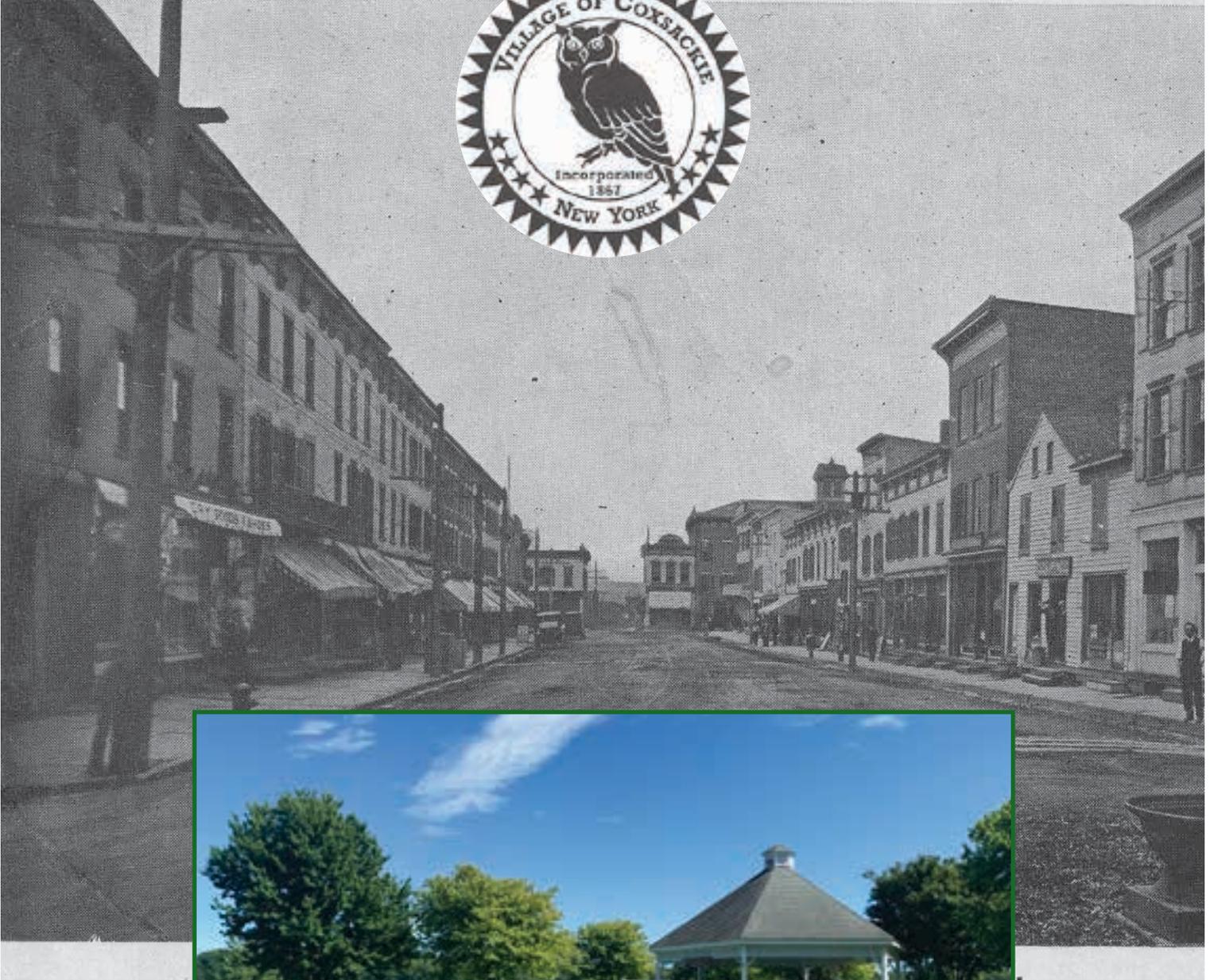


VILLAGE OF COXSACKIE

Downtown Vision & Revitalization Initiative



RURAL PARADISE: A Historic Escape on the Hudson

OCTOBER 2020

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*Attached in separate electronic file due to size of documents

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A Letter from the Mayor

Village of Coxsackie

119 Mansion Street, Coxsackie, N.Y. 12051-1018
Phone: (518) 731-2718 Fax: (518) 731-2231
www.villageofcoxsackie.com



July 1, 2020

Ruth H. Mahoney, Co-Chair
Havidan Rodriguez, Ph.D, Co-Chair
Capital Region Economic Development Council
Hedley Park Place
433 River Street, Suite 1003
Troy, New York 12180

MAYOR
Mark R. Evans

TRUSTEES
Stephen Harse
Donald Dacus
Joseph Ellis
Dianne Ringwald

RE: 2020 NYS Downtown Revitalization Initiative Application, Village of Coxsackie

Dear Ms. Mahoney and Dr. Rodriguez:

This Letter of Support for the Village of Coxsackie's 2020 DRI Application is my community's heartfelt promise to work tirelessly with a limitless sincerity and effort to make our transformational plan a reality.

Our Village has fought back for many decades from a deep economic decline experienced by most Hudson River communities. We are at a tipping point to advance our promising future, as defined by our DRI strategy, or slide back to harsher days resulting from the aftermath of the COVID-19 crisis.

Through hard work driven by local investment and passion, we built momentum at other times in the last 20 years, only to be negatively impacted by previous economic downturns. We will not allow the current crisis to force us to wait another day to advance our hopeful destination as a community. But this envisioned future for our downtown cannot be a reality without the vital partnership of New York State.

As a key strategy outlined in our plan speaks loudly to, we are not running from our historic past, we are running towards it. We have great pride in the community's historic past, our wonderful architecture and location on one of the most beautiful places on the Hudson River. It is the aggressive strategy, with respect to our past, that sees a future of new and old living in harmony with development targeting the new reality of live, play and virtual work. We are a place where this balance of life can be achieved.

We appreciate the opportunity to submit this exciting application, not possible if not for Governor Cuomo's vision and deep commitment to and support of helping small village centers thrive. The state's investment is not only critical, it is essential for our dreams to become a reality.

Come see us and our sense of place, feel the spirit of our people and help us make the next critical step towards prosperity. While visiting take a walk and enjoy rural paradise and embrace our shining example of downtown revitalization readying for the new future now upon us all.

Sincerely,

Mark R. Evans
Mayor

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USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410

I. Applicant Information



MUNICIPALITY NAME

Village of Coxsackie

DOWNTOWN NAME

Reed Street Neighborhood DRI District

COUNTY

Greene

APPLICANT CONTACT

Mayor Mark Evans

Village of Coxsackie

mayor@villageofcoxsackie.com

518-731-2781

II. An Exciting Future Connected to the Historic Past



The Village of Cossackie's community-driven vision for the revitalization of its historic downtown touches the heart of every resident and visitor to ever embrace the unique and special walk down Reed Street.

The DRI Plan and overall strategic approach seeks to strike the critical balance of new and essential modernization, expansion of business activity, housing, amenities and the development of new spaces with a sincere respect for and a deep passion of the downtown's historic soul.

Our exciting and dynamic future drives the following vision developed through a grassroots process engaging the many and diverse opinions of both life long residents and newly arriving neighbors, bringing a blend of ideas without straying too far from our valued roots and connection to our community's distinguished past.



III. Why the Village of Coxsackie: Past, Present, Dynamic Potential



The New York State Downtown Revitalization Initiative (DRI) provides an exciting opportunity for our village to embrace the organic growth and the transformational spirit advancing in our community. New York State's approach to revitalizing our small cities and villages works by fostering a consensus driven process rewarded by critical capital to partner on vital projects. The very collaboration of the visioning brings people with varied opinions, interests and passions to the same table, all looking forward to a more prosperous place.

To summarize a crisp overview of the Village of Coxsackie's downtown is to start by emphasizing the area as a true community center. Reed Street is the center piece, with adjacent roads feeding into the historic base where it all began so many years ago. The commerce, housing and recreation is simple, but deeply appreciated by those that have found this

little piece of paradise on the water, mostly unspoiled by short-sighted past urban development decision-making.

People want to spend time in this special place. Friends and strangers walk past historic structures saying welcoming comments to each other and enjoying views of the Hudson River as significant ships conducting commerce head north and south connecting the world to the Capital Region. Kids play on the Riverside Park playground while parents visit on the picnic tables listening to music. It truly is a step back in time, a simpler place, fully embracing the quality of life that small and close knitted places should be.

Overriding goals of our DRI plan are to generate investment in our historic structures, new projects and spaces, a mix of housing and technology demanded

by today's new challenges, growth in modern jobs, recreation, education and a strategic connection to local food, craft beverage and a regionally driven entrepreneurial spirit. All a future reality with an overriding and dynamic community design enhancing the flow of both people and vehicles all with respect to our historic roots. Accomplishing this vision will create a place with a unique appeal attracting destination travelers seeking a rural peace, the beauty and tranquility of the Hudson River and the mix of amazing connections throughout our "cool" downtown to share with family and friends.

The clear justification for our community to win the DRI prize is it's time for this special place to get a respectful facelift driven by a comprehensive strategic design plan and dynamic new development. This essential public support will bring with it an enhanced commerce, jobs, and multi-sector investment, all utilizing the assets enjoyed for many years but with a modern twist and opportunities of the new realities and mix of life, work with a safe and peaceful existence.

THE PAST

So, we start with the past to understand where our future can be. We don't run from the past, but are running towards it. Utilizing wonderful historic resources such as documents produced by the Reed Street Historic District and references like J. B. Beers' *History of Greene County*, we have created the following snapshot of how the Village of Coxsackie became a reality.

Our quaint piece of paradise was purchased from Native Americans way back in 1662. The joint owners received the Coxsackie Patent from the English in 1687. The waterfront and Reed Street Historic District started to be developed in 1784 during the post-Revolutionary expansion. Growth and commerce drove the development of this area, also known as Reed's Landing, in the 1800's greatly due to proximity to transportation access such as Turnpikes, the Erie Canal and the Hudson River. Industries that prospered included brick-making, agricultural production, ship-building, carriage and

printing press manufactory, lumber, coal, iron production and ice harvesting. In addition, several hotels and inns and related other services were established.

In 1867 the Village of Coxsackie incorporated. Soon thereafter the West Shore Railroad leaving from Albany and points west and NYC was laid through the village in 1882 opening new and expanded commerce opportunities.

As time advanced, since the 1880's little changed with the local economy and the valued architecture. An atlas of 1867 shows the historic district almost completely developed. As the 20th



Detail of Plan of the Village of Coxsackie, from the Atlas of Greene County, New York. Published By Beers, Ellis, and Soule. NY 1867. Credit: Vedder Research Library

century advanced, the Landing no longer functioned as the center of commerce due to related industries closing over time, basically hitting rock bottom in the 1960's through the early 1990's. This was not uncommon for most Hudson River communities. Despite the decline, the downtown area continued to serve as the community's commercial district and business center utilizing the old structures with few exceptions. It is this fact that provides our community with the profound opportunity and connection for a transformational future. These old buildings are a very tangible continuum from the vibrant nineteenth century and early twentieth century years generating great historic interest today.

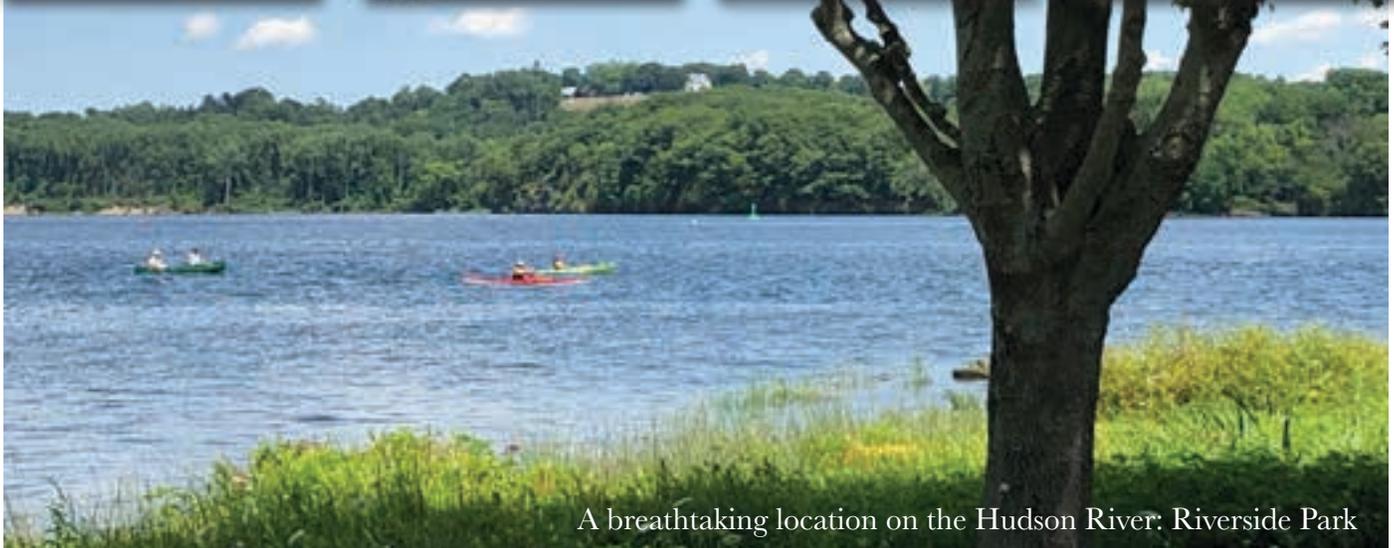
A significant number of the structures reflect the adaptable Italianate style as it was applied to small town rows before and after the Civil War. The Reed Street Historic District was listed on the National Register of Historic Places in 1980 and

III. Why the Village of Coxsackie: Past, Present, Dynamic Potential

the Hudson River front was declared a New York State area of scenic significance in the 1990's. The District includes thirty-two buildings in the business section of the Village.

The overriding reason for our selection is that the inspiring visual and historic characteristics of this amazing downtown include both natural resources and buildings that simply put a smile on the viewer's face when they admire its sheer existence. These places, buildings and vacant land with outstanding locations and opportunity define the Village of Coxsackie today and are at the very center of our promising ascension to a modern version of our best days so many years ago. Economic development and private investment today is attracted to historic old structures in historic urban centers. This strong opportunity and formula for success is only enhanced with Covid-19 and the current and continued influx of new residents and companies looking for this special architectural and historic element.

We are ready for the investment to transform our future and join the next-level of "shining communities" that make New York and the Hudson River Corridor so appealing and special.



A breathtaking location on the Hudson River: Riverside Park

III. Why the Village of Coxsackie: Past, Present, Dynamic Potential

In summarizing the heartfelt past, the historic district has architectural significance. It retains more mercantile buildings with architectural integrity than most other Hudson River communities of the period. As we started, we run towards this fortunate preservation of our history and it is the lynchpin to our promising future.

THE PRESENT

The present view, conditions and hopeful future of the Village of Coxsackie is signified by the start of a recovery of the downtown area since hitting its low point in the mid-1990's. The progress has been slow, including economic driven starts and stops, but steady. Leadership at the Village government level has stabilized financial management with long-term planning and prioritized critical investment into tired infrastructure.

Long-standing business, once occupying a fraction of space while most stood vacant, has maintained their commitment to downtown with continued investment and a strong presence.

Local investment transformed several buildings with a diverse mix of business types and new community members have established new small businesses filling once vacant space.

Over \$250,000 of public investment over the last several years in the Riverside Park, recreational facilities, playground and NYS Boat Launch have continued the quality of the important community asset and driver of traffic to the business center.

The significant revitalization is underway with substantial NYS CFA investment of several long-vacant historic commercial structures for an amazing events center, boutique hotel and related restaurants, small businesses and amenities. This visionary project has jump started our slow but gradual momentum to an aggressive pace providing a view for other connected

projects. It is for this next phase of development that the DRI investment and public capital is required. Private investment is not enough on these next level projects without the true partnership of the public sector. Additional revitalization phases, development detail and exciting connections to a transformed local economy are highlighted in the project section (beginning on page 36).

Lastly, the existing and the anticipated influx of newer residents seeking a change in lifestyle has brought private sector investment, new potential partnerships and ideas. These opportunities are also highlighted in the Projects section with proposed new in-fill and revitalization projects to support the overall vision and utilize vacant parcels and the restoration of remaining historical space. All of which is embraced with a strong desire to look at the downtown in a new designed, mix of living and working with a coordinated partnership with our historic past.



Image highlights include some of downtown's visual and historic characteristics and buildings (clockwise, starting at top on page 6): Heermance Library; Dolan Block; old George Krauss building; State Telephone; State boat launch at Riverside Park. (clockwise, this page): Cap's Market/previous Town Hall; private home on Ely Street; old Eagle Hotel.

III. Why the Village of Coxsackie: Past, Present, Dynamic Potential



DYNAMIC POTENTIAL

Why are we ready? Without question our dynamic potential and the seeds of revitalization planted over the last two decades surround those doing business and embracing the downtown area now. The resounding momentum initiated and sustained by significant community investment in valued infrastructure, real estate by trusted developers with local roots and a true commitment to the downtown by people who love their community has brought us far. Several significant letters of support have been included in this DRI application (see Appendix A, page 61).

Location, location and more location. The power of the New York State Thruway and the over 50,000 cars that travel it every Friday and Sunday offers much value. The traveling visitor can get here and fast from the high-population areas in the Northeast. Plus, the ride along the Hudson River Corridor can be pretty spectacular as well. Those that want to hide and enjoy a wonderful life in our Rural Paradise can get to anywhere with great ease. Amtrak in Hudson, The Albany International Airport and Stewart Airport offer great travel options. Lastly, living in the epicenter of the Hudson Valley, Catskills and Capital Region simply is the absolute best place to embrace life.

Business downtown works. Living downtown works. Playing downtown works. Connections to existing and future assets are promising and potentially

47 S. River St.: A Success Story

A building that started its existence as the vital DM Hamilton firehouse for the growing downtown commercial area now has enjoyed needed private investment supporting historically pleasing redevelopment into both commercial and residential space.

dynamic. The consumer experience, mixed with living, playing and simply enjoying downtown is a trend nationwide. The pieces are in place to enhance the special experience for people no matter what they want to do. We can survive with status quo, but we will not excel. Advance the growing dream of what the village lifestyle offers and touches all the desired aspects of a happy life. The reality is that this community is ready and waits for the help to become a miniature version of what best things we all want and are showcased around the country. Capture the special magic cementing the Village of Coxsackie as the perfect picturesque riverfront historic place people travel from around the world to visit, enjoy and just maybe live.

We have come so far, but there is much left to do. Help is needed! The Village of Coxsackie wants to shine up. The public funding will be our catalyst to grow new places, attract diverse business and people, offer housing for all lifestyles, and embrace the work-and-live trend with required technology capacity. We need a design plan which includes all the pieces wound together into a strategic approach, vision leading the

III. Why the Village of Coxsackie: Past, Present, Dynamic Potential

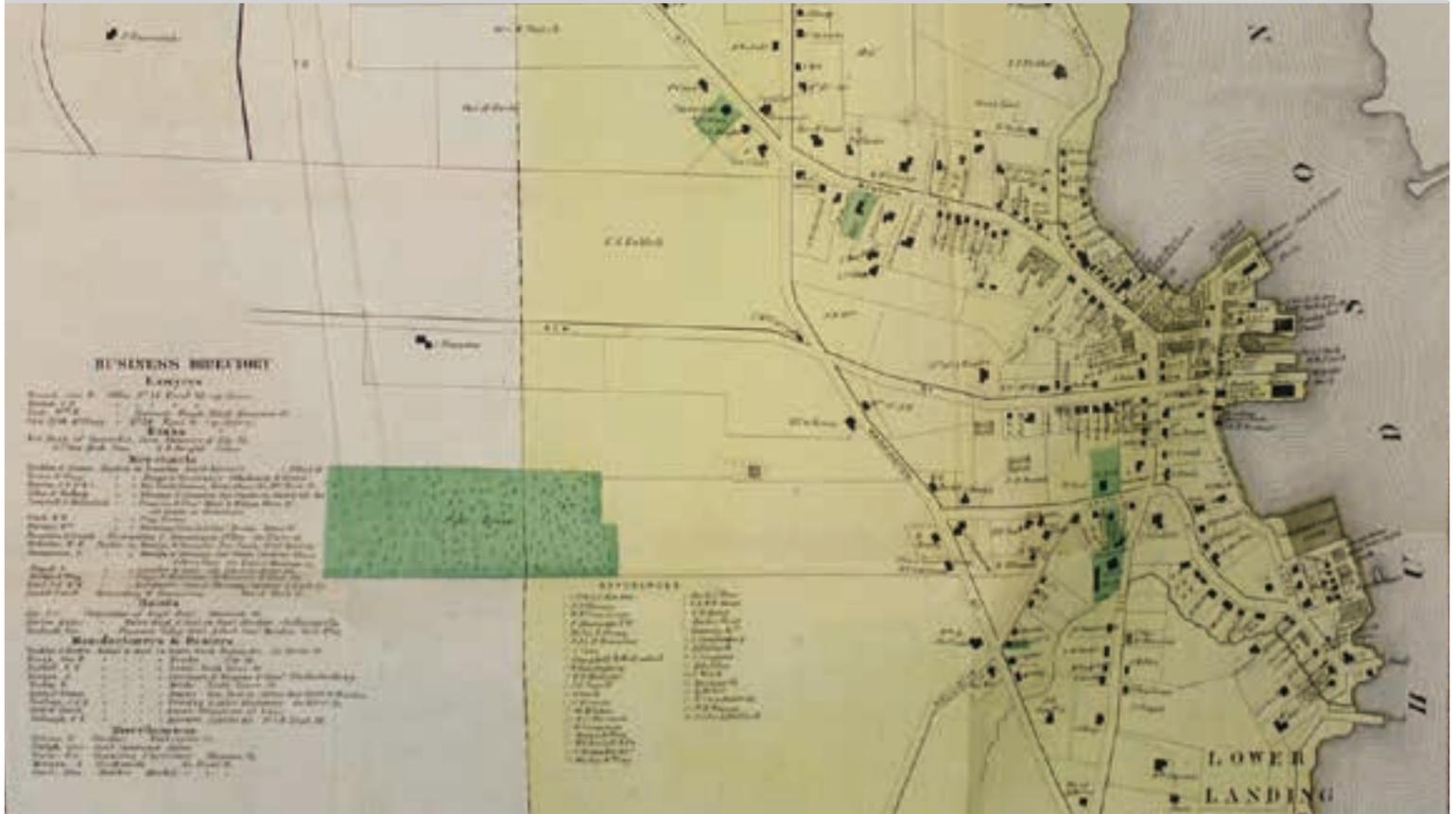
transformational agenda. We demand the balance of new with old. Respect the soul.

Public capital is critical to partner with our current and to be attracted developers to aggressively pursue the larger more diverse opportunities. These resources are not here now and will not be attracted without the public support and essential investment. The important and vital capital investment into infrastructure, the over 20 years of loyal business and resident support, and the new blood bringing fresh ideas all are a great start, but we need to advance the larger agenda. Paint the picture while including all the original artwork, and while incorporating fresh ideas and a comprehensive vision with a pleasing look and feel. The perfect DRI project embracing the new world we live in. Think differently. Come join us in this amazing mission and transformational adventure.

Pictured clockwise from top right: Old Town Hall currently being renovated by National Bank of Coxsackie; Dolan Block with planned restoration and redevelopment; future Visitors Center.



IV. DRI Boundary – Core of Revitalization and Area Facts (Map)



DEFINED DRI AREA BOUNDARIES

As seen on the map on the next page, historic Reed Street is the center of the defined DRI area. Then, starting with the two significant gateways, Mansion and Ely Streets fed from NYS Route 385 including identified intersections, complete the promising locations all leading to the core business district.

The Reed Street Historic District, listed on the National Register of Historic Places, includes all of the Reed Street block including its 32 buildings in the business section of the Village of Coxsackie, one house on Ely Street, and short sections of Mansion and River Streets.

The DRI area fully encompasses this defined historic district and then adds a larger portion of both Mansion and River Streets, South River Street, lower Ely, lower Church and New Street. These areas offer

viable, expanded and diverse future uses, potential development value and currently have underutilized activity. Plus, the inclusion of Riverside Park brings recreational and valued access to the Hudson River. In addition, the walkability and pedestrian connection for this entire area and the enhancement of this use is an important long-term strategy of the DRI plan.

The catchment area offers a scale of impact to accomplish the envisioned transformational strategies developed: A progressively designed flow of people and vehicles capturing a nice blend of the traveling public and year-round residents, and a centralized business district with surrounding housing, hospitality themed development connected to recreational, educational and other valued assets spread throughout.

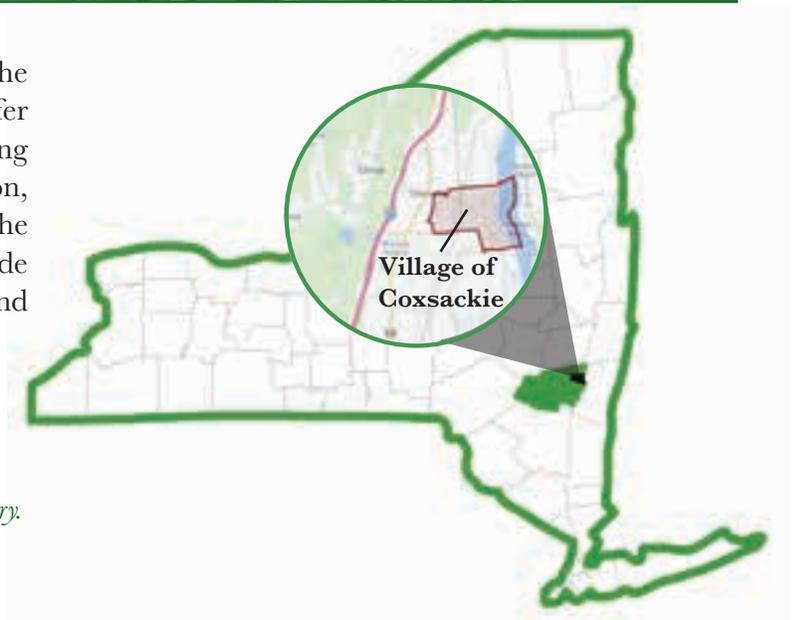
The overall location is centralized as the core of three significant regions all coming together to offer diverse



quality of living and tourism related enjoyment. The Capital Region, Hudson Valley and Catskills offer unique differences and mix of attractions driving the opportunity. As outlined in the previous section, travel ease, airport, highway, rail and proximity to the greater northeast and its major urban centers provide incredible access to the destination consumer and resident to work related locations.

Image on page 10: Detail of Plan of the Village of Coxsackie, from The Atlas of Greene County, New York. Published By Beers, Ellis, and Soule. NY 1867. Credit: Vedder Research Library.

This page, above: Full DRI district map



V. Foregoing and Future Potential Community/Private Investment



PRIORITIZING PUBLIC INFRASTRUCTURE INVESTMENT

Major public investment in critical infrastructure, including a full re-build of the water filtration plant completed in 2011, has occurred over the last twenty years. Under the current and dynamic village leadership of the past decade, significant public and community investment has also been prioritized and accomplished. Roads, sidewalks, water enhancement, distribution and storage, wastewater infrastructure, and recreational assets have been the Mayor's and Village Board's top agenda items.

Without the local government's focus followed by significant investment in the community and downtown's infrastructure, a highly credible and competitive DRI application would not have been possible.

The investment in community planning while embracing the LWRP process and engaging with residents is proceeding to best define the future of this Hudson River downtown waterfront. Additionally, great value has been gained by the joint public/private investment in technology to enhance the village's computer capacity and broadband access for Riverside Park and its visitors. See Table 1, page 13.



Wastewater treatment plant currently under construction on S. River.

Table 1: PRIOR AND ONGOING PUBLIC INVESTMENT

PROJECT	FUNDING AGENCY	APPROX. COST	STATUS
WASTEWATER PLANT/PIPING	NYS & Village	\$17,000,000	On-going
WATER PLANT:			
Filtration	NYS & Village	\$3,500,000	Complete
Storage	NYS & Village	\$5,000,000	On-going
Distribution	NYS	\$500,000	Complete
Radio Read Meters	Village	\$250,000	On-going
VILLAGE ROADS	Village	\$1,000,000	Complete
SIDEWALKS	NYS & Village	\$300,000	Complete
RECREATION:			
Riverside Park	NYS & Village	\$50,000	Complete
McQuade Park		\$230,000	Complete
14 SOUTH RIVER STREET:			
Stabilization	Village	\$25,000	On-going
Restoration	Village	\$200,000	On-going
LWRP	NYS & Village	\$150,000	On-going
ENERGY EFFICIENCY	Village	\$50,000	Complete
SHARED SERVICES/SERVERS	C-A School District & Village	\$10,000	Complete
BROADBAND/PUBLIC WIFI	State Tel & Village	\$5,000	Complete
TOTAL APPROX. INVESTMENT:		\$28,270,000	

V. Foregoing and Future Potential Community/Private Investment

ATTRACTING PRIVATE INVESTMENT & PARTNERSHIPS

The commitment of investing in public infrastructure is a strong statement of priorities that generates positive reactions from the private developer community. The Village of Coxsackie enjoys the valued partnership and commitment to quality development and revitalization projects by the Flach family. A long history of outstanding projects showcases the private investment made to date and the optimistic prospects for the future.

The detailed history of Flach family investment has saved local landmarks, but has also generated a positive momentum for the community and downtown that has started to attract other developers and new residents from outside the area and metropolitan New York. (See Appendix B). The new blood and diverse additions to the village, joined with the Flach family, clearly define the opportunity for a future dominated by investment, historic restoration and revitalization of downtown, all with a mix of residential and commercial activities. The DRI partnership with a newly established developer interest will drive the success of this new vision. See Table 2, page 15.



V. Foregoing and Future Potential Community/Private Investment

Table 2: PRIOR AND ONGOING PRIVATE INVESTMENT

PROJECT/PROPERTY		LOCATION	APPROX. COST	TYPE	
RESIDENTIAL	Old Coxsackie School	91 Mansion Street	\$2,000,000	Market Housing	
	Old Eagle Hotel	2, 4 & 6 Mansion Street	\$1,200,000	Market Housing	
	Old Vermelyea Site	132 Mansion Street	\$1,700,000	Market Housing	
	McQuade Building	2-4 Mansion Street	\$1,000,000	Market Housing	
	Rausch/Apartments	45 S. River Street	n/a*	Market Housing	
	Hallock/Apartments	Reed Street	n/a*	Market Housing	
	Merchant/Apartments	Mansion Street	n/a*	Market Housing	
	Bender/Pop-up Restaurant	Mansion Street	n/a*	Commercial/Housing	
	Mento/Guitar Shop	9-11 Mansion Street	\$37,000	Commercial/Housing	
	1890 Brick Building	154-160 Mansion Street	\$800,000	Market Townhouses	
	Bethany Vill./Donovan Place	800 Bethany Drive	\$1,750,000	55+ Affordable Units	
	The Wire Event Center	60 S. River Street	\$2,800,000	Event Center	
	The Newbury Hotel	60 S. River Street	\$8,000,000	Boutique Hotel	
COMMERCIAL	Old George Krauss Building	52 S. River Street	\$1,000,000	Spa/Hotel Amenities/Brewery	
	Old Pat & Henry's Tavern	48 S. River Street	\$700,000	Restaurant	
	Quigley/DM Hamilton Firehouse	47 S. River Street	n/a*	Commercial/Housing	
	Che Figata Italian Bistro	10 Reed Street	n/a*	Restaurant/Housing	
	Yellow Deli	18 S. River Street	n/a*	Restaurant/Housing	
	Post/Mahalo Kid & Baby	One Mansion Street	\$95,000	Commercial/Housing	
	Post/Pilothouse Paper & Heartland Realty	49-53 Reed Street	\$225,000	Commercial/Housing	
	Post/Mansion + Reed	45 Reed Street	\$150,000	Grocery Store	
	Reed Street Bottle Shop	34 Reed Street	\$355,000	Wine/Liquor Store	
	Old Town Hall	16 Reed Street	\$300,000	Commercial	
	Knauer/National Bank of Coxsackie	Reed Street	n/a*	Commercial/Housing	
	Old Sundazed Studio	One Reed Street	\$11,300	Event Space	
	Old Sundazed Office	8 Reed Street	\$2,800	Commercial/Housing	
	Alves & Mahota	12 Reed Street	\$225,000	Commercial/Housing	
	IN PIPELINE	Dolan Block	22-34 S. River Street	\$5,300,000	Retail/Housing
		Boutique Hotel/Inn	28 Reed Street	n/a*	Hotel/Pub
		Other Confidential Projects	Reed Street	\$10,000,000+	Mixed-Use
TOTAL APPROX. INVESTMENT:			\$37,651,100		

* Exact amount not known at this time and/or the figure is confidential.

V. Foregoing and Future Potential Community/Private Investment

VALUE TO DRI PLAN IMPLEMENTATION CAPITALIZING ON PRIOR INVESTMENT

The prior public and private investment has laid the very foundation of opportunity that the DRI application and vision seeks to capitalize on. The momentum generated by the last decade of project development, attraction of new business and the significant Flach family vision and related projects on the Hudson River has connected to the opportunity offered by today's troubling times and challenges.

The value of investments by those private sector businesses and the leadership of our locally elected officials who made the tough decisions to make infrastructure a top priority in partnership with New York State cannot be overstated. Without the next phase of progress supported by the DRI promise of capital, the Village of Coxsackie community would have no defined future and lack the very hope and will that drive this application.



VALUE TO DRI FUTURE PUBLIC AND PRIVATE INVESTMENT

Future investment does not happen without the first money spent. Those that lead the way, such as the Flach family, make it possible and more attractive for future investment and developers. The courage of first money, some call "stupid local money," is driven by those with heartfelt passion for their community. It is this very deep love and commitment that starts the momentum towards change and opportunity.

Without infrastructure, it is impossible to attract private development. It is the investment that costs communities with no defined result. It takes political courage to lead the way and plant the seeds for future benefit.

The DRI future investment identified and other hopeful projects are clearly outlined in this application and vision. But, let's not forget the initial investment when doubt was the majority and momentum was just a term without substance. The community is ready, the momentum is strong and real, attraction of new community members and investors is happening. Now, the DRI success can bring all together for a wonderful ride of revitalization and diversity of purpose and lifestyle.

In summary, the overall goal of this DRI application is not to just drive investment in the targeted DRI area, but also enhance the value in other Village neighborhoods, as well as Town and regional projects. This success will have a regional and wide-ranging impact.

VI. Preceding, Current and Anticipated Job Growth



PRECEDING JOBS: THE HEYDAY OF COXSACKIE'S DOWNTOWN

More interesting than relevant today is a summary of the business sectors that highlight the job types and skills of days gone by. Specifically, from the 1800's and early to mid 1900's before the historic decline of the Hudson River communities. The information is taken from the Coxsackie Bi-Centennial Booklet: *Coxsackie on the Hudson 1776-1976 --The Hoot of the Owl*.

A vibrant river community driven by agriculture early in its history then transitioned to an economy dominated by brick factories followed by the ice business supplying NYC. During these times with substantial boat traffic and business activity, the downtown area attracted many visitors doing commerce along the Hudson River. Several inns and bars were in existence as well as small businesses

supporting a growing village. As these businesses faded due to technological advancements, the local economy was dominated by manufacturing with iron and brass foundries, canneries, and barrel and shirt factories providing the most significant employment opportunities. Once the NYS Thruway was constructed, the growth as a bedroom community to the Capital Region occurred.

CURRENT EMPLOYMENT DEMOGRAPHICS

Today the Village of Coxsackie, despite its status as a bedroom community, show unique local employment numbers with a mix of finance, public administration, services and educational related sectors. Several other categories are included as is shown in the following chart which summarizes both the DRI District employment and entire village employment demographics. See Table 3, page 18.

VI. Preceding, Current and Anticipated Job Growth

Table 3: SUMMARY OF LOCAL EMPLOYMENT

KEY INDUSTRIES	DRI DISTRICT		VILLAGE OF COXSACKIE	
	JOB	BUSINESSES	JOB	BUSINESSES
Finance & Insurance	54	2	66	3
Administrative & Service & Waste Management & Remediation	21	1	25	1
Public Administration	17	5	635	16
Real Estate, Rental & Leasing	12	1	26	5
Transportation & Warehousing	11	2	91	4
Retail Trade	10	5	41	12
Other Services (except Public Administration)	9	4	81	20
Health Care & Social Assistance	9	1	44	6
Accommodations & Food Services	7	2	34	5
Construction	7	2	30	8
Professional, Scientific & Tech Services	3	2	19	7
Information	2	1	11	3
Wholesale Trade	2	1	3	2
Educational Services	0	0	203	5
Manufacturing	0	0	14	2
Utilities	0	0	1	1
Unclassified Establishments	0	0	0	1
TOTAL:	164	29	1324	101

Source: Greene County

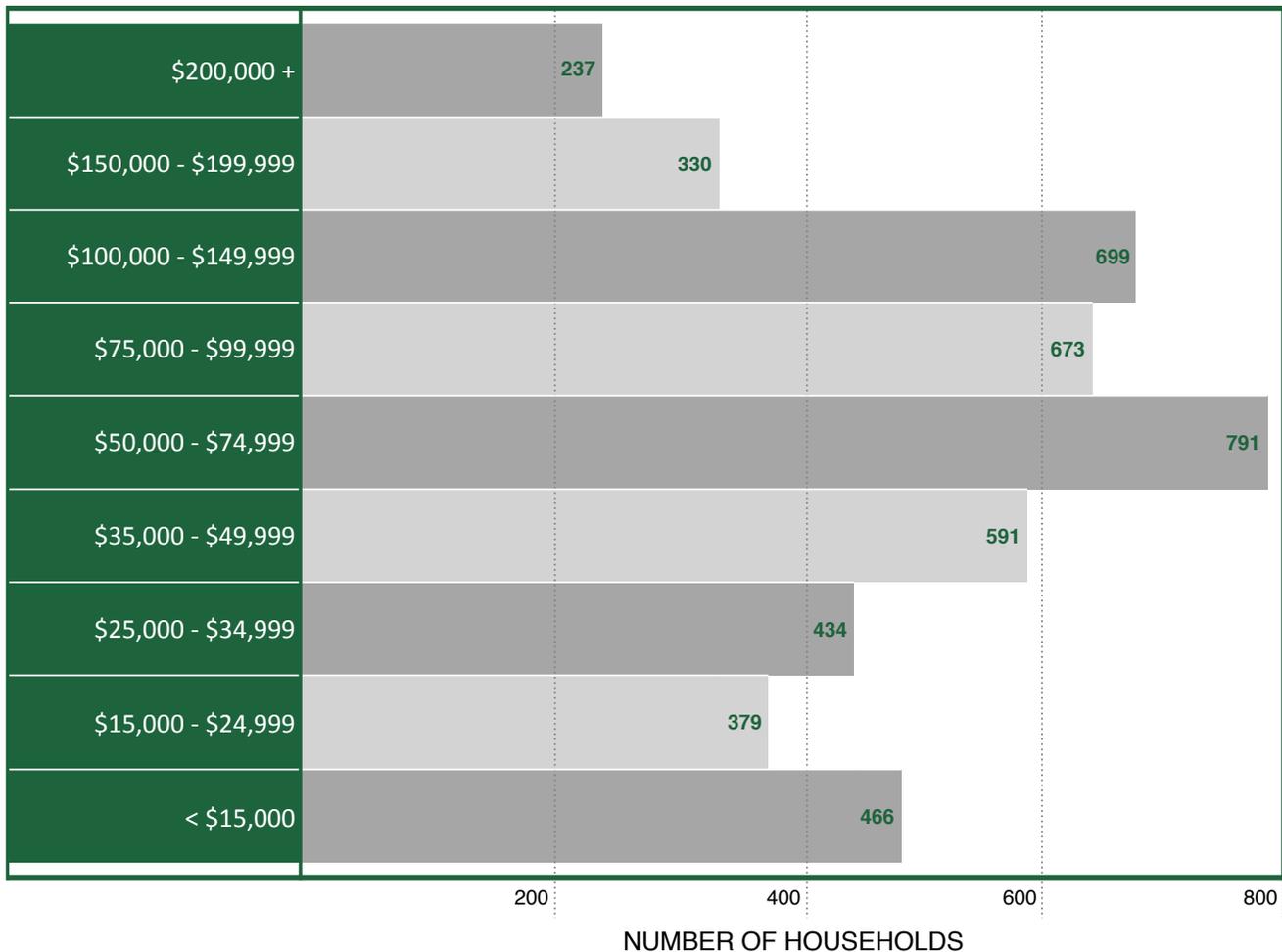
VI. Preceding, Current and Anticipated Job Growth

Other strong categories with an opportunity to grow the sector as the DRI is implemented include: transportation and warehousing, retail, small business ownership, healthcare, accommodations and food service, educational services and professional, scientific and technology.

Extending the look at employment growth opportunities to just outside the village would include significant distribution, commercial and manufacturing, with the encouraging growth of a significant aerospace company. Vacant, shovel ready

land along the 9W corridor will also provide the opportunity for future growth and attraction of new industries. Even with the Covid-19 economic impact, these local companies appear stable, ready to bounce back from the overall reduction in economic activity. Also provided for review is a chart of current local labor and household income ranges of local market income. See Table 4, below. A clear snapshot of the economic reality of wage limitations locally. Once analyzed, the need to attract more desirable employment opportunities with greater income potential is a key objective of the overall DRI strategy.

**Table 4: HOUSEHOLD INCOME IN COXSACKIE DRI MARKET AREA
(15 minute drive band from Downtown)**



Source: Esri Business Analyst, 2019 Data

VI. Preceding, Current and Anticipated Job Growth

Highlighting the need to attract and keep a younger and more diverse demographic, as well as a renewed energy by an urban population seeking a safer and more protected environment for their families, is supported by the following analysis developed as part of the village’s Comprehensive Plan update process (See Tables 5 and 6). According to the same Comprehensive Plan update:

The Village of Coxsackie has seen a significant shift in its racial composition since 2010 (Table 2). In 2017, 94.8% (2,564) of residents were White or Caucasian only, a 17.3% increase from the 2010 Census total of 2,185. The Hispanic/Latino population was approximately 28 residents (1.0%), a 92.5% decrease from the 2010 Census total of 371 residents. According to 2017 ACS data, approximately 3.2% of residents (87) are Black or African American only, which represents a 71.7% decrease from the 2010 census total of 307 residents. Seventeen (0.6%) residents of the Village of Coxsackie are of Asian descent, compared with zero in 2010. Finally, the number of residents of other races dropped from 63 to zero between 2010 and 2017.

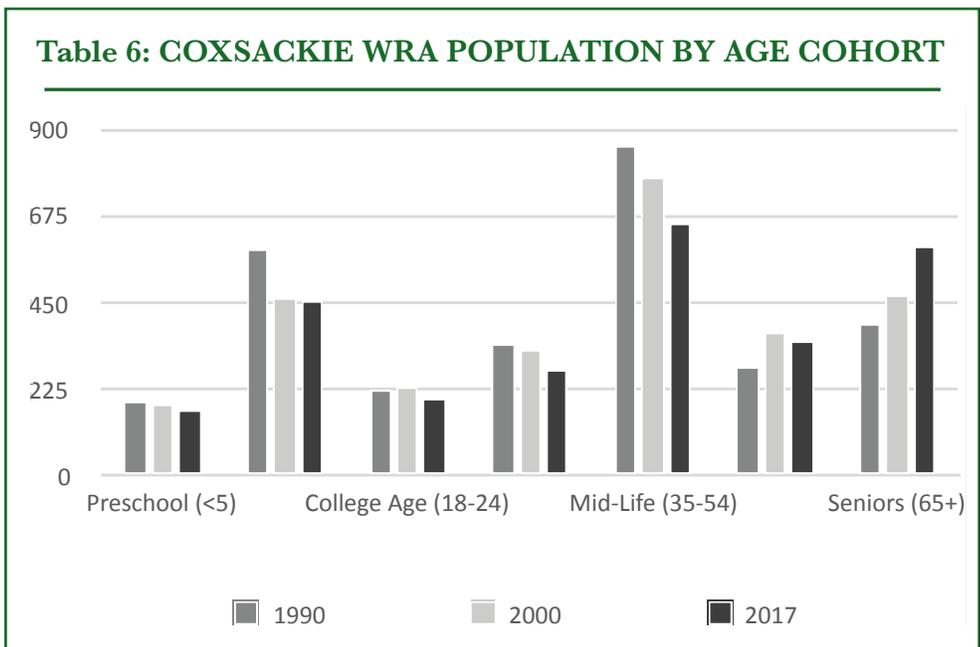
The Census data suggests that the Village of Coxsackie is experiencing a decline in the overall diversity of its community. This decline in minority populations has been observed in larger cities in the U.S due to the effects of gentrification, segregation, and the phenomenon known as

“reverse migration” (a national trend of minority populations leaving for suburban communities and southern cities and States, in order to obtain better housing and economic opportunities). While these circumstances may not be the explicit cause for the decrease in minority residents within the Village of Coxsackie, they may relate to underlying motives. Recognizing this change is important and may be

Table 5: POPULATION AND AGE OF COXSACKIE

Area	Population 2017	Population 2010	% Change	Median Age 2017	Median Age 2010	% Change
Village of Coxsackie	2,705	2,863	-5.5%	44.4	39.0	13.8%
Greene County	47,791	49,410	-3.3%	45.6	42.9	6.3%
New York State	19,798,228	19,378,102	2.2%	38.4	38.0	1.1%

Source: US Census & American Community Survey (ACS) Estimates



Source: US Census & ACS Estimates

VI. Preceding, Current and Anticipated Job Growth

relevant to future development. If the community were to create additional dining and cultural opportunities, it may reinvigorate the local economy and reestablish diversity.

It is clear that to help attract diverse new residents, keep our talent local and to encourage visitors to come and extend their stays, the attraction of new employment opportunities is a must. With a renewed focus on other key sectors like local food and beverage, exciting tourism-based venues with historical and recreational themed attractions, and an enthusiastically welcoming entrepreneurial environment threaded throughout all objectives, fitting of a cool, but small village downtown.

Expanding our look to the regional companies and largest employers countywide produces a list showcasing other potential partners for growth while providing the unique mix of commercial highlighted in the DRI application and overall vision for mixed use development. Table 7 on page 22 provides a summary of the largest Regional & Greene County employers.

Finally, to help paint a full regional perspective, provided is a chart summarizing the significant industries in the Capital Region (See Table 8, page 23) and in New York State (See Table 9, page 24). This provides a valuable snapshot of the key sectors, job growth potential and actual activity over the last five years with projects going forward. Even with our close look at the DRI District, the Village of Coxsackie is connected to the Capital Region and the value of its employment opportunities for those that chose the community to live and enjoy the social value of the Downtown area.

FUTURE JOB GROWTH AND EXPANSION OF VILLAGE'S ECONOMY

Anticipated job growth and expansion of the village's economy, driven by the DRI success, will target specific sectors that have natural connections to existing businesses, valued historical resources, agricultural innovation, unique food and beverage activity, an

exciting mix of tourism related attractions, venues and amenities combined with vibrant infrastructure and broadband capabilities. The vision is to incorporate an overriding entrepreneurial spirit, supportive resources, appropriate space and a fulfilling experience. All strategies will blend to graduate great ideas into small business opportunities and fill downtown storefronts, while helping drive unique traffic and population growth. The technology and fiber resources will help maintain personal and business virtual connections to metro New York and surrounding urban communities from newly developed and modified residential places in the newly defined rural paradise.

The most promising strategic sectors, in addition to a diverse housing expansion to support the residential growth with the strongest opportunity to establish clusters of businesses seeking to locate close to similar and connected regional types include the following:

Localized Food and Beverage

Unique Retail

Mixed-Use/Housing/Virtual Work Connected

Technology Hub

Tourism/Establish a Unique Destination

Research

Remote Broadband Supported Uses

Small-scale Manufacturing

Transportation/Distribution

Finance

Entrepreneurial Umbrella

Table 7: LARGEST LOCAL/COUNTY EMPLOYERS

BUSINESS SECTOR	COMPANIES			
300+ EMPLOYEES				
Correctional	Coxsackie Correctional Facility	Greene Correctional Facility		
Education	Cairo-Durham School District	Catskill School District		
Government	County of Greene			
Retail	Wal-Mart			
Service	Empire Merchants North			
Ski Resort	Hunter Mountain	Windham Mountain Resort		
100-300 EMPLOYEES				
Distribution	Ferguson Enterprises			
Education	Coxsackie-Athens School District	Greenville School District	Hunter-Tannersville School District	
	Windham-Ashland Jewett School District			
Golf Course	Sunny Hill – Thunderhart Resort & Golf			
Health Care	Greene Medical Arts	Greene Meadows Skilled Nursing & Rehab		
Industrial	Serta / National Bedding			
Manufacturing	Ducommun AeroStructures, Inc.	Glaxo-Smith-Klein		
Retail	Home Depot	Lowe’s	Stewarts	
Service	Greene County Bancorp	The ARC Ulster-Greene	The Pines at Catskill	
Wholesale	Essendent			
25-100 EMPLOYEES				
Amusement	Zoom Flume Water Park			
Bank	National Bank of Coxsackie			
Distribution	Save-a-Lot	Field Goods		
Hotel	Marriott Corp.			
Industrial	Casings, Inc.			
Manufacturing	New York Zipline Adventures	Northeast Treaters	Peckham Materials Corp.	
Manufacturing/Wholesale	Crossroads Brewing			
Retail	GNH Lumber	Hannaford Markets	Price Chopper	Tops Markets
Service	Big Top Tent Rental	Coxsackie Transport	Marshall & Sterling Insurance	
25 OR FEWER EMPLOYEES				
Agricultural/Retail	Story Farms			
Manufacturing	American Trim	Garrison Fire & Rescue	Lehigh Northeast Cement	New York Spring Water
	Royal Metal Products			
Service	Kaaterskill Associates	Mid Hudson Cable	State Telephone	

Source: Greene County

Table 8: SIGNIFICANT INDUSTRIES, CAPITAL REGION 2019

NAICS Industry Code	Industry Name	Jobs		Net Change in Jobs, 2013-2018	% Change in Jobs, 2013-2018	Average Annual Wage, 2018	Projected % Change in Jobs, 2016-2026	Why Industry is Significant **
		2013*	2018*					
Total, all industries (all ownerships):		502,400	529,300	26,900	5.4%	\$53,600	11.2%	NA
236	Construction of Buildings	5,300	6,000	700	13.2%	\$66,200	6.7%	G, W
238	Specialty trade contractors	12,500	13,900	1,400	11.2%	\$62,500	11.3%	G, J, P, W
325	Chemical manufacturing	3,800	5,700	1,900	50.0%	\$105,100	19.1%	G, P, W
334	Computer and electronic product manufacturing	3,800	4,800	1,000	26.3%	\$102,400	53.9%	G, P, W
493	Warehousing and storage	2,800	3,200	400	14.3%	\$47,400	19.0%	G, P
524	Insurance carriers and related activities	13,700	14,500	800	5.8%	\$84,300	0.0%	G, J, W
541	Professional, scientific and technical services	31,200	31,700	500	1.6%	\$86,100	16.2%	J, P, W
611	Educational services	52,700	55,000	2,300	4.4%	\$52,200	9.9%	J
621	Ambulatory health care facilities	21,400	32,700	2,300	10.7%	\$61,800	39.4%	G, J, P, W
623	Nursing and residential care facilities	20,000	22,100	2,100	10.5%	\$36,200	25.4%	G, J, P
721	Accommodation	6,100	8,400	2,300	37.7%	\$30,800	9.9%	G, J

NA – Not Applicable

*Represents both private and public sector jobs

**Key:

G: Industry experienced above-average job growth; can be net or percentage growth

J: Industry employs a significant number of jobs (>8,000)

P: Above-average growth projected for 2016-2026

W: Industry pays above-average wages

Source: NYS Department of Labor
(Bureau of Labor Market Information,
Division of Research and Statistics)

Table 9: SIGNIFICANT INDUSTRIES, NEW YORK STATE 2019

NAICS Industry Code	Industry Name	Jobs		Net Change in Jobs, 2013-2018	% Change in Jobs, 2013-2018	Average Annual Wage, 2018	Projected % Change in Jobs, 2016-2026	Why Industry is Significant **
		2013*	2018*					
Total, all industries (all ownerships):		8,682,400	9,432,200	749,800	8.6%	\$72,900	12.0%	NA
237	Heavy and civil engineering construction	27,400	32,400	5,000	18.2%	\$102,900	17.0%	G, P, W
238	Specialty trade contractors	216,300	260,300	44,000	20.3%	\$70,400	16.2%	G, J, P
311	Food manufacturing	52,500	57,100	4,600	8.8%	\$48,200	12.9%	G, P
334	Computer and electronic product manufacturing	58,400	57,300	-1,100	-1.9%	\$102,800	-0.5%	W
493	Warehousing and storage	20,100	27,400	7,300	36.3%	\$44,600	21.9%	G, P
523	Securities and commodity contracts	185,300	199,000	13,700	7.4%	\$382,600	8.5%	W
541	Professional, scientific and technical services	613,500	677,100	63,600	10.4%	\$114,800	15.2%	G, J, P, W
561	Administrative and support services	429,700	504,000	74,300	17.3%	\$53,400	19.2%	G, J, P
611	Educational services	889,800	956,000	66,200	7.4%	\$64,300	11.1%	J
621	Ambulatory health care services	455,900	581,100	125,200	27.5%	\$52,800	43.4%	G, J, P
622	Hospitals	434,700	457,500	22,800	5.2%	\$78,000	8.2%	J, W
623	Nursing and residential care facilities	271,400	277,300	5,900	2.2%	\$39,900	22.3%	J, P
711	Performing arts and spectator sports	54,100	63,200	9,100	16.8%	\$98,300	14.8%	G, P, W
713	Amusements, gambling & recreation	89,800	101,100	11,300	12.6%	\$27,600	23.3%	G, P
722	Food services and drinking places	593,400	677,600	84,200	14.2%	\$26,100	20.3%	G, J, P

NA – Not Applicable

*Represents both private and public sector jobs

**Key:

G: Industry experienced above-average job growth; can be net or percentage growth

J: Industry employs a significant number of jobs (>250,000)

P: Above-average growth projected for 2016-2026

W: Industry pays above-average wages

Source: NYS Department of Labor
(Bureau of Labor Market Information,
Division of Research and Statistics)

VI. Preceding, Current and Anticipated Job Growth

The envisioned unique mix of new local employment, re-located small business and attractive virtual-work housing opportunities will attract a vibrancy and enhanced disposable income to support local business.

There is great confidence of success by connecting quality of life, small urban/village residential places supported by vibrant technologies in the greater Northeast. The enhanced, affordable and diverse housing opportunities in a safe area for this transformation is critical to the downtown's overall success. These combinations of real assets and unique qualities will serve as the base to expand, strengthen and attract higher earning employment opportunities to grow the village's economy and support the current and anticipated newly developed small business community.

URBAN EXODUS:

This exciting opportunity is the silver lining of Covid-19, really enhancing an urban exodus that had already started to trend the last couple of years and expedited a shift in where people want to live.

Recent articles regarding this shift, found in publications such as *Forbes*, *Craines New York*, *USA Today* and *The New York Times*, clearly highlight the opportunity before the Village of Coxsackie today (highlights at right with more articles listed in Appendix D, page 74).

In addition to welcoming the new residents, aggressively attaching an attraction strategy for the prosperous traveler with significant disposable income who is now seeking a simpler and more laid-back distraction from busy life will also enhance the economic outlook and support the smaller venues and pleasing attractions.

The Village of Coxsackie checks all boxes as an attractive place to bring all the highlighted items together, at a location with access to outstanding transportation options that can provide cost effective, efficient and reliable connections to business and required travel destinations.

“Is this the age of the great metropolitan exodus? In 2018, the New York City area lost more than 100,000 people to other cities and suburbs—that’s 277 people leaving every day. The Los Angeles and Chicago areas lost, respectively, 201 and 161 residents each day. It’s quite a change from the post–Great Recession period, when an urban renaissance was supposedly sweeping the country and all three metro areas were experiencing a population boomlet.”

(Source: <https://www.crainsnewyork.com/news/more-people-are-leaving-nyc-metro-area-daily-anywhere-else-us>)

“Scores of people are leaving the New York City area behind daily. New York leads all U.S. metro areas as the largest net loser, with 277 people moving every day—more than double the net exodus of 132 just one year ago. Los Angeles and Chicago were next with triple-digit daily losses of 201 and 161 residents, respectively.”

(Source: <https://www.crainsnewyork.com/news/more-people-are-leaving-nyc-metro-area-daily-anywhere-else-us>)

“Nearly a third of Americans are considering moving to less densely populated areas in the wake of the pandemic, according to new data from Harris Poll. That may foreshadow a shift that would have a major impact on residential real estate sales and home prices.

Urbanites (43%) were twice as likely than suburban (26%) and rural (21%) dwellers to have recently browsed a real estate website for homes and apartments to rent or buy, the survey showed, which was conducted among 2,050 U.S. adults from April 25-27.”

(Source: <https://www.usatoday.com/story/money/2020/05/01/coronavirus-americans-flee-cities-suburbs/3045025001/>)

VII. Charm, Allure, Architecture and Historical Significance



AN ATTRACTIVENESS OF PHYSICAL SPACE – ENHANCE AND IMPROVE SPECIAL CHARACTERISTICS

The bones of Downtown Cossackie are great. Seeds of enhancing the overall attractiveness are planted, showing life and a vision developed to welcome a new era of prosperity. The Reed Street Historic District, listed on the National Register of Historic Places, provides the structure and guidance as revitalization and restoration of amazing structures and new development is advanced.

CHARM & ALLURE

The appeal of Downtown Cossackie is apparent the minute you arrive on Reed Street. Walking past the dynamic historic structures creates a magnetism to be experienced. It is comfortable, relaxing, calm and

very magical. Continue to the Hudson River or mosey down South River Street for more historic enjoyment. It's a combination of the majestic river, the greatly intact mercantile rows, walkability weaving in and out of side streets, and a mix of exciting revitalization. The DRI vision seeks to enhance this amazing experience with projects filling gaps on Reed Street and surrounding areas as well as re-developing the past mistakes of urban development during the 1960's and 1970's.

Overall, the new downtown holding tightly to the past will welcome many more visitors and full-time residents so the wonderful experience can be shared with others. Once someone visits, the yearning to return will be strong and many seek to spend more time of quiet enjoyment as they continue to be hypnotized by the allure and warm charm of the special place.

SPECIAL AND PRESERVED ARCHITECTURE

The following is language incorporated to enhance the DRI application, adopted from a copy of the original Historic District nomination document. A copy of the document can be found at the Village of Coxsackie offices.

The Reed Street Historic District includes thirty-two buildings in the business section of the village of Coxsackie. This incorporated village is located on the west bank of the Hudson River about twenty-two miles south of Albany, New York's capital city. Coxsackie's Reed Street Historic District formerly adjoined a busy Hudson River landing, now abandoned. Reed Street was built on fill on wet land close to the Hudson. To the west, other parts of the village are located on rising ground. The district includes all of the Reed Street block, one house on Ely Street, and short sections of Mansion and River Streets. Definitely a mercantile section, the district is characterized by two and three-story, mid-nineteenth century brick commercial buildings. Along Reed Street they have contiguous walls. Most have first floor storefronts opening directly onto the sidewalks, and many feature period doorways giving access to second and third floor offices and living quarters. Among the few exceptions are three federal residences, a hotel of the 1880's, a period fire house, and a modern post office. Particularly interesting are late nineteenth century cast-iron columns added to some storefronts.

The district exhibits uniformity of style in its Italiane brick facades, with ornate brackets, often paired, on wide friezes under overhanging eaves. Other typical details are flat or sloping roofs, ornamental brick string courses, and occasional hood molds over second-story windows. Entrance doors leading to stairways to upper floors are usually double wooden doors with moldings and round-headed panels or panes, topped by transoms. The storefronts feature molded horizontal wood panels, expanses of glass, and wooden columns except where cast iron has been inserted. Some storefronts have been altered by remodeling and a few buildings have been removed from the original rows.

However, except for the post office, they have fortunately not been replaced by modern structures.

The three late Federal residences overlooking Reed Street from the west are attached, a rather unusual circumstance. Although the Heermance Library at One Fly Street is of wood, the other two houses in the row are of brick.

The boundaries of the district have been set at rear lot lines except along the north side where they follow a small road running behind the Reed Street block. The large lots belonging to the Heermance Library and the McQuade buildings have been included to be consistent and to give protection to the district. In addition, the land owned by the library extends south to New Street where it is expected to adjoin another residential historic district. The large lot belonging to the Dolan Block, extending east toward the Hudson River, encompasses part of the old dock area and has been included for historical reasons as well as to give protection to the district. The Reed Street Historic District, with its well-preserved mid-nineteenth century mercantile rows, has both historic and architectural significance.

A HISTORICAL LINE IN THE SAND

Downtown Coxsackie can be better, YES! The DRI vision, with respect for and protection of our finest assets, takes existing spaces, walkability, cultural opportunities, dynamic open-space, access to Hudson River beauty and a welcoming warmth to a level of extraordinary paradise. A comprehensive strategy and thoughtful implementation will transform a sleepy, yet distinctive, place to an exceptionally unique and dynamic center for an amazing melding of commerce, working, living, visiting and experiencing. All with committed loyalty to the past and those that first made the community their home.

VIII. Eminence of Life Elements and Policies



VILLAGE OF COXSACKIE QUALITY OF LIFE HIGHLIGHTS

The picturesque downtown which enjoys historic district designation, offers many wonderful small-village activities, events and overall quality experiences for individuals and families. The proximity to the Hudson River and the related water-based uses set the stage for great summers. Music on the gazebo located in Riverside Park is a superb way to spend a quiet Sunday evening with friends and fellow residents. The Coxsackie Farmer's Market, Riverside Festival, Christmas by the River and the Hoot of the Owl Committee's owl displays all bring vibrant smiles and good times.

The sheer beauty of Reed Street and surrounding streets offers a clear experience of the interesting past of the community. Most relevant architecture

is in place with incredible stories of past businesses and uses. Walking the area results in quiet welcoming whispers in your ear and brings a warmth of "the good old days."

The greater Coxsackie area, Greene County and the Great Northern Catskills region only enhance the quality of one's rural lifestyle and overall daily existence. The natural beauty and small community charm reinforce this new lifestyle that will resonate with our future neighbors. Really cool historical highlights provided from the Greene County Office of Economic Development, Tourism and Planning include:

"The region was settled in the 17th century by Dutch and English colonists who were enticed by its fertile ground. However, other nationalities began to take root as industry along the river

flourished and Catskill became the most important cultural center outside of Albany and New York City. By the time construction of the Erie Canal was underway in 1817, an influx of Germans, Italians, and Ukrainians had settled in the area.

As the region developed, the Great Northern Catskills quickly became an established vacation destination for wealthy New Yorkers. Eager to escape the oppressive city heat and enjoy the fresh mountain air, people flocked to the legendary “mountain houses.” Perched on scenic bluffs, tucked away high in the mountains, the Catskills hotels flourished.

*Simultaneously, in the early 19th century, the area’s scenic views and striking landscapes inspired a new genre of American art with the Hudson River School of painters and motivated Washington Irving to set his famous 1819 short story, *Rip Van Winkle*, in the Catskill Mountains. The legacy persists and throughout the year, visitors can explore the home of painter Thomas Cole, now a historic site, or hike the Hudson River Art Trail, a journey to many of the places that inspired some of America’s greatest landscape painters.*

The Great Northern Catskills continues to attract artists, painters, and writers in addition to families and friends, eager to experience our many activities and attractions. The region’s scenic vistas and unique blend of mountains, rivers and valleys offer great opportunities for a variety of

lifestyles and interests.

The natural resources and breathtaking nature are what truly brings peace and tranquility. Here in Greene County you can spend a day skiing or riding, hiking, biking, birding or boating. You can golf on nine different courses, kayak, fish or swim. There are water parks, winter adventure parks for tubing and ice skating and fairs and festivals throughout the year. You can go to a zoo, ride a zipline, and visit a raptor center or an elk farm. Tour the historic Hudson-Athens Lighthouse, follow the Hudson River Art Trail, hike to iconic Kaaterskill Falls, or explore a number of unique museums.

After a day of activities in the Catskill Park, unwind and enjoy a delicious meal in your restaurant of choice and return to a charming bed & breakfast, fun family resort, hotel or private rental...then wake up and do it all again. Or live here full-time and embrace a life style of joy and a mix of work, play and enjoyment.”

CURRENT AND FUTURE POLICIES OF LIFESTYLE PRESERVATION AND CONTINUED QUALITY OF EXISTENCE

The Village Mayor and Board of Trustees provide a unique level of leadership and futuristic vision. A Community Comprehensive Plan is underway to provide important guidelines, priorities and



VIII. Eminence of Life Elements and Policies

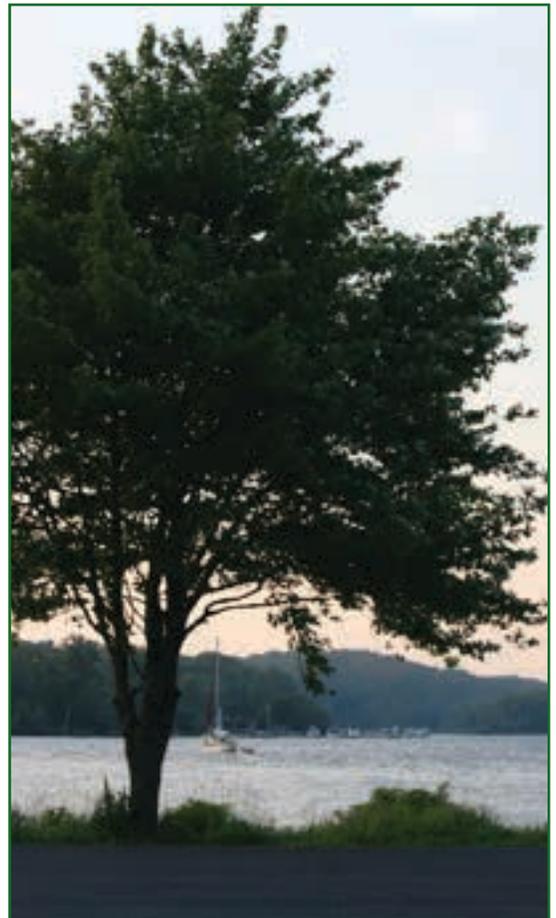
recommendations for future preservation of lifestyle.

The Reed Street Historical District Committee take their responsibilities personally to protect the true historical assets of the community. These dedicated citizens will not compromise the legacy of the community and will ensure that development and revitalization stay close to our beloved past.

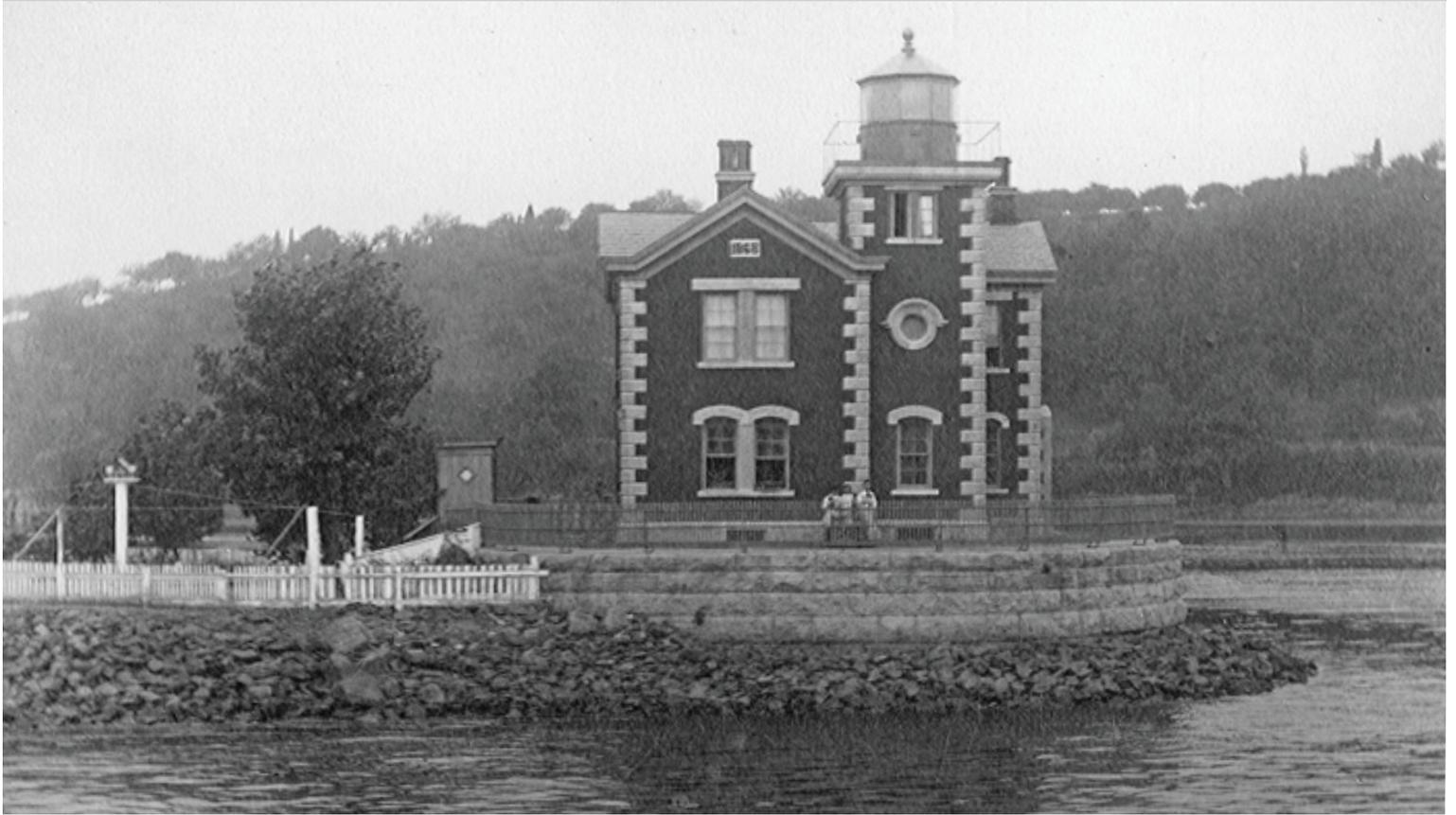
A critical element of the DRI strategy is a comprehensive vision for downtown touching all aspects of the quality of experience. It is this commitment to develop a collaborative plan to guide the community for the next 50 years which has the enthusiastic community consensus moving forward. All projects, investment and strategies will build from this vital blueprint for the future.

The vision will address essential long-term priorities such as modernizing zoning and building codes, quality housing, transportation, infrastructure, pedestrian and biking linkages, job creation, attracting private investment and attracting diverse and talented new residents, while keeping our young people home.

With the current and stable village leadership leading the way, important and difficult decisions will be made in partnership with the greater community. Embracing the future and the many different directions growth and revitalization could go, with the vision developed collaboratively, will bring the community together with excitement and great anticipation. The essential support of New York State will make anything possible.



IX. Engagement of Community: Heartfelt Collaboration



The process to encourage a community discussion, asking of questions, exploration of project details and overall a collaborative approach to developing an overriding vision for the future of the Village of Coxsackie's Downtown is beyond essential for success. Covid-19 has made this more challenging, but the commitment must be real.

The process of the DRI application was all about big picture ideas, concepts, potential capital and private financing partners. If successful, the community engagement is taken to a significant next-level status. Also, the progressive and natural process of exploring individual projects outside the DRI process can and should provide another level of engagement with interested residents.

All involved with these conceptual project ideas welcome this level of transparency and exploration on how best to stimulate the economic prospects of the downtown, while preserving its amazing character and historic assets. The next steps will provide that opportunity and exciting sharing of ideas and visionary concepts related to actual projects.

A CRUCIAL COMPONENT: PUBLIC INPUT

An important element of the DRI application process was a confidential on-line Village of Coxsackie DRI Community Survey. The survey opened for participants on June 1 and closed on June 24. A nice total of 109 responses were recorded. A complete summary was prepared for public review and included here as Appendix D.

IX. Engagement of Community: Heartfelt Collaboration

Some Highlights From the Community Survey Results:

A variety of opinions highlighting individual visions for the Downtown in 2030;

A ranking of project type and investments important to achieve those visions;

Highlights on what community characteristics brought or keeps residents in the Village and what is like best about the downtown;

Opinions on the most critical issue(s) facing the downtown;

Feedback on what assets, anchors and organizations define the Village and downtown;

Identified barriers to sustainable job growth and investment;

A variety of informative summary charts with detailed specific comments are developed for community review.

After the survey results were made available for community review, a Virtual Open House, including generalized project themes, potential projects and suggested funding levels from a potential DRI financial grant, was scheduled for reaction and input from the public. The on-line Open House was live from July 16 through July 31 and garnered a total of 77 responses.

The feedback was energized by many varied opinions. The exact engagement and enthusiastic participation that drives a community revitalization process with exciting end results. The DRI experience is one of generalization and broader themes that grows into a dynamic community process with specificity on projects, strategies and eventually helpful funding programs and projects. The many opinions provided, in support of and/or challenge to the initial visioning, is all part of making the downtown area the best it can be. There is no set budget for any of the projects, the numbers used are simply a starting point which will advance to prioritization as New York State and community input is gathered. This sharing of ideas will intensify as success in securing public grants is achieved and specific other private funding is identified.

VISION STATEMENT

A United and Diverse Community...

Moving forward, the overall strategic approach seeks to strike the critical balance of new and essential modernization, expansion of defined business activity, progressive housing, tourism supported amenities and the development of new spaces with a sincere respect and deep passion for the downtown's historic soul. A creative and transformational micro-scale urban-living model will enable a fulfilling lifestyle of living, working, and playing in harmony, while embracing the newly demanded virtual and tech-driven communication options. All while staying close to our valued roots and emotional connection to our community's distinguished past.

EMBRACING *the resounding momentum generated by dynamic leadership with a deeply passionate populace;*

WELCOMING *a unique mix of lifelong residents, multi-generational families, a dynamic younger generation and new neighbors;*

ENVISIONING *a downtown vibrant as a community center bustling with commerce, multiple uses, personal engagement and unique mix of activities;*

INVITING *visitors to enjoy our treasures and special rural paradise on the Hudson River.*

At left, one of the online Community Survey slides, sharing the vision for our downtown area.

IX. Engagement of Community: Heartfelt Collaboration

A Brief Summary of the Virtual Open House Includes:

Strong support of the DRI Vision Statement

Enthusiasm for a focus on historical building redevelopment

Value for enhanced gateways and community beautification

Interest in housing development including affordable options

Important support of Main Street Plan with focus on walkability, safety and traffic management

Tourism Strategy and Visitor's Center generated great responses

Great value placed on Riverside Park and potential capital improvements

Strong support to help small business both existing and new

Expressed need for programmed support to ready first floor commercial space and attract tenants

Eagerness to dive into project details and implementation process

The ultimate focus initially is how the public funding will enhance downtown revitalization, employment and job growth, and engage the private development community to embrace development and revitalization agendas. This usually starts with existing local investment, but once the momentum grows, project opportunities will attract expanded outside resources. The challenge remains, we must be clear how the public funding initiates and expands this investment and overall community growth.

The bottom line is that the role of all community residents is valued in the process to finalize the path for downtown Coxsackie's envisioned transformation. The next phases will provide a seat at the visioning table and countless opportunities as the heart and details of the overall revitalization and development plan is developed and finalized.

A summary of the results was compiled and provided for inclusion in this application. A complete copy of the Virtual Open House summary has been included as Appendix E.

In closing, participation was active for this process with a significant level of engagement planned and required for a successful DRI award. Much more sharing of ideas will happen as the process advances. In the meantime, continued community engagement on a project-by-project basis is encouraged and is anticipated to occur during the coming months as the Village secures governmental and community support, private and public funding from other potential sources, developer interest and overall prioritization from the greater community.



X. Implementation Structure, Partnerships and Respectful Alliances



VILLAGE OF COXSACKIE IMPLEMENTATION ACTION PLAN AND SUPPORTIVE STRUCTURE

Immediately upon DRI success the dynamic and progressive Village Board is prepared to act to re-establish a Village of Coxsackie Local Development Corporation as a structure to implement the overall strategy. There will also be a Village Economic Development Committee established to support and provide guidance to the corporation.

Once the local structure is established, the Village Board will explore part-time community development staff to provide administrative support for the corporation and drive the DRI and overall economic development agenda.

A timely and successful implementation of the DRI vision and related projects in partnership with the

private sector development community will be a top priority moving forward.

VALUED ECONOMIC DEVELOPMENT PARTNERSHIPS AND ALLIANCES:



“The Greene County Office of Economic Development, Tourism and Planning offers a variety of supportive services and expertise. The Greene County Department of Economic Development, Tourism and Planning serves to advance the sound, orderly and sustainable economic and physical development of the County in order to increase prosperity and improve the quality of life for all Greene County

residents. This office also includes the Greene County Economic Development Corporation structure and team that provides personalized concierge service. The mission is to connect entrepreneurs, developers, site selectors, and corporate leadership with resources, municipalities, and investment incentives for job-creating businesses.”



“The Greene County Industrial Development Agency has successfully driven visionary economic development activity for almost 20 years. The Greene County IDA focuses on developing “shovel ready” sites and existing historic locations with the goal of marketing to and attracting a diverse mix of business types and employment opportunities for local residents as well as needed new local property tax revenue. Targeted businesses are anticipated to be good corporate citizens, involved in the community and excellent employers offering outstanding benefit packages including health insurance.

Working in partnership with the Greene County Department of Economic Development, Tourism and Planning, and Greene County Chamber of Commerce, we offer a variety of financial and incentive-based tools and management flexibility to help foster success. The IDA works towards progressive goals in conjunction with local communities, state and local governments, the business community and numerous regional partners with sound planning, sensitivity to the environment and the preservation of our quality of life. The Greene County IDA strives for success utilizing a positive economic development image and track record while setting the standard of Visionary Growth!”



“The Greene County Chamber of Commerce mission is to support the local business community and play a strong advocacy role for the overall Greene County business climate. As the county’s largest commercial organization, they are dedicated to advancing the prosperity of all of our members – from not-for-profits and sole proprietors to large corporations.

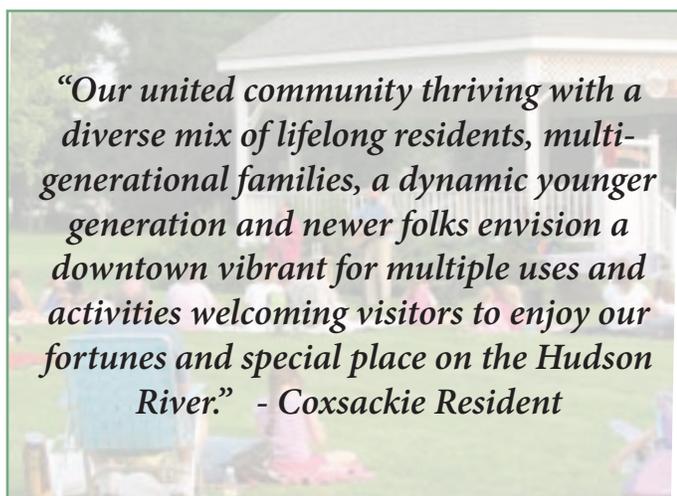
The organization’s strength lies in its diverse membership – a valuable pool of resources from which members can draw ideas and energy to grow their organizations and improve their bottom lines. From direct business referrals to discounted goods and services, we help our members help each other. We’re proud of our region’s historic past and natural beauty, which make it a great place to live and work. The chamber also strongly encourages “green practices,” helping to foster environmentally sensitive economic development staking a claim as a vital partner for private sector investment.

The Capital Region Chamber of Commerce and the collaboration with the Center for Economic Growth is an important regional economic and business development organization partnership that serves as the primary point of contact for business interested in growing in or move to New York’s 8-county Capital Region. Services provided include connections/introductions for project incentives, real estate site locations, comprehensive demographic and business climate information, entrepreneurship or workforce training services. This joint initiative also serves as the valued regional technology center under New York’s Manufacturing Extension Partnership program, which is facilitated by the National Institute of Standards and Technology and New York Empire State Development Division of Science, Technology and Innovation (NYSTAR).”

XI. Transformational Vision – Strategies, Ventures and Undertakings



The Village of Cossackie community-driven “Transformational Vision” includes the strategies, details, projects, financial analysis and anticipated implementation timeframe that are outlined on the following pages.



STRATEGIC PROJECT CATEGORIES:	PAGE
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Strategic Project Category: TRANSPORTATION & INFRASTRUCTURE

PROJECT FOCUS: Continued and strategic design and investment in downtown infrastructure, impacting traffic flow, parking and growth capacity, retail and commercial uses and pedestrian/biking experience..

DETAILS:

- One-way Reed Street traffic flow;
- Reed Street parallel parking design;
- Review and identify needed improvements to lower New Street and Betke Blvd to support one-way traffic;
- Downtown high-speed wireless hot-spot;
- Enhanced electric power capacity;
- Explore sustainable electric generation opportunities;
- Sidewalk/pedestrian/biking flow design and enhanced safety;
- Defined/designed vehicle access and exit points;
- Parking analysis with identification of expanded capacity;
- Bury above ground infrastructure when feasible.

TARGETED DRI FUNDING REQUEST:

Comprehensive Transportation Design: Traffic flow analysis, design and implementation of Reed Street one-way strategy, including impact and required improvements to enhanced entrance and exits to be utilized. Plus, include overall pedestrian and biking flow with defined walkway, also design/lighting/sidewalk access to Hudson River public facilities.

- Total Project Cost: \$1,750,000
- DRI Funding Request: \$1,500,000
- Property Owner: Village of Coxsackie
- Project Location: Reed Street area & adjacent roads
- Timeframe: Spring 2021 – Fall 2022

Downtown Hot Spot: Design/Creation of a vibrant downtown broadband hot-spot.

- Total Project Cost \$150,000
- DRI Funding Request: \$100,000
- Property Owner: Village of Coxsackie/NYS
- Project Location: Reed Street area & Riverside Park
- Timeframe: Spring/Summer 2021

Energy Analysis: Conduct an energy access and capacity analysis delivering recommendations to the PSC and Central Hudson to enhance current infrastructure and to support targeted commercial businesses and mixed-use development strategies. Include analysis of sustainable energy generation options and grid capacity.

- Total Project Cost \$75,000
- DRI Funding Request: \$60,000
- Property Owner: Village of Coxsackie
- Project Location: Downtown area
- Timeframe: Spring 2021

Strategic Project Category: HISTORICAL REDEVELOPMENT / CRITICAL ANCHORS

PROJECT FOCUS: Supportive zoning/regulations/process/tax policy and funding programs/tax credits to drive historic property restoration at designated locations/properties for mixed uses including housing, hospitality, retail and commercial uses.

Details:

- Review of zoning ordinance to identify improvements to incentivize defined goals;
- Review of Historical District guidelines to identify improvements to incentivize the defined goals;
- Expedited approval process;
- Real property tax incentives;
- Facade restoration matching grant program;
- Targeted Potential Buildings:
 - 5-7 Mansion Street
 - 1 Mansion Street
 - 49-53 Reed Street
 - 21 Reed Street
 - 17 Reed Street
 - 1 Reed Street
 - 8 Reed Street
 - 12 Reed Street
 - 32 Reed Street
 - 34 Reed Street
 - 46 Reed Street
 - 22-34 S. River Street/
Dolan Block
 - 38 South River Street
 - 48 South River Street
 - 52 South River Street
 - 66 South River Street
 - 1 Ely Street
 - 34 Ely Street

TARGETED DRI FUNDING REQUESTS:

Dolan Block: Partner with Flach Development to support the redevelopment of the Dolan Block to include mix of housing, hospitality uses appropriately scaled/targeted retail/commercial space.

- Total Project Cost \$4,000,000
- DRI Funding Request: \$2,000,000
- Property Owner: Flach Development
- Project Location: River Street
- Timeframe: Summer 2021 – Fall 2022

Strategic Historic Restoration Support: Comprehensive analysis of village zoning, regulations, historic district and design guidelines producing recommendations to provide a mix of incentives and flexibility to encourage more aggressive historical renovation and redevelopment in defined downtown. Include relief with real property taxes, tax credit and other financial options while maintaining the integrity of the historical character of the project and building/district. Produce a detailed marketing product that will summarize the strategic approach and detailed spec sheets for identified historic building redevelopment opportunities.

- Total Project Cost \$175,000
- DRI Funding Request: \$150,000
- Property Owner: Multiple
- Project Location: Lower Mansion, Reed Street and South River Street
- Timeframe: Summer 2021 – Spring 2022

(Continued)

Historical Redevelopment/Critical Anchors (cont.)

Façade & Signage Programs: Create and implement a Downtown Matching Grant Program for Façade Restoration and Signage.

- Total Project Cost \$500,000
- DRI Funding Request: \$400,000
- Property Owner: Multiple
- Project Location: Lower Mansion, Reed Street and South River Street
- Timeframe: Spring 2021 – Summer 2022

Historic Kiosks: Establish funding program and guidelines of building preservation, accumulation of historic facts and special character elements for inclusion in future public displays, educational presentations and public kiosks in partnership with local and regional historical associations and professionals.

- Total Project Cost \$400,000
- DRI Funding Request: \$300,000
- Property Owner: Village of Coxsackie in partnership with Greene County Historical Society, Village and Town historians
- Project Location: Core of Downtown
- Timeframe: Summer – 2021 – Summer 2022



Strategic Project Category: DOWNTOWN GATEWAYS

PROJECT FOCUS: Identify key gateways into the downtown area from both Mansion Street and NYS Route 385 and enhance the appearance and welcoming nature of these important locations.

DETAILS:

- Focus on several gateway locations including church four-corners on Mansion Street, Mansion Street and Riverside Avenue, lower Mansion Street and Reed Street, Reed Street and Lower Ely, and Lower Ely and New Streets;
- Develop and coordinate overall design elements, beautification and “look and feel” within related development projects;
- Implement recommended enhancements and utilize these areas to make statement of quality standards for community enhancements and overall development expectations.

TARGETED DRI FUNDING REQUEST:

Gateway Beautification: Conduct an analysis on all potential gateway intersections traveling from Mansion Street and SR385 including review of visual conditions and potential redevelopment. Develop plan and images to enhance attractiveness, redevelopment potential through beautification/landscaping guidelines, signage standards and establishing “look and feel” standards for community-wide enhancements and future development. Implement improvements on public property and in partnership with private property owners.

- Total Project Cost \$750,000
- DRI Funding Request: \$500,000
- Property Owner: Multiple
- Project Location: Gateways identified above
- Timeframe: Summer 2021 – Fall 2022



Strategic Project Category: ENLIGHTENED MIXED-USE DEVELOPMENT

PROJECT FOCUS: Review zoning document addressing identified underutilized properties and vacant areas attractive for mixed-use type of developments. Amend to make development predictable, attractive, and respectful of historical community heritage. Incorporate the several sectors identified to support the overall strategic approach to enhancing the attractiveness and vibrancy of the downtown area. Additionally, following the COVID19 crisis, small villages will be a more attractive draw for individuals looking for a small urban setting with unique housing including work space in walkable communities. Blend of work space with housing and a connection to a technology HUB related to virtual communication will be a future trend going forward.

DETAILS:

- Amend zoning and development regulations to ensure predictable development path with clear and defined objectives, quality and collaborated by community input;
- The mixed-use type of developments will provide the unique opportunity to diversity the local economy with a true mix of uses. Housing types, hospitality, retail and commercial uses;
- Incorporate unique opportunity to diversify the local economy with a true mix of uses: Housing types, hospitality, retail and commercial uses;
- Enhance public open-space and access along the Hudson River seizing the attraction to the overall beauty of the downtown area providing a perfect backdrop for mixed use development and living quality;
- Ensure progressive planning for parking demand, with a defined pedestrian connectivity to downtown;
- Vacant and underutilized space identified for advanced strategic planning includes:
 - Post Office building and lot
 - Mansion Street/Village Highway Garage lot
 - 30 Homestead Drive building and parking area
 - Corner of lower New Street and along South River Street
 - 46 Reed Street/Lot next to State Telephone
 - Reed Street lot next to State Telephone
 - Reed Street lot next to old Town Hall
 - 14 Mansion Street
 - Lower Church Street
 - 7 Ely Steet
 - 9-11 Ely Street

TARGETED DRI FUNDING REQUEST:

Shovel Ready Strategy: Create a Marketing and Mixed-Use Development Plan in partnership with property ownership, including several potential sites with enlightened conceptually designed development plans/images with pre-approvals and tax incentives in place to create a “shovel ready” product.

- Total Project Cost \$400,000
- DRI Funding Request: \$300,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Summer 2021 – Winter 2023

Zoning & Regulatory Review: Comprehensive analysis of village zoning and regulations, with goal of supporting more aggressive developments in vacant and underutilized parcels (*Should be done in conjunction with historic restoration analysis). Produce recommendations to provide a mix of incentives,

(Continued)

Enlightened Mixed-Use Development (cont.)

flexibility and predictability to encourage development opportunities to diversify the local economy with a true mix of uses: Housing types, hospitality, retail and commercial uses in defined downtown. Process to partner with the historical redevelopment concept as a united strategy. Include relief with real property taxes, tax credits and other financial options while maintaining the integrity of the desired design character of the project. Should be done in conjunction with the identical process to encourage historical building redevelopment.

- Total Project Cost \$175,000
- DRI Funding Request: \$150,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Summer 2021 – Spring 2022

Development Market Analysis: Conduct a diverse opinion-driven market analysis of Northeast to seek defined development product generated by consumer shift due to COVID19 crisis and current economic downturn for a diversity of uses, with a true mix of housing types, hospitality, retail and commercial uses. Utilizing a comfortably walkable community, vibrant broadband and electric capacity and emerging need for village-based housing combined with work space combined with access to business center/virtual communication and technology hub public space.

- Total Project Cost \$100,000
- DRI Funding Request: \$75,000
- Property Owner: Village of Coxsackie
- Project Location: Downtown focus
- Timeframe: Spring 2021 – Fall 2021

Boutique Hotel/Inn: Partner with ownership of the vacant lot adjacent to the old Coxsackie Town Hall to support the development of a boutique hotel and inn.

- Total Project Cost \$8,000,000
- DRI Funding Request: \$4,000,000
- Property Owner:
- Project Location: 28 Reed Street/Vacant Lot
- Timeframe: Summer 2021 – Spring 2023



Strategic Project Category: DIVERSE HOUSING OPTIONS

PROJECT FOCUS: Inclusion in all mixed-use development and top floors of Lower Mansion Street, Reed Street and South River Street buildings provides opportunities for a diversity of housing types. Overall goal to incorporate housing for all segments of the community.

DETAILS:

- Review all housing grant programs and local housing zoning/regulations and work to incorporate a mix of options into zoning including PDD type of regulatory flexibility;
- Housing development guidelines should include home office scale, centralized business centers and flexibility such as including artist loft style affordable housing, plus options for Veterans, special needs residents and senior accommodations.

TARGETED DRI FUNDING REQUEST:

Historic-Building Housing Grants: Establish a second- and third-floor historic building housing grant program to support higher costs for renovation and accessibility challenges to open long-closed space for cool housing options.

- Total Project Cost: \$500,000
- DRI Funding Request: \$400,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Summer 2021 – Fall 2022

Housing Support: Fund housing incentive programs and review of local zoning and regulations to identify improvements to encourage investment in second- and third-floor areas in historic buildings (*Should be done in conjunction with the overall zoning and regulatory review).

- Total Project Cost: \$50,000
- DRI Funding Request: \$40,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Summer 2021 – Spring 2022

Housing Demand Analysis: Conduct a diverse opinion-driven housing analysis of market demand for unique housing types connected to a mix of incomes and users and entrepreneurial/remote work-related needs. Partner with the wider mixed-use analysis and include full summary of NYS housing programs, grants and incentives.

- Total Project Cost: \$125,000
- DRI Funding Request: \$100,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Summer - Winter 2022

Strategic Project Category: BRANDING, SIGNAGE & BEAUTIFICATION

PROJECT FOCUS: Establish and enhance the overall community attractiveness and connection to its most valuable assets. Consistency of branding and signage design is essential to attract the development community, new residents and tourism destination consumers moving forward. Include educational kiosks to connect the community assets, historical legacy, Hudson River heritage and cool educational opportunities.

DETAILS:

- Take full advantage and utilize the valued resources of NYS, as well as the Greene County Historical Society and Coxsackie area historians;
- Develop overall plan to create a wide-ranging brand, signage and educational strategy tying in all the community assets to drive a destination traffic to support niche businesses and see Downtown as attractive to live, work and play;
- Signage design standards and historically pleasing education kiosks and any related branding effort must be consistent and done with respect to our historic past;
- Embrace the creative economy and talent community through the design elements of visual assets and with public art displays.

TARGETED DRI FUNDING:

Branding & Marketing: Conduct a Village of Coxsackie/Greene County/Catskills/Hudson Valley/Capital Region branding engagement, and process. Claim the community “belongs to everywhere,” maximizing the value of all other regional brands. Branding process and community engagement will include collaborative direction and implementation for enhanced web community logo, site, social media, educational and historically themed kiosk design, signage design standards and other related marketing tools.

- Total Project Cost \$450,000
- DRI Funding Request: \$400,000
- Property Owner: Village of Coxsackie
- Project Location: Downtown
- Timeframe: Summer 2021 – Fall 2022

Educational Kiosk & Downtown Tours: Engage in an educational/historical kiosk project in partnership with local educational and historic experts and organizations to develop and implement a downtown tour of places, buildings and significant happenings with professional displays.

- Total Project Cost \$400,000
- DRI Funding Request: \$350,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Fall 2021 – Fall 2023

(Continued)

Branding, Signage & Beautification (cont.)

Creative Economy Strategy: Engage with the creative local and regional community to develop several public art displays and strategy to showcase local/regional talent and work in partnership with historical assets. Combine with loft-style artists housing strategy to keep and engage creative talent, and attract new talent to the community.

- Total Project Cost \$250,000
- DRI Funding Request: \$200,000
- Property Owner: Village of Coxsackie and local Arts organizations
- Project Location: Multiple
- Timeframe: Summer 2021 - Summer 2023



Strategic Project Category: WELCOMING, WALKABLE & SAFE

PROJECT FOCUS: Attract new residents and business. Ensuring the downtown is welcoming, walkable, safe and overall a quality experience is essential. This goal touches every visionary idea contained in the DRI Plan.

DETAILS:

- All strategies as developed and implemented must have this overriding goal and objective front and center;
- Strategic connections from all developments and project must incorporate defined/designed connections to downtown and Reed Street;
- Incorporate event planning and potential locations into strategic design decisions such as festivals at Riverside Park, Reed Street or at new Riverfront redevelopments;
- Ensure stable, flat and safe walking surfaces with clear and defined/designed pathways.

TARGETED DRI FUNDING:

Main Street Plan: Develop a Main Street plan and strategy with overriding responsibility to collaborate with all aspects of the DRI Plan. Goal is to incorporate overall downtown appearance, pedestrian connectivity and the logistics of expanded community events connecting in both directions from new projects to Reed Street, the Events Center and Riverside Park. The quality of the Village of Coxsackie experience must be intertwined with each discussion, process and decision..

- Total Project Cost \$300,000
- DRI Funding Request: \$250,000
- Property Owner: Village of Coxsackie
- Project Location: Downtown
- Timeframe: Summer 2021 – Summer 2022



**Strategic Project Category:
SCALED & APPROPRIATELY THEMED
COMMERCIAL, RETAIL & RESIDENTIAL**

PROJECT FOCUS: Develop a comprehensive strategic plan to incorporate scale-appropriate commercial, retail and residential into mixed use opportunities and the redevelopment of historic spaces such as the Dolan Block and other structures on lower Mansion, Reed and S. River Streets.

DETAILS:

- Identify commercial, retail and residential opportunities driven by mix of local/regional and tourism destination consumers;
- Work in partnership with downtown building and business owners, newly developed events center and boutique hotel and other future venues to collaborate on commercial, retail and residential type and overall strategy;
- Support the scale of space, specialized needs and flexibility to identify and attract rural market retail types;
- Provide for mix of uses, including housing, to ensure success of business and collaboration of unique objectives.
- Engage in overall discussion on entrepreneurial activity and attraction to downtown can support the creation of new commercial and retail business opportunities including food and beverage sector.

TARGETED DRI FUNDING REQUEST:

Retail Market Study: Conduct a retail/commercial market study with research on national and Northeast trends following the current Covid-19 crisis with special focus on smaller scaled business types connected to historic products, related trades, local food and beverage opportunities and encouragement of entrepreneurial activity and support.

- Total Project Cost: \$200,000
- DRI Funding Request: \$175,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Spring 2021 – Fall 2022

Virtual Tech Hub: Explore demand for centralized virtual technology hub and related commercial services to support entrepreneurial activity and home-based business opportunities, including services offered to tourism related destination traffic. Provide matching funds to support hub development and fix-up.

- Total Project Cost: \$250,000
- DRI Funding Request: \$200,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Summer 2021 – Spring 2023

(Continued)

Scaled & Appropriately Themed Commercial, Retail & Residential (cont.)

Retail Attraction Strategy: Develop Dolan Block, Reed Street and adjacent streets within the DRI defined area, first floor storefront marketing/attraction strategy. Including marketing spec sheets with floor plan, scale of space, and potential retail/commercial uses with images to implement a direct marketing strategy with to-be-identified targets, themes and incentive strategy.

- Total Project Cost: \$300,000
- DRI Funding Request: \$250,000
- Property Owner: Multiple owners of buildings on Reed Street, South River, and adjacent streets
- Project Location: South River, Reed Street and adjacent streets
- Timeframe: Spring 2022 - Spring 2023

Existing Businesses Strategy: Develop an expansion and retention strategy for DRI defined area existing businesses including incentives, marketing and expansion support.

- Total Project Cost \$1,000,000
- DRI Funding Request: \$900,000
- Property Owner: Several existing businesses on Reed Street and on adjacent streets in the downtown area
- Project Location: Reed Street, South River and adjacent streets
- Timeframe: Summer 2021 - Summer 2023



Strategic Project Category: DOWNTOWN VISITORS CENTER

PROJECT FOCUS: Redevelopment of the historic structure on River Street currently owned by the Village of Coxsackie, which also borders the NYS Boat Launch Site, as a Visitors, Community and Information Center.

DETAILS:

- All Incorporate critical community needs to support overall strategic plan in the design;
- Create full-service Downtown Visitors Center and “Must Visit” source of information and welcoming atmosphere;
- Provide public bathroom facilities accessible for residents and consumers during downtown activities;
- Incorporate community space maximizing use of valued resource and asset;
- Develop a Village of Coxsackie Downtown app incorporating partnership with consumers, public facilities and downtown businesses utilizing progressive technology and marketing techniques;
- Develop strategic marketing and social media plan to maximize the investment downtown and gain attention from relocating citizens, traveling consumers and development community;
- Take full advantage of broadband within the Downtown hot-spot..

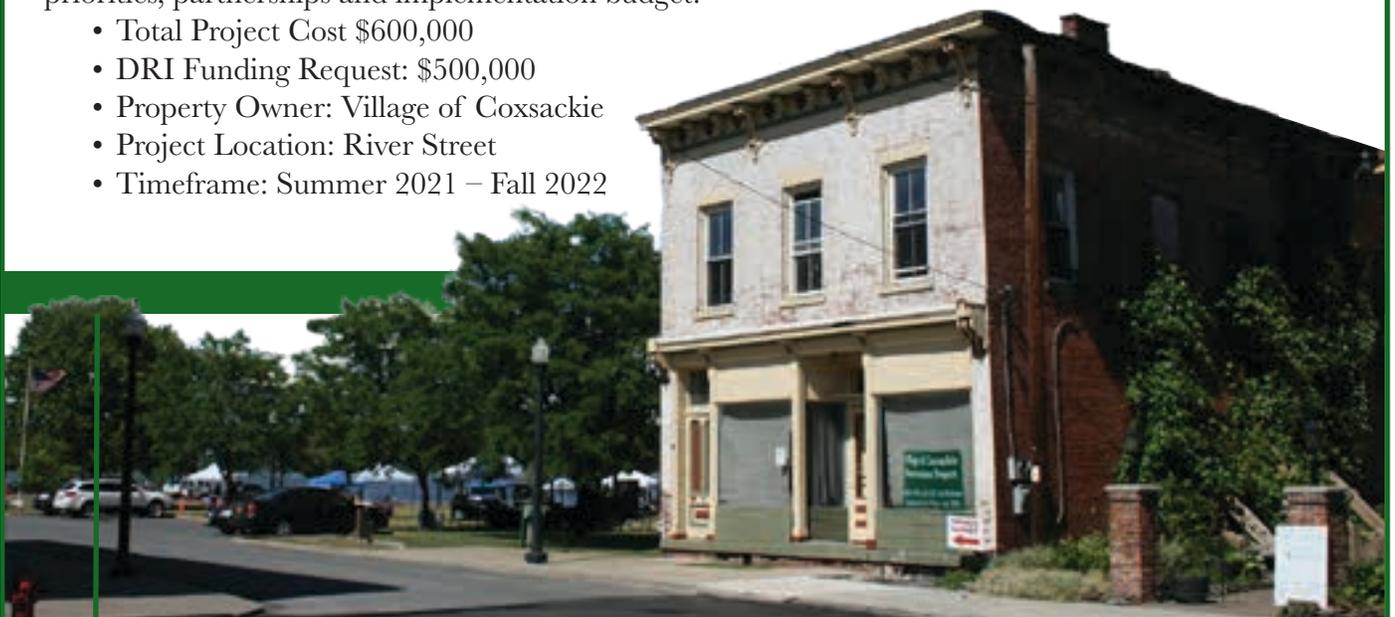
TARGETED DRI FUNDING:

Tourism Strategy: Develop Village of Coxsackie Marketing App and Marketing Strategy with focus on social media, business services and products and direct connection to support tourism and destination visitors. Implement strategy.

- Total Project Cost \$250,000
- DRI Funding Request: \$200,000
- Property Owner: Village of Coxsackie
- Project Location: River Street
- Timeframe: Fall 2021 – Fall 2022

Visitors Center Strategy: Develop redevelopment plan, including layout, uses, operational priorities, partnerships and implementation budget.

- Total Project Cost \$600,000
- DRI Funding Request: \$500,000
- Property Owner: Village of Coxsackie
- Project Location: River Street
- Timeframe: Summer 2021 – Fall 2022



Strategic Project Category: NYS BOAT LAUNCH & RIVERSIDE PARK

PROJECT FOCUS: Maximize NYS investment from anticipated NYS Restore Mother Nature Bond Act into public facilities on Hudson River, development of unique public spaces, entertainment venues and valued connections into downtown and event center.

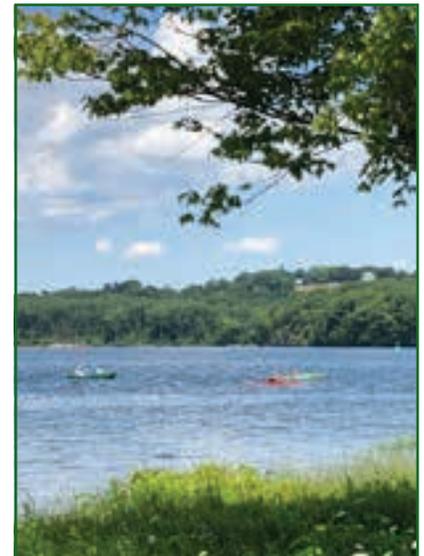
DETAILS:

- Identify clear project priorities for incorporation in Master Plan;
- Develop vision and implementation plan for River Walkway connecting the Events Center and other key downtown locations to accessible access to Hudson River and planned educational experience;
- Secure any approvals, design or local support to have projects ready pending funding;
- Build local matching fund in partnership with business community to ensure credibility to make projects happen;
- Develop tourism related boat partnership with Events Center and other hospitality venues to support tourism objectives and enhanced access to Hudson River.

TARGETED DRI FUNDING:

Riverside Park Investment Plan: In partnership with NYS, develop and implement master plan of priority improvements and enhanced facilities to be supported by pending NYS Restore Mother Nature Bond Act. Incorporate identified services targeted to support destination travelers, Hudson River access, three-season Farmer's Market venue/facilities, connectivity to Events Center and Reed Street supporting the important role of Visitors Center.

- Total Project Cost \$2,000,000
- DRI Funding Request: \$2,000,000
- Property Owner: NYS and Village of Coxsackie
- Project Location: Riverside Park
- Timeframe: Summer 2021 – Fall 2023



Strategic Project Category: TOURISM LODGING & AMENITIES

PROJECT FOCUS: Incorporate into development plans unique small-scale boutique hotel and bed and breakfast type options, as well as amenities that will support the attraction of multi-day visitors supporting local retail and business.

DETAILS:

- All Identify redevelopment opportunities with existing homes and smaller parcels for small scale tourism properties to support general destination travel and Events Center;
- Amenities to keep visitors busy and engaged should be developed in partnership with providers of such services, including: fishing, river access and travel, kayaks, wildlife watching, local food and drink, and historic tours, as a few examples;
- Locations for potential projects in this scale include:
 - Corner of Riverside Avenue and lower New Street
 - Vacant parcel on lower Mansion Street
 - Select homes on lower Mansion Street
 - New and Ely Streets
 - Vacant lots on Reed Street
 - Riverside towards Homestead

TARGETED DRI FUNDING:

Tourism Amenities Strategy: Proactively support site analysis and design for hospitality and tourism related amenities to partner with current and future facilities such as Event Center, boutique hotels and bed and breakfast facilities to help drive unique traffic. Develop marketing sheets for several concepts and utilize social media and direct marketing strategies to identify and attract related private investment. Support related small business creation with grants.

- Total Project Cost \$750,000
- DRI Funding Request: \$600,000
- Property Owner: Village of Coxsackie
- Project Location: Multiple
- Timeframe: Summer 2022 – Fall 2023

Tourism Market Analysis: Conduct a diverse opinion-driven tourism lodging/amenities analysis of market demand for unique, appropriately-scaled opportunities combined with a specific site review for potential locations including proposed projects and pre-approvals and incentive commitments. Incorporate with other related market studies for mixed-use and housing projects.

- Total Project Cost \$300,000
- DRI Funding Request: \$250,000
- Property Owner: Village of Coxsackie
- Project Location: River Street
- Timeframe: Summer 2021 – Fall 2022

Strategic Project Category: GREENE/REGIONAL FOOD & CRAFT BEVERAGE INITIATIVE

PROJECT FOCUS: Support the growth of food and craft beverage sector through enhanced branding, production, product development and retail/virtual sales & distribution

DETAILS:

- Identify clear project priorities for incorporation in Evaluate current sector and growth potential
- Identify investment need to support growth, marketing and sales
- Establish brand working with sector participants from both craft beverage and food business community
- Develop as an attraction partner working with existing and future related business
- Support use of technology to connect production with customers both commercial and consumers

TARGETED DRI FUNDING:

Commercial Brewery and Specialized Food Venue:

- Total Project Cost \$1,500,000
- DRI Funding Request: \$750,000
- Property/Business Owner: Confidential
- Project Location: Several current options in the DRI defined area
- Timeframe: Winter 2021 – Fall 2021

Food and Craft Beverage Consulting Association: Establish Greene Food and Craft Beverage Consulting Association to support development of this sector, use of technology for retail and distribution and defined branding partnership with NYS/Taste NY concept.

- Total Project Cost \$200,000
- DRI Funding Request: \$150,000
- Property/Business Owner: Not-for-profit structure with multiple potential private sector partners
- Project Location: Multiple with entrepreneurial incubator and farmers market connection
- Timeframe: Fall 2021 – Summer 2023



Strategic Project Category: ENTREPRENEURIAL ATTRACTION & SUPPORT

PROJECT FOCUS: Develop a strategic approach to develop space downtown to attract, encourage, nurture and support entrepreneurial activity in the sectors of historical preservation, historically themed wood product development, locally produced food and beverage products.

DETAILS:

- Develop overall strategy for an entrepreneurial incubator
- Identify valued partnerships
- Identify appropriate sectors connecting to overall development vision
- Evaluate space opportunities
- Develop recruitment marketing initiative and attract local/regional & national participants with goal to graduate to vacant storefront space.

TARGETED DRI FUNDING REQUEST:

Entrepreneurial Incubator: Partner with County and Regional business and educational organizations to implement the Entrepreneurial Incubator concept with overall goal to fill vacant storefronts in identified sectors.

- Total Project Cost: \$250,000
- DRI Funding Request: \$200,000
- Property Owner: Multiple in the DRI defined area
- Project Location: Multiple with initial incubator space then moving to retail/commercial space
- Timeframe: Fall 2021 – Spring 2023



TOTAL DRI PROJECT COSTS SUMMATION and RELATED FUNDING REQUEST:

Total Project Costs: \$26,150,000

Total DRI Funding Request: \$17,450,000

XII. Valued Capital, Banking Relationships and Trusted Developers



VALUED CAPITAL

Challenging, quality and transformational projects must be able to attract both private investment and commercial lending. Often initial projects to drive revitalization, including targeted downtowns, require the local commitment of community-based banking institutions. These banks are connected to the fabric of the communities they have served with dedication for many generations.

The Village of Cossackie is very fortunate to include two dedicated community banks as committed partners that have served their community with passion. The Bank of Greene County and National Bank of Cossackie both enjoy distinction for strong support of important projects and providing financing with local flavor and aggressiveness.

As you will review later in this section, both banks have excellent business success and have provided

strong letters that make it clear their continued loyalty and planned future investment serving the vital role of financial partners to support the revitalization of Downtown Cossackie.

VALUED AND TRUSTED DEVELOPERS

Counties, towns and villages are fortunate to have private developers with deep roots in their respective communities. Not only do these companies and citizens support important community causes and local not-for-profit organizations, but they are those that initiate momentum to revitalize neighborhoods or historic structures. When a project is a bit more challenging or the return on investment takes a bit longer, it is the friend that walks our local streets that steps up for the greater cause. One of the reasons the Village of Cossackie is very special is because the Flach family has made several high-profile projects a top priority, in turn saving our local history with projects like the old Cossackie

School revitalization and other projects saving distinguished downtown historic buildings. Their investment and vision connected to the proposed events center, boutique hotel and other plans along the Hudson River on South River Street is what has positioned the village for a successful DRI experience.

It is also prior Flach Development investment that has provided our community with quality housing, employment, consumer retail opportunities, and a strong stance on preservation. Their commitment to Coxsackie is unmatched.

Flach Development has used their magic touch, vision and needed financial resources on several other current and future downtown projects. They are a vital and essential catalyst to advance the DRI implementation and the identified significantly transformational projects that represent the heart of our visionary plan.

COMMUNITY BANK RELATIONSHIPS

The Bank of Greene County

The Bank of Greene County proudly celebrated its 130th Anniversary in 2019. Initially founded as the Building & Loan Association of Catskill in 1889, the Bank of Greene County has grown with its communities over the years. Today, the Bank offers full-service banking with the latest technology, is publicly traded on the NASDAQ Stock Market under GCBC, and has a Charitable Foundation that has donated over \$1 million since 1998. Bank President Don Gibson often highlights how important it is to serve the community by not losing sight of the Bank's roots. The Bank emphasizes that employees are involved in the communities they serve, and know their customers personally, seeing them at the supermarket, on local boards, and at community events. Headquartered in Catskill, the Bank of Greene County is the only locally based bank with offices in Greene, Albany, Columbia and Ulster Counties. Proudly serving the Hudson Valley for 130 years.

National Bank of Coxsackie

National Bank of Coxsackie was founded in 1852 as the State-chartered Bank of Coxsackie. In 1865 the bank took a Federal charter and its present name of National Bank of Coxsackie. The bank first opened for business in 1853 in space it purchased and renovated at the end of Reed Street in Downtown Coxsackie and moved to its present location at 5 Reed Street in 1869 (presently addressed as 3-7 Reed Street.)

The bank opened its first branch office in Greenville in 1966; its second location (drive-in facility only) in West Coxsackie in 1975; its third branch office in Ravena in 1976; a new full-service office with new drive-in facility in West Coxsackie in 1985 (to replace the 1975 structure); a fourth branch office in Catskill in 1987 (subsequently closed in 1993); a fifth branch office in Athens in 1992 as an acquisition from Key Bank of Eastern New York; a sixth branch office in Cairo opened in May of 2006; a seventh branch office (Middleburgh) was purchased from Berkshire Bank and opened November 2012. Branch number eight was purchased from Nigro Developers in Glenmont, and opened July 2014.





**ADMINISTRATIVE
OFFICES**

EXECUTIVE
302 Main Street
PO Box 470
Catskill, NY 12414
PH (518) 943-2600
FAX (518) 943-4431

OPERATIONS
288 Main Street
PO Box 470
Catskill, NY 12414
PH (518) 943-0742
FAX (518) 943-4328

LENDING
341 Main Street
PO Box 470
Catskill, NY 12414
PH (518) 943-1424
FAX (518) 719-1353

May 29, 2020

New York State Office of Planning and Redevelopment

RE: Downtown Coxsackie Downtown Revitalization Initiative

To Whom It May Concern:

The Bank of Greene County, formed in 1889, in downtown Catskill, NY, is truly a community bank. While we are a \$1.6 billion asset bank, publicly traded on the NASDAQ Stock Exchange under the ticker symbol GCBC, we are, and will always be, an integral part of our local community. Our Mutual Holding Company structure allows our depositors to own and control over 50% of our shares, protecting us from hostile acquisition, thereby ensuring our stability and independence. Our market capitalization is approximately \$200 million, with a significant majority of that amount resting with local shareholders.

While many companies have divested from the Main Streets and Downtowns of America, Bank of Greene County has maintained deep roots in those areas. Our current "campus" on Main Street in Catskill is comprised of 4 operating buildings, housing over 100 employees. Over the last 20 years, The Bank acquired and renovated three historic buildings on Main Street in Catskill that had been abandoned by other organizations. In addition, we recently acquired a 5th building on Main Street and will be renovating that location in the near future.

While our physical presence may be greater in Catskill than it is in Coxsackie, our commitment to Coxsackie's Downtown Revitalization effort is as strong as ever. Over the last decade, we have assisted numerous Coxsackie small business owners and developers with acquisition financing, as well as working capital loans to help those businesses prosper. I personally live a short walk from Downtown Coxsackie and count several of these small business owners and developers as not only customers, but friends.

The Bank of Greene County understands that our local Downtowns and Main Streets are a vital thread in the fabric of our communities. Our commitment to these critical areas is unwavering.

Sincerely,

Perry M Lasher
Senior Vice President
Director of Commercial Lending



3 - 7 REED STREET, P.O. BOX 400
COXSACKIE, NEW YORK 12051-0400
TELEPHONE (518) 731-6161
FAX (518) 731-2870

June 17, 2020

Re: Village of Cossackie Downtown Revitalization Initiative

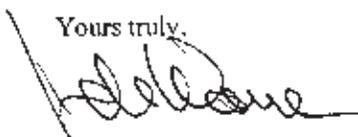
In 1988, as growth led National Bank of Cossackie to seek more office space, the proposal was made to leave Reed Street entirely and follow the other businesses to the commercial corridor on Route 9W. The powers decided to stay downstream, and NBC expanded its offices with an addition to the existing building. This decision was based partly on the beauty of the waterfront setting, and the pleasure staff derives from working next to the Hudson River; partly on the emotional tie to the old ways; and partly on a belief that downtown Cossackie would return, not perhaps as a retail hub, but as a place for recreation, hospitality, specialty shops, and residential dwelling. Reed's landing is now entering the Renaissance predicted 30 years ago by those far-sighted bank officers.

In furtherance of its commitment to downstream Cossackie, in December 2019 NBC purchased the former Town Hall at 16 Reed Street and is in the midst of a complete rehabilitation of the building and restoration of its historic storefront. NBC is incorrigibly a downtown bank committed to downtown business, making downtown loans, and taking downtown deposits, not just in Cossackie, but all its locations. This will not change.

As I write on a blue sky mid-summer afternoon families are enjoying the park, the sloop Clearwater is docked alongside, and in an hour the park will bustle with the Farmers Market, as people purchase healthful food and support local business.

There is no downtown up and down the river that is better poised to benefit from Revitalization funds, or that would show a better return on investment, than the Village of Cossackie.

Yours truly,



James W. Warren
President

JWW/ljs

www.nbcoxsackie.com

XIII. Conclusion and Summation



The Village of Coxsackie community enjoys a mix of residents new and old, strong opinions and protectionism for their greatly valued historic downtown. As the recent migration trend continues, with the influx of urban-based thinking, strong commitments to quality of life issues and an overall developing vision for what the future of the downtown should be, community engagement and open dialogue is more critical than ever.

This DRI application process took a parallel track with an ongoing vibrant process to update the over decade old Comprehensive Plan. These discussions are linked, with the importance of coordination of thinking critical with collaboration vital to developing a vision for the next decade embraced by most. The Village of Coxsackie is ready to embrace the future, working together, blending different views, while balancing old with new.

The defined and intended focus and required outline for a DRI application encourages a larger, less detailed view of the future. Important elements must be provided in critical areas such as a big picture vision for the future, highlight the potential for the downtown, identify revitalization area, highlighting both public and private investment of the past and future, anticipated job growth and positive impact on the local economy, quality of life, partnerships, projected project themes and strategies and overall how will new and significant public funding impact the downtown area and community/region overall.

If successful, the overriding next steps will be community engagement and fleshing out the details of projects, public investment and specific action items driven by community consensus. Partnerships with the development community must be expanded while attracting critical new private investment and commitments.

The village government, local business leaders and caring residents look forward to this hard, exciting and defining process working together to elevate the Downtown of Coxsackie to the next level rural paradise we all love today. But with a renewed focus, vision, welcoming message and economic drivers required to advance the community forward.

We all welcome the partnership with New York State to achieve this transformational result, while preserving our valued historic past for many generations to come.



XIV. Appendix

- 61** Appendix A: DRI Letters of Support:
The Honorable George Amadore, NYS Senate
The Honorable Chris Tague, NYS Assembly
Jeff Friedman, President/Executive Director, Greene County Chamber of Commerce
Warren Hart, Deputy County Administrator, Greene County Economic Development, Tourism and Planning
Patricia H. Maxwell, Chairperson, Historic Preservation Commission
Randall W. Squier, Superintendent, Coxsackie-Athens Central School District
Aaron Flach, President, Flach Development and Realty, Inc.
Joseph H. Warren, President, State Telephone
Lorraine Taccetta, Owner, Che Figata Bistro
Katlyn E. Irwin, Property Manager and Resident
Cecelia and Justine Post, Owners, Mansion + Reed General Store
- 73** Appendix B: Albany Business Review article “The \$15M Plan for Coxsackie” and Related Articles Links
- 83** Appendix C: Links to Articles Related to Urban Exodus
- 84*** Appendix D: Village of Coxsackie DRI Community Survey Summary
* Attached in separate electronic file due to size
- 85*** Appendix E: Village of Coxsackie DRI Virtual Open House Summary
* Attached in separate electronic file due to size

Appendix A: LETTERS OF SUPPORT

BANKING MINORITY MEMBER
HOUSING, CONSTRUCTION & COMMUNITY DEVELOPMENT
MENTAL HEALTH & DEVELOPMENTAL DISABILITIES

MEMBER
HIGHER EDUCATION
LOCAL GOVERNMENT
VETERANS, HOMELAND SECURITY & MILITARY AFFAIRS

E-MAIL ADDRESS
AMEDORE@NYSENATE.GOV

WEBSITE
AMEDORE.NYSENATE.GOV

THE SENATE
STATE OF NEW YORK



GEORGE A. AMEDORE, JR.
Senator, 46th District

ALBANY OFFICE
ROOM #88
LEGISLATIVE OFFICE BUILDING
ALBANY, NEW YORK 12247
PHONE (518) 455-2198
FAX (518) 455-4751
DISTRICT OFFICE
1775 CARMAN RD., STORE 3
SCHENECTADY, NY 12303
PHONE (518) 347-2664
FAX (518) 345-3612

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion Street
Coxsackie, NY 12051

Dear Mayor Evans:

I write in support of the application submitted by Village of Coxsackie for the Downtown Revitalization Initiative. Substantial recent private and public investments within the village have truly showed the potential and vision for a vibrant and sustainable downtown economy, and a DRI investment will further propel that vision forward.

As the State Senator representing the Village, I truly understand how the continued revitalization and restoration of the downtown area is critical to Greene County and the Capital Region's economic success, as well as to help retain employers and residents.

The Village of Coxsackie has much to offer for both its growing population and visitors to the region. There is much more potential to further capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage. The village and entire Capital Region will benefit significantly from a DRI investment, and I know the local officials are ready to work collaboratively to implement a strong vision and plan to best utilize the funding.

Thank you for the opportunity to offer strong support on behalf the Village's application for the Downtown Revitalization Initiative. I appreciate your continued partnership and shared vision to revitalize the Village of Coxsackie.

Sincerely,

A handwritten signature in black ink, appearing to read "George Amedore".

George Amedore
New York State Senator
46th Senate District



THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Committee on Tourism, Parks, Arts
and Sports Development

COMMITTEES
Election Law
Environmental Conservation
Local Governments
Real Property Taxation

CHRISTOPHER TAGUE
Assemblyman 102nd District
Albany, Columbia, Delaware,
Greene, Oswego, Schoharie and
Ulster Counties

June 25, 2020

The Honorable Mark Evans, Mayor
Village of Coxsackie
119 Mansion Street
Coxsackie, NY 12051

Dear Mayor Evans,

This letter is provided in support of the application submitted by the Village of Coxsackie to the Capital Region Regional Economic Development Council for consideration for the Downtown Revitalization Initiative.

The Village of Coxsackie is a dynamic, commercial hub in rural Greene County but is seeking this funding through the Downtown Revitalization Initiative (DRI) to be able to fully embrace its potential. Prepared to build upon the momentum of substantial recent investments by both the private and public sector, the Village, if awarded, will leverage the DRI monies to continue to cultivate a vibrant and sustainable downtown economy.

With much to offer to its growing population and tourism driven visitations, the Village of Coxsackie is looking to continue to capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage. The Village's traditional "downtown" has undergone a significant transformation in recent years, with the restoration of several historic and architecturally significant buildings as well as with the influx of authentic small businesses, including restaurants and shops, found within walking distance of the beckoning waterfront. Currently, the Village is host to several projects aimed at continuing and expanding the renaissance including a new and forthcoming boutique hotel, the renovation of an existing building into an events center for weddings and conferences, and the progressive beautification of the riverfront.

As I understand it, the Village of Coxsackie is seeking this much needed grant to ensure a complete and successful transformation. If awarded, the Village will be another step closer to realizing its full vision, which will no doubt, attract new visitors to the area as well as provide an improved quality of life for residents.

The Village of Coxsackie is eager and ready to implement the vision for downtown developed through collaboration and valued community partnerships. Completion of the Village's goals will not only foster the economic, social, and cultural fabric of Coxsackie, but also has the potential to significantly contribute to a wider-reaching revitalization in the entire region. For these reasons and more, I wholeheartedly support the Village of Coxsackie's DRI application to the Capital Region Regional Economic Development Council.

Sincerely,

Christopher W. Tague
Assemblyman, 102nd A.D.

CT/tr

ALBANY OFFICE: Room 937, Legislative Office Building, Albany, New York 12240 • 518-455-5363, FAX: 518-455-6856
DISTRICT OFFICES: 45 Five Mile Woods Road, Bldg 2, Suite 2, Catskill, New York 12414 • 518-945-1371, FAX: 518-945-0222
119 Park Plaza, Suite 6, Schoharie, New York 12157 • 518-295-7262
EMAIL: taguec@nyassembly.gov



June 15, 2020

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion Street
Coxsackie, NY 12051

Dear Mayor Evans:

The Greene County Chamber of Commerce strongly supports the application submitted by the Village of Coxsackie for the Downtown Revitalization Initiative (DRI). This is an optimum time for the village to be awarded this grant to capitalize on the momentum of substantial recent private and public investments in the village's downtown area.

The DRI financial award will enable the Village of Coxsackie to advance a vision to develop a vibrant and sustainable downtown economy. The Greene County Chamber of Commerce feels strongly that Downtown Coxsackie's continued revitalization and restoration of significant buildings will play an enormous role in the economic success of Greene County and the greater Capital Region, in addition to helping retain employers and residents. The Chamber is committed to working with local business and community leaders to create a vibrant future for the historic downtown area.

The Village of Coxsackie offers tremendous future potential for residents and visitors to the area. Now is the opportune time to capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage. The Village of Coxsackie, Greene County and the entire Capital Region will benefit significantly from the DRI award. When considering this award, keep in mind the huge impact \$10 million will have on project of this scope. While this amount of money may be a drop in the bucket for larger municipalities' projects, this money will be a major and significant boost to making this plan possible. Most importantly, the award will immediately facilitate implementation of the vision for the downtown area developed through collaboration and valued partnerships.

The Greene County Chamber of Commerce strongly encourages New York State to award the Village of Coxsackie this Downtown Revitalization Initiative grant. If there is anything the Chamber can do to assist in fulfilling this vision, we are ready to do so.

Sincerely,

Jeff Friedman
President/Executive Director



**Greene County
Economic Development,
Tourism & Planning**

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director



**GREENE
BUSINESS**



DiscoverGreene.com

July 1, 2020

Mayor Mark Evans
119 Mansion Street
Coxsackie, NY 12051

Re: Village of Coxsackie Downtown Revitalization Initiative Application

Dear Mayor Evans, *MARIC*

As the Greene County Deputy County Administrator I am pleased to provide my strong support and endorsement for the Village of Coxsackie's Downtown Revitalization Initiative.

It has been my pleasure to work with the Village of Coxsackie over many years as they have developed a vision for the Village and its downtown core. With its growing population, business investment, and tourism driven visitations, the Village has much to offer. The Village has great potential to capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage.

The Village is well-positioned to build upon the many private and public investments and projects in its historic downtown. Leveraging the DRI award will continue to advance the goal of a vibrant and sustainable downtown economy. Downtown Coxsackie's continued revitalization and restoration of significant buildings is critical to Greene County and the Capital Region's economic success, retention of employers and residents.

The County endorses the comprehensive approach the Village is taking for revitalization including investing in and enhancing the downtown transportation and energy infrastructure, historic property restoration and redevelopment with a focus on underutilized properties and vacant areas attractive for mixed-use type of developments.

Creation of a comfortable walkable community, with vibrant broadband and electric capacity, a diversity of village-based housing combined with workspace accessible to business center/virtual communication and technology hub public space is a smart approach.

The County supports the Village's approach to diversifying the downtown local economy with a true mix of uses while establishing and enhancing the overall community attractiveness and connection to its most valuable assets. Investment into public facilities on the Hudson River, development of unique public spaces, entertainment venues and valued connections into downtown and an event center will be important to the Village's success.

Most importantly, the community is ready to implement the vision for downtown developed through collaboration and valued partnerships.

The Greene County Department of Economic Development, Tourism and Planning and the Greene County Economic Development Corporation offers

many programs that can leverage investment in the potential DRI projects including:

- **Planning coordination at all levels of government** to supplement Village capacity.
- **Encouraging the restoration, rehabilitation, and sustainable use of vacant and underused properties** and provide community development programs to encourage the rehabilitation and preservation of properties within the County, and;
- **Acquire by purchase, grant, gift or otherwise, real property within Greene County** (including property which is contaminated), to improve, maintain and manage such property (or contract for the improvement, maintenance and improvement of such property), to enter into contracts to sell, lease or otherwise dispose of such property, to mortgage such property and otherwise take steps to facilitate the redevelopment, preservation, use or reuse of vacant, underused or deteriorated properties and to disseminate information and furnish advice, technical assistance and liaison with federal, state and local authorities with respect thereto, and;
- **Economic development initiatives that support small businesses.** For more than two decades, the County has operated a variety of grant and loan programs. We are an accomplished administrator of State-funded programs and have the outreach, management, reporting, loan review systems and loan servicing in place. We would be happy to administer a layered grant and loan program on their behalf if the Village desires. This funding can offer critical support to projects.
- We can coordinate projects with the County's other economic development organizations to achieve the goals of the DRI program, such as the Greene County Industrial Development Agency and the Greene County Chamber of Commerce.
- Under the Great Northern Catskills program, we have the resources to market and promote the Village to support the attraction of multi-day visitors supporting local retail and business.

Funding of the Village of Coxsackie's DRI program will leverage enormous public and private sector support to match New York State's investment to advance a range of well-planned and designed community-projects built on a strong foundation of community engagement. Funding the Village of Coxsackie DRI program will also send an important message to rural communities that their Main Streets are economic engines. The Village and entire Capital Region will benefit significantly from the \$10 million DRI award.

Please feel free to contact me if you require additional information.

Sincerely,



Warren Hart
Deputy County Administrator

June 22, 2020

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion Street
Coxsackie, NY 12051

Dear Mayor Evans:

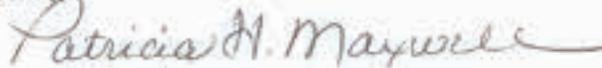
Please accept this letter of support of the application submitted by the Village of Coxsackie for the Downtown Revitalization Initiative. The Village is the community in our region with the most potential to capitalize on the momentum of substantial recent private and public investments. Given its historic buildings, its riverfront park and potential for riverfront revitalization, the Village of Coxsackie could further leverage the DRI financial award to advance a vision to develop a vibrant and sustainable downtown economy.

Our organization, the Historic Preservation Commission, is very active in protecting and preserving our architecture and properties that have contributed to the economic and civic growth of Coxsackie in the past, so that through restoration and repurposing those same buildings and areas will continue to be a part of our vibrant future for our downtown and riverfront. The continued revitalization and restoration of significant buildings and their proximity to our beautiful Hudson River are critical to Greene County and the Capital Region's economic success, retention of employers and residents.

The Village of Coxsackie has much to offer for both its growing population and tourism driven visitations with the potential to capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage. The Village, Greene County and entire Capital Region will benefit significantly from the \$10 million DRI award. More important, the community is ready to implement the vision for downtown developed through collaboration and valued partnerships.

Thank you for the opportunity to offer strong support on behalf of our community organization for this important application. We appreciate and value the continued partnership and vision to revitalize the special downtown area.

Sincerely,



Patricia H. Maxwell
Chairperson, Historic Preservation Commission



COXSACKIE-ATHENS CENTRAL SCHOOL DISTRICT

June 22, 2020

District Office
24 Sunset Boulevard
Coxsackie, NY 12051

Randall W. Squier
Superintendent of Schools
Phone: (518) 731-1710
Fax: (518) 731-1729

Leslie J. Copleston
Assistant Superintendent
of School Services
Phone: (518) 731-1715
Fax: (518) 731-1729

Kerry Houlahan
Assistant Superintendent
of Instructional Services
Phone: (518) 731-1702
Fax: (518) 731-1729

Special Education Office
Phone: (518) 731-1725
Fax: (518) 731-1820

Athletic Department
Phone: (518) 731-1722
Fax: (518) 731-1774

High School
24 Sunset Boulevard
Coxsackie, NY 12051
Phone: (518) 731-1800
Fax: (518) 731-1809

Middle School
24 Sunset Boulevard
Coxsackie, NY 12051
Phone: (518) 731-1850
Fax: (518) 731-1859

**Edward J. Arthur
Elementary School**
51 Third Street
Athens, NY 12015
Phone: (518) 731-1750
Fax: (518) 731-1765

**Coxsackie
Elementary School**
24 Sunset Boulevard
Coxsackie, NY 12051
Phone: (518) 731-1770
Fax: (518) 731-1785

www.cacsd.org

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion Street
Coxsackie, NY 12051

RECEIVED

JUN 24 2020

VILLAGE OF COXSACKIE

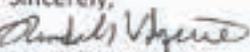
Dear Mayor Evans:

Please accept this letter of support of the application submitted by Village of Coxsackie for the Downtown Revitalization Initiative. The village is poised to build upon the many private and public investments and projects in your historic downtown. The potential leveraging of the DRI financial award will continue the momentum to advance the goal of a vibrant and sustainable downtown economy. Downtown Coxsackie's continued revitalization and restoration of significant buildings is critical to Greene County and the Capital Region's economic success, retention of employers and residents.

Coxsackie-Athens Central Schools is committed to a vibrant future for the historic downtown area in helping make our area a desired place to raise a family. The continued revitalization and restoration of significant buildings is critical to Greene County and the Capital Region's economic success, retention of employers and residents.

The Village of Coxsackie has much to offer for both its growing population and tourism driven visitations with the potential to capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage. The village and entire Capital Region will benefit significantly from the \$10 million DRI award. More important, the community is ready to implement the vision for downtown developed through collaboration and valued partnerships.

Thank you for the opportunity to offer strong support on behalf of our community organization for this important application. We appreciate and value the continued partnership and vision to revitalize the special downtown area.

Sincerely,

Randall W. Squier
Superintendent of Schools

Flach Development and Realty Inc.

45 Sunset Boulevard
Coxsackie, NY 12051
(518) 378-0164

June 23, 2020

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion St
Coxsackie, NY 12051

Dear Mayor Evans:

I write in support of the application submitted by the Village of Coxsackie for the Downtown Revitalization Initiative (DRI).

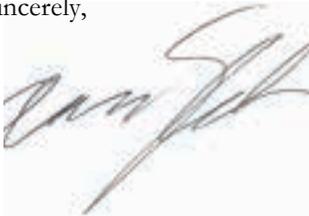
A DRI award would be the capstone on the many private and public investments being poured into our historic downtown to make it an economic powerhouse that will benefit our village, county and region. My company is investing \$10 million in two long abandoned buildings that will ultimately become a boutique hotel and conference center. In addition, Flach Development is restoring the Dolan Block, a row of abandoned storefronts and an old theater. Revitalization is taking place throughout our downtown as other businesses, including a restaurant, general store, liquor store and other retail, have moved into once shuttered buildings.

Adjacent to all this development is our Village Park on the Hudson River that offers water access and unparalleled beauty. Upgrades to this park and the business district through a DRI award will give residents and visitors alike many reasons to stay longer and return frequently to our community.

The Village of Coxsackie is poised to be an economic development success story. All told this transformation will create jobs, increase tax revenues, attract tourists and give our residents plenty of reasons to be proud. Through collaboration and partnerships, we are making the best use of our Hudson River frontage, historic assets, anchor institutions and rich heritage.

The village and the entire Capital Region would benefit greatly from a \$10 million DRI award. I enthusiastically offer my support for this game changing application and what it means to continued revitalization of our downtown.

Sincerely,



Aaron Flach
President
Flach Development and Realty Inc.



June 24, 2020

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion Street
Coxsackie, NY 12051

Dear Mayor Evans:

Please accept this letter of support of the application submitted by Village of Coxsackie for the Downtown Revitalization Initiative. The village is the community in our region with the most potential to capitalize on the momentum of substantial recent private and public investments and further leverage the DRI financial award to advance a vision to develop a vibrant and sustainable downtown economy.

Our organization, State Telephone Company, is headquartered in the historic downtown area and is active in the community and is committed to seeing the downtown/riverfront area grow. The Continued revitalization and restoration of significant buildings is critical to Greene County and the Capital Regions economic success, retention of employers and residents.

The Village of Coxsackie has much to offer for both its growing population and tourism driven visitations with the potential to capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage. The village and entire Capital Region will benefit significantly from the \$10 million DRI award. More important, the community is ready to implement the vision for downtown developed through collaboration and valued partnerships.

Thank you for the opportunity to offer strong support on behalf of our community organization for this important application. We appreciate and value the continued partnership and vision to revitalize the special downtown area.

Sincerely,



Joseph H. Warren
President

46 Reed Street, P.O. Box 159, Coxsackie, New York 12051 • 518-731-6128 • www.statetel.com
Fiber-Optic Home/Business • Broadband • Local • Long Distance • Calling Features

Che Figata Bistro
10 Reed Street, Coxsackie, NY 12051
518 731-2220

June 26th, 2020

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion Street
Coxsackie, NY 12051

Dear Mayor Evans:

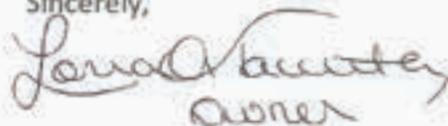
I write in support of the application submitted by the Village of Coxsackie for the Downtown Revitalization Initiative.

The village is poised to build upon the many private and public investments and projects in your historic downtown. The potential leveraging of the DRI financial award will continue the momentum to advance the goal of a vibrant and sustainable downtown economy. Downtown Coxsackie's continued revitalization and restoration of significant buildings is critical to Greene County and the Capital Regions economic success, retention of employers and residents.

The Village of Coxsackie has much to offer for both its growing population and tourism driven visitations with the potential to capitalize on its amazing Hudson River frontage, historical assets, anchor institutions, and rich cultural heritage. The village and entire Capital Region will benefit significantly from the \$10 million DRI award. More important, the community is ready to implement the vision for downtown developed through collaboration and valued partnerships.

Thank you for the opportunity to offer my strong support for this important application and your continued advocacy for the Village's growth and revitalization of your amazing downtown.

Sincerely,


owner

June 26, 2020

Mayor Mark Evans
Coxsackie Village Hall
119 Mansion Street
Coxsackie, New York 12051

Dear Mayor Evans,

Please accept my written support of the application submitted by the Village of Coxsackie for our Downtown Revitalization Initiative. I believe very strongly in the potential of the waterfront district of our community, and I am dedicated to playing an active roll in it's economical development and historical preservation. While I am very excited for the recent private investments in Downtown Coxsackie to come to fruition, I believe gaining the DRI financial award would allow the community itself the opportunity to collaborate on, and benefit from, a common vision of growth.

I was raised in Coxsackie and, after living in New York City and abroad for the past decade, returned last year to call it home once more. My family owns two beautiful buildings in downtown Coxsackie, which I have taken over as property manager, resident, and hopeful business owner. One Reed Street has a rich history in our community. It was built in the late nineteenth century, operated as a restaurant and public house for many years. During the twentieth century, it was the home to the American Legion, a dance studio, a printing press, and finally Sundazed Music- a company established and run by my family. This spring I began what I thought would be a simple task of repairing dry wall- only to uncover 2 beautiful murals, painted circa 1880. This discovery reminded me that my task at hand was much more than simple carpentry. I feel I have a personal responsibility to diligently preserve and display pieces of our common cultural heritage that have fallen into my hands. It is my goal to carefully restore the interior of One Reed Street with the intent to make it a space open to the public, potentially in the form of an eatery once more, and contribute conscientiously to the economy of our town and village. The revitalization and restoration of historic buildings in our area, is essential for Greene County's overall economic prosperity and thoughtful growth.

Thank you for the opportunity to offer my full support on behalf of our community organization for this application.

Sincerely,
Katlyn E. Irwin

Honorable Mark Evans, Mayor
Coxsackie Village Hall
119 Mansion Street
Coxsackie, NY 12051

Cecelia Post, Owner
Mansion + Reed General Store
45 Reed Street
Coxsackie, NY 12051

July 5, 2020

Dear Mayor Evans,

We are writing to offer our support for the application submitted by Village of Coxsackie for the Downtown Revitalization Initiative. We are newer residents and business owners in the village and believe that Coxsackie has amazing potential as one of the most beautiful Hudson Valley river towns that can bloom into a thriving village that will uplift long-time residents and attract new residents and visitors. The community of residents and small businesses, of which we are a part, is ready to capitalize on the momentum of substantial recent private and public investments and further leverage the DRI financial award to develop a vibrant and sustainable downtown economy.

Our business, Mansion + Reed General Store, is an active part in the downtown community and is committed to doing our part to facilitate a vibrant future for the historic downtown area. Five years ago, my sister and I moved to Coxsackie when we purchased a set of historic buildings on Reed Street, about half a block from Riverside Park. We chose Coxsackie because of its immense potential to be a thriving, walkable, creative village. With its unparalleled access to the mighty Hudson River, historic character, and proximity to other thriving villages such as Catskill and Hudson, it seemed just a matter of time before Coxsackie came fully awake. My sister and I opened our General Store three years ago on the ground floor of one of our buildings. We have experienced wonderful support and encouragement from our neighbors and Greene County as a whole, and our business has been growing nicely.

We have found, however, that the lack of available space for other new small businesses, as well as a number of derelict, empty, or underutilized building on the the main thoroughfare of Reed Street has been a detriment to our ability to really draw visitors to our "downstreet" area. Bringing the downstreet area to its former glory will transform the town from a crumbling, yet beautiful village to a restored and revitalized one that long-time locals and new transplants can be proud of. We envision restored buildings with new businesses on the ground floors and occupied apartments on the upper floors, as well as an active Riverside Park—offering space both for recreation and for peaceful contemplation. We opened our business here because we hope to be a small part of the revitalization of this Village. Change is slowly coming as evidenced by several new businesses, like ours, and the success of established businesses who have been able to keep their doors open, as well as greater numbers of tourists, new homeowners, and weekenders. I have no doubt that the DRI funds will be a vital turning point for Coxsackie and the region.

Thank you for the opportunity to offer strong support on behalf of our community of small businesses for this important application.

Sincerely,
Cecelia and Justine Post
Owners, Mansion + Reed General Store

Appendix B: ALBANY BUSINESS REVIEW ARTICLE & RELATED ARTICLE LINKS

1. “\$10M Rehab for Coxsackie.” *Hudson Valley 360*.

https://www.hudsonvalley360.com/news/greencounty/10m-rehab-for-coxsackie/article_23d433af-6226-5c4c-bc56-79e137441144.html

2. “Live & Learn: Old Schools Converted to Residential Spaces.” *Daily Freeman*.

https://www.dailyfreeman.com/news/live-and-learn-old-schools-converted-to-residential-spaces/article_2208b-0fa-bc9b-5c59-b83f-acab3ba6bcbe.html

3. “The \$15M Plan for Coxsackie.” *Albany Business Review*.

<https://www.bizjournals.com/albany/news/2019/10/31/coxsackie-hudson-valley-town-development-project.html>

COMMERCIAL REAL ESTATE

THE \$15M PLAN FOR COXSACKIE

A family-owned development company wants to build an event center, a hotel and more in Coxsackie. The goal: Turn the village into a draw for investment like its neighbor, Hudson.

Coxsackie is located about 30 minutes from Albany — but similar to other places south of the state capital, many perceive the trip to be longer.
DORIS ABBOTT/ALBANY

By Michael DeMasi — Reporter, Albany Business Review
Oct 31, 2019, 10:56am EDT Updated Oct 31, 2019, 1:03pm EDT

IN THIS ARTICLE

- Aaron Flach**
Person
- Commercial Real Estate**
Industry
- Gail Marowitz**
Person
- John P. Flach**
Person
- Mark Evans**
Person
- Rene VanSchaack**

See Correction/Clarification at end of article

Coxsackie's downtown is tiny but has the essentials: bank, general store, post office, library, real estate agency, wine shop, Italian restaurant and apartments in renovated buildings.

It's all within a short walk of a public park along the Hudson River.

RECOMMENDED

TRANSPORTATION
These RDU restaurants have shut down due to the pandemic (Gallery)

GOVERNMENT & REGULATION
More Dayton-area communities to receive Covid-19 relief funding

CAREER & WORKPLACE

Person

Travel & Tourism
Industry

The Greene County village (pop. 2,900) also has the hallmarks of upstate's decadeslong decline: an abandoned manufacturing site and a blocklong dilapidated building that was an opera house in the late 1800s.

Today, the stairs are creaky, the stage and seats are gone, and the high-ceilinged auditorium is overrun by pigeons. A thick layer of droppings and feathers covers the floor, along with a dead bird or two. Only someone with vision and moxie could see a brighter future there.

Aaron Flach, 44, grew up in Coxsackie, the youngest of four brothers. Each has their own local business or trade. They're also equal partners in Flach Development and Realty Inc., a company started by their father, John P. Flach, a pipefitter who branched into commercial real estate.

Aaron, who now leads the company, sees tremendous potential for his hometown to become the next Hudson Valley locale that draws day-trippers or second-home buyers from New York City and elsewhere.

Coxsackie doesn't have the Instagram appeal of Hudson, its trendy neighbor 15 miles south, but judging by the number of new faces Flach and others see on the weekends, word is slowly spreading.

"Our intention is to create a destination to bring people here, and that's already starting to happen," he said.

Where is the village of Coxsackie?

C-Suite Awards: Our honorees share leadership lessons learned from the pandemic



Coxsackie is located about 30 minutes from Albany — but similar to other places south of the state capital, many perceive the trip to be longer.



Flach Development has experience with a variety of projects, including owning and managing more than 200 apartments, two shopping centers, commercial buildings, homes and land.

Aaron owns three laundromats and two car washes. He also has been buying and renovating historic buildings since 2003, when he converted a three-story building downtown into nine apartments and a lawyer's office.

He's passionate about preservation.

"I've always been interested in architecture and old buildings," he said. "In my travels, I always appreciated them."

Over the past 18 months, Flach Development paid \$975,000 to buy five empty buildings clustered on South River Street, encompassing six acres.

The properties were owned by the Twelve Tribes, a religious sect that for years controlled a big chunk of downtown but whose presence has greatly diminished. Just four members still live in the village, Aaron said.

Flach Development has a four-phase, roughly \$15 million plan to convert the buildings into an event center with a glass atrium facing the water, a 40-room boutique hotel, a restaurant/brewpub, and storefronts at the old opera house with apartments and performing arts venue on the upper floors.

Phases of the development

The roughly \$15 million in renovations and new construction that Flach Development and Realty Inc. wants to do in downtown Cossackie would be completed in four phases.



The first two phases – The Wire event center

and The Newbury Hotel, costing an estimated \$10.2 million— got critical support in mid-October when they were named one of 12 “priority projects” by the Capital Region Economic Development Council.

The council recommended Flach Development receive \$2 million in state assistance. The designation increases the chances the company will receive some funding when Gov. Andrew Cuomo announces the winning projects in December. A total of \$750 million in aid will be awarded statewide.

Aaron has been working closely with the Bank of Greene County and National Bank of Coxsackie, on whose board he sits, to secure financing.

He also submitted an application to the Greene County Industrial Development Agency for an estimated \$640,000 in sales and use tax exemptions and a \$100,000 mortgage recording tax exemption.

Rene VanSchaack, executive director of the IDA, said nobody else is pursuing the kinds of investments that Flach Development wants to make in the village. It’s a longstanding frustration for him and others, the feeling that Coxsackie’s charms aren’t better known or appreciated.

Inside the Flach’s plan for Coxsackie

Aaron Flach and his family’s company have a plan to make Coxsackie into something akin to Hudson: A trendy place for day-trippers and second-home buyers.



The village, which is in the town of the same name, has a good-sized riverfront unspoiled by the industrial relics or busy roads that divide so many upstate municipalities from the water. The downtown is quaint and easy to reach from the Thruway.

For many, though, Coxsackie is just another exit off the highway. They may know it's home to two state prisons. The village's name is also unfortunately linked to a virus that causes flu-like symptoms, first discovered there in 1947.

Coxsackie isn't that far from Albany – it's about 30 miles from Wolf Road in Colonie – but similar to other places south of the state capital, many perceive the trip to be longer. Those same people won't hesitate driving roughly the same distance to reach Saratoga Springs or other points north.

Mark Evans, who has been mayor of Coxsackie for 11 years, puts it this way: "There's like this invisible barrier at the end of Albany County. They think nothing exists beyond there. They think there's no jobs. It's frustrating because when we see data on the Albany region [in the newspaper], Greene County won't be listed. Or they misspell the county. There's an 'e' at the end."

Evans doesn't sound bitter when he says this, just mildly exasperated. He's sitting in his office on the second floor of State Telephone Co. downtown, a phone and internet provider to about 4,500 customers in the area. In addition to being mayor, he's vice president of the family-owned company.

Much of his time as mayor has been spent finding ways to upgrade the aging infrastructure. A \$3.5 million water filtration plant opened in 2011. The village is in the

midst of \$17 million in improvements to the sewer pipes and treatment system.

The work is evident downtown, where sections of roads that have been dug up are covered in gravel. It's not a pretty sight, but it's temporary. Everything should be finished in a year.

Evans is excited by what Aaron Flach is trying to do.

"We've waited for decades [to see redevelopment]," he said. "Ever since I was young, this area was in a state of disarray. There was no real anchor and no real future. For years, people thought and hoped somebody from the city would come buy it and develop it all, but it never panned out. I'm ecstatic that it's somebody local."

What brought them to Coxsackie



Justine and Lia Post were lured to Coxsackie by more affordable real estate than in other towns that are closer to New York City. They opened Mansion + Reed general store in 2017. ©DAVID HUBERT/ALAMY

At Mansion + Reed, a small grocery store in downtown Coxsackie, you'll find honey, teas, coffee, pancake mix, ice cream, cheeses, eggs, beer, cider, meats and more – all locally sourced or from producers in New York and other northeastern states.

Behind the counter on a recent day, next to the newly installed espresso machine, was Justine Post, who owns the business with her twin

sister, Lia.

The Posts took a chance on Coxsackie nearly five years ago.

Justine earned a Ph.D. in literature and creative writing at the University of Houston and graduated into a tough job market.

Lia owned an arts collective in Brooklyn but got priced out when rents shot up.

They both wanted to make a change. They were familiar with Coxsackie from the days during their gap year between high school and college when they volunteered as educators on the Hudson River Sloop Clearwater and docked in the village during trips on the Hudson River.

Real estate was more affordable in Coxsackie than in other Hudson Valley towns that are closer to New York City.

"It was a block of three [buildings] we could afford," Justine said. "We loved the town. It's so historic, with the park and the river right there."

They took another plunge in May 2017 by opening the grocery store. Business has been good, with a steady stream of local residents and, in the warm months, out-of-towners on a weekend trek or attending a wedding in the area.

The pace has picked up lately.

"It's come alive a little bit," Justine said.



Mansion + Reed General Store co-owner Justine Post.
DONNA ABBOTT/VIHUE

A table with chairs is next to each of the two front windows. Gail Marowitz was seated by herself, reading a magazine.

She divides her time between Manhattan's Meatpacking District and her place in Coxsackie, a 200-year-old church a block away from the general store that she converted into a home.

Marowitz is an art director who has designed vinyl album covers for artists such as Panic! At The Disco and Bacon Brothers. Her LP package designs for Aimee Mann received three Grammy nominations and an award in 2006 for best recording package.

The beauty and solitude of Coxsackie appeal to her. She has mixed feelings about others discovering the village.

Technology enables her to work in the city or country.

"As long as there's internet, I'm good," she said.



Gail Marowitz at the
Mansion + Reed General
Store.
DONNA ARBON/FLYHUGS

Correction/Clarification

The story has been updated to include the correct spelling of the last name of the owners of Mansion + Reed.



ENVIRONMENTAL SERVICES

CHANGE Envi...

Award Winner

CHANGE Environmental, LLC, a multi-award-winning veteran owned small business, upon several nominations was selected for this award resulting from sev...



BANKING

Saratoga Nati...

Expansion

Saratoga National Bank and Trust Company is on the move again, expanding its footprint with the opening of a 12th retail branch location at 945 Troy S...



HUMAN RESOURCES

City Mission o...

General News

Since 1908, City Mission has provided help and hope for under-resourced men, women and children during uncertain times like the Great Depression, World...

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Appendix C: LINKS TO ARTICLES REGARDING URBAN EXODUS

1. **“A Run on the Catskills.”** *The New York Times*.

<https://www.nytimes.com/2020/06/17/realestate/a-run-on-the-catskills.html>

2. **“Droves of New Yorkers Looking to Flee City Permanently.”** *Daily Mail.com*.

<https://www.dailymail.co.uk/news/article-8242679/Droves-New-Yorkers-looking-flee-city-permanently.html>

3. **“New Yorkers are Leaving the City in Droves--Here’s Why They’re Moving and Where They’re Going.”** *Forbes*.

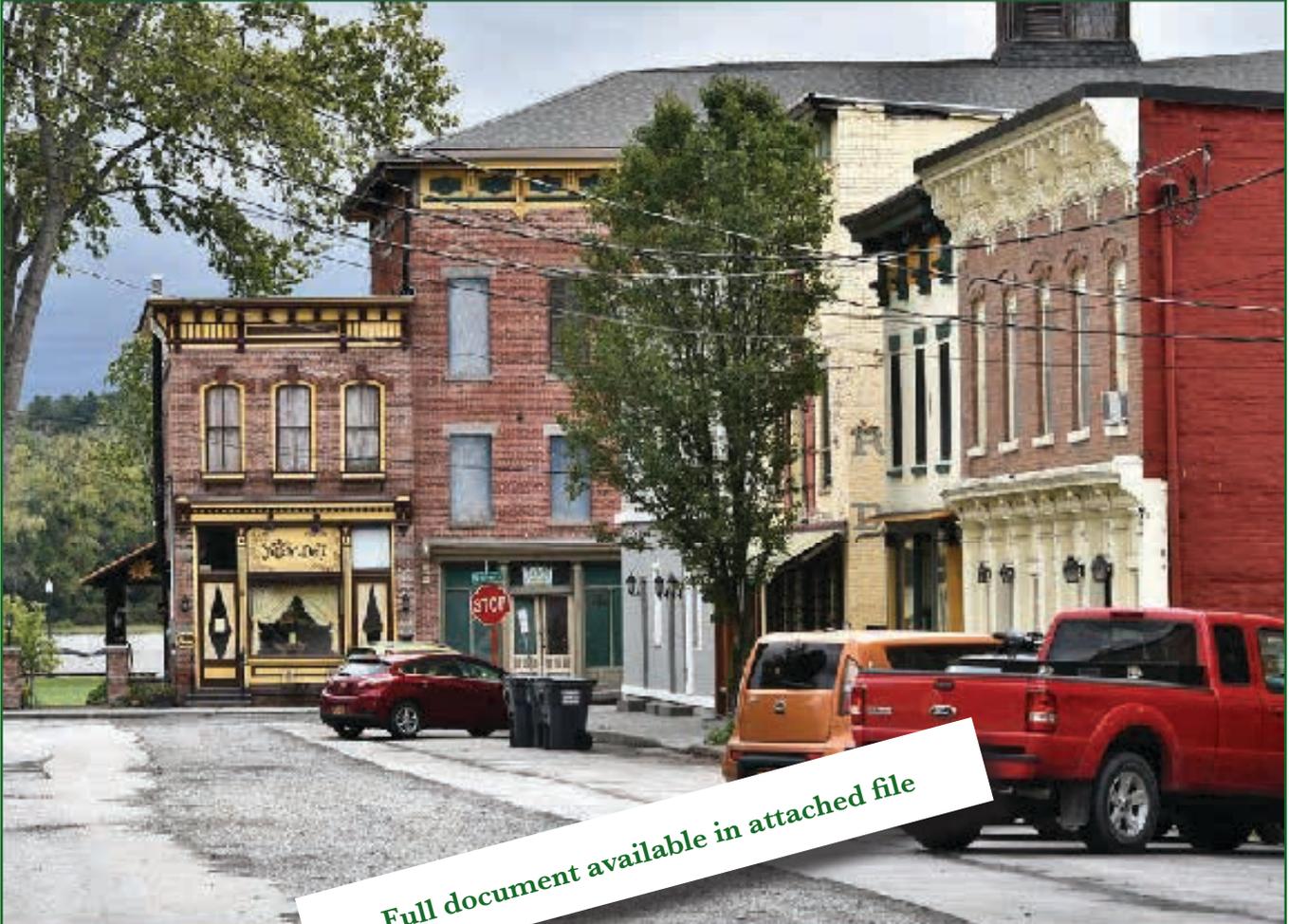
<https://www.forbes.com/sites/jackkelly/2019/09/05/new-yorkers-are-leaving-the-city-in-droves-heres-why-theyre-moving-and-where-theyre-going/#57a6014d41ac>

4. **“Census expected to prove that yes, people are fleeing NJ and NY for cheaper places to live.”** *NorthJersey.com*

<https://www.northjersey.com/story/news/new-jersey/2020/02/24/census-2020-expected-show-people-leaving-nj-ny-cheaper-living-nj-tax/4810754002/>

5. **“America’s Biggest Cities Were Already Losing Their Allure. What Happens Next?”** *NY Times*.

<https://www.nytimes.com/2020/04/19/us/coronavirus-moving-city-future.html>

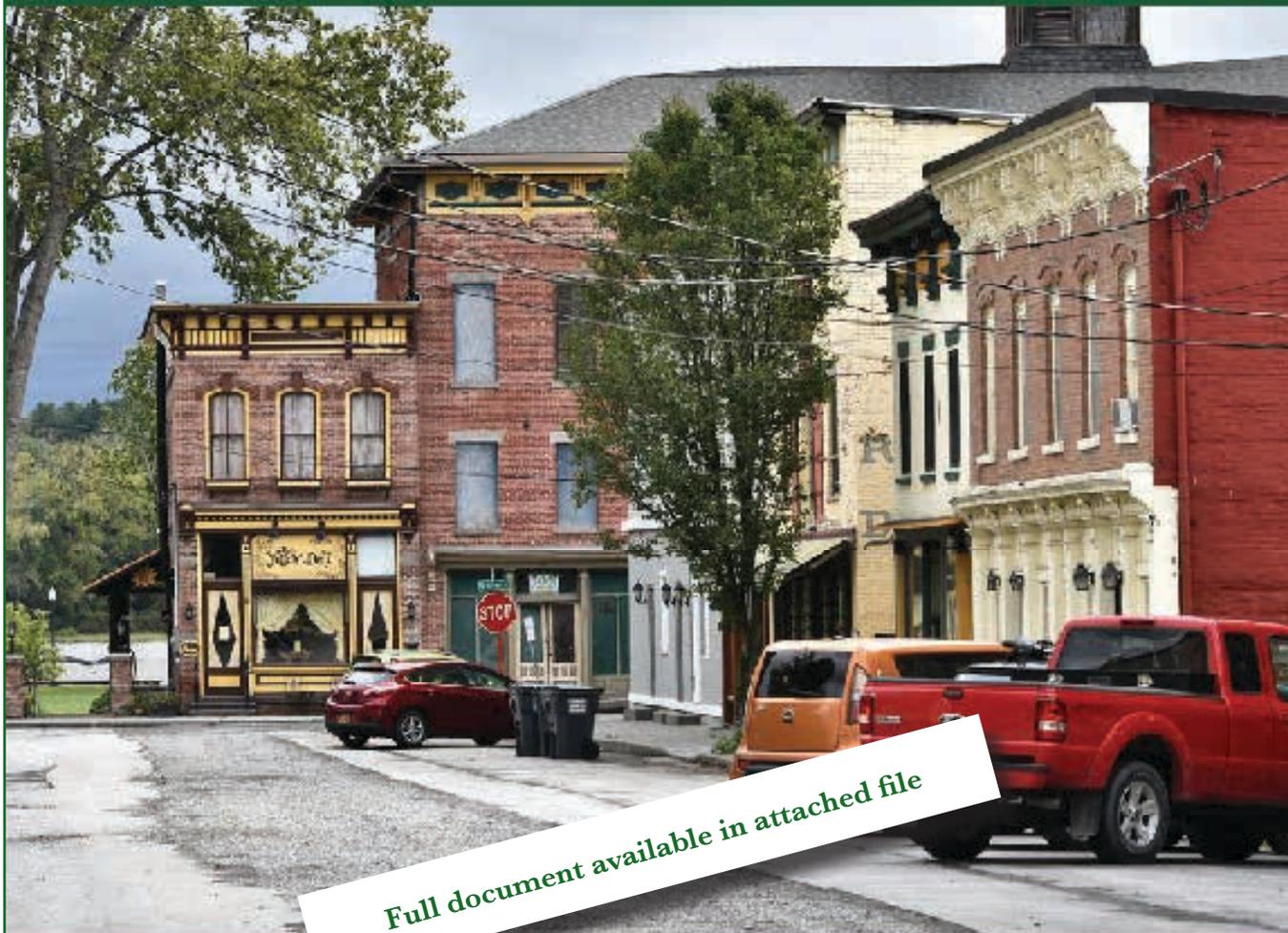


Village of Coxsackie DRI Community Survey Summary



Survey Open from: June 1 to June 24, 2020

109 Total Responses



Village of Coxsackie DRI Open House Summary

Survey Open from: July 16 to July 31, 2020

77 Total Responses

