest by investors and to increase property values.
- › **Providing amenities that support and enhance downtown living and quality of life** – Gouverneur Street is an area of downtown that lacks amenities. An improved streetscape provides a pleasant pedestrian experience, increases quality of life and provides an incentive for investors to found businesses that will serve the needs of employees and residents.
- › **Reducing greenhouse gas emissions by creating compact, walkable development patterns** – The Gouverneur Gateway project will connect Gouverneur Street to Main Street from a design perspective and create a pleasing environment in which to walk. It will create an urban feel and incentivize the establishment of eating, drinking and shopping establishments for employees and residents through walkability.

Project Impact

First and foremost, the project is a community beautification and accessibility enhancement project. It will also provide incentives for new commercial and residential development through streetscape enhancements traffic calming. There are several vacant and deteriorated properties along this downtown corridor that are ripe for redevelopment and repurposing. An engaging public realm will bring new attention to these properties and motivate their owners to transition them to new uses themselves or sell them to others who are interested in doing so. This is a major downtown employment zone that needs additional public and private amenities such as dining and shopping destinations for the employees of the businesses located here as well as their clients and the through traveling public. It is appropriate for the public sector to step in and initiate the process of attracting these amenities.

14 Complete Streets



PROJECT DETAILS

Project Cost Estimate:	\$1,210,000
Project Lead:	Village of Canton
Address:	Village of Canton
Status:	Planning
Plans Consistent With:	BOA Comprehensive Plan LWRP Community Action Plan

Purpose

This project will create a safe, convenient sidewalk and bike paths to several critical residential areas and to special resources in the Village of Canton, including Bend in the River Park, the Law Lane Housing Project, Riverview Towers, and access to scenic areas of the Grasse River. It will provide safe walking and bicycle access to and from Canton's downtown and throughout the DRI Study Area.

Detailed Description

The sidewalks of Miner Street, Buck Street, Lincoln Street, Gouverneur Street and Riverside Drive (within the DRI boundary) will be replaced. In some sections, new sidewalk will be built where there isn't sidewalk currently available to pedestrians. Safe intersection/new curb cuts, and ramps will be included for safe access to all.

The bike paths will follow the routes of new sidewalks: south on Miner Street to Buck Street, then to Lincoln Street, to Bend in the River Park. As well as south on Gouverneur Street to the Village border. The third path leads north on Riverside Drive to the State Street intersection, accessing the Riverview Towers and the 25,27,29 Riverside Revolution DRI project.

Project Benefits

Better pedestrian access will provide a boost in visitors to downtown businesses and provide safer passage to Grasse River sites, Bend in the River Park and the Canton Recreation Pavilion. With better connections between these areas in Canton's Main Street corridor, it is expected that utilization and enjoyment of these areas will increase.

Making these routes bicycle friendly will not only facilitate safer travel, it will enhance business activity in the downtown, create a more welcoming southern

entrance into the Village of Canton, and provide a safe, easy path to Bend in the River Park and Canton Recreation Pavilion. Marked by ample road striping and clear signage, the bike paths will signal a Village that prioritizes safety and multi-modal access for all.

Providing alternative modes of transportation for residents and visitors only furthers Canton’s goal at becoming a more sustainable community. Canton is consistently working towards protecting the environment and decreasing automobile dependency.

Achievement of DRI Goals

- › By encouraging non-motorized travel, the bike paths and new sidewalks will reduce greenhouse gases as well as making the downtown a more inviting place.
- › Creating safer, easier access to Bend in the River Park will enhance the quality of life for residents and welcome visitors.
- › Sidewalks and bike lanes will contribute to a more active downtown

Project Impact

The sidewalk improvement will enhance access to the Bend in the River Park area,. On Gouverneur Street, it will greatly enhance and make the southern entrance to the Village more welcoming, which has been a long-needed improvement.

Along with the sidewalk improvement, bike paths will enhance accessibility, mobility, and will make the Grasse River area a more welcoming place for passive and active recreation. It will make an unused area adjacent to Bend in the River Park a more desirable location for tournaments, festivals and other community events.

These projects directly tie into other suggested DRI projects including Bend in the River Park Improvements

Bike Paths:

III. PRELIMINARY FINANCIAL INFORMATION:	
Estimated costs:	
Acquisition of real estate	NA
Construction/renovation	
Machinery/equipment	
Contracted services	\$90,000.
Working capital	
Contingencies	
Other	\$20,000 (signage)
Estimated total project cost	\$110,000

Sidewalks:

III. PRELIMINARY FINANCIAL INFORMATION:	
Estimated costs:	
Acquisition of real estate	NA
Construction/renovation	1,100,000.
Machinery/equipment	NA
Contracted services	1,100,000.
Working capital	
Contingencies	
Other	

15 Downtown Improvement and Retail Incentive Program



Purpose

Over the past five years, Canton has secured several grants to further develop Downtown businesses, including a \$300,000 New York Main Street grant and \$200,000 CDBG Microenterprise grant offered through the Office of Homes and Community Renewal. These grant programs have helped three downtown businesses to expand, three businesses open their doors, one business to relocate downtown, and seven owners make necessary building improvements.

As Downtown Canton continues to grow, owners are looking for new ways to improve their businesses and have expressed the need for additional incentive and grant programs. This project will create incentives that will encourage businesses to fill empty downtown storefronts, assist existing businesses, renovate potential second floor apartment and basement space, and improve the beauty of Canton's historic Downtown. This project includes two interrelated components: a Downtown Improvement Program, with both small business grants and façade improvement grants, and a Retail Incentive Program.

PROJECT DETAILS

Project Cost Estimate:	\$725,000
Project Lead:	Village of Canton
Address:	Main Street, Canton
Status:	Ready to be implemented
Plans Consistent With:	<ul style="list-style-type: none">- Community Action Plan- LWRP- BOA- Complete Streets Policy- Canton Comprehensive Plan

Detailed Description

Downtown Incentive Program - \$650,000

Small Business Grant - \$500,000: Up to \$50,000 (each) will be available for upgrades/improvements to commercial/residential spaces on Main Street as part of a matching funds initiative. Business owners will be required to provide a 25% match. Funds will be used for projects that transform vacant or underutilized second floor space to residential or business use, transform vacant or underutilized basement space to commercial space, enhance secondary access to businesses from municipal parking areas, and preserve historic buildings.

Façade Improvements - \$150,000: Grants of up to \$10,000 (each) will be available to businesses for facade improvements as part of a matching funds initiative. New businesses will be required to provide a 25% match and existing businesses will be required to provide a 50% match. Façade improvements may include

masonry repair, facade cleaning and painting, new/refurbished awnings, landscape beautification, and improved lighting.

Retail Incentive Program - \$75,000

As part of the retail incentive program, start-up businesses that fill an empty storefront location in downtown Canton will receive the following benefits:

- › Rent Assistance – Half of the cost of rent, up to \$500 per month, for one year (up to \$6,000)
- › Free membership with the St. Lawrence County Chamber of Commerce (up to \$225)
- › Free membership with the Canton Chamber of Commerce (up to \$170)
- › Free Quickbooks software, plus training (up to \$500)

Project Benefits

Project benefits include improved accessibility, safety/lighting, signage, facades along Canton's Main Street. Other project benefits include growth for small businesses and a potential increase in restaurant, retail and goods and services options for community members and visitors to Canton.

Achievement of DRI Goals

The downtown assistance and retail incentive program will contribute to creating a more active downtown by providing goods and services within a compact, walkable downtown. It will also attract new Main Street businesses that can provide job opportunities and continues Canton's journey towards increase growth. The programs also grow the local property tax base and provide essential to quality of life. An increase in businesses and a more accessible downtown retail corridor also assists with a decrease in driving / greenhouse gas emissions and increases the number of people who can walk or bike to and from downtown storefronts.

Project Impact

The development and assistance to downtown businesses directly impacts the vitality of Canton's downtown corridor. Without thriving businesses serving residents and visitors throughout the year – there would be no life within the Village. Small businesses are the life blood of our major corridors and provide the goods and services that contribute to the high quality of life Canton offers. Improving these businesses will only improve the quality of life of our community members and those who visit Canton.

Administrative Capacity

Canton's Office of Economic Development stands ready to administer the DRI initiative. The office currently staffs a full-time Director of Economic Development and a part-time assistant. They are supported by administrative staff in the clerks' offices, other Village and Town staff, a joint Village-Town Economic Development Committee, and the Economic Development Steering Committee. A robust network of volunteers stand ready to offer support through engagement with Canton's many advisory committees.

The Director of Economic Development, Leigh Rodriguez, will be the primary staff member responsible for the administration of the DRI. Ms. Rodriguez has a BS in Business Administration with a concentration in accounting, and a Certificate of Paralegal Studies. She has more than a decade of experience in the administration and delivery of community/economic/business development programs gained through previous employment with the St. Lawrence County Industrial Development Agency (CDBG Microenterprise, USDA RBEG, Empire State Development, IDA Workforce Development Programs) and in the past six years in Canton (USDA RBEG, New York Main Street, Northern Border Regional Commission, Empire State Development, Department of State, Local Waterfront Revitalization Program, Brownfield Opportunity Area, DASNY, CDBG Microenterprise, CDBG Public Facilities, CDBG Economic Development, Department of Environmental Conservation Urban Forestry, Climate Smart Communities, New York Main Street, etc.). Ms. Rodriguez also has 10 years of experience as a real estate paralegal and Vice President of a Certified Development Corporation doing documentation, closing, and funding of U.S. Small Business Administration 504 loans.

Increasing hours of the part-time assistant and/or hiring additional staff would be considered if workload

from oversight of existing and concurrent projects in addition to the DRI creates the need.

In addition to volunteer-led Sustainability, Complete Streets, Recreation, Waterfront and Tree Committees and the efforts of municipal officials, downtown revitalization initiatives are overseen by the Canton Community Economic Development Consortium. The Consortium is constituted by the principals of major employers and municipal officials and provides strategic-level oversight for economic and community development in the Village and Town. In addition, the Economic Development Steering Committee (EDSC) is composed of the designees of each Consortium member, the municipal members of the joint Village and Town Economic Development Committee, the Director of Economic Development, representatives of the Canton Chamber of Commerce, and at-large members of the local business community. The EDSC monitors the implementation of the Comprehensive Plan and other adopted plans that pertain to economic development concerns and impacts and develops strategies to address Consortium priorities. The EDSC forms working groups to address key priorities.

The Village-Town Economic Development Committee is comprised of the elected representatives to the EDSC and the Director of Economic Development. This group meets at least monthly, and more as needed, to guide projects and oversee progress of various initiatives of the EDSC and its working groups.

As noted throughout this proposal, there is a deep well of engaged stakeholders and community members ready and eager to actively engage in the DRI process.

Other

Canton is at a crossroads. We're at a point at which a crucial decision must be made that will have far reaching consequences. A 2021 Downtown Revitalization Initiative grant will transform our downtown and shape the entirety of the Village, as well as the North Country region as a whole.

Canton's greatest strengths also present some of its most significant challenges: with only 33 percent of the Village's properties taxable, we need to encourage new development and private investment to help lessen this tax burden. Investments made possible through DRI funds will help increase the tax base for the Village and reduce the burden on property owners, while increasing their standard of living. With 20 percent of the population in the Village living in poverty, investments can provide crucial opportunities for Canton residents of all income levels. In addition, Canton does not have any Opportunity Zone incentive areas like other communities in the region, leaving us at a distinct disadvantage and making the DRI award even more imperative to facilitate significant private investment in the community and jump start a resurgence.

Continued growth as evidenced by the population numbers of the 2020 US Census pose an opportunity for Canton which is currently unique in the North Country region. The flow of new residents, paired with generations of families with deep roots, makes Canton a place where history and tradition meet investment and interest in an exciting community to live, play, work, and stay.

The community continues to express deep frustration and impatience with the derelict condition of prime downtown properties, Midtown Plaza and the riverfront among them, for which they see tremendous potential. The state of delinquent properties was raised repeatedly in public sessions related to the DRI and

other planning discussions. Decades of disinvestment in Canton, as in many upstate communities, have made some owners reluctant to make substantial investments in those properties. A DRI award will help overcome these hurdles.

Canton has been positioning itself for an opportunity like the one presented by the Downtown Revitalization Initiative for many years. As demonstrated in the responses above, planning and legwork have been ongoing for a number of major projects in key downtown areas through a number of local, state, and federal programs. We have indeed been committed to ensuring that Canton is a vibrant community where the next generation of New Yorkers will want to live, work, and raise a family and visitors and tourists from nearby and around the world will want to come and stay.

We are organized, committed, engaged, and have the support from our leadership and community necessary to carry out a DRI award. It would indeed be transformative, not only for Canton but for the entire region, which looks to our community as the center of commercial and cultural activity. We have a history of investing in our community and stand beside our commitment to continue to do so. Our planning and hard work have paid off, and our vision is realized.

We are Canton. Crossroads to Everywhere.

2021 Canton DRI Application

Letters of Support Summary

For the 2021 Canton Downtown Revitalization Initiative Application, we have received a total of 36 Letters of Support, from the following individuals, committees, groups, and organizations:

- Town of Canton Supervisor Mary Ann Ashley
- Frederick J. Hanss
- Atlantic Testing Laboratories
- The Cascade Inn
- Complete Streets Committee
- Fourth Coast Entertainment
- Grasse River Heritage
- Canton First Presbyterian Church
- Brooke & Charles Rouse
- TAUNY
- Assemblyman Mark C. Walczyk
- Senator Patty Ritchie
- Canton Recreation Department
- The ARC
- Canton Chamber of Commerce
- Canton Daycare
- Cornell Cooperative Extension of St Lawrence County
- Canton Capital Resource Corporation
- Canton Housing Authority
- Varick A. Chittenden
- St Lawrence County Planning Office
- Daniel G. Fay
- St Lawrence County Industrial Development Agency
- St Lawrence Land Trust
- The Maple Run
- Nature's Storehouse
- North Country Housing Council
- Canton Small Business Development Center
- St Lawrence Health Systems
- St Lawrence University
- St Lawrence County Chamber of Commerce
- SUNY Canton
- Canton Sustainability Committee
- Canton Tree Committee
- United Helpers

Town Board

9/9/21

Mary Ann Ashley
Supervisor

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Bob Washo
Deputy Supervisor

James T. Smith
Council Member

Dear Dr. Stone and Mr. McKenna:

Martha Foley Smith
Council Member

Canton is at a crossroads, ready for a dramatic transformation that will impact our community now and for years to come. Ours is a community recognized for its superior quality of life, beautiful historic downtown, ideal riverside setting, and robust offering of public services and activities. A Downtown Revitalization award would catalyze further development, helping us to start and grow businesses, attract new residents, grow our workforce, and improve the quality of life for our whole community.

David Nelson
Council Member

Our vision of a revitalized downtown Canton is supported by a number of projects that will enhance these recreational, cultural, artistic, social and historical assets while providing renewal and beautification.

Departments

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts by the Village and Town. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision.

Dog Control
Jim Pipher

Assessor
Cindy Brand

Clerk & Tax Collector
Karin S. Blackburn

Code Enforcement Officer
Miranda Y. Corbine

Courts
Justice Rachelle Foster
Justice Michael Morgan

Highway Superintendent
Calvin Rose

Historian
Linda Casserly

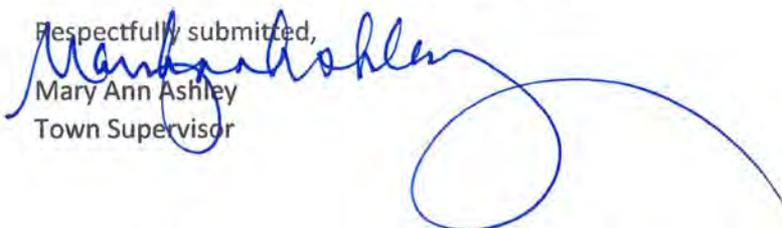
Shared Services
*Community/Economic
Development*
Leigh Rodriguez

Parks & Recreation
Meghan Richardson

The capital brought by a DRI award would provide the resources needed to bring together recent improvements with several larger projects that we have not yet been able to attain. This would be the push Canton needs to truly transform, spurring business growth and job creation to create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative is the catalyst that is needed to make this happen.

The Town and Village of Canton have a strong history of working together for the benefit of our larger community. On behalf of the Town Council, we enthusiastically support Canton's Downtown Revitalization Initiative application.

Respectfully submitted,


Mary Ann Ashley
Town Supervisor

VILLAGE OF POTSDAM

Planning and Development Office

P.O. BOX 5168, CIVIC CENTER, 2 PARK STREET, POTSDAM, NEW YORK 13676
PHONE (315) 265-1670

E-MAIL fhanss@vi.potsdam.ny.us

www.vi.potsdam.ny.us

LAND USE PLANNING
COMMUNITY DEVELOPMENT

ECONOMIC DEVELOPMENT
HOUSING

September 14, 2021

The Hon. The Hon. Michael E. Dalton, Mayor
Village of Canton
60 Main Street
Canton, New York 13617

RE: Letter in Support of the Village of Canton's Proposal for the 2021 Round of the DRI

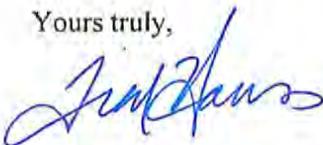
Dear Mayor Dalton:

I am writing to express my wholehearted support for the Village of Canton's proposal for the 2021 round of the Downtown Revitalization Initiative. As you may know, I worked in downtown Canton for nearly 20 years and have first-hand knowledge of the challenges and opportunities facing downtown. I've had an opportunity to review a summary of the projects being proposed by the Village of Canton and have had conversations with a number of Village residents regarding Canton's proposal. I believe that Canton is poised for transformational change if it is selected as a DRI grantee this year.

I am particularly impressed with Canton's proposal to undertake the redevelopment of Midtown Plaza, a blighted and largely vacant downtown shopping plaza for new commercial use and as the site as SUNY Canton's Entrepreneurship Center. Additionally, the adaptive re-use of a long vacant lumberyard along the Grasse River on Gouverneur St. for mixed residential and commercial uses will provide sorely needed residential units and commercial spaces on the west side of downtown. Finally, in support of arts and culture, Canton has included projects that will partner with Traditional Arts in Upstate New York and Grasse River Heritage – both organizations have a long track record of success - that will celebrate the North Country's unique heritage and love of the arts.

You have my best wishes for a successful application! Please feel free to call upon me if I can be of any assistance.

Yours truly,



Frederick J. Hanss
Director



ATLANTIC TESTING LABORATORIES

WBE certified company

Canton

6431 U.S. Highway 11
Canton, NY 13617
315-386-4578 (T)
atlantictesting.com

September 10, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of Atlantic Testing Laboratories (ATL), I would like to express our most enthusiastic support for Canton's DRI application.

ATL shares a critical symbiotic relationship with our host community of Canton. ATL has been a part of the Canton area for over 50 years. In 2010, ATL purchased the property and building at 80 Lincoln St. in the Brownfield Opportunity Area and saw this as an opportunity to eventually employ approximately 65 employees in the downtown Canton district. In 2021, ATL invested in the design to transform the property into a facility that will be able to retain 22 employees and allow 4 new positions to be created. We are committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

ATL remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Marijean B. Remington
Chief Executive Officer

MBR/ma

CASCADE INN
4 West Main Street
Canton, NY 13617

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

September 10, 2021

Dear Dr. Stone and Mr. McKenna:

Canton is at a crossroads, ready for a dramatic transformation of our downtown that will impact our community now and for years to come. The Cascade Inn is also at a crossroads – situated on a prime corner in downtown Canton, the busiest intersection in St. Lawrence County. Poised where we are, we are writing in enthusiastic support of Canton’s application for Downtown Revitalization Initiative funding.

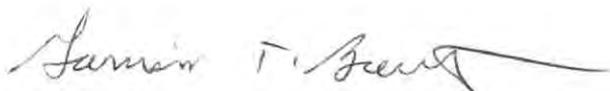
The vision of a revitalized downtown Canton is supported by a number of projects that will enhance our recreational, cultural, artistic, and historical assets while providing renewal and beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative is *the* catalyst that is needed to make this happen.

The Cascade Inn is a decades-old diner, bar, and motel that overlooks the Grasse River. It is a long-time breakfast and lunch spot for Canton old-timers and a favorite watering hole for young professionals newer to the community. While it is iconic, we have not been able to keep up with the improvements and repairs needed to keep us truly viable. A recent *New York Times* article, “Upstate Motels Make a Comeback, With an Aim to Captivate” speaks to the potential impact updates and renovations to the Cascade could have on Canton – for residents and visitors. We are committed to working toward that potential, and we depend on Canton to be a vibrant and welcoming community for our business. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Canton is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. The transformational change that would be catalyzed by a DRI award would allow further development that will enable us to start and grow businesses, attract new residents, and grow our workforce. It will allow businesses like the Cascade Inn to be a part of that development, growth, and vitality.

The Cascade Inn remains committed to being a partner with Canton in its revitalization efforts, and we enthusiastically endorse the community’s Downtown Revitalization Initiative proposal.

Sincerely,



Gary Barcomb
Owner

CANTON COMPLETE STREETS TASK FORCE

A Joint Town/Village Initiative

September 7, 2021

Ty Stone and James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The Canton Complete Streets Task Force (CSTF) is pleased to endorse the Canton DRI application and proposals for funding from New York's DRI Initiative. Receiving the DRI funding would propel into reality many, many improvement plans that are developed by numerous community work groups and are largely shovel-ready.

The CSTF has been instrumental in creating a *Master Trail Plan*, adopted by the Town and Village, that lays out the culmination of years of study on how to improve downtown pedestrian and bicycle safety. The Plan has guided a number of initiatives, as follows:

- Installation of a pedestrian-controlled crosswalk near Canton free Library; a second flashing device for Judson St;
- Working with Clarkson University to study and recommend corridor improvements on the Court Street-Park Street corridor through the heart of downtown Canton;
- Convening meetings of key parties, including Canton Central School and United Helpers, to plan a safe pedestrian and cycling route from the school campus to the playing fields and the Remington Trail;
- Implementation of the total rebuilding of approximately 1 mile of Miner St. Rd. to Taylor Park, including widening the road to accommodate paved shoulders.

The success of the work of the CSTF is indicative of the commitment of the Canton community to enhance the vitality and inclusiveness of our Village. As part of a multi-faceted revitalization program, funding from the DRI could move the community to a new level of development for the 21st century.

The Task Force heartily endorses and supports the Canton DRI application.

Sincerely,

Toby Irven

Toby Irven, CSTF Chair

Fourth Coast Entertainment

09/13/2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of Fourth Coast Entertainment, I would like to express our most enthusiastic support for Canton's DRI application.

Fourth Coast Entertainment shares a critical symbiotic relationship with our host community of Canton. The growth of entertainment in the community is Vidal, with my vision is to purchase the American theatre and bring it back to a full theatre, with the modern conveniences and technology to have quality performances by local and national touring musician's/concerts, a theatre group/ performing arts, independent films and film festivals, a showcase for the arts in the community. Cantons downtown needs an economic engine to encourage the community to utilize and function with economic growth. This project will further help the culture our community including our college community; it would help grow economics of downtown for eateries, bars, nightclubs, restaurants, convinces stores, tourism.

Canton lost their opera house in a major fire and it was never replaces, there are no other venues north of Syracuse for these types of events, I feel bringing this type of venue to our downtown will draw people for our community and others around the region to make Canton a destination for entertainment, culture, food and social, growing our economic base and strengthen our future prosperity for all ages.

In *turn*; we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by

a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

Fourth Coast Entertainment remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Michael R Scriminger

Owner Fourth Coast Entertainment



July 27, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna,

I am writing in my capacity as Board President of Grasse River Heritage (GRH). On behalf of GRH, I give strong and enthusiastic support of the community of Canton's application for the 2021 Downtown Revitalization Initiative (DRI) application for funding.

Grasse River Heritage Area Development Corporation, a 501c3 not-for-profit corporation since 1999, exists to develop and promote cultural, economic, educational, and recreational opportunities and to improve aesthetic appearance and environmental quality within the Grasse River corridor in the Village and Town of Canton. The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the DRI is the catalyst that is needed to make this happen. On behalf of Grasse River Heritage, I would like to express our most enthusiastic support for Canton's DRI application.

The community of Canton is the true North Country and takes great pride in its heritage. GRH is proud to have partnered with the community of Canton on numerous projects, and contributed to revitalization along the Grasse River corridor. These projects include cleanup of a derelict area of Grasse River waterfront to create the beautiful Heritage Park on Coakley and Falls Islands, cleanup of a brownfield area to create the Grasse River Sculpture Park on Willow Island, restoration of a vacant lot on Main and Gouverneur Streets to form Dwight Church Park, and renovation of an old bowling alley into renovated business and residential space at 1 Riverside Drive. We are currently working with the Village of Canton on an Arts Park on Willow Island. The community works hard to improve the aesthetic appeal and general environment that the Town has to offer and GRH is proud to collaborate with the community of Canton and many volunteers to improve our river corridor and town.

Projects realized with support from the DRI would be the culmination of several years of extensive New York State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. We at GRH are very proud to have been an active partner in these planning efforts. Canton has successfully executed numerous New York State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that will be catalyzed by a DRI award will allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

Grasse River heritage remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal. Thank you for your consideration of this worthy project and for allowing me to express my support for the community of Canton's DRI application. Please do not hesitate to contact me with any questions or concerns.

Sincerely,

Tom Langen
President
Grasse River Heritage

Grasse River Heritage
PO Box 722, Canton, NY 13617
grasseriverheritage@gmail.com

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

September 8, 2021

Dear Dr. Stone and Mr. McKenna:

The congregation of the First Presbyterian Church and I would express our enthusiastic support for the application being made to the Downtown Revitalization Initiative program by the community of Canton, New York. With many investments in downtown redevelopment and strategic planning endeavors in recent years, Canton is perfectly poised to execute transformative projects with the support from the Downtown Revitalization Initiative to make Canton's downtown a draw for a diversity of people with business opportunities, job growth, a range of quality housing, recreation, and the highest quality of life.

The Canton First Presbyterian Church shares a critical symbiotic relationship with our host community. As owners of the Village Park in the center of town, we have worked cooperatively with the village government and its officials for many generations to maintain and administer the Park. We are also an active member of the Canton Village Chamber of Commerce and serve as a host site for many community events and spirited supporter of local merchants and business owners. Recently, the church and local leaders have raised over \$165,000 from local supporters to refurbish the fountain in the Park which was completed and reopened with great joy in June of 2021. Having recently secured \$40k in grant funding and in cooperation with the Village of Canton, Town of Canton and under the guidance of the St. Lawrence County Soil & Water District, we are now undertaking the removal of dead/dying trees, implementing care of remaining trees, and planting 24 new trees in the Park. In *turn*, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Much has already been done to make downtown Canton a desirable place to live, work, study, and play: The Heritage Islands on the Grasse River were redeveloped from a state of blighted buildings to heavily-used parks. The large and vacant Gray Lanes building is now fully occupied with businesses and condominiums as the Rushton Place. Storefronts and building facades have gotten facelifts through the NY Main Street program. The community worked with the Department of Transportation on Main Street improvements. Parks, trails and other recreational resources have been expanded.

These are but examples of the many improvements that have been made in Canton. They are the result of the relentless collaborative work of many dedicated stakeholders and prior investments by New York State. As a result of these efforts we are seeing growth in our community. Unlike much of the region, Canton has had a growth in its overall population.

Yet the potential for additional growth and the transformation of our downtown as a Downtown Revitalization Initiative community is enormous. With the resources available through the initiative, Canton's recent and current strategic planning endeavors - including the Canton Community Action Plan, the Brownfield Opportunity Area, a new Comprehensive Plan, and the Local Waterfront Revitalization Plan - can be realized: the redevelopment of vacant and under-utilized properties and investment in infrastructure will lead to desirable new space for businesses and housing. The enhancement of recreational amenities will grow the quality of life and attractiveness in the heart of the community, fueling further population growth. As a result, Canton will achieve its vision as a community that tomorrow's workforce, business starters, and community leaders are drawn to because of a thriving downtown and vibrant community core.

The Canton First Presbyterian Church remains committed to being a partner to our home community in its Revitalization efforts, and we enthusiastically endorse a Downtown Revitalization Initiative in Canton.

Sincerely,
Rev. Michael P. Catanzaro, Pastor

First Presbyterian Church
17 Park Street
Canton, NY 13617
315.386.2570
RevMike@ChurchOnThePark.org
www.ChurchOnThePark.org

September 15, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

As community members and owners of two businesses in downtown Canton (a Bed & Breakfast and a retail Outdoor Shop), we are excited to be a part of what we feel is a dramatic transformation of our downtown that will impact our community for years to come. We came to this town as college students, we stayed because of the community, we started investing our time and money, like many others, because we see the beauty and the potential in Canton, NY. The energy, collaboration and support from local partners and government have made it possible for us to grow, for a climate of creativity and inspiration to flourish and for the future to feel within reach for our economy, our families and friends.

If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

We depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Sincerely,
Brooke & Charles Rouse
Owners, 24 East Main Street Bed & Breakfast and Grasse River Outfitters



*A donor-supported
nonprofit organization
dedicated to showcasing
the folk culture and living
traditions of the
North Country*

BOARD OF DIRECTORS

Alan Hersker, President
Oxbow

Ruth McWilliams, Vice
President
South Colton

Fran Moore, Treasurer
Saratoga Springs

William Holland
Pierrepont

Chris Covert, Jr.
Saranac Lake

Kate Newell
Canton

Jackie Sauter
Canton

EXECUTIVE DIRECTOR

Jill Breit

TAUNY is an equal
opportunity provider and
employer.

53 Main Street
Canton, NY 13617
315-386-4289
tauny.org

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, NY 13601

Sep 13, 2021

Dear Dr. Stone and Mr. McKenna:

On behalf of TAUNY, I am writing in support of Canton's application for a Downtown Revitalization grant. TAUNY is an organization devoted to presenting the traditional arts of New York's North Country. Our home, The TAUNY Center, is a 9,000 square foot cultural center in Canton's historic downtown, where we have operated since 2008. We are committed to working with others in Canton to make our downtown an inviting, exciting space for both residents and visitors.

Extensive investment in Canton's downtown has taken place in recent years, thanks to strong village leadership and broad-based volunteer participation. Successful investments in long-range planning, riverfront redevelopment, and environmental amelioration have paved the way for further revitalization projects in the downtown that will address long-standing deterioration of key parcels in the village and provide opportunity for enhancement of existing assets.

The projects proposed in Canton's DRI application will, indeed, be transformative for the village's downtown. I cannot overstate how critical it is to revitalization efforts to reclaim and renew the sizable plaza at the center of the downtown, to move forward with projects on the under-utilized waterfront, and to improve gateways into the village to facilitate access. Funding for these projects will allow fulfillment of a vision that has been developed over years, with a lot of input from stakeholders. All of us at TAUNY are eager to do our part to realize the vision.

Regards,

Jill Breit
Executive Director



MARK C. WALCZYK
Assemblyman 116th District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

□ ALBANY OFFICE
Room 940
Legislative Office Building
Albany, New York 12248
518-455-5545

□ DISTRICT OFFICE
Dulles State Office Building
317 Washington Street, Suite 210
Watertown, New York 13601
315-786-0284

□ SATELLITE OFFICE
3 Remington Avenue, Suite 1
Canton, New York 13617
315-386-2037

EMAIL:
walczyk@nyassembly.gov

September 13, 2021

Dr. Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

I write to endorse the application being submitted by the Village of Canton for funding through the Downtown Revitalization Initiative (DRI).

If secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. This will spur business growth and job creation and create a vibrant and welcoming environment for residents. Funding from the DRI is the catalyst needed to make this happen.

In addition, DRI funds would also help culminate years of state-supported learning that have occurred within the Village of Canton, including Brownfield Opportunity Area program, local Waterfront Revitalization and the Grasse River Blueway Trail Plan, among numerous others. This will allow Canton to remain in a position for growth that helps keep the area a great place to live, work, and raise a family for years to come.

Again, I fully support the application being submitted by the Village of Canton. If you have any questions at all, please do not hesitate to contact me.

Sincerely,

Mark C. Walczyk
Assemblyman
Front Yard of America

CHAIR OF THE SENATE
MINORITY CONFERENCE

RANKING MINORITY MEMBER
ENERGY AND TELECOMMUNICATIONS
VETERANS, HOMELAND SECURITY AND
MILITARY AFFAIRS

THE SENATE
STATE OF NEW YORK



SENATOR PATTY RITCHIE
48TH DISTRICT
OSWEGO, JEFFERSON, ST. LAWRENCE COUNTIES

COMMITTEES
ELECTIONS
ENVIRONMENTAL CONSERVATION
FINANCE
RULES
MEMBER
LEGISLATIVE COMMISSION ON RURAL
RESOURCES

September 8, 2021

Dr. Ty Stone and Mr. James McKenna
Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, NY 13601

Dear Dr. Stone and Mr. McKenna:

I write to you today regarding my strong support for the Downtown Revitalization Initiative (DRI) application submitted by the community of Canton. Canton is home to a number of shovel-ready projects and DRI funding is the catalyst needed to make them a reality and in turn, create a more vibrant, welcoming downtown for residents and visitors alike.

If funds are secured, Canton would embark on an exciting effort to revitalize its downtown in the following ways:

- Redeveloping defunct properties into diverse and high-quality housing retail and office space, as well as business and workforce development facilities;
- Enhancing recreational, cultural, artistic and historical assets; and
- Beautifying the downtown corridor, among other improvements.

In recent years, Canton has worked on extensive, state-supported planning efforts. These have included developing a new Comprehensive Plan, Brownfield Opportunity Area Program, Local Waterfront Revitalization Plans, a Master Trail Plan, the Grasse River Blueway Trail Plan, Grasse River Marketing Plan and a Canton Community Action Plan. Through these strategies, Canton has helped set the stage for exciting development that could be made possible via DRI support. In addition, it is important to note that Canton has an excellent track record of successfully executing numerous state-supported investments in its downtown and that they would continue that trend if awarded DRI funding.

As the State Senator representing Canton, I wholeheartedly support their request for DRI funding. Canton is a vibrant community that possesses a great deal of potential for growth, which could be made possible through support from the DRI program.

Thank you in advance for your consideration. Should you have any questions regarding my support of Canton's request, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Patty Ritchie". The signature is stylized with large, overlapping loops.

Patty Ritchie
State Senator

PAR:svc



Town and Village of Canton, New York

Municipal Building
60 Main Street
Canton, NY 13617
(315) 386-2871

Recreation Department
90 Lincoln Street
Canton, NY 13617
(315) 386-3992

September 8, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of the Canton Recreation Department, I would like to express our most enthusiastic support for Canton's DRI application.

As the new Canton Recreation Director and long-time Canton resident, our community is full of individuals who are passionate about where they are from and the people that they share it with. The Canton Community is very active and supportive of any and all assets to help improve our downtown corridor, especially as it pertains to recreation opportunities for all ages.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Being in a rural area, recreation is vital for the well-being of our community. A tennis court is not just pavement and a net, it a weekly group of friends that went to school together and are now raising their

Meghan Richardson, Recreation Director
RecDirector@cantonny.gov

families down the street. An ice rink is not just a frozen sheet of water; it is a building that breathes the lifelong memories that have been shared by 40+ years of skaters. A river is not just a river, it is the blood that pumps life to our community beach so kids, young and old, can play in the summer sun. Canton Recreation serves our community with lifelong opportunities, and DRI is a tool that can help achieve our goals for several future generations to come.

Canton Recreation remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Meghan Richardson". The signature is fluid and cursive, with the first name being more prominent.

Meghan Richardson
Recreation Director

September 9, 2021

Ty Stone and James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna;

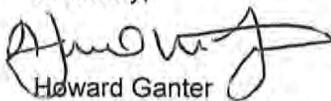
On behalf of the Arc Jefferson-St. Lawrence, I would like to express our continued support of the Canton's Downtown Revitalization Initiative (DRI) application. The community of Canton, New York is at a crossroads and is poised to dramatically transform its downtown. If sufficient funding is secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail, and office space as well as business and workforce development facilities. A holistic vision of a revitalized downtown is supported by a number of projects to enhance the communities recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job formation while creating a quality environment for residents to live, work and raise families. Funding from the DRI is the catalyst that is needed to make this happen.

The Arc Jefferson-St. Lawrence shares a critical symbiotic relationship with our host community of Canton. Our main offices are located in Canton and we support services for approximately 200 people with developmental disabilities in the area. Additionally, we have established two residences in Canton. In turn, we depend on Canton to be a vibrant and welcoming community. Therefore, the Arc Jefferson-St. Lawrence is committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Canton has successfully executed numerous State-supported investments, such as the Heritage Island on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails, and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger projects that Canton has not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, New York is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would enable the property and infrastructural revitalization that will enable us to start and grow businesses, attract new residents, and grow our workforce. The Arc Jefferson-St. Lawrence remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative.

Sincerely,



Howard Ganter
Chief Executive Officer



Date: September 8, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of the Canton Chamber of Commerce, I would like to express our most enthusiastic support for Canton's DRI application.

The Canton Chamber of Commerce shares a critical symbiotic relationship with our host community of Canton. We support all our local businesses by welcoming visitors with annual community events that are specifically centered around our downtown businesses as well as advertising individual business promotions through annual newsletters, emails, website, and social media. In turn, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

The Canton Chamber of Commerce remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Tammy Mackin
Executive Director
Canton Chamber of Commerce



205 State Street Road
Canton, NY 13617
(315) 379-1829
cantondaycare@twcny.rr.com
www.cantondaycarecenter.org

September 13, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is poised for a dramatic transformation of our downtown that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. The significant planning that has taken place to spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of the Canton Day Care Center, Inc., I would like to express our most enthusiastic support for Canton's DRI application.

The Canton Day Care Center shares a critical symbiotic relationship with our host community of Canton. The Center currently provides care for 67 children, with a licensed capacity for 49 more from Canton and the surrounding communities. Good quality childcare has been recognized nationally as a critical infrastructure need for our country to be able to function at its best. The Canton Day Care Center provides service that allows our families to work outside their homes with the confidence their children are being cared for in a safe, reliable center. In *turn*, we depend on Canton to be a vibrant and welcoming community for those families.

While we have remained open throughout the pandemic, it has been a challenge. And with the funding from the DRI, we can improve our environment to ensure we provide a clean and safe place for our children, their families and our staff. We will also be a more welcoming facility to our families and hope to expand our enrollment to use all of our licensed capacity. The project we are embarking on is ready to start. We have architectural drawings and cost estimates of \$283,025. We have received a Child Care Stabilization Grant of \$108,500 funded through federal COVID-19 relief funds that will be used to start this project. The project includes the following:

- Improving ventilation both for safety as well as comfort for children and staff. This includes installing a dropped ceiling and expanding electrical capacity.
- Constructing an on-premises laundry for the bedding, linens and clothing that is currently done by our staff at home that will improve cleanliness, safety and staff efficiency.
- Providing a break room for staff to provide a more welcoming workplace as well as separate that function from the children's space for safety.

Canton Day Care Center is a 501(c)(3) non-profit child care center providing a safe environment that delivers all of the love, encouragement, and nurturing children deserve.



205 State Street Road
Canton, NY 13617
(315) 379-1829
cantondaycare@twcny.rr.com
www.cantondaycarecenter.org

In the past five years, the CDCC has expanded its capacity from 58 children to its current capacity of 114. That was accomplished by enhancing the second floor of our facility. The work was funded by private grants, gifts and through the use of volunteer labor. That expansion brought with it commensurate expansion of 10 full and part-time jobs. Employment varies with enrollment, of course, and the pandemic reduced the Center's enrollment to 22 in March of 2020 and the reduction of staff accordingly. That enrollment is slowly returning, and we now have 67 children enrolled and we have 18 full-time and 5 part-time FTE's. At full capacity, we need 30 full-time and 14 part-time FTE's. This is a challenging goal, but one to which we aspire.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

The Canton Day Care Center remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Kathryn L. Mullaney, Treasurer
Canton Day Care Center

Cornell Cooperative Extension St. Lawrence County

2043B State Highway 68
Canton, NY 13617
t. 315-379-9192
f. 315-379-0926
stlawrence@cornell.edu
stlawrence.cce.cornell.edu

September 8, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of Cornell Cooperative Extension of St. Lawrence County, I would like to express our most enthusiastic support for Canton's DRI application.

Cornell Cooperative Extension shares a critical symbiotic relationship with our host community of Canton. Extension operates the Extension Learning Farm, a progressive platform for agricultural education and community partnerships, just outside the village of Canton. As a result, Extension has many formal working partnerships with businesses, schools, universities and community-based organizations within the downtown area. In *turn*, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.



Building Strong and Vibrant New York Communities

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

Extension remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Ames', with a stylized, cursive script.

Patrick Ames
Executive Director

Canton Capital Resource Corporation
101 Main St., Suite 1
Canton NY 13617

September 5, 2021

Ty Stone and James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

Canton, New York is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by projects which will enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of The Canton Capital Resource Corporation (CCRC), I would like to express the most enthusiastic support for Canton's DRI application.

I am writing to suggest that The Canton Capital Resource Corporation (CCRC) be included as a stakeholder/participant in the Downtown Revitalization Initiative (DRI) application. The Mission of the CCRC, as stated immediately below, fits appropriately into the overall strategy of securing approval of the DRI funding and activities.

CCRC MISSION STATEMENT:

The Mission of the Canton Capital Resource Corporation is to facilitate, with the help of public and private partnerships, those development projects that will sustain the key economic forces in the community of Canton, as part of a community-wide economic development strategy for the immediate future.

Adopted in 2012, this Mission Statement succinctly describes the Corporation, as it is a public non-profit agency, fully registered in NYS. The currently re-invigorated Corporation, and Board of Directors, is poised to play a vigorous role in the on-going redevelopment of the Canton community, especially the downtown area as defined by the DRI. If a revolving loan/grant fund can be created from a portion of the DRI funds, the Corporation will work to implement projects that extend well into the future for Canton. That is, projects will extend the life of the initial infusion of DRI funds as new opportunities

arise! The CCRC envisions working closely with other groups in the area, such as the St. Lawrence County Industrial Development Agency.

Thanks for the opportunity to consider the CCRC as a partner in the DRI. The CCRC enthusiastically supports the DRI application for the good of the greater Canton community.

Sincerely,

William E. Irven

William E. Irven

President, Board of Directors



CANTON HOUSING AUTHORITY

37 Riverside Drive
Canton, New York 13617
Telephone :(315)386-8381

Fax: (315)-386-4028
TDD: 1-800-662-1220
NYS Relay Ctr: 1-800-421-1220

Executive Director: Amanda St. Marie

September 14, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, has reached a crossroads and this unique small community is the perfect pallet for a dramatic transformation of our downtown; the likes of which would have significant impact on our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by several projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is the catalyst that is needed to make this happen. On behalf of the Canton Housing Authority, I would like to express our most enthusiastic support for Canton's DRI application.

The Canton Housing Authority (CHA) shares a critical symbiotic relationship with our host community of Canton. The CHA manages two HUD housing programs at three sites in Canton. Our two seven story high-rise buildings are located on the Grasse River just two blocks off Main Street and house approximately 150 seniors & persons with disabilities. Our third site is a low-income Public Housing complex that has 76 general occupancy apartments and houses approximately 250 Canton residents in 1-, 2- and 3-bedroom subsidized apartments. The Canton Housing Authority takes pride in our property's appearance and our buildings have benefited from proper maintenance and upkeep. Our tenants support local businesses, and some are employed in the community. They enjoy the quaint main street with its seasonal decorations and clean streets & sidewalks in this picturesque rural community. We depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.



Stop wishing for a better lifestyle...and Start living it.





CANTON HOUSING AUTHORITY

37 Riverside Drive
Canton, New York 13617
Telephone :(315)386-8381

Fax: (315)-386-4028
TDD: 1-800-662-1220
NYS Relay Ctr: 1-800-421-1220

Executive Director: Amanda St. Marie

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. As the Executive Director of a long-standing public service agency in this small town, I am confident the changes that this DRI award will bring would significantly benefit the citizens that reside in our housing; providing more opportunity economically and at leisure.

The Canton Housing Authority remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Amanda St. Marie-Wright
Executive Director
Canton Housing Authority
37 Riverside Drive
Canton, NY 13617



Stop wishing for a better lifestyle...and Start living it.





September 12, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, NY 13601

Dear Dr. Stone and Mr. McKenna:

As a longtime resident of the Village of Canton, I strongly support the application by the Village of Canton for this year's grant for the Downtown Revitalization Initiative and urge the North Country Regional council to do the same.

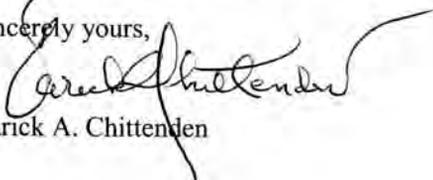
While now retired, during my life in Canton which began as a college student, I was a Professor of Humanities at SUNY Canton for three-plus decades, and founded Traditional Arts in Upstate New York [TAUNY], an innovative regional center for folklife study. TAUNY also happens to own a major storefront on Main Street that's become a community gathering place and a successful retail shop. As a volunteer in the community, I'm pleased to say that I have helped create Grasse River Heritage, a non-profit that has developed and maintains three public parks on islands in the river running through downtown and continues to pursue projects along the waterfront. All of these local institutions contribute a lot to local life and will benefit greatly with DRI support.

In my student days at St. Lawrence University in the early 1960s, in the four blocks of the central business district and nearby side streets, there were the Town Hall, movie theater, two banks, three grocery stores, two department stores, and a five-and-dime. There was a classy shoe store, a three-generation, family-owned clothing store that drew customers from miles around, two old-fashioned hardware stores, and nine restaurants and/or bars. There was a shoe repair shop, a barbershop and pool hall, and the Miss Canton Diner. It was a thriving, busy, exciting place, with local residents, college students and visitors a constant presence.

Many of these establishments have gone since and activity on Main Street is considerably diminished. However, now familiar with proposed new projects that would be funded by a successful DRI, I firmly believe that downtown Canton—with our historic Main Street district and beautiful waterfront—will transform itself into a progressive, forward-looking downtown, with new ideas, businesses, and amenities. With all the careful planning that's been done, the positive support of both Village and Town boards, and the enthusiasm for change expressed by community members, Canton can once again be the great place to live and do business that my generation remembers. A major infusion of funds from the DRI will be instrumental in making this vision and these plans real.

Thank you for your work on behalf of all the North Country and for your consideration of this request.

Sincerely yours,



Varick A. Chittenden

THE ST. LAWRENCE COUNTY PLANNING OFFICE

***Public Safety Complex – 2nd Floor, 48 Court Street
Canton, New York 13617-1169***

***VOICE (315) 379-2292
FAX (315) 379-2252***

***E-MAIL Planning@stlawco.org
WEB SITE <https://www.stlawco.org/Departments/Planning>***

September 9, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown NY 13601

Dear Dr. Stone and Mr. McKenna:

I write in support of the Village of Canton's application to the Downtown Revitalization Initiative. The Board and the staff of the Village of Canton have been aggressively and comprehensively planning its future and charting pathways to achieve it for several years. These planning efforts include: Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan. The culmination of all of these planning efforts would begin with the transformative investment of DRI funding.

The Village has strategically partnered and co-leveraged other investments in the community (including by the County) to help position it for renewed and long-term vibrancy and relevance. It has a long history of success in implementing public projects and improvements and in incentivizing private investment in and around its community core. For example, the Village had the foresight to improve its subsurface infrastructure at the time of the NYSDOT Route 11/Main Street project a few years back to accommodate the planned new growth. The injection of capital through a DRI award will provide the resources needed to bring together recent improvements with several cornerstone and truly transformative initiatives that have yet to be obtained.

Canton has been the County Seat of St. Lawrence County since 1828; as such, the County Planning Office has a keen interest in the vitality of the community. We are committed to assisting and supporting the Village in its efforts to revitalize the community and stimulate positive growth.

Sincerely,



Jason Pfothenauer, Director

Daniel G. Fay
St. Lawrence County Legislator District 9
30 Clark Street, Canton, NY 13617
amafay@gmail.com 315-386-5228

September 14, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

It is a pleasure to support the Downtown Revitalization Initiative (DRI) application being submitted by the community of Canton, NY.

One of my priorities as a County Legislator is to support Canton, which I represent at the County level, and the North Country in achieving viable economies and communities in which residents and business owners are drawn to work, learn, play, raise families, and retire. Canton's redevelopment plans, when backed with support from the DRI, will most certainly create such an environment in the seat of St. Lawrence County.

Our village is ready to transform its downtown through the DRI. Redevelopment opportunities exist downtown, at the plaza, and along the river. Redeveloping these underutilized properties will yield numerous benefits to the community: jobs, entrepreneurship, additional housing and tax base, and new office, retail, and hospitality spaces. A number of projects aimed to enhance recreational, cultural, artistic, and historical arenas will improve the attractiveness of the community for both visitors and residents.

Canton has a track record of delivering on governmental support to enhance its vitality and attractiveness. This is demonstrated by successful projects such as the Heritage Islands parks on the Grasse River, the Rushton Place, the former Bell's Towing site, NY Main Street building improvements, a CDBG Microenterprise grant program, Route 11 road and bridge improvements, and the expansion of parks, trails and other recreational resources. The acquisition of a DRI award would provide the resources needed to further improve our community through the funding of projects that have not yet been attainable.

The DRI would also provide for the culmination of several years of extensive State-supported planning efforts in Canton. Through a Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Such strategies and projects can be achieved with DRI support.

For these reasons, it is my pleasure to support Canton's application for the Downtown Revitalization Initiative. I support this grant application highly and without reservation. Thank you for the opportunity to provide input.

Sincerely,

Daniel G. Fay

Daniel G. Fay, County Legislator



ST. LAWRENCE COUNTY INDUSTRIAL DEVELOPMENT AGENCY

Ernest J. LaBaff Industrial Building ~ 19 Commerce Lane, Suite 1 ~ Canton, New York 13617
Phone: (315) 379-9806 / TDD: 711 ~ Fax: (315) 386-2573 ~ www.SLCIDA.com

MEMBERSHIP

CHAIRMAN
Brian W. Staples
Brian Staples, CPA

*

VICE CHAIRMAN
Ernest LaBaff
President Emeritus,
Aluminum Brick & Glass
Workers International Union

*

SECRETARY
Lynn Blevins
Blevins Brothers, Inc.

*

James Reagen
St. Lawrence County
Board of Legislators

*

Mark C. Hall
Town of Fine, New York

*

Andrew McMahon
Massena Electric Department

*

Steven Morrill
Gebarten Acres

*

**CHIEF EXECUTIVE
OFFICER**
Patrick J. Kelly
St. Lawrence County
Industrial Development Agency

*

**CHIEF FINANCIAL
OFFICER**
Kimberly A. Gilbert
St. Lawrence County
Industrial Development Agency

September 13, 2021

Dr. Ty A. Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

Please accept this letter of support for the Village of Canton's request for funding assistance available through the 2021 New York State Downtown Revitalization Initiative ("DRI").

Canton is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. The transformational change that would be catalyzed by a DRI award would encourage development that will enable Canton to start and grow businesses, attract new residents, and grow its workforce. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of this revitalized downtown is supported by a number of projects to enhance recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is the catalyst that is needed to make this happen.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve its vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails, and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger projects that have not yet been attainable. This would be the push Canton needs to truly transform and bring the community's realistic vision to fruition.

The St. Lawrence County Industrial Development Agency supports the efforts of the Village of Canton to initiate this transformational change and encourages you to look favorably on their request as part of the State's Downtown Revitalization Initiative.

Sincerely,

Patrick Kelly



St. Lawrence Land Trust

PO Box 684
Canton NY 13617

*Dedicated to the voluntary conservation of privately owned open space in the
Northern Adirondacks – St. Lawrence Valley region of New York State.*

9/13/2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown, particularly along the ample waterfront, is the next step that will impact our community and local environment for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is the catalyst that is needed to make this happen. On behalf of the St. Lawrence Land Trust, I would like to express our most enthusiastic support for Canton's DRI application.

The St. Lawrence Land Trust shares a critical symbiotic relationship with our host community of Canton. The Grasse River runs through downtown, particularly the parts that plan to be redeveloped. Protecting those areas and ensuring that safe, beautiful, sustainable land-use is done in those spaces is part of the Land Trust's mission. Canton's DRI application prioritizes the protection of the river and revitalizing those areas that have been in significant decline and will ensure they are protected and available for the public to enjoy. In turn, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

The St. Lawrence Land Trust remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Jessica Rogers

Jessica Rogers

President, St. Lawrence Land Trust



September 10, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

We often talk about what it means to be a good neighbor in Canton. What does it mean to be neighborly? And it comes down to support. I write to ask your support of and attention to Canton's Downtown Revitalization Initiative bid. We are a small community, but we tough- "North Country Tough" as we say at The Maple Run, the only half marathon in St. Lawrence County.

The Maple Run was created as an economic development tool for the North Country; we keep our entry fees far below industry standard as a way to entice participants to travel to Canton. And it works. We average ~25% of our participants coming from outside St. Lawrence County. Another ~50% of our runners are repeat participants. Because Canton is worth returning to.

That being said, in the five years that The Maple Run has existed, we have lost restaurants and bars that our guests looked forward to visiting. We have lost buildings to time and defect, and some lots lay vacant. As someone who runs a small operation in the North Country, and works for one of the two universities that Canton is home to, I can tell you that the hurdle is financial.

Beyond The Maple Run, I have had several ideas for new businesses in our community that I have never acted on because I did not believe the funding could be secured. This means Canton is at a crossroads; there is a community here that is creative and cares deeply, but we do not have the support necessary to transform our village.

I cannot be more earnest when I say that the Canton deserves the energy of the DRI grant. The businesses, events, or other operations that have survived the pandemic are at a breaking point. We need the financial support to invite others to join us in creating a new vision for the future of Canton. A Canton that celebrates its beautiful history, provides modern amenities, and encourages one another to be better; to be good neighbors.

I write this letter to express Canton's deservedness of this award, and my own willingness and commitment to support the efforts of the DRI once awarded.

Thank you,

Amanda Stopa Goldstein
Consulting Director, The Maple Run
Director, Brewer Bookstore at St. Lawrence University



21 Main Street, Canton, N.Y. 13617 • (315) 386-3740 • www.natures-storehouse.com • naturesstorehouse@gmail.com
Monday, September 13, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

As a small business owner of Nature's Storehouse for the past 20 years, we would like to express my most enthusiastic support for Canton's DRI application. During my tenure as co-owner of Nature's Storehouse on Main Street in Canton, we have been committed to the upkeep of our building, recognizing that our business and building are an integral part of the community. Over the past 10 years we have invested over \$50,000 of our own capital to repair and restore the façade to its historical likeness, and repair and insulate the brick masonry on the rear of the building.

Nature's Storehouse shares a critical symbiotic relationship with our host community of Canton. Just today I was playing "ambassador" for my community for a couple that was visiting the North Country. Being able to direct them to the beautiful river walk at Heritage Park, and the art exhibit at TAUNY, I felt great pride to be part of all that we are building here. In *turn*, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

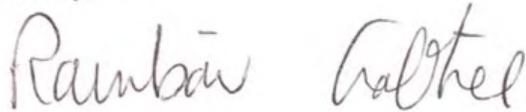
The community of Canton, New York, is poised to dramatically transform its downtown. If sufficient funding can be secured, shovel ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of *[YOUR ORGANIZATION]*, I would like to express our most enthusiastic support for Canton's DRI application.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through a Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, New York, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would enable the property and infrastructural revitalization that will enable us to start and grow businesses, attract new residents, and grow our workforce.

Nature's Storehouse remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative.

Sincerely,



Rainbow Crabtree

September 13, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of the North Country Housing Council, I would like to express our most enthusiastic support for Canton's DRI application.

The North Country Housing Council shares a critical symbiotic relationship with our host community of Canton. The Housing Council has been in existence since 1981 providing assistance to local home owners in keeping housing affordable and in safe decent conditions for families, through a variety of state and federal funding and impacting the quality of life for homeowners and home buyers in the Canton community as well as St. Lawrence County wide. In *turn*, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

The North Country Housing Council remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,
Annette Bowman
Executive Director





September 14, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of SUNY Canton Small Business Development Center, I would like to express our most enthusiastic support for Canton's DRI application.

The SUNY Canton Small Business Development Center shares a critical symbiotic relationship with our host community of Canton. We work very closely with potential business owners to prepare their plans for a successful future. The SBDC also maintains a very close relationship with existing small business owners to assist with ongoing educational opportunities, expansion efforts, funding needs and all other aspects of daily operation. In *turn*, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

SUNY Canton Small Business Development Center remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Dale Rice, Director/mls

September 14, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of St. Lawrence Health, I would like to express our most enthusiastic support for Canton's DRI application.

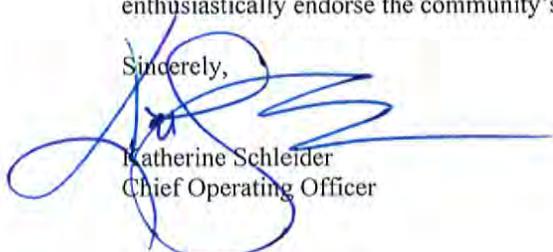
St. Lawrence Health shares a critical symbiotic relationship with our host community of Canton. Our organization provides the needed healthcare services for our local communities to ensure access in a rural area. As a large employer in the area, we frequently pursue professional talent from outside our area. Continued community improvement activities such as this, are integral to our recruitment and retention efforts. As such, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton, is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

St. Lawrence Health remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,



Katherine Schleider
Chief Operating Officer



September 13, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by several projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is the catalyst that is needed to make this happen. On behalf of St. Lawrence University, I would like to express our most enthusiastic support for Canton's DRI application.

St. Lawrence shares a deep and substantial relationship with our host community of Canton. Recruiting excellent faculty members and staff is critical to our success. They want to live in a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic shared vision to fruition.

Canton is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

St. Lawrence University remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

A handwritten signature in cursive script, appearing to read "Paul Redfern".

Paul Redfern
Vice President for University Communications
Secretary of the University Corporation



101 Main Street, Canton NY 13617 • 315-386-4000 • www.VisitSTLC.com

September 13, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

I would like to express my enthusiastic support for Canton's Downtown Revitalization Initiative application. Canton's application presents a holistic vision for downtown revitalization that, if supported by the DRI program, would transform Canton into the ideal community to live, work, study, play and visit.

Canton is well-poised to deliver such positive change. The county seat is home to two universities, numerous not-for-profits, the county government, and a diverse array of businesses. Its Main Street is the most heavily trafficked stretch of road in the county. It is (literally and figuratively) at the intersection of business and quality of life. The community of Canton has shown a track record of thorough planning and successful project execution, such that with past support of New York State, an inspiring number of economic and community development projects have advanced progress in downtown beautification, quality of life resources, and business support.

However, many obstacles stand in the way of Canton from achieving its full unified and transformational vision for its downtown. Numerous blighted and vacant properties hinder business opportunity and aesthetic, and a combination of market forces and insufficient capital make redevelopment infeasible without State support. Canton continues to be challenged by insufficient infrastructure, commercial space, and quality housing. The combination of projects envisioned for Canton – many of which are shovel-ready – would overcome these barriers with the DRI program and enable the sustainable, vision-oriented growth of the downtown community.

Canton's DRI goals are in full alignment with the mission and work of the St. Lawrence County Chamber of Commerce: The Chamber, which represents more than 400 member businesses, has a mission to cultivate, develop and support Chamber members and other businesses by creating a vibrant business climate that encourages growth and enhances the unique quality of life in St. Lawrence County. To achieve that mission, we have established a focus on economic, workforce, and business development. Additionally, we serve as the county's Tourism Promotion Agent, and showcase it to visitors in New York State and beyond by promoting our communities and the exceptional quality of life that is so unique to our county.

As projects are realized, the DRI program would support our mission in Canton (where the Chamber offices happen to be located), enhancing the business climate and quality of life in the community. The development of recreational, aesthetic, artistic, and cultural resources (such as the Arts in Our Parks, TAUNY Center Expansion, American Performing Arts Theater, and Village Green improvements), as well as property redevelopment, enhancement of commercial and residential stock, and retail incentivization program, would help our Canton-

based members to thrive and grow. Additionally, it would enable us to attract businesses, entrepreneurs, workforce, residents, students, and visitors to the community. In turn, the St. Lawrence County Chamber can assist the Canton community by outreaching the DRI-supported projects, the new resources, and the ultimately transformed downtown to audiences in the county, New York State, the nation, and beyond.

Additionally, our efforts to advance economic, workforce, and business development in the county fit particularly with the new Entrepreneurship Center that would be developed in the heart of the downtown, and we would be dedicated partners with the Center when it is operating. We would work with the Center to support entrepreneurs that start and grow their businesses and spin them out, identify entrepreneurs for the Center, and make connections between entrepreneurs, business opportunities, training & development, and the workforce.

As the mission and work of the St. Lawrence County Chamber align so well with the vision and goals for a holistic redevelopment of downtown Canton, and for the partnership opportunity it presents, I strongly endorse Canton's application to the Downtown Redevelopment Initiative program.

Sincerely,

A handwritten signature in black ink, appearing to read "Benjamin Dixon", written in a cursive style.

Benjamin Dixon
Executive Director



OFFICE OF THE PRESIDENT

State University of New York • 34 Cornell Dr. • Canton, NY 13617-1096 • www.canton.edu

DR. ZVI SZAFRAN, *President*

OFFICE: 315-386-7204

Fax: 315-386-7934

president@canton.edu

September 13, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York is at a crossroads. A dramatic transformation of our downtown is the critical next step that will impact our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. This holistic vision of our revitalized downtown is further supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while also providing for the area's beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work, and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of SUNY Canton, I would like to express our most enthusiastic support for Canton's DRI application.

SUNY Canton shares a vital symbiotic relationship with our host community of Canton. We are one of the largest employers in the area and provide good, well-paying jobs to many of its residents. We depend on Canton to be a vibrant and welcoming community. We always have been and remain committed to working with Canton to enhance its vitality, particularly in the downtown district. In fact, one of the transformative projects included in this application reflects SUNY Canton's commitment to the community: We are working with a development and investment team to transform the vacant and derelict Jubilee Plaza in the heart of downtown into a brand new live-work-play facility, with much-needed residential and retail space and the anchor, an Entrepreneurship Center that will be open to everyone, providing programming on all aspects of business creation, growth, and transformation. The project brings with it an \$11M commitment from our partners.

All of the projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will assure our ability to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails, and other recreational resources. The injection of capital through a DRI award would provide the final necessary resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. The development that would be catalyzed by a DRI award would be truly transformative for our community. SUNY Canton remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Zvi Szafran', with a long horizontal flourish extending to the right.

Zvi Szafran

September 10, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

RE: Letter of support for Canton's submission to the \$10 Million Downtown Revitalization Initiative

I am writing on behalf of the Canton Sustainability Committee to express our enthusiastic support for Canton's DRI application. The Sustainability Committee was formed following adaptation of the Canton Community Action Plan in 2014 to support the assist in the goal of strengthening Canton's future through sustainable development.

Committee members draw in resources from across the Canton community, are active on vital issues, and contribute directly to making Canton a better place to live. Current areas of involvement include local food, food waste, energy efficiency, solar power, transportation, clean streets, land use, climate change and plastics.

Canton is already a great place to live. But this is a time of transformation, and we must work together to mitigate and adapt to environmental and social changes. The Sustainability Committee is aware of, and indeed has helped to envision, the many opportunities that exist to increase the long-term vitality and resiliency of our community and make Canton a happier, healthier, more resilient place to live.

The Canton Sustainability Committee remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Ann Heidenreich

Ann Heidenreich
Chair, Canton Sustainability Committee

Village of Canton
Tree Committee
60 Main Street
Canton, NY 13617

September 13, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

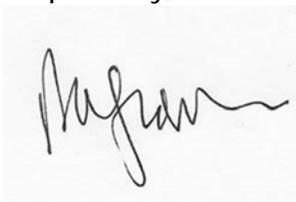
Dear Dr. Stone and Mr. McKenna:

The Tree Committee of the Village of Canton, an all-volunteer advisory organization, is pleased to support the Village's Downtown Revitalization Initiative (DRI). Due to our past and present efforts, we are a Tree City USA community. In practical terms, this means that the Village supports, through the expenditure of time and money, a comprehensive approach to management of the Village tree canopy. In terms of the community impact, it means that through our efforts, and working cooperatively with the Village Superintendent, the DPW and other local officials, the Canton community is on the receiving end of the myriad of benefits trees provide.

From our perspective, the DRI is a very worthwhile initiative. Of particular note is the work related to the downtown plaza, which has become a wasted downtown resource of great significance. The streetscape enhancement and greening of the US Route 11 southern gateway, the principal entrance to Canton from Watertown and other points along Route 11, is another worthwhile project whose benefits will spill over into the entire Canton community.

The Tree Committee looks forward to working with Village officials and other offices, agencies and organizations to help plan, design and implement the aforementioned projects and other efforts that will enhance Canton's already appealing attributes.

Respectfully,

A handwritten signature in black ink, appearing to read "Richard W Grover", written on a light-colored background.

Richard W Grover
Chairperson



September 8, 2021

Ty Stone & James McKenna, Co-Chairs
North Country Regional Economic Development Council
Empire State Development
Dulles State Office Building
Watertown, New York 13601

Dear Dr. Stone and Mr. McKenna:

The community of Canton, New York, is at a crossroads and a dramatic transformation of our downtown is the next step that will affect our community for years to come. If sufficient funding can be secured, shovel-ready opportunities exist to redevelop defunct properties into diverse and high-quality housing, retail and office space, and business and workforce development facilities. A holistic vision of our revitalized downtown is supported by a number of projects to enhance our recreational, cultural, artistic, and historical assets while providing beautification. This combination will spur business growth and job creation and create a vibrant and welcoming environment for residents to live, work and raise families. Funding from the Downtown Revitalization Initiative (DRI) is *the* catalyst that is needed to make this happen. On behalf of the United Helpers Organization, I would like to express our most enthusiastic support for Canton's DRI application.

United Helpers shares a critical symbiotic relationship with our host community of Canton, as we have a skilled nursing facility, an Assisted Living Program, an independent living center and a for-profit agency, Sparx, in Canton. In *turn*, we depend on Canton to be a vibrant and welcoming community. We are therefore committed to working with Canton to enhance its vitality, particularly in the downtown.

Projects realized with support from the DRI would be the culmination of several years of extensive State-supported planning efforts. Through the Brownfield Opportunity Area program, a new Comprehensive Plan, Local Waterfront Revitalization Plans, a Master Trail Plan, Grasse River Blueway Trail Plan, Grasse River Marketing Plan, and a Canton Community Action Plan, the community has defined strategies and identified specific projects that will help to achieve our vision. Canton has successfully executed numerous State-supported investments in its downtown, such as the Heritage Islands on the Grasse River, Rushton Place, NY Main Street building improvements, CDBG Microenterprise grant program, Route 11 road and bridge improvements, and expansion of parks, trails and other recreational resources. The injection of capital through a DRI award would provide the resources needed to bring together recent improvements with several larger, projects that we have not yet been able to attain. This would be the push Canton needs to truly transform and bring our realistic vision to fruition.

Canton is a community recognized for its superior quality of life, beautiful historic downtown, and robust offering of public services and activities. However, the transformational change that would be catalyzed by a DRI award would allow the development that will enable us to start and grow businesses, attract new residents, and grow our workforce.

United Helpers remains committed to being a partner to Canton in its revitalization efforts, and we enthusiastically endorse the community's Downtown Revitalization Initiative proposal.

Sincerely,

Todd R. Amo
Chief Executive Officer

United Helpers Management Company

732 Ford Street, Ogdensburg, NY 13669 • Phone 315-393-3074 • Fax 315-393-3083 • Toll Free 800-838-8558

www.unitedhelpers.org